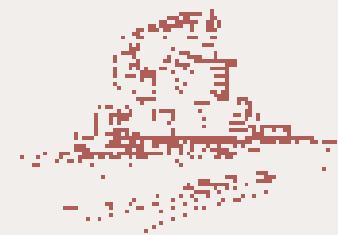




THE
SHORECLUB



PRIVATE
COLLECTION



The Shoreclub Private Collection is a reinvention and extension of a rich heritage and storied history. A cornerstone of the Miami Beach landscape.
Re-imagined by award-winning New York-based firm, Robert A.M. Stern Architects.





An iconic landmark sets a new benchmark for a rare and refined lifestyle on the shore. Home to a limited collection of 49 curated residences set on three acres of lush oceanfront. Infused with a lifestyle catering to the most discerning. Located in Miami Beach's most celebrated waterfront enclave.



THE SHORECLUB

PRIVATE COLLECTION



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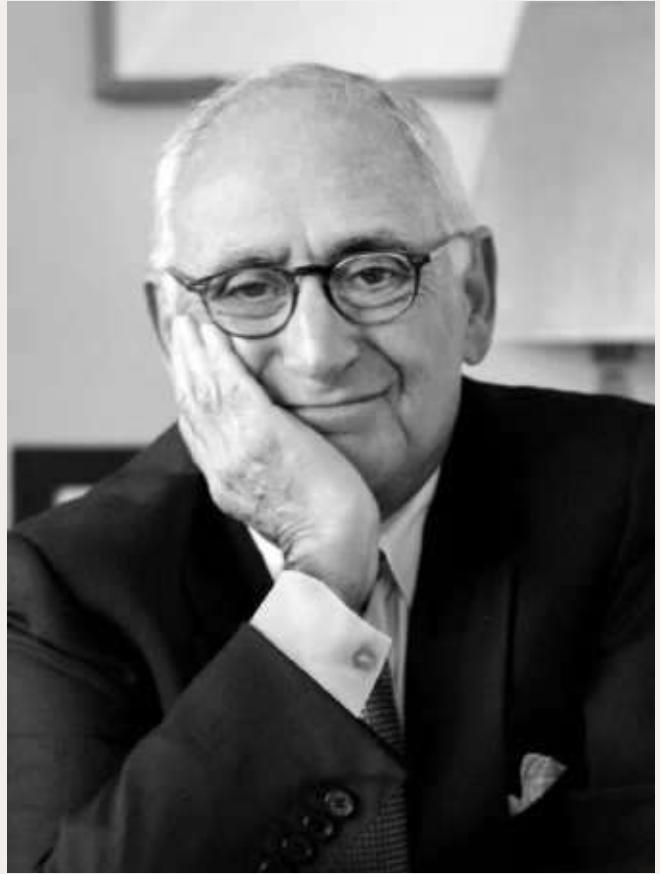
- (1) VISION
- (2) RESIDENCES
- (3) LIFESTYLE
- (4) LOCATION
- (5) VISIONARIES

VISION

Renowned architect Robert A.M. Stern redefines the essence of an historic legend.

Soaring 200 feet above the ocean line, an 18-story tower captures state-of-the-art living. Behind the original MiMo façade of the historic Cromwell House, iconic duplexes and deluxe penthouse have been purposefully re-imagined. And a single family beach house has been designed to complement the landscape.

A once-in-a generation opportunity to experience an exceptional oceanfront lifestyle. The Shoreclub Private Collection is in every sense an icon reborn.



