



## AUBERGE RESORTS COLLECTION TO MANAGE LANDMARK RESIDENTIAL PROJECT ON FORT LAUDERDALE BEACHFRONT

MILL VALLEY, CALIF. (October 30, 2014) – [Auberge Resorts Collection](#), award-winning operators of exceptional resorts, clubs and residences, today announced its first project in Florida: [Auberge Beach Residences and Spa Fort Lauderdale](#). The first project of its kind in Fort Lauderdale, the 171-unit beachfront condominium property will be the only on-the-sand luxury residential offering in the destination. Florida’s premier developers, [The Related Group](#) and [Fortune International Group](#), in partnership with The Fairwinds Group of Fort Lauderdale, have appointed Auberge to oversee every aspect of the lifestyle at what will be the most refined project of its kind in Fort Lauderdale history.



“Our presence in Florida represents the continued evolution of Auberge Resorts Collection as a luxury brand that redefines resort and residential experiences in the world’s most desirable destinations,” said Craig Reid, Chief Executive Officer, Auberge Resorts Collection. “We are delighted to collaborate with Florida’s most prestigious development team and bring our signature style of luxury to what will be a market-making project on this stretch of Florida’s Gold Coast.”

Auberge Beach Residences Fort Lauderdale will be developed on the best beachfront site in the destination, a 4.6-acre parcel that is the former home to Ireland’s Inn Beach Resort. Housed in two iconic structures, the condominium residences will be characterized by a façade of cascading terraces, many with private pools. The 171 residences will range in size from 1,500 to 5,000 square feet and will all have sweeping ocean views. Prices will range from \$1.5 million to \$8 million.

“Auberge Beach Residences and Spa Fort Lauderdale will offer the same style of bespoke personal experience that is found at all our other resorts and clubs,” said Dan Friedkin, Chairman, Auberge Resorts. “This experience has earned Auberge an incredibly loyal and

affluent clientele. We believe that the time and the market are right for a residential project of this caliber. It will be a perfect addition to the Auberge Resorts Collection.”

Internationally recognized architectural firm [Nichols, Brosch, Wurst, Wolf & Associates](#), which has designed Miami condominium projects for The Related Group and Fortune International Group, as well as South Florida luxury hotels such as Marriott Marquis Miami World Center, W Hotel & Residences Miami Beach and The Ritz-Carlton Resort & Residences Key Biscayne, has envisioned two light-filled glass towers that will maximize the project’s rare on-the-beach setting and panoramic views with a resort-like ambiance. Departing from South Beach contemporary and traditional designs, the 171-residence property will strike a natural balance with a visual aesthetic that is soft and organic, but also sophisticated and luxurious.

[Meyer Davis](#), an award-winning New York-based design firm whose portfolio includes 1 Hotel & Homes South Beach, W Hotel Mexico City and Capri Hotel Southampton, is designing the interior spaces with a relaxed, yet elegant, beach-chic vibe that honors the serene coastal landscape.

Complementing the private elegance of the residences will be the beachfront private club-style amenities, including an indoor-outdoor lounge and restaurant, an Auberge Spa, meeting rooms, children’s center, swimming pools and gardens, all located at ground level to seamlessly connect the lifestyle to the beach and the community. The signature restaurant will be a lively American bistro concept with a raw bar and an exceptional wine program, a hallmark of Auberge Resorts Collection, whose roots run deep in Napa Valley. Dining and lounging will take place poolside and on spacious decks for long evenings with friends and family under the stars. With indoor-outdoor treatment rooms and a generously sized fitness center, the world-class Auberge Spa is poised to become the ultimate relaxation destination.

Further enhancing the world-class residential experience will be an impressive contemporary art collection in the common areas that will include thoughtfully curated, exceptional pieces from Jorge Pérez of The Related Group, an avid collector of Latin American art who, in 2013, established the Pérez Art Museum Miami (PAMM).

Every detail of the lifestyle at Auberge Beach Residences and Spa Fort Lauderdale will be impeccably managed by Auberge Resorts Collection, one of the most sought-after luxury brands in the hospitality industry, with an unmatched reputation for personalized service, Michelin-starred dining and award-winning spas. Auberge properties are renowned for their unique style of relaxed sophistication and thoughtful attention to detail.

The project is scheduled to break ground in 2015. Sales will begin in December 2014 at 2200 North Atlantic Boulevard, Fort Lauderdale. For more information about Auberge Beach Residences and Spa Fort Lauderdale, visit [aubergebeach.com](http://aubergebeach.com) or call (954) 744-1061.

