



**FOR IMMEDIATE RELEASE**

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**NEW BUSINESSES COMING SOON IN THE WREN  
AT CARMEL CITY CENTER**

**Carmel, IN -** Carmel City Center is pleased to announce the addition of three new businesses to its mix of offerings. SweatHouz, VERVE and Indy Homes will open this summer in the new Wren building.

**Sweathouz (SWTHZ)** is thrilled to announce the upcoming grand opening of its luxurious contrast therapy studio at the new Wren building in Carmel City Center this summer. The state-of-the-art facility will provide a unique recovery journey with a scientifically backed approach to self-care, combining hot and cold temperatures for optimal mental and physical performance and wellness.

At SWTHZ, guests can indulge in up to 60 minutes in their own private contrast therapy suite, featuring an infrared sauna, cold plunge, and vitamin-C shower. The studio will boast seven elegantly designed suites—each accommodating one to two guests—and an ADA-accessible suite designed for up to four people. Each session is fully customizable, allowing guests to tailor their experience to meet their individual wellness needs.

“We are excited to bring SWTHZ to the Carmel community, a place we love for its vibrant, walkable environment and commitment to health and wellness,” said franchise co-owner Zanna Foley. “Our goal is to create a sanctuary where clients can unwind, recover, and rejuvenate.”

“We are passionate about health and wellness, and we can’t wait to share the transformative experience of SWTHZ with our community,” added co-owner Jeanette Ray. “Our team is dedicated to providing an exceptional experience that promotes holistic recovery and well-being.”

Each suite is meticulously maintained by staff after every session, guaranteeing a pristine environment for all clients.

The benefits of contrast therapy at SWTHZ are numerous, including boosted immune system, reduced stress levels, enhanced muscle recovery, lower mortality rates, improved mood and heart health, effective detox and cleansing, decreased inflammation, increased calorie burn and metabolism, and enhanced overall performance.

SWTHZ will be open Monday through Friday from 7 a.m. to 8 p.m., and Saturday and Sunday from 8 a.m. to 5 p.m.

Kristie Smith, a 25-year industry veteran, is thrilled to announce the relocation of her real estate brokerage, **Indy Homes**, to a sleek, new office space at Carmel City Center. After outgrowing their former downtown Carmel location, Indy Homes is expanding to a spacious 1,200-square-foot space designed with flexibility in mind. The new office features an open, modern layout that reflects the team's innovative approach to real estate.

At Indy Homes, clients can expect personalized service thanks to the expertise of Kristie Smith and her team of experienced professionals. The brokerage specializes in transforming homes they take to market, offering these services at no charge to sellers. By using a combination of design, staging, and strategic improvements, Indy Homes creates "must-have" homes that generate bidding wars, even in today's more competitive and softened real estate market. This commitment to delivering top-dollar results for sellers has made Indy Homes one of the most trusted names in the city.

In addition to her real estate venture, Kristie Smith is bringing something truly special to Carmel with the upcoming opening of **VERVE**, a women's fashion boutique. Slated for a summer 2025 debut, VERVE will offer an exceptional selection of luxury brands, carefully curated to combine the timeless with the modern. The boutique will feature highly coveted names like Alice + Olivia, L'Agence, ALC, Milly, Ramy Brook, Brochu Walker, Kerri Rosenthal, LoveShackFancy, and more.

VERVE will be a one-stop destination for women who appreciate quality, sophistication, and style. Exclusive to the boutique will be collections from Alice + Olivia, Dorothee Shumaker, L'Agence, Milly, and Brochu Walker, ensuring that shoppers will have access to some of the fashion world's most coveted lines. The store's design will reflect a luxurious, yet welcoming vibe, combining feminine elegance with a hint of Kristie's signature pink, making the shopping experience feel like stepping into a celebrity closet.

"We are so excited to bring these two new ventures to Carmel City Center," said Kristie Smith. "Indy Homes has become known for its ability to transform homes and deliver exceptional results for sellers. With VERVE, we can offer women a shopping experience that celebrates luxury, beauty, and timeless style. Both businesses reflect my commitment to excellence and my passion for making Carmel an even more vibrant and dynamic community."

"We are thrilled to welcome these businesses to Carmel City Center this summer," says Melissa Averitt, senior vice president at Pedcor Companies. "The addition of Sweathouz and VERVE expands the Center's fashion district and wellness offerings along with Indy Homes offering expertise in residential real estate."

