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Enhancing The Cachet Of High-End Residences, By Design



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Real Estate



Hallandale Beach, Fla.'s 2000 Ocean is the first residential development in the U.S. to be curated by Minotti.KAR PROPERTIES

A number of factors help define luxury high-rise living for today's most discerning buyers. Location within a moneyed, walkable and highly-coveted enclave may be most important. Sumptuous in-unit features and finishes, lavish creature comforts, attentive service and the most opulent and state-of-the-art amenities are four more.

To this list, add one other: The bragging rights that go with owning a residence in a building whose interiors were sculpted by one of the design world's most iconic names.

Case in point: [2000 Ocean](#) in Hallandale Beach, Florida, currently in development by Shahab Karmely of New York City-based [KAR Properties](#). The 38-story, 64-residence boutique condominium, which will break ground this year and is slated for completion in 2020, is the first residential development in the United States to be curated by [Minotti](#).

Launched in 1948 by founder Alberto Minotti, the Italian company has over its 70 years honed a reputation for cutting-edge design in hospitality and residential real estate.

In short order, 2000 Ocean has begun generating buzz in the real estate world about the growing significance of established designers as brand partners, and the cache designers' names and reputations confer on gleaming new residential buildings.

Partners in luxury

Karmely is an eloquent observer on the notion of high-end developers such as KAR Properties teaming with leading brand partners. In addition to acclaimed designers Minotti and minotticucine -- the latter providing the custom-designed kitchens and bathrooms at 2000 Ocean -- he also collaborates with gild-edged architects like Enrique Norten-TEN Arquitectos and Kobi Karp. In nourishing relationships with high-end brands that serve exceptional design, he has learned the exclusivity and prestige of these brands hold immense gravitas with well-heeled buyers both domestic and international.

"We live in a world where the term 'luxury' has become one of the most overused terms, similar to the term 'genius,'" Karmely says. "Luxury brand

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partners have spent years, if not decades, establishing their brands and brand associations in every sector. Whether it is fashion, automotive, entertainment, they all have proven added value.

“Our established brand partners have an international presence with showrooms around the world. Our clients can walk into those showrooms and be assured that quality of our product and brand aesthetics will be delivered to them. Our brand partners are the leaders in their fields internationally.”

Gold on the water

Neighboring the wealthy oceanfront community of Golden Beach, 2000 Ocean promises to be a fitting neighbor to the enclave’s uber-luxurious waterfront homes boasting million dollars-and-up prices.

“Space to develop oceanfront properties is becoming increasingly difficult to come by, and we saw an opportunity to create something extraordinary in Hallandale Beach for those seeking beachfront, resort-style living,” Karmely says.

Residences in the 38-story glass tower will be fully finished and furniture-ready, Minotti having provided each with personalized design services. The interior and exterior amenity spaces of 2000 Ocean will be similarly furnished by the legendary Italian firm.

To say 2000 Ocean’s owners will savor resort-style living does not do justice to the level of pampering and privacy anticipated. Amenities include biometric access to private elevator buildings, freestanding spa pavilion with treatment rooms, Hamman ice room and yoga room and oceanfront curated library. Residences will be pre-wired for Savant systems providing the latest and most sophisticated technology. All common areas will be wired for multi-level security programs, boasting biometric access and advanced scanning systems designed to provide unparalleled surveillance and seclusion.

When 2000 Ocean is unveiled, Karmely expects the partnership between brand partners Minotti, TEN Arquitectos and Kobi Karp to yield a one-of-a-kind fusion of sophistication and palatial living. Fortune International Group will oversee the exclusive sales and marketing of the property.