L ROBERT A.M. STERN
NEW YORK, NY

R THE ORIGINAL CROMWELL,
MIAMI, FL

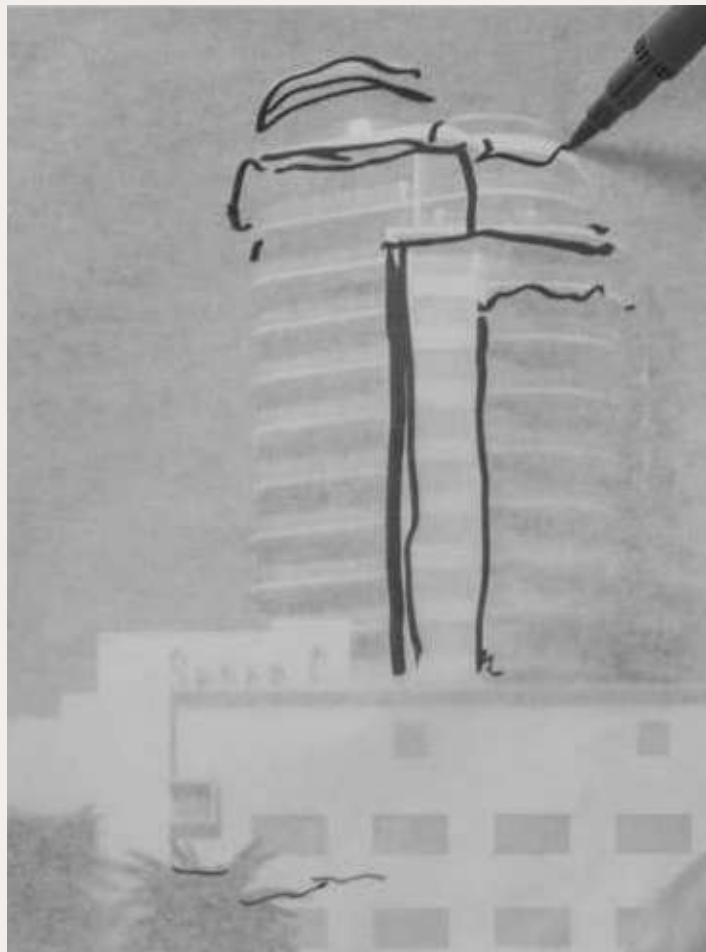


“Our design for the new Shoreclub hotel and residences builds upon the rich history of Miami Beach’s exuberant modernism and art deco allure, while also connecting to the iconic waterfront location, inspired by the nautical.”

ROBERT A.M. STERN
FOUNDER AND SENIOR PARTNER, RAMSA

EACH HOME IS DESIGNED
TO REFLECT THE FREEDOM AND
OPENNESS THAT AN ESCAPE TO
THE BEACH OFFERS.

