

RFR

FOR IMMEDIATE RELEASE

Media Contact:

Great Ink Communications, Ltd. – 212-741-2977
Roxanne Donovan (roxanne@greatink.com)
Sara Williams (sara@greatink.com)
Eric Waters (eric.waters@greatink.com)

RFR Announces 42,000 SF of Leases at 100 Biscayne in Downtown Miami

*Distinctive Capital Improvements and Prime Biscayne Waterfront Location
Drive Robust Leasing Activity*

NEW YORK – January 8, 2026 – RFR announced today that LVMH, a tenant at 100 Biscayne since 2007, has renewed its five-floor, 34,000-square-foot space at the downtown Miami office building in a seven-year term for its Swiss luxury watchmaker Hublot and LVMH Perfumes & Cosmetics. Additionally, Independence Pet Holdings, which manages a diverse and broad portfolio of modern pet health brands, will join the roster with a new 8,000-square-foot, 10-year lease at the office tower. Asking rents were \$65 per square foot.

After purchasing the 289,000-square-foot building in 2022, RFR executed a broad capital improvement program and transformed 100 Biscayne into a premier workplace destination. The firm has since executed 248,000 SF of leases across 46 transactions, including 22 new tenants, driving occupancy from 60 percent to 92 percent. In addition to LVMH and Independence Pet Holdings, the impressive roster at 100 Biscayne includes Italian eyewear maker Luxottica, international architecture firm Zyscovich, international engineering firm DeSimone, multiple consulates as well as premier data center tenants AT&T, Verizon and Windstream Communications, many of which have long-standing tenures at the building.

“Under RFR’s ownership, 100 Biscayne has captured the attention of leading luxury brands, prominent international organizations and design- and tech-forward firms,” said AJ Camhi, Executive Vice President and Director of Leasing of RFR. “100 Biscayne is a rare gem in the Miami skyline with an upscale aesthetic that marries Miami’s contemporary flair with a sophisticated urban vibe and boasts sweeping views of Biscayne Bay. We’re excited to welcome Independence Pet Holdings and see LVMH recommitting to the building.”



The leasing activity at 100 Biscayne underscores the value of this prime location in the Biscayne Bayfront enclave of Downtown Miami. The new amenities and pre-built suites at the 30-story, Class A office building are important drivers for tenants while unobstructed views of Biscayne Bay, Port of Miami, and the Downtown Miami skyline create a high-end workplace experience. Amenities include a fitness center and

well-appointed lounge and conference facility while the street-level dining options at The B100M round out the overall tenant experience.

In 2024, RFR partnered with a Michelin-starred food and beverage operator to open The B100M & Shade (pronounced The “Bloom”), a 5,000-square-foot chef collective and lounge with a design aesthetic inspired by the landscape of Miami. The space transitions seamlessly throughout the day from an artisanal coffee bar to an elevated fast-casual restaurant serving lunch and dinner to a reservation-only, evening chef’s table experience, and finally evolves into Shade, a chic cocktail bar and lounge featuring a robust wine and mixology program.

“This is the only boutique waterfront office building in downtown Miami,” continued Mr. Camhi. “Occupiers keen on having a full-floor identity are attracted to the 10,000-square-foot floorplates while smaller tenants can enjoy sophisticated office suites with a sought-after address.”

RFR was represented by Cameron Tallon and Eric Groffman of CBRE and AJ Camhi and Rob Weller of RFR on both transactions. LVMH was represented by Luciana Carvalho of Carvalho Commercial Real Estate and Independence Pet Holdings was represented by Geoffrey Kreiss and Iker Belauste of JLL.

100 Biscayne is centrally located in the heart of Miami’s rapidly growing Central Business District, adjacent to the Metromover Station, minutes from the Miami Brightline commuter rail station and proximate to the thriving Design District, Wynwood Arts District, and Miami Beach neighborhoods. Additionally, 100 Biscayne is surrounded by transformative projects including the ongoing Flagler Street redevelopment, myriad restaurants, the soon-to-be-delivered Waldorf Astoria supertall, and the newly opened \$6 billion Miami Worldcenter retail complex.

Active in Miami for more than 20 years, first as developer and owner of the W South Beach Hotel and with noteworthy retail ownership on Lincoln Road and in the Design District, RFR translated its its extensive office investment and repositioning expertise to Downtown Miami with the transformation at 100 Biscayne.

About RFR

RFR is a fully integrated real estate investment firm based in New York City with a core focus on select urban markets in the United States and Germany. Founded by Aby Rosen and Michael Fuchs in the early 1990s, the firm has been an active force in the New York City and German real estate market for much of the past three decades. RFR’s portfolio has grown to include more than 100 commercial, residential, hotel, and retail properties located in select domestic and international markets.