

"Queen of DTLA Real Estate" calls a market bottom as Erewhon enters South Park

THE "EREWHON EFFECT" IS COMING TO DOWNTOWN LA: With the highly calculating luxury grocer anchoring South Park alongside the revitalization of Oceanwide Plaza and the countdown to the 2028 Olympics, the buyer's market is rapidly closing.



Los Angeles, California Oct 21, 2026 ([Issuewire.com](https://www.issuewire.com)) - Savvy real estate buyers have a rare, expiring window of opportunity to secure premier high-rise real estate at a discount before a convergence of massive development projects fundamentally reshapes Downtown Los Angeles.

Real estate experts are warning that the current buyer's market will pivot quickly with the upcoming arrival of **Erewhon Market**, the ultimate validator of elite urban luxury. Erewhon does not simply expand; the brand is highly calculating, selecting only the most discerning, hip destinations where they see guaranteed high-end evolution. By anchoring its newest flagship destination in the neighborhood, Erewhon is sending a clear signal to the market that DTLA's luxury baseline is officially locked in. Property analysts widely predict this will trigger the famous "**Erewhon Effect**," a proven real estate phenomenon where residential demand spikes and property values climb the moment the doors open. While buyers have recently overlooked Downtown LA due to short-term market shifts, the

neighborhood is aggressively on its way up.

The momentum is further amplified by major progress at **Oceanwide Plaza**. The massive complex is actively undergoing a major transformation, with the highly publicized graffiti completely removed and construction pushing forward. The revitalization of this key South Park anchor is eliminating a major visual hurdle, restoring pristine luxury aesthetics and instantly renewing confidence for high-net-worth investors. "There is a massive opportunity for buyers right now, as prices in DTLA at some of the most popular buildings, like **The Ritz-Carlton Residences**, are at their lowest," says Yvonne Neustadter, the long-reigning "**Queen of DTLA Real Estate**" and founder of luxury brokerage The Property Lab. "I cannot stress enough that this is the time. If you have been waiting on the sidelines, your window is closing." The wave of demand is expected to lift all luxury high-rises in the immediate footprint.

Buyers are urged to target elite South Park and surrounding developments immediately—including the ultra-luxury Ritz-Carlton Residences at 900 W. Olympic Blvd., the premier Grand Avenue towers like EVO (1155 S. Grand Ave.) and LUMA (1111 S. Grand Ave.), and the modern Metropolis Towers (889 & 877 Francisco St.).

"Erewhon is a special grocer, and they just don't open in any location," Neustadter adds. "People know that, and this presence will fundamentally shift the South Park DTLA real estate market. Combined with the eyes of the world turning to LA for the **2028 Olympics** and Oceanwide Plaza roaring back to life, buyers who nab properties in South Park today will look back at these prices as an absolute steal. With inventory moving and prices still heavily favoring buyers, waiting until the grocery carts hit the floor or the Olympic torch is lit means paying a premium. The time to buy into the new DTLA lifestyle is right now.

About The Property Lab:

The Property Lab is a premier boutique luxury real estate firm specializing in the high-rise and residential market of Los Angeles. Led by dominant DTLA expert Yvonne Neustadter, widely recognized as the "Queen of DTLA Real Estate," the firm delivers forward-thinking real estate analysis.

www.thepropertylabre.com



Media Contact

The Property Lab

*****@gmail.com

310-248-0047

900 W Olympic Blvd Los Angeles CA 90015

<http://www.ThePropertyLabRE.com>

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