

REAL ESTATE

Four Seasons brings private residences to North America

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Four Seasons to Debut First-Ever Private Residences in Los Angeles at Gateway to Beverly Hills. Image credit: Four Seasons

By SARAH RAMIREZ

Hospitality group Four Seasons Hotels & Resorts has started construction on a residential project in Los Angeles, making it only the second standalone luxury residence for the brand and the first in North America.

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Although Four Seasons has been including residential spaces in its properties for decades, the hospitality group has been slower than others when investing in resident-only properties. Hotel residences are becoming more popular as affluents seek the high levels of comfort, amenities and service on a more daily basis.

"Standalone residential products are a relatively new offering from Four Seasons, and will comprise of an exclusive collection of some of the world's best real estate, outside of our hotels and resorts," said Paul White, president of residential, **Four Seasons Hotels and Resorts**. "As we introduce standalone residential offerings to our portfolio, we are focused on opening in destinations that are important to our guests and future homeowners, and where we have an existing brand presence."

L.A. living

Although Four Seasons already has a robust presence in southern California, including Four Seasons Hotel Los Angeles at Beverly Hills, its newest project is a standalone residential property. The hotel group collaborated with Genton Development Company on the property.

The new Four Seasons Private Residences Los Angeles has already sold more than half of its total 59 units. Each residence has an open floor plan and private outdoor spaces to take advantage of California's year-round warm weather.



Each residence will include outdoorspace. Image credit: FourSeasons

The units are spread across 12 floors and three building wings. Townhouses and condominiums are available, including a 12,000-square-foot penthouse with unobstructed city views.

Each floor plan is unique, but units feature floor-to-ceiling windows to draw in as much natural light as possible, as well as gourmet kitchens with top-tier appliances.



Rendering of the entrance to the new Four Seasons Private Residences. Image credit: FourSeasons

Additional amenities include an in-house theater, private kitchen and chef for in-residence dining and catering, fitness center, outdoor pool with private cabanas, massage room and a 24-hour concierge.

To further emphasize the Four Seasons brand, residents will be able to take advantage of the services and amenities offered at the nearby Four Seasons Hotel Los Angeles, such as the event spaces, spa facilities and restaurants.

"In keeping with the personalized attention this property offers, and our buyers expect, we've traveled to China, Dubai, Hong Kong and the United Kingdom to speak with our prospective buyers face-to-face and describe the unprecedented residential experience and investment opportunity that the Four Seasons Private Residences Los Angeles offers," said Jonathan Genton, CEO of [Genton Development Company](#). "Now from our appointment-only sales studio located across the street at the Four Seasons Hotel at Beverly Hills, we're treating prospective buyers and their brokers to the world-class Four Seasons experience with a balcony view that overlooks the construction site that will soon become their future home."

Residential growth

As affluent travelers' values change and shift toward experiencing new things rather than returning to the same locations, luxury hospitality brands are branching out.

Earlier this year, Four Seasons announced its global expansion plan, in which it will enter new markets as well as build up its residential business.

Four Seasons Private Residences has a presence in more than 17 countries with 39 properties. The brand claims this number will double by 2023 ([see story](#)).

The hotelier recently opened its first standalone private residences in London's Mayfair neighborhood.

Located in the heart of Mayfair at Twenty Grosvenor Square, the development includes 37 private residents which will be serviced by Four Seasons. The building has been renovated by Finchatton to create three-, four- and five-

bedroom apartments with amenities courtesy of Four Seasons ([see story](#)).

"Residents can enjoy the best of both worlds with exclusive and private homes, along with the personalized service and hotel-inspired amenities that they have come to love when staying with Four Seasons around the world," Mr. White said. "Each Private Residence features a director of residences and concierge to ensure that every need of our homeowners is met, ultimately creating the very best lifestyle experience."

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