

BRANDED LIVING

February 19, 2026

INSIDE MR. C BOCA RATON: A NEW ERA OF EUROPEAN-STYLE LIVING

CAMI BURKE

Mr. C Boca Raton introduces 133 branded residences with European design, Bellini restaurant, spa amenities, and hospitality-driven luxury living.



Mr. C Boca Raton Design: European Elegance by Arquitectonica and 1508 London

For the first time in over a decade, Mr. C is bringing **branded residences** to one of **Florida's** premier luxury markets. Boca Raton has established itself as a destination for high-end living, with Inigo Ardid, Co-President of **Key International**, noting, "Buyers here take a long view, and the city attracts capital that supports thoughtful, high-quality development."

Mr. C has announced the **Mr. C Boca Raton** project, a 12-story tower located at 41 SE 4th Street in Downtown Boca Raton, featuring 133 residences starting at \$1.7 million. The project brings a classic interpretation of European living to the sunny shores of Florida. Designed by **Arquitectonica** with interiors by **1508 London**, the building delivers a sense of European grandeur from the moment residents arrive at the lush porte cochère and signature water feature.

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The ground floor will feature a grand foyer, adorned with a curated selection of art and seating. In addition, one of the major cornerstones of the new building will be open to both residents and the public: Bellini Restaurant. Paying homage to the European hospitality legacy of the Mr. C brand, the concept dates back to 1931 with the opening of Harry's Bar in Venice.

Complemented by a residents-only Mr. C Bar and Lounge, the building offers a full spectrum of hospitality-driven services. In-residence dining, event catering, and poolside service complete the culinary experience, alongside hotel-style concierge, housekeeping, valet, and spa services.

Wellness and entertainment are also signature elements of the Mr. C brand. The Boca Raton location will offer a signature spa with a hammam, infrared sauna, steam room, and sound dome. The fitness center will feature Technogym equipment, along with a yoga studio, meditation lawn, lap pool, hot and cold plunge pools, and private padel and pickleball courts. The rooftop deck is envisioned as a curated social space, with outdoor grills, an infinity pool with panoramic views, an open-air cinema, card and billiards tables, and a golf simulator.

The residences themselves will be nothing short of refined, featuring open kitchens designed in Mr. C's signature style with custom Italian cabinetry, natural stone countertops, and premium Wolf and Sub-Zero appliances. Floor-to-ceiling windows and expansive balconies with glass railings frame the surrounding views, ensuring no moment is missed.



Mr. C Boca Raton is being developed by Key International and Wexford Real Estate Investors, with exclusive sales and marketing led by Douglas Elliman Development Marketing.

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“We’re excited to work alongside Key International and to partner with Mr. C on a project with this level of quality and authenticity,” said Philip Braunstein of Wexford Real Estate. “What stood out was the opportunity to bring a truly elevated standard of living to Boca Raton—one rooted in hospitality, wellness, and thoughtful service. Mr. C approaches residential living with a genuine hospitality mindset, and that’s reflected in the details that shape how residents will experience their home every day.”

Sales for the project are expected to launch in Spring 2026.