

MODERN LUXURY

OCEAN DRIVE



TYLER HERRO

Rendering of the upcoming Rosewood Residences Miami Beach

Sunshine Living

ROSEWOOD HOTELS & RESORTS PRESIDENT RADHA ARORA SPEAKS ON THE BRAND'S IMPRESSIVE FLORIDA EXPANSION AND NEW MIAMI PROJECT, BRINGING ITS FIVE-STAR HOSPITALITY TO THE SUNSHINE STATE.

BY PAIGE MASTRANDREA

Can you give us some background on Rosewood's residential offerings?

Rosewood Residences encompasses a highly distinctive collection of residential villas, estate homes and serviced apartments, which are available for purchase or rent in the world's most dynamic cities and desired destinations. Each of our ultraluxury residences feature stylish architecture, unique interiors and intuitive service offerings catering to those seeking a next-generation lifestyle. Imagine combining an ultraluxury hotel's design details and amenities with a private home, personalized to your taste and style.



PHOTO COURTESY OF DBOX FOR SAVO



Clockwise from top: Rendering of Rosewood Residences Miami Beach pool; Rosewood Residences Lido Key views; Rosewood Hotels Group President and Co-Chief Development Officer Radha Arora.

Historically, our residences have been extensions of our hotel and resort properties, and currently approximately 50% of our pipeline includes a residential component. One of our more exciting recent announcements is that of Rosewood's management of Miami's iconic hotel The Raleigh, which will introduce 44 Rosewood Residences to the exceptional site in the heart of the city's vibrant Art Deco District. This represents a great opportunity for buyers to own a piece of the historic property and receive all of the benefits that come along with having Rosewood as its custodian.

What will the projects in Florida look like?

In 2021, we announced Rosewood Residences Lido Key as our first stand-alone branded residential offering, with a commitment to bring a new luxury lifestyle

experience to the area and the United States at large. Designed by Miami-based Swedroe Architecture, the 65-unit condominium will occupy 3.5 prime acres of beachfront real estate and feature interiors by New York-based Lillian Wu Studio. The residences will average approximately 4,200 square feet and showcase state-of-the-art finishes and features.

Our second stand-alone Rosewood Residences offering in Florida, Rosewood Residences Naples, will offer a relaxed, high-end coastal lifestyle in the heart of the destination. Spread across over 5 acres and boasting almost 500 feet of beachfront, the project is sure to become Naples' most enviable address— which of course says something as the existing product in this area is quite mature. With fewer than 50 units, the development will be intimate in feel yet expansive in

offerings, creating a community of likeminded buyers who want to enjoy the Rosewood way of living while maintaining a sense of privacy and exclusiveness. The property will embody a private club-like atmosphere through ample amenities and shared spaces including an expansive fitness center, spa, and steam and sauna facilities, two pools, one heated spa and poolside cabanas—driving home our promise of providing resort-style amenities that can be outfitted to everyday life.

What drew you to Miami and Florida for residential expansion? Why was now the right time?

Florida's real estate market is hotter than ever. Its cities have been shown to offer smart solutions to the shifting lifestyle priorities and habits of today's consumers. With more flexible work-life balance, there has been an influx in demand for both seasonal and permanent secondary or tertiary homes. The cities in which we have decided to plant the Rosewood flag— Miami, Naples and Lido Key— offer a relaxing yet cosmopolitan lifestyle that resonates with a variety of consumers.

How will each residential property reflect Rosewood's DNA of 'a sense of place'?

Our 'a sense of place' philosophy greatly impacts the guest and owner experience at each of our properties. Especially for our residential properties, where we know our buyers are investing long-term in the destination, it is critical for us to provide a product that feels representative of the local surroundings while still being timeless. For example, Rosewood Residences Miami Beach, which is spearheaded by renowned real estate development firm SHVO, will be housed in an iconic new building designed by Peter Marino that thoughtfully embraces the spirit of the vibrant neighborhood in which it sits, as well as complementing adjacent The Raleigh's storied legacy.

What do you want residents to feel upon move-in or arrival?

At Rosewood, our calling is to create truly meaningful connections and facilitate moments of discovery for our guests and residents. We want everyone who interacts with our brand to walk away from their experience with us feeling more fulfilled and enlivened than they were before. ■