

RUSTIC  
CHARMAN IDYLIC  
TUSCAN HIDEAWAY

## WHAT'S NEWS

## THE SHIFT

## SPREADING THE HEALTH

New York City's Flatiron District is becoming a wellness epicenter, with startups settling in the blocks between Union and Madison squares. In between facials at Rescue Spa, classes at Exhale and lunch at abcV, type-A New Yorkers can turn to a C-suite of holistic medical and fitness experts. "It's the best neighborhood in the world for health and wellness concepts to debut," says Amanda Freeman, co-founder of exercise studio Stretch\*d. "The mix of clientele and the density of offices and residential buildings are unparalleled." —Mia Adorante

**1. Wthn**

This acupuncture, cupping and herbal medicine studio offers à la carte and membership options.

**2. Stretch\*d**

Co-founded by Freeman, the CEO of fitness brand SLT, this stretching studio makes the afterthought of most workouts the main event.

**3. Harklinikken**

At this hair-loss clinic imported from Denmark, there's a lab that allows clients' custom topical solutions to be mixed on-site.

**4. Trellis**

The self-described "Equinox of fertility" pairs its egg-freezing clients with a health coach, fertility specialist, nurse and nutritionist.

**5. Parsley Health**

This doctor's office/cafe aims to redefine primary care with a person-first, root-cause approach. "We love being so close to our friends in the startup and wellness communities," says CEO Dr. Robin Berzin of the neighborhood.

**6. Kindbody**

Women's health and fertility will come together at this soon-to-open center aimed at democratizing egg freezing and IVF.

**7. The Well**

This members-only club with a gym, spa and restaurant is led by chief medical officer Dr. Frank Lipman. It will offer a wide range of East-meets-West healing when it opens in July.