—ROBERT A.M. STERN
FOUNDER AND SENIOR PARTNER, RAMSA



L EARLY SKETCHES OF THE NEW TOWER AT THE SHORECLUB

C RAMSA TEAM MEMBERS DISCUSS SKETCHES AND MODELS





L EARLY SKETCHES OF THE BOTANIC GARDEN AND POOL EXPERIENCES

R ARCHITECTURAL MODEL

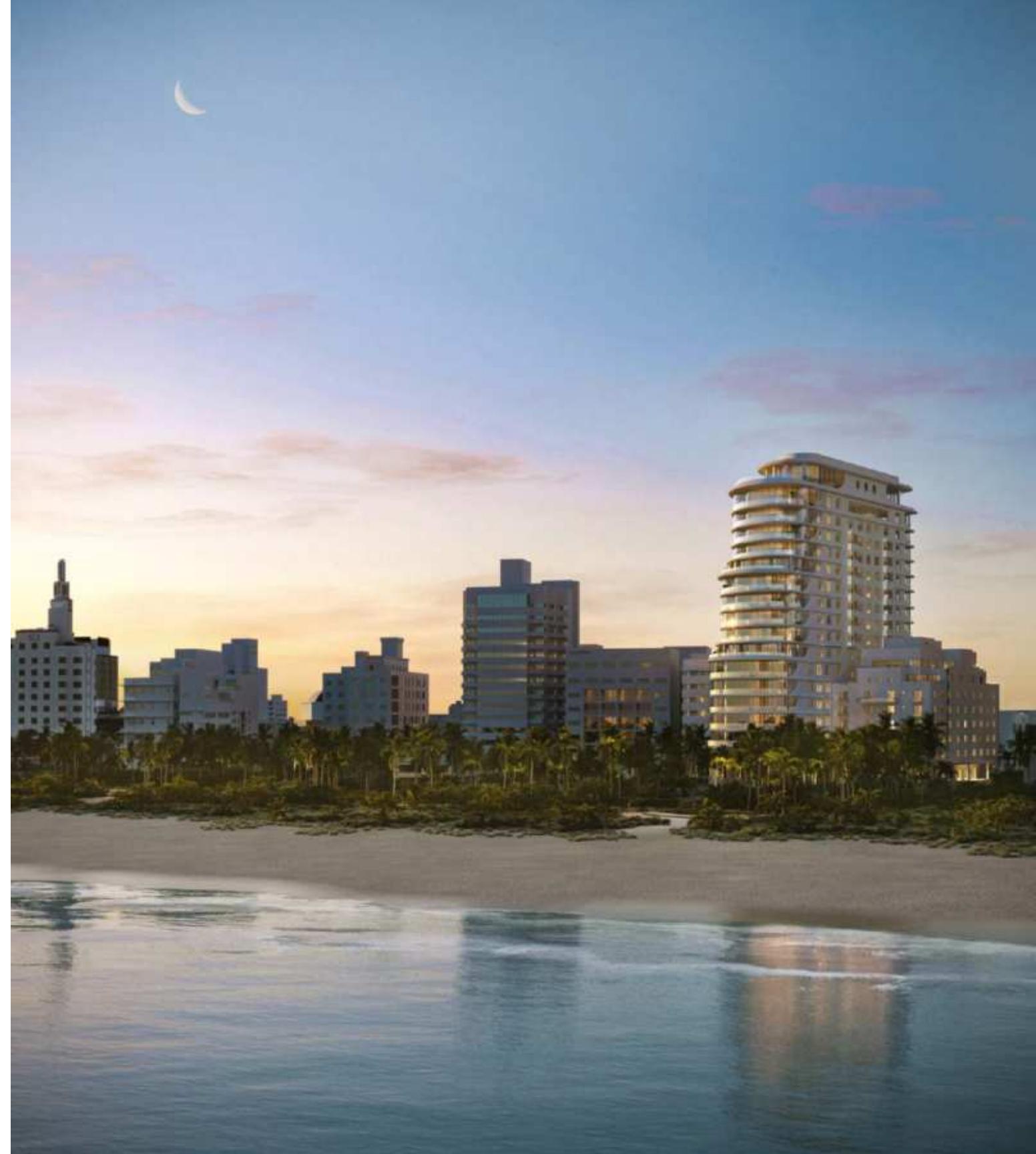


“We respect both its legacy and individuality, designed with sculptural columns that continue a procession outward to densely planted gardens, a series of pools, and ultimately the beach.”

ROBERT A.M. STERN
FOUNDER AND SENIOR PARTNER, RAMSA

The Shoreclub Private Collection bridges the iconic and innovative. A sculpted glass façade renews the legacy of the original architecture. Rising above an oasis of lush botanical gardens. Swooping to the doorstep of The Atlantic Ocean.

Towering into the future. History is rewritten.



RESIDENCES

The Residences: *The Tower, The House and The Beach House.* Related architecturally yet distinctive artistically. Designed to maximize vistas and light with the curvature of each home. With no two floor plans precisely alike, sweeping Miami Beach views fall nothing short of spectacular.

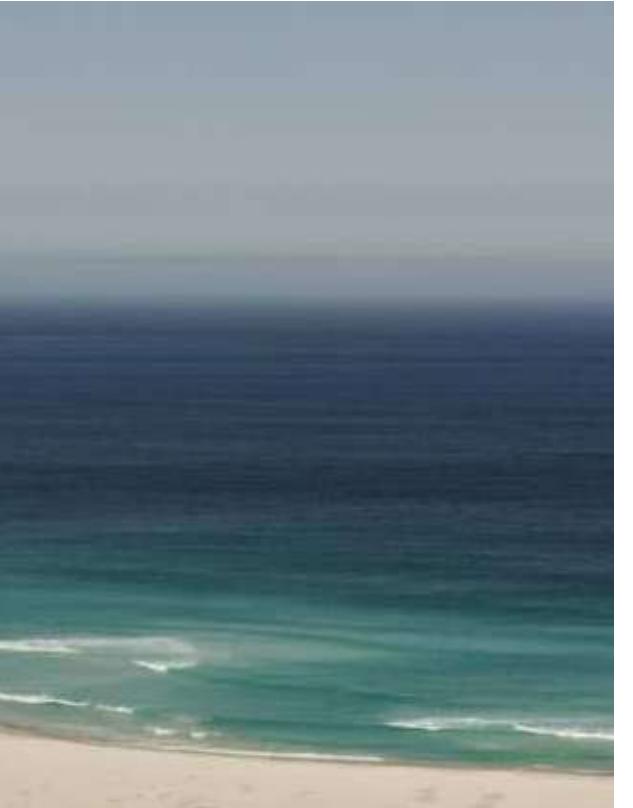


AN OCEAN-INSPIRED INTERIOR PALETTE
OF DUNE, CORAL AND SKY. FURNISHED
TO REFLECT THE UNDULATING NATURE OF
THE TIDES. A SEA-SCAPE OF COLOR
BLENDS FORMALITY WITH FAMILIARITY.

—ROBERT A.M. STERN
FOUNDER AND SENIOR PARTNER, RAMSA



Expansive ocean views epitomize the essence of waterfront life. Floor-to-ceiling sliding glass windows with ten-foot high great rooms bathe each home in natural light. Destined to maximize living, dining and entertaining.





