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Branded Luxury Living

An enviable emerging trend for those who can afford it is five-star living at luxury branded residences, known in the trade as “branded luxury living.” Star architects, celebrity interior designers, first-class service and luxury amenities are all part of the package. If you’ve stayed at premier hotels with revered names like **Four Seasons**, **Ritz-Carlton**, **Mandarin Oriental** and **W**, you’re already familiar with the concept. And the trend of posh hotels crossing over into the ultra-luxury residential market shows no signs of stopping. “The demand for branded residences exceeds the current supply,” says Jay Parker, CEO of Florida Brokerage, Douglas Elliman.

And it’s here in Boca now, with **Via Mizner**—and the soon-to-be **Mandarin Oriental Hotel**. This billion-dollar project is comprised of 92 private-entry residences, a world-class Mandarin Oriental Hotel, a half-mile stretch of high-end retail, five-star Michelin dining and a prestigious Jack Nicklaus-designed golf course. “The Residences at Mandarin Oriental, Boca Raton will provide an elite lifestyle by combining the comforts of a private home with the unsurpassed amenities and legendary services of Mandarin Oriental,” says Frank Weed, vice president of Penn-Florida, the developer of the project. Construction is underway and sales have already exceeded expectations.