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Kinda Chic: The Brooklyn Buildings Turning Everyday Rituals Into Luxury Amenities

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A new social media trend known as “kinda chic” is making a case for a quieter version of luxury. Forget the grand gestures. The idea is that the routines you build into everyday life can feel just as aspirational, whether that means a standing tennis match, an easy movie night, or having enough time for a swim before dinner. It is less about showing off and more about making the good parts of life ridiculously convenient.

Brooklyn’s newest residential buildings seem to have gotten the memo. Across the borough, developers are creating amenity programs that turn favorite hobbies and small rituals into things residents can access with little more than an elevator ride. From a private tennis court overlooking the Brooklyn Bridge to a screening room downstairs and a resort-style saltwater pool near the waterfront, these buildings are making everyday indulgence feel, well, kinda chic.

Kinda chic to have a standing tennis match: [Olympia DUMBO](#)



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At Olympia DUMBO, squeezing in a tennis match does not require booking a court across town. Residents have access to a full-size private tennis court on the building's 10th-floor Bridge level, billed as the highest private tennis court in New York City, with views stretching across the Brooklyn Bridge, Lower Manhattan skyline, and New York Harbor. The surrounding amenities make it easy to turn a quick match into an entire afternoon, with indoor and outdoor pools, a hot tub, sauna, steam room, juice bar, cabanas, and private dining areas all close by. The luxury here is not simply having a tennis court. It is being able to play whenever the mood strikes.

Kinda chic to have the best seat in the house: [Brooklyn Tower](#)