### **About Auberge Resorts Collection**

Auberge Resorts Collection owns and operates a portfolio of exceptional hotels, resorts, residences and private clubs under two distinct brands: **Auberge Hotels and Resorts**, timeless luxury properties acclaimed for their intimate, understated elegance, and **VieVage Hotels and Resorts**, a new lifestyle brand that brings together contemporary themes of design, community and wellness in a fresh, active and social environment. While Auberge nurtures the individuality of each property, all share a crafted approach to luxury that is expressed through captivating design, exceptional cuisine and spas, and gracious yet unobtrusive service. Properties in the Auberge Resorts Collection include: Auberge du Soleil and Calistoga Ranch, Napa Valley, Calif.; Esperanza, Cabo San Lucas, Mexico; Hotel Jerome, Aspen, Colo.; Malliouhana, Anguilla; The Auberge Residences at Element 52, Telluride, Colo.; Pronghorn Resort, Bend, Ore., and VieVage, Napa Valley, with several others in development. For more information about Auberge Resorts Collection, please visit <http://www.aubergeresorts.com/>. Follow Auberge Resorts Collection on Facebook at [facebook.com/AubergeResorts](https://www.facebook.com/AubergeResorts) and on Twitter at [@AubergeResorts](https://twitter.com/AubergeResorts).

### **About The Related Group**

The Related Group was established in 1979, and is America's leading developer of sophisticated metropolitan living and one of the largest firms. For more than 30 years, The Related Group has created innovative residential developments that have dramatically changed South Florida's urban landscape. Since its inception, the privately held company has built and managed more than 85,000 condominium and apartment residences. The Related Group has earned a national reputation for its visionary design and development of luxury condominiums, mixed-use center and affordable rental properties – often in emerging or undiscovered neighborhoods. The firm is one of the largest Hispanic-owned businesses in the United States with a development portfolio of projects worth in excess of \$15 billion. *TIME* magazine named Mr. Pérez one of top 25 most influential Hispanics in the United States, and he has made the cover of *Forbes* twice. The Related Group has redefined the new cycle of real estate with the rollout of over 12 projects beginning with Apogee Beach in Hollywood and Mybrickell in downtown Miami, the first in each of their respective neighborhoods to break ground since the boom. For more information, please visit <http://www.relatedgroup.com/>.

### **About Fortune International Group**

The name Fortune International Group is synonymous with excellence and an unwavering commitment to quality and customer service in the world of luxury real estate. Visionary founder Edgardo Defortuna has set new industry standards ever since the company's founding in 1983. Fortune is a recognized leader in both the development and sales and marketing of South Florida luxury real estate with a portfolio that includes residential, mixed-use, condo-hotel and office-

condo projects. The company's developments include Jade Residences at Brickell Bay; 1200 Brickell; The Bridgewater; Artech; Le Meridian Sunny Isles Beach; Jade Beach and Jade Ocean. In collaboration with The Related Group, Fortune International Group is developing Hyde Resort & Residences Hollywood Beach.

Fortune is also the exclusive sales firm for some of the most prominent projects in South Florida today, such as Midtown Miami, 1 Hotel & Homes South Beach, NINE at Mary Brickell Village, SLS Lux & Paraiso Bay, among numerous others.

Fortune International Group has 13 offices around the world, with nearly 1,000 associates. Its international broker network reaches legions of prospective buyers from South Florida to Buenos Aires, Hong Kong to Sao Paolo, Manhattan to Paris.

Fortune International Group's strength derives from the company's ability to define a market and its need with all forces that shape the industry <http://fortuneintlgroup.com>.

### **About The Fairwinds Group**

The Fairwinds Group was formed in 2004 by Andy and Kathy Mitchell, who envisioned a world-class facility on the site of the former Ireland's Inn Beach Resort. Based in Fort Lauderdale, The Fairwinds Group, through Fairwinds Development LLC and Fairwinds on the Ocean LLC, led the acquisition of the resort and the procurement of a number of adjacent properties to consolidate the site to 4.6 net acres. Additionally, The Fairwinds Group led the early development team, working with the community and city officials to rezone the site in anticipation of the upcoming Fall 2014 project launch on the beach in Fort Lauderdale. This persistent visionary approach will bring to Fort Lauderdale the finest facility ever built, ushering in the next chapter in Fort Lauderdale development.

The Fairwinds Group's leadership has extensive experience in hotel management and consumer products manufacturing gained from more than 40 years in business. Andy Mitchell, President and CEO, has served in global management roles for several U.S.-based Fortune 100 companies. Executive Vice President Kathy Ireland Mitchell grew up at Ireland's Inn, and her career has spanned all aspects of the hospitality business. Father-in-law Jack Ireland, who has been involved in the hotel and restaurant business for more than 60 years, brings a solid understanding of client services that complements the team's development efforts.

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