



SALON & SPA  
MARKS

**JESSI CHASNOV**  
BUSTING THROUGH BARRIERS, MAKING IT DOWN VILLAS AND STAYING TRUE TO HERSELF



## LATER, NYC; HOLA, MIAMI!

The old joke alludes to Miami as New York's sixth borough, but as many make their escape to the East Coast's southernmost tip, developers, businessfolk and residents both old and new are laughing their way to the bank—and the beach.

By Shiraz Levine

The Miami of today isn't just for the transplanted senior set. Rather, the city's growing intellectual elite recognize they need not suffer another godforsaken winter when sunshine is a 2 1/2-hour flight away. Thanks to a flourishing financial sector, restaurant and nightlife hub, modern art scene, tech startups and a mecca for some seriously sexy starchitecture (from [Renzo Piano](#) and Cesar Pelli to Herzog and de Meuron), young professionals, new families, financial types and creatives are being seduced by the Magic City. And that's without mention of Florida's zero percent personal income tax.

Just how big is the city's real estate game? "I know five people between the ages of 28 and 35 who relocated to Miami recently," says broker Susie Glass of Douglas Elliman. "The past few years of terrible snowstorms sealed the deal. The quality of life is better when it comes to space and privacy, and for less money." David Martin, one part of the father-son Terra Group development team, agrees: "In the past 15 years, the city really improved infrastructure-wise, which reflects quality of life. It's not just a drink tank—it's now a think tank."

**THE SKY'S THE LIMIT**  
From top: Renzo Piano's Eighty Seven Park; a penthouse at Faena Versailles.



An explosion in art and culture has also helped growth immensely. "People still recall the Miami of the '50s and '60s—grandmas rocking in front of the old hotels," says real estate tycoon Richard Lefrak. "Now you have this fantastic amalgamation of art, Latin and Caribbean culture, music and sport teams attached to a great beach and resort. There's nothing like it to this extent in the U.S." Echoing the sentiment is Miami's own Brett Ratner, the Hollywood director and producer who grew up in Little Havana. "Miami has changed tremendously since I was a kid; not just because of the development, but because of the art," he says. "I knew every single person in Miami Beach, and now I don't recognize anyone. That's exciting."

Ready to donate your winterwear and relocate South? You'll be a big fish in a small pond soon enough, says Elliman's Glass. "In Miami, you can become fairly successful in a hurry if you're smart and driven because it's a young city. There's not a lot of old money or talent that's been here long."



**LOOKING UP**  
Revel in three of Miami's exciting new developments. —SL

### Eighty Seven Park

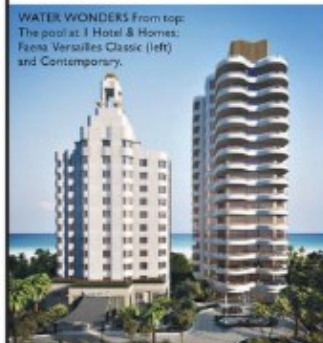
When Renzo Piano designs something, the universe pays attention. The 70 private oceanfront residences located in the newly hip North Beach neighborhood mark the first residential project for Piano; the building features such accoutrements as a botanical sanctuary and indoor/outdoor features like 25-foot-wide wraparound balconies. [eightysevenpark.com](#)

### I Hotel & Homes

Barry Sternlicht and Richard Lefrak's Penthouse Residences at I Hotel & Homes, which boasts 29 units racking a price range of \$2.9 million to more than \$16 million, offer world-class services and amenities. For the sand-averse, there's a rooftop pool; for the environmentalist, a Tesla house car; and for those in need of a 24-hour chef, countless in-home dining options. [ihomesb.com](#)

### Faena Versailles Classic and Contemporary

In central Miami Beach, the Faena District's stars are the two art deco residential towers, which triumph with 22 custom-designed William Sofield residences and 41 custom-designed residences by Brandon Haw, respectively. [faena.com](#)



**WATER WONDERERS** From top: The pool at I Hotel & Homes; Faena Versailles Classic (left) and Contemporary.