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#### **CARMEL CITY CENTER**

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### **About Carmel City Center**

Carmel City Center is a one million square foot, \$300 million, mixed-use development located in the heart of Carmel, Indiana. A destination like no other in central Indiana, the project offers the appeal of a neighborhood and the vibrancy of a downtown. Carmel City Center features luxurious residences, specialty retail and restaurants and premier office space. Phase One includes 62,427 square feet of commercial space.

The following restaurants, retailers and offices are currently open in Phase I of Carmel City Center: 317Home, Addendum / MacKenzie-Childs, Andrew Porter Fine Clothiers, Baseline Social, Bath Junkie, CHEERS Co-work, divvy, Eggshell Bistro, Fishman Fine Jewelers, Fringe & Form, Hanami Sushi & Sake Bar, Hey Little Diddle Baby, Hey Little Diddle Child, InCycle Strength & Indoor Cycling, IndyFit, Julie Browning Bova Design, Kits & Kaboodle Classic Toys, Lily & Sparrow Boutique, Linden Tree Gifts, Lone Pine, Megan Danielle Skincare, NorthQuad, Out of the Blue Polish Pottery, Pure Concepts Salon, Sever Walker Padgett, Stretch Zone, Uplift Intimate Apparel and The AromaRoom. Charred and Salt will open soon. Pedcor is also in various stages of lease negotiations with other restaurant, retail and service concepts.

The apartment units in the Residences of Carmel City Center opened in summer 2010. The penthouse condominiums are all committed. Law firm Drewry Simmons Vornehm occupies 16,500 square feet of office space in Carmel City Center. Future phases of Carmel City Center include additional residential and commercial space.

Carmel City Center is the location for The Center for the Performing Arts, which includes a 1,600 seat world-class concert hall named "The Palladium," a 500-seat theater named "The Tarkington" and a 200-seat black box theater. Carmel City Center's boutique hotel, Hotel Carmichael, is now open as part of the Autograph Hotel Collection, Marriott's independent lifestyle brand. Feinstein's, Vivante French Eatery and Adagio Lounge are open in Hotel Carmichael. Carter Green in Carmel City Center is also home to the Carmel Farmers Market, Carmel Christkindlmarkt and The Ice. This pedestrian-based master plan development is located at the southwest corner of Range Line Road and City Center Drive (126<sup>th</sup> Street). The Monon Greenway runs directly through the project. Carmel City Center was developed as a public/private partnership between the City of Carmel, Pedcor City Center Development Company and numerous developers.

### **About The Nash**

The Nash, a three-story, \$10 million mixed-use building, is just south of Phase I of City Center on the west side of Range Line Road. It contains 30 one, two and three bedroom apartments on the second and third floors and 8,000 square feet of commercial space at street level.

A.D.A Vintage, Be.You.tiful Nails, Forever Gallery, Graeter's Ice Cream, Little Tulip Tree and The Shop are open.

### **About The United Fidelity Bank Building**

The United Fidelity Bank buildings, formerly known as the Baldwin & Chambers buildings, a four-story, mixed-use building, is just south of Phase I of Carmel City Center and north of The Nash on the west side of Range Line Road. It contains 26 studio, one and two bedroom apartments on the third and fourth floors and 31,000 square feet of commercial space on street and plaza level.

Addendum, The Cake Bake Shop, Lantz Collective, My Salon Suite, Oliver's Twist and United Fidelity Bank are currently open. Pedcor is in various stages of lease negotiations with restaurant, retail and service concepts.

### **About the Holland & Playfair Buildings**

The Holland & Playfair buildings, a five-story, 178,000 square foot, mixed-use building is located just west of the Veterans Way Garage and Hamilton West commercial space along the Monon Greenway. It contains 112 one, two- and three-bedroom apartment homes on the second through fifth floors and office space on the first floor.

Industrious is open and occupies 27,000 square feet on the first floor of the Holland & Playfair buildings.

### **About Hamilton East and Hamilton West Buildings**

Hamilton East and Hamilton West are buildings connected to the Veterans Way Garage with 28,000 square feet of retail, office and residential space. It contains 5 apartment townhomes. Aroma Experience, Canine Cloud Nine, FlexWerk, HerMD and Magic Hat Barber Shop are currently open. Pedcor is in various stages of lease negotiations with restaurant, retail and service concepts.

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**About The Wren**

*The Wren building is connected to Hotel Carmichael with 40,474 square feet of retail and office space. It has up to five levels of residential space above the plaza level. Alternate View and Honey Boutique are currently open. Indy Homes, Sweathouz and VERVE are set to open summer, 2025.*

*For more information, please visit [www.carmelcitycenter.com](http://www.carmelcitycenter.com)*

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