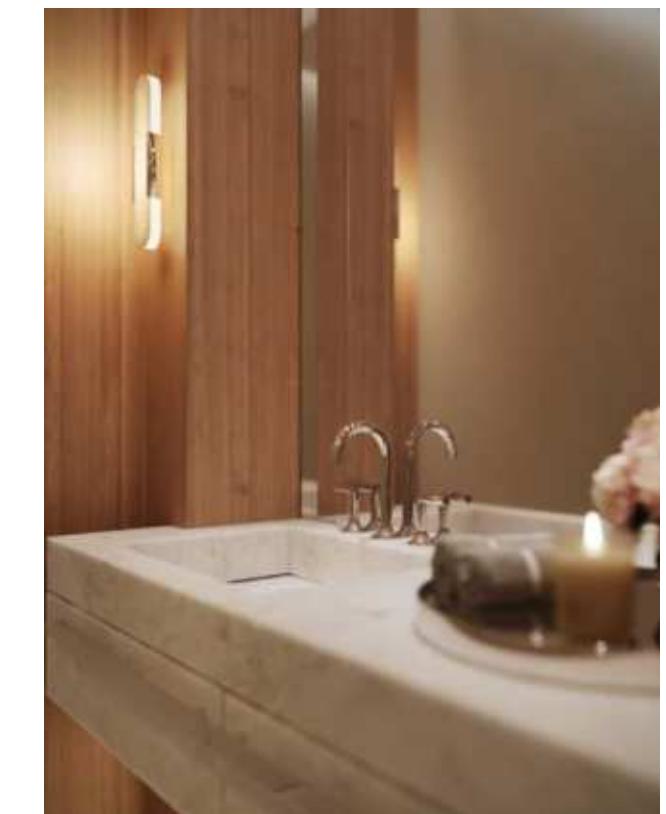
LIVING AND DINING SPACES FLOW
TOGETHER. ALONG WITH
CURVED-GLASS WINDOWS AND
SPACIOUS TERRACES, THIS UNIQUE
PANORAMA OF BEACH INSPIRES AN
UNPARALLELED WAY OF LIFE.

—ROBERT A.M. STERN
FOUNDER AND SENIOR PARTNER, RAMSA





Raw meets refined. Natural materials—richly grained stone, custom textured wood and smooth veined marble—are harmoniously balanced with stainless steel and polished finishes.



RESIDENTIAL FEATURES

Curved seamless glass walls create a sensuous organic geometry. Wraparound balconies shore up unobstructed vistas up and down Miami Beach. State-of-the-art appliances and gracious-sized entertaining rooms enhance the experience of open layout living.

Panoramic beachfront ocean or bay views through floor-to-ceiling windows

Sweeping terraces with architectural curved glass railings

Direct-entry elevators in most residences

Custom yacht-inspired interiors by Robert A.M. Stern

Entry galleries ideally proportioned for art display

Dedicated service entry in most residences

Great rooms with floor-to-ceiling sliding glass doors leading to balcony with oceanfront and city views

Robert A.M. Stern custom designed kitchens with warm wood cabinetry, marble slab countertops and polished stainless-steel backsplashes

Select residences include chef's kitchens

Primary Bedroom suites with direct ocean views in most residences

Primary Bedroom Suites designed by Robert A.M. Stern feature distinguished wet bars and gracious bathrooms with custom double vanities, double-head steam showers, and freestanding soaking tubs and private water closets

Gracious primary bedroom suites with dual walk-in closets

Robert A.M. Stern custom designed hardware throughout

Private plunge pool with direct ocean views in select residences



LIFESTYLE

All the privacy you need. All the luxury you want.

Residents at The Shoreclub Private Collection are welcomed home with a discreet porte-cochère entrance, a world-class fitness center, library, lounge and exclusive pool. And Auberge Resorts Collection builds on its one-of-a-kind reputation for intimate tailored service that is uniquely personal to the property. Offering residents a suite of private residential amenities.

