

Setai in the City

THE SETAI SWEEP INTO MIAMI AND RAISED THE BAR OF LUXURY IN A CITY KNOWN FOR CATERING TO THE MOST DISCERNING A-LIST CLIENTELE. TAKING THEIR PROVEN FORMULA, THE SETAI GROUP IS VENTURING TO THE CENTER OF THE UNIVERSE IN A NEW JOINT PROJECT WITH ZAMIR PROPERTIES. THROUGH THIS EXCLUSIVE ARTICLE, HAUTE LIVING IS PROUD TO INTRODUCE OUR READERS TO THE SETAI, NEW YORK. BY STEPHANIE WILSON



AARIAS, THE SETAI, NEW YORK'S ROOFTOP LOUNGE WILL OFFER BREATHTAKING VIEWS AND EXQUISITE SERVICE

“WE ARE SOURCING MATERIALS FROM AROUND THE GLOBE TO MAKE THIS PROJECT UNIQUE AND SPECTACULAR.”



THE SETAI, NEW YORK'S DRAMATIC ENTRANCE

The Setai: There is no word for it in the English language, possibly because nothing like it has before existed. The Setai, South Beach redefined luxury by bringing a calming oasis to the bustling streets of the haute spot for the jet setting rich and famous. Much in the same manner, the Setai Group has teamed up with Zamir Equities to bring their unique brand of luxury living to the frenzied clamor of the financial district of New York City.

Jonathan Breene, co-founder of The Setai Group, explains the phenomenon that is the Setai: “When you walk from the busy streets of South Beach into the Setai, you find yourself in a soothing, tranquil kind of place. We are trying to create the same kind of atmosphere in New York, offering an oasis in the middle of the Financial District.”

The Setai, South Beach offers residents and hotel guests alike a trip into an opulent world where no desire goes unanswered. All of the amenities available in South Beach will be present in the New York location, which is located at 40 Broad Street, albeit without the transient hotel guest coming through. The level of luxury will not be compromised; instead, it will be raised to ensure that residents

have the entire world at their fingertips.

The property is designed by architect Michael Gathy of Denniston International, the man responsible for the show-stopping design of the Setai, South Beach, as well as at many Amanresorts. “When you come in, you will know you are at a Setai, with its Asian feel, but this is not going to be a copy of the Miami location,” ensures Breene. The New York lobby will boast double-height doors with solid walnut frames in a bronze-box structure, and breathtaking 20-foot ceilings, with oversized windows offering a look out to the hurried pace of New York. The lobby walls will be lined with fine Thai silk panels, signature handcrafted bronze panels, and teak lattices designed exclusively for The Setai, New York. Breene says, “We are sourcing materials from around the globe to make this particular project very unique... It’s like doing a custom home on a very detailed grand scale. We love it, and it takes a lot of work—many tough years and sleepless nights-- but at the end of the day the buyers will [come], because it is so unique and different.”

The residences, ranging from 475-square-foot studios to a 3,424-square-foot penthouse, and priced from \$650,000 to \$6.75 million, will be another trip in luxury. Featuring



THE SETAI, NEW YORK'S EXPANSIVE AARIAS ROOFTOP TERRACE, EXCLUSIVE TO RESIDENTS



THE EXCLUSIVE SETAI, NEW YORK BAR AND RESTAURANT



THE SETAI, NEW YORK CLUB LIBRARY FEATURING A FIREPLACE, COUCHES AND CLUB CHAIRS

10'4" ceilings (12' on the new upper levels), the units facing New Street have floor-to-ceiling windows, offering spectacular views of the cityscape. Josh Zamir says, "We are putting some really fantastic materials into the apartments, including walnut floors with black granite borders, which is very unique... The bathrooms will also feature the black granite, and our bath tubs and vanities will have a wood-trim, adding to the sense of luxury." Kitchens will feature black granite countertops, custom cabinetry with self-closing mechanisms, and no exposed hardware throughout. Of course, only top-of-the-line appliances will be used.

The exquisite quality of the project aside, the ameni-

ties that will be offered are purely five-star hotel quality. Nearly one-third of the building will be appointed to amenity areas, an unheard of luxury. The Setai, New York will boast more than 25,000-square-feet of the city's most luxurious private amenity spaces, including the exclusive members-only Club Setai. Zamir explains, "The club will have private dining, a lounge space, a library with a 25-foot ceiling, two bars, and only allow a very limited number of outside members." A hush-hush deal has already been signed with a top-end, world-renowned restaurant to provide the food and beverage, which will include room service capability for all 167 residences. "The club will also have pri-

ivate wine storage, screening rooms, private dining rooms where you can host private parties, and so much more... We would not do a residence without offering a level of service fit for the Setai name," says Zamir.

There will also be more than 5000-square-feet of outdoor space for residences, split on two levels. A 2500-square-foot outdoor deck will be on the 8th floor, and the top floor will feature the exquisite Aarias rooftop lounge, with floor-to-ceiling glass windows for jaw-dropping views. Residents

can relax by the log-burning fireplace, or saunter through the fifteen-foot glass doors to the outdoor lounge, which is complete with bamboo groves, two water features, a Jacuzzi, and cabanas for the ultimate lounging, high above the city streets.

The Setai will also be home to one of the largest spas in the city. Breene says, "In [the Miami location] we are on the beach, but in New York, we have to bring the water inside." They accomplish this through an offering of amazing Asian-themed treatments, such as Thai massage, bath soaks, steam baths, and body and mind sessions. Treatments will be available in-residence as well.



STEPS FROM THE BUSTLE OF BROAD STREET, THE SETAI, NEW YORK LOBBY WILL BE AN OASIS OF CALM



STRESS WILL MELT AWAY IN THE SWIRLING, SOOTHING WATERS OF THE SETAI'S SUMPTUOUS SPA

Zamir says, "We are spending a tremendous amount to ensure this is done at the highest level of quality, which is where we think we will differentiate ourselves from other projects." The level of detail that goes into each residence is heretofore unheard of in the Financial District, an area of New York better known for making millionaires than as a place for millionaires to lay their pampered heads. Breene says, "[When I first looked at this location] I was really surprised to see how Wall Street had changed from being just an office destination to being seen as more of a 24-hour kind of place." Zamir expands on this: "This is an urban setting. We are really in the most happening part of New York right now... The area is blossoming in such a major way. Right across the street, there is

a Hermes going in at 15 Broad Street. Tiffany and Co. just signed a lease around the corner... BMW signed a lease downtown, and there is much more coming in that hasn't been announced yet."

Sales for these dream residences are scheduled to begin in February, with occupancy by the end of the year. As Zamir says, "The Setai, South Beach was an overwhelming success, but it was designed five years ago. The Setai New York is everything you see in South Beach and so much more. We took the best things in Miami and improved upon them for the people of New York. I know this is going to be a spectacular project." ®