

Life Is Good Case Study



Challenge

Boston-based lifestyle brand Life is good was looking to consolidate multiple offices in Boston's Back Bay into one corporate headquarters location. Life is good engaged NAI Hunneman's downtown team and tasked them to find a space that would align with the company's culture and brand. The company sought a destination that could be customized, while also offering the opportunity for elements like natural lighting that would help employees leave healthier than when they arrived in the morning. Life is good was also attracted to amenities including a close proximity to public transportation and a bustling social environment.

Results

NAI Hunneman worked closely with Life is good over the course of 9 months to find a space that perfectly aligned with the company's office culture and brand. This search eventually led to Boston's Thriving Innovation district into 22,000 SF space at 51 Melcher Street. The Innovation District continues to attract companies looking for space in a crowded market, and it's not just for startups anymore. The space was perfect for Life is good as its brick and beam style and open plan allowed the company to customize it to their unique style while keeping within their budget. Plus it puts Life is good in the heart of a neighborhood that offers a wealth of amenities, adding new ones almost monthly, and is just steps from one of the city's largest public transportation hubs at South Station.