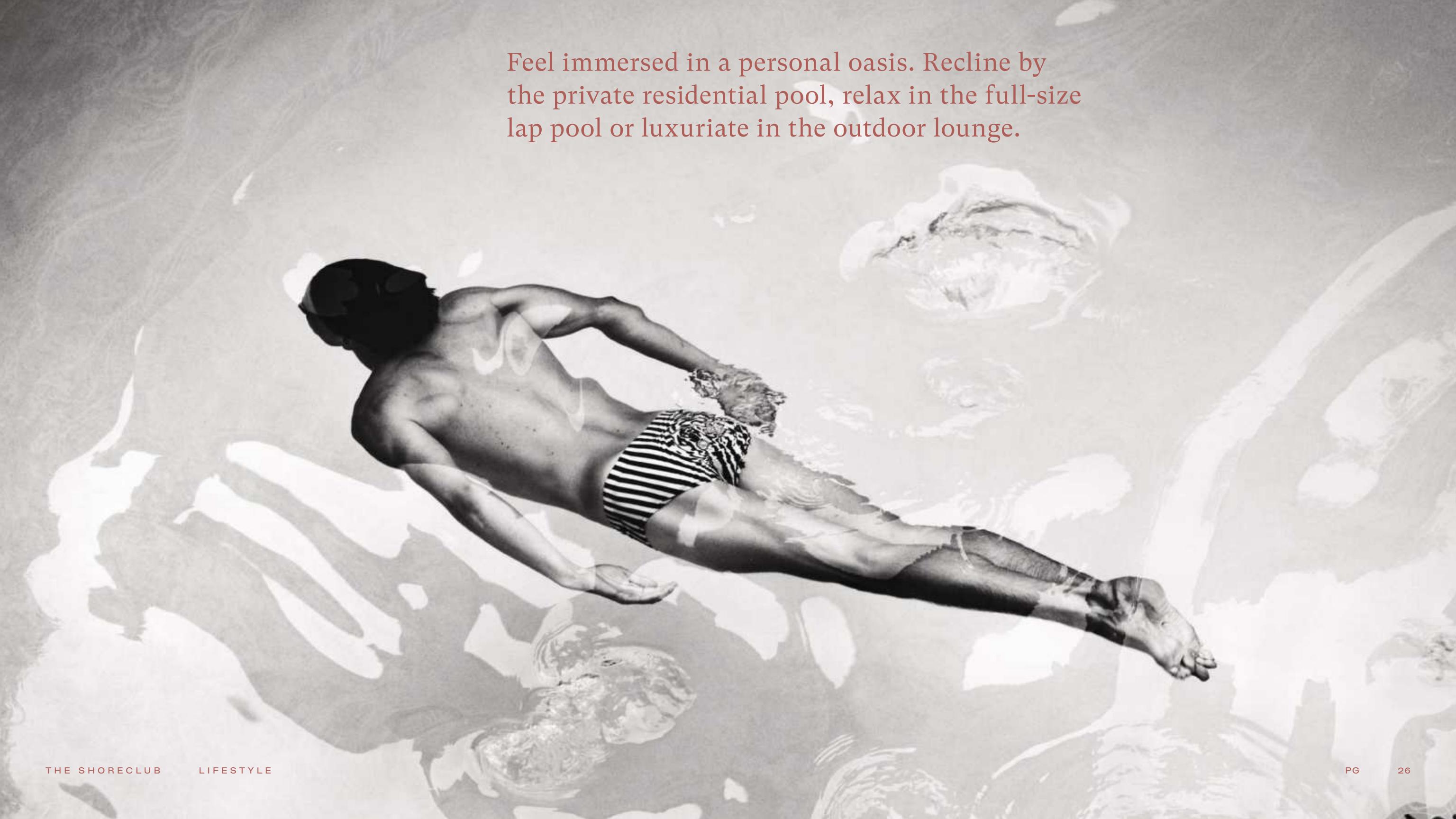
Bespoke residences meets a five-star resort.



THE PRIVATE RESIDENTIAL POOL

Designed for residents-only, the privacy of a personal pool is a place to escape to in the lap of luxury.

