

REAL ESTATE

Bentley branches into branded residences

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Each home at Bentley Residences will have a private car elevator. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is building its first branded residences in South Florida, becoming the latest luxury marque to expand into real estate.

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Bentley is collaborating with property developer Dezer Development and architectural firm Sieger Suarez Architects on the development and design of the luxury residential tower. Reflecting Bentley's commitment to sustainability, the project will be built in accordance with the Florida Green Building Council (FLGC) certification and use sustainable materials throughout the property.

Sustainable luxury for car lovers

Located on the coastline of Sunny Isles Beach, Bentley Residences will have more than 200 luxury apartments. Geared towards luxury car owners, each residence will feature an in-unit multi-car garage and a car elevator.

"The modern and progressive brand identity of Bentley Residences is at work in both the tower's interior and exterior spaces, rooted in authenticity, sustainability and innovation," said Adrian Hallmark, chairman and CEO of Bentley Motors, in a statement. "We've partnered with Dezer to create a living experience that expresses the very philosophy of the Bentley brand and stays true to our vision of inspiring extraordinary journeys."

The building will be the tallest residential tower on any U.S. beachfront at 749 feet and more than 60 stories. Owners will also be able to enjoy unobstructed views of the ocean and surrounding waterways thanks to the tower's cylindrical design and floor-to-ceiling windows.

Sustainability will also be at the heart of the design, in accordance with FLGC certification and other environmental regulations meant to protect the area's unique environment and wildlife.

The tower will be engineered to reduce energy consumption, with reduced coastal lighting used to protect endangered sea turtles, whose hatchlings can be impacted by light pollution. Environmentally-safe building materials will also be incorporated, including within apartment interiors.

Additionally, residences will have a private balcony, pool, sauna and outdoor shower. Other amenities include a gym, spa, whiskey bar and restaurant, as well as private and communal gardens.

"Partnering with Bentley Motors, a true global luxury brand and being able to create another first in the Miami marketplace is an extraordinary opportunity," said Gil Dezer, president of Dezer Development, in a statement. "With Bentley Motors, together we will create something inspiring, powerful and iconic a true game-changer when it comes to luxury living."

Construction is expected to begin in 2023 with completion scheduled for 2026.

Dezer Development and Sieger Suarez Architects have previously collaborated on several projects, including the Porsche Design Tower and Residences by Armani/Casa, both also in Sunny Isles ([see story](#)).

In nearby Miami, the Aston Martin Residences are expected to be completed in 2022 ([see story](#)).

Beyond automobiles and real estate, Bentley also has a wide range of lifestyle offerings including fragrances, leather goods and home furnishings.

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