Beat: Vips

INTRODUCING ROSEWOOD RESIDENCES LIDO KEY

THE PRESTIGIOUS DEVELOPMENT IN SARASOTA

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USPA NEWS - Rosewood Residences Lido Key is brand's first stand-alone residential project spearheaded by luxury real estate developer, The Ronto Group and real estate investment firm, Wheelock Street Capital. Situated along one of the country's most beautiful beaches off the coast of Sarasota, Florida, just a short walk from St. Armands circle.

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"This project marks a major milestone for Rosewood Hotels & Resorts, a brand that has redefined the concept of 'residential hospitality' since it first launched over 40 years ago with the transformation of a mansion in Dallas into an ultra-luxury hotel and restaurant," said Brad Berry, vice president of Global Residential Development at Rosewood Hotel Group. "We have been carefully considering how best to build upon the growth of our residential segment with our first stand-alone Rosewood Residences and are thrilled to have this opportunity to do so in partnership with The Ronto Group and Wheelock Street Capital. Especially now, as lifestyle preferences continue to shift and thereby create an increased demand for the experience that Rosewood Residences provides, we're proud to bring this offering to the market and to be a part of both Florida's and the luxury real estate industry's continued growth and evolution."

- A New Benchmark of Luxury in Lido Key

Rosewood Residences Lido Key will occupy 3.5 prime acres of beachfront real estate designed by Miami-based Swedroe Architecture, with interiors spearheaded by New York-based Lillian Wu Studio. Combining exquisite Gulf of Mexico views with unmatched amenities and services, each of the property's 65 residences will be designed in accordance with Rosewood's guiding A Sense of Place® philosophy, wherein the sensibilities of the locale inspire the distinctive style and programming provided at each respective Rosewood destination.

The residences will average approximately 4,200 square feet in size and showcase state-of-the-art finishes and features. The onsite amenities will include a private restaurant and chef services for in-residence dining and catering, world-class fitness center with options for private training and yoga sessions, outdoor pools, massage rooms, private guest suites with housekeeping service, lounge featuring library and game room, and a 24-hour concierge all managed by Rosewood. Pricing has not yet been announced.

"This is sure to be a legacy project for The Ronto Group," said Anthony Solomon, owner of The Ronto Group. "We are honored to bring the first stand-alone Rosewood Residences to the United States and to welcome the unparalleled Rosewood service and design to Florida." Added Hunter Jones of Wheelock Street Capital, "Rosewood Residences Lido Key will be an iconic addition to the city of Sarasota, and we look forward to watching its progress."

- A Discerning Destination for Extended Stays

In recent years, Florida has seen an influx in demand for seasonal and permanent residences as secondary cities have been shown to provide smart solutions to the shifting lifestyle priorities and habits of today's consumers. Located off the coast of Sarasota, Lido Key is no exception. Perfect for nature lovers, beach goers, fishing enthusiasts and boaters, the destination affords a quiet and relaxing way of living free of the heavy crowds that other coastal areas can draw. The isle's picturesque stretch of town is filled with chic boutiques, fine dining establishments and casual eateries, while nearby Sarasota – recently ranked by US News & World Report as one of the Top Ten Places to Live in the U.S. – is known for its vibrant arts scene, beachy atmosphere and burgeoning food culture.

Once considered a playground for retirees, the city has transformed into one of Florida's most dynamic destinations fueled by the area's arts, including the Ringling Museum, and the Van Weizel performing arts hall, as well as the arrival of families and young professionals. Perfect for year-round living or a seasonal escape, Rosewood Residences Lido Key adds an element of laid-back luxury to the accommodation offerings available in the area.

Source: Rosewood Hotels & Resorts

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