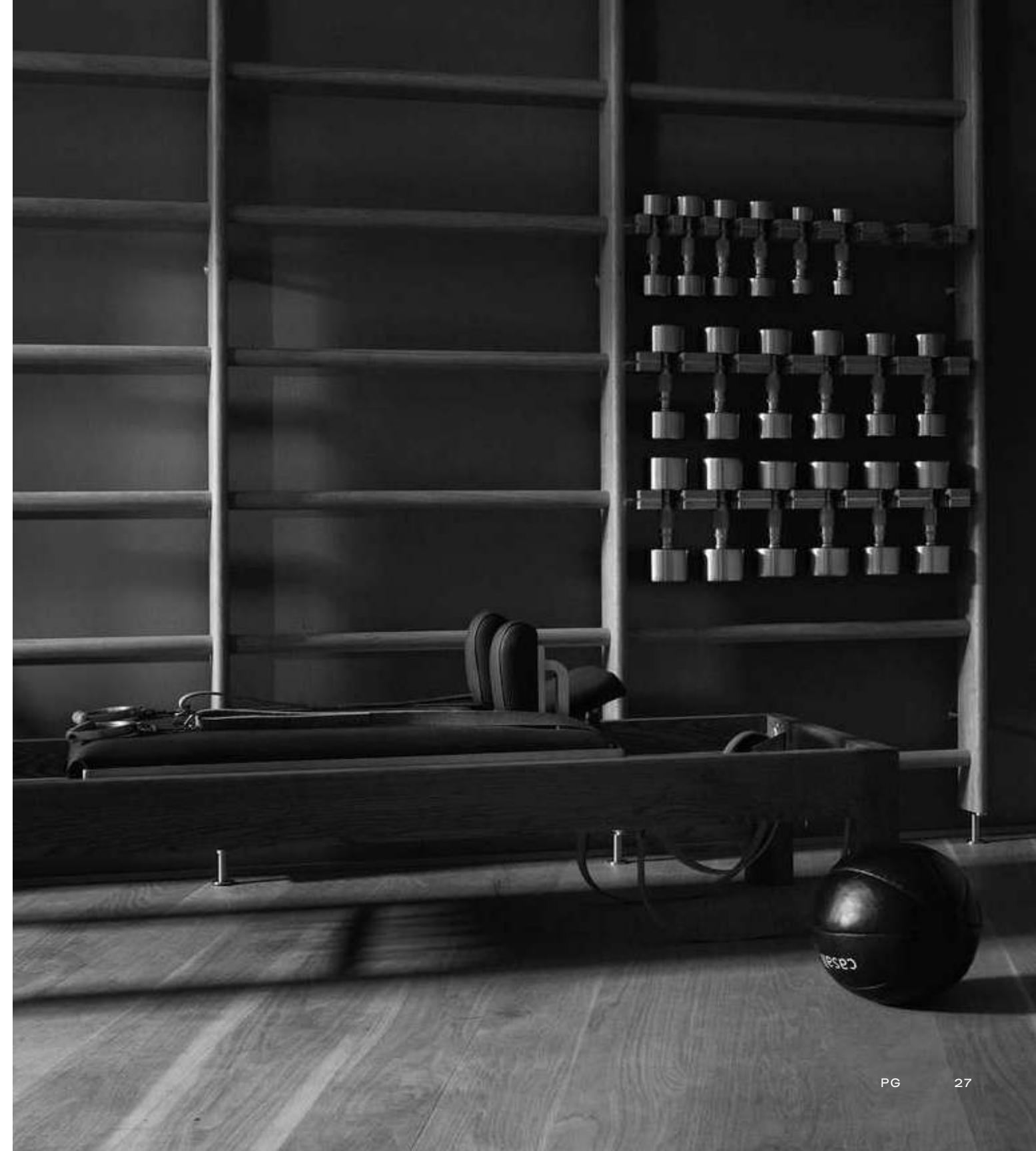
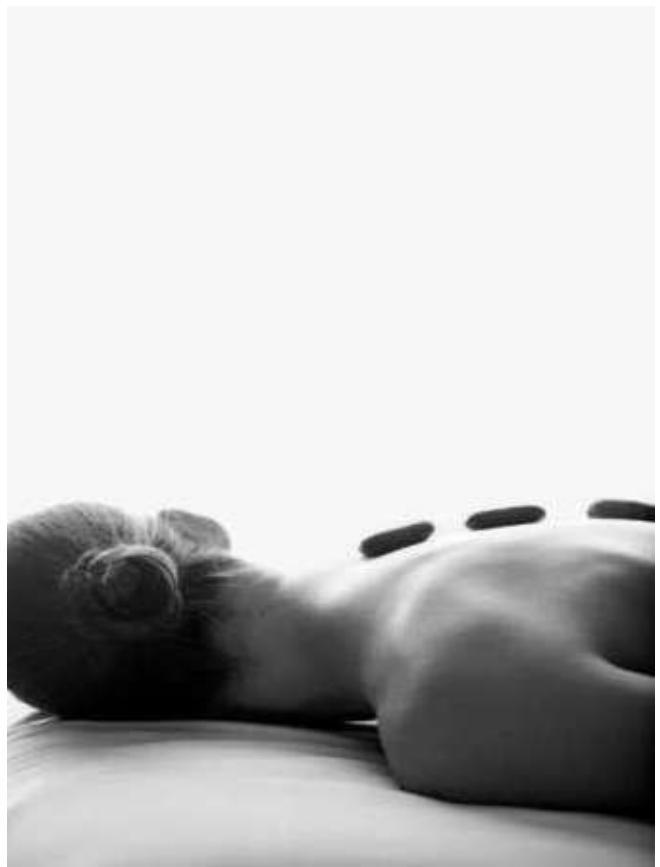




Feel immersed in a personal oasis. Recline by the private residential pool, relax in the full-size lap pool or luxuriate in the outdoor lounge.

THE WELLNESS SPA & GYM

Health takes on the holistic. Auberge's world-class Private Spa and Gym and The Beauty Atelier™ brings together a community of experts at the forefront in their fields of cosmetology, nutrition, personalized training, yoga and meditation. Taking health to a heightened level of wellness.





THE BOTANICAL GARDENS

Landscaped gardens curated with native fauna and local flora are nestled around outdoor garden rooms in which to dine, entertain or simply embrace the tranquility.



CULINARY EXPERIENCES

From pool to table, the serenity of the outdoors is the ideal backdrop to savor culinary delights. Whether it's the signature restaurant, poolside café and bar or dining al-fresco on the private terrace, a master in-house chef creates a custom menu of updated classics and remixed cocktails.

Signature restaurant with outdoor terrace seating overlooking the pool deck

Salon Lounge with select VIP access

Poolside café with dedicated cabana service

Double-height café and bar leading to outdoor lounge

Double-height Library and cocktail lounge with grand piano

Lobby Bar and dedicated seating space

Beach Club with beachside cabanas and dedicated restaurant





AMENITIES

A suite of residential amenities designed by Robert A.M. Stern are tailored for residents to delight in and uniquely enjoy in the privacy of lush landscaped grounds. Each is curated to heighten the bespoke beachfront experience.

24-hour reception and concierge

Exclusive beach club membership

Lap, leisure, and private residential pools set in botanic garden

World-class spa and beauty atelier

State-of-the-art fitness club with private residential gym and personal training suites

Private meeting suite and dining room

Residents' library lounge

Children's playroom

Secure underground parking with dedicated elevator access and private garages

Driver chauffeur room

Auberge-curated food and beverage program featuring signature restaurants, café bar, and poolside dining

Access to suite of Auberge amenities and services

Private residential entrance discreetly located on 20th street in the landmarked Cromwell House

Residential pool set in a lush botanical garden with private cabanas and poolside bar

Lushly landscaped Botanical gardens interwoven throughout

HOTEL SERVICES

In the tradition of gracious yet unobtrusive service found in every Auberge Resorts Collection property, a dedicated Director of Residences and Concierge Team is on hand to cater to your personal requests, ensuring the highest level of tailored service meets your every need. Down to the smallest detail.

Resident Concierge Team

Dedicated Director of Residences

Personalized Fitness and Wellness Services

In-Residence Butler Service

In-residence dining and catering

In-residence spa treatments

Laundry and dry-cleaning services

Housekeeping

Valet parking

Charging privileges for incidentals



LOCATION

Placed among Miami Beach's finest destinations, The Shoreclub Private Collection is within convenient distance to the city's best entertainment, galleries, boutiques, hotels, restaurants, nightlife, parks and museums.



L BAL HARBOUR
C JOE'S STONE CRAB
R CARBONE





L MIAMI DESIGN DISTRICT

R NEW WORLD SYMPHONY





L MIAMI BEACH

C MIAMI BEACH LANDSCAPE

R CASA TUA





L ART BASEL

R PEREZ ART MUSEUM MIAMI

THE SHORECLUB

LOCATION



LOCATION

RESTAURANTS

Carbone
Joe's Stone Crab
Milos
Cipriani
ZZ's Club
Mandolin

CULTURE

Art Basel
New World Center
Perez Art Museum Miami
Adrienne Arsht Center
Rubell Museum

SHOPPING

Miami Design District Shops
Bal Harbour Shops

HOSPITALITY

The Surf Club
Soho Beach House
Aman
Faena
Edition
Bulgari Hotel
Indian Creek Country Club
La Gorce Country Club



VISIONARIES

A collective of visionary minds unite to create The Shoreclub Private Collection. Witkoff, in partnership with Auberge Resorts Collection, and in collaboration with design architect & interior residential architect RAMSA, has re-envisioned bespoke oceanfront living. With hotel interior designer Bryan O'Sullivan, landscape architect IPC and architect KKAID, an extraordinary waterfront life is fully realized and reborn.

ROBERT A.M. STERN ARCHITECTS

ARCHITECT

Robert A.M. Stern Architects, LLP, is a 200-person firm of architects, interior designers, and supporting staff. Over its fifty-year history, the firm has established an international reputation as a leading design firm with wide experience in residential, commercial, and institutional work. As the firm's practice has diversified, its geographical scope has widened to include projects in Europe, Asia, South America, and throughout the United States. The firm maintains an attention to detail and commitment to design quality which has earned international recognition, numerous awards.



ROBERT A.M. STERN
FOUNDER AND SENIOR PARTNER
RAMSA



L 15 CENTRAL PARK WEST, NEW YORK, NY

R 220 CENTRAL PARK SOUTH, NEW YORK, NY

“To be an architect is to possess an individual voice speaking a generally understood language of form.”

ROBERT A.M. STERN
FOUNDER AND SENIOR PARTNER, RAMSA



Witkoff is one part developer. One part investor. One part landscape-changer. The company prides itself on landmark luxury residential and hospitality developments. Witkoff is considered the leading player in the luxury market having developed many iconic hotels, such as the Times Square EDITION, West Hollywood EDITION, PUBLIC Hotel, and Park Lane Hotel. Founded by Steven Witkoff in 1997—Witkoff is a privately held, global real estate development and investment firm headquartered in Miami.



STEVEN WITKOFF
CHAIRMAN AND CHIEF EXECUTIVE OFFICER
WITKOFF



ALEX WITKOFF
EXECUTIVE VICE PRESIDENT, DEVELOPMENT
WITKOFF

EDITION
WEST HOLLYWOOD, CA



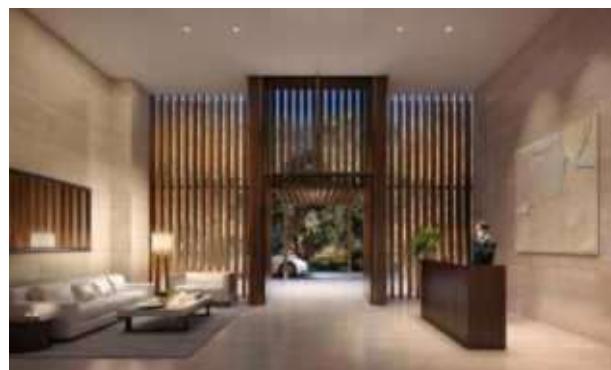


- L 150 CHARLES STREET
NEW YORK, NY
- C EDITION
WEST HOLLYWOOD, CA
- R 10 MADISON SQUARE WEST
NEW YORK, N



“We have an eye for originality. In each project, we seek to transform how our customers live, work, and travel.”

ALEX WITKOFF
EXECUTIVE VICE PRESIDENT, WITKOFF



Auberge Resorts Collection is a portfolio of extraordinary hotels, resorts, residences, and private clubs. While each property is unique, all share a crafted approach to luxury and bring the soul of the locale to life through captivating design, exceptional cuisine, innovative spas, and gracious yet unobtrusive service. With 22 unique, one-of-a-kind stories in some of the worlds most desirable destinations.



HOTEL JEROME
ASPEN, CO

L AUBERGE DU SOLEIL
NAPA VALLEY, CA

R CHILEANO BAY RESORT & RESIDENCES
LOS CABOS, MX



“One-of-a-kind experiences at the most inspiring destinations beckon, inviting you to connect with loved ones and with one another.”

AUBERGE RESORTS COLLECTION

IPC

LANDSCAPE ARCHITECT

Island Planning Corporation, IPC, is a landscape architecture firm working at the intersection of design, ecology, and luxury. IPC has worked in 38 countries from offices in Miami, New York, and California. Underpinned by intensive research and a hands-on approach, IPC takes on the complex logistics of plant propagation and tree relocation to create timeless value of our projects.



NATHAN BROWNING
OWNER AND FOUNDER
IPC



L MIAMI DESIGN DISTRICT
MIAMI, FL

C AMANYARA
TURKS & CAICOS

R MIAMI DESIGN DISTRICT
MIAMI, FL



“We always identify a strategy to create value on our projects through proper environmental engineering.”

NATHAN BROWNING
OWNER AND FOUNDER, IPC



BRYAN O'SULLIVAN STUDIO

INTERIOR DESIGNER

Bryan O'Sullivan Studio was founded in 2013 and today has teams established in both central London and New York City. The studio works with clients globally to produce contemporary, liveable design informed by an elegant and eclectic European point of view. Projects span residential, hospitality, restaurants, bars and maritime. His studio's style is original and compelling whilst remaining timeless, making even the most demanding spaces appear welcoming and unique.



BRYAN O'SULLIVAN
FOUNDER
BRYAN O'SULLIVAN STUDIO



L THE CONNAUGHT
LONDON, UK
C THE MAYBOURNE RIVIERA
ROQUEBRUNE-CAP-MARTIN, FR
R CLARIDGES
LONDON, UK



“We approach each project with a completely new and fresh perspective.”

BRYAN O'SULLIVAN
FOUNDER, BRYAN O'SULLIVAN STUDIO

KKAID

INTERIOR ARCHITECT

For over two decades, Kobi Karp Architecture and Interior Design, KKAID, provides unique, creative and innovative design solutions to renowned clients internationally and domestically in Hospitality, Retail and highrise Residential developments. To date, KKAID and Interior Design has designed over 36 billion in mixed-use Commercial, Residential and Multifamily properties worldwide from the Caribbean, to the Far East, to the Black Sea region, throughout the Gulf.



KOBI KARP
FOUNDER AND PRINCIPAL ARCHITECT
KKAID



L THE SURF CLUB, MIAMI, FL

R ONE HOTEL, MIAMI, FL

“Our design philosophy is to create thoughtful and soul-reaching experiences that are inspirational through architecture.”

KOBI KARP
FOUNDER AND PRINCIPAL ARCHITECT, KKAID





Oral representations cannot be relied upon as correctly stating the representations of the developer. For correct representations, make reference to the offering documents and the documents required by section 718.503, Florida statutes, to be furnished by a developer to a buyer or lessee. This offering is made only by the offering documents for the condominium and no statement should be relied upon as representations, express or implied, if no made in the offering documents or sales contract. The sketches, renderings, depictions of interiors, decoration and finishes, graphic materials, plans, specifications, furnishings and appliances, terms, conditions and statements contained in this document are conceptual and proposed only, and the developer reserves the right to modify, revise or withdraw any or all of the same in its sole discretion and without prior notice. All drawings and depictions are artists renderings only for the convenience of reference. Consult your agreement and the offering documents for items included within the amenities and unit. Dimensions and square footage are approximate and may vary with actual construction. The properties or interest described herein are not registered with the governments of any state other than Florida. This document does not constitute an offer to any residents of any other jurisdiction where prohibited, unless the property has been registered or exemptions are available. Equal Housing Opportunity.