

Robb Report

January 27, 2026

Inside the Luxurious New Apartments at Mr. C Residences Boca Raton

The hospitality-driven brand is bringing a 133-unit tower to downtown.



Binyan Studios

After more than a decade of no new branded residential towers being announced, [Boca Raton](#) is finally getting a fresh addition—and it arrives with a familiar hospitality pedigree. [Mr. C Residences Boca Raton](#) is set to rise 12 stories in the heart of downtown, bringing the brand's low-key European ease to one of South [Florida](#)'s most established luxury enclaves.

Developed by Key International and Wexford [Real Estate](#) Investors, the project will introduce 133 private residences at 41 SE 4th Street, with sales led by Douglas Elliman Development Marketing and prices starting at \$1.7 million. It's a deliberately boutique offering aimed at buyers who want the comforts of a well-run hotel without actually living in one.

Arquitectonica is behind the architecture, while 1508 London spearheaded interiors, a pairing that has become something of a calling card for the Mr. C brand. The look leans clean and contemporary but never cold. Open kitchens feature custom Italian cabinetry, natural stone countertops, and Wolf and Sub-Zero appliances, while floor-to-ceiling glass and broad terraces keep the spaces light, airy, and unmistakably Floridian.

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Kitchens will feature custom Italian cabinetry and natural stone countertops. *Binyan Studios*

The arrival experience sets the tone. Rather than a grand, performative entrance, the building opts for something calmer: a landscaped porte cochère, water features, and a lobby lounge that reads more private club than condo tower. Upstairs, the rooftop deck acts as the social heart of the building, with an infinity pool, cabanas, an open-air cinema, dining areas, and lounge spaces designed for lingering rather than posing.

Wellness is woven throughout. A dedicated amenity level includes a spa with hammam and infrared sauna, a sound dome, a Technogym-equipped fitness center, a yoga studio, a lap pool, and hot and cold plunges, along with private padel and pickleball courts—because no South Florida luxury project would be complete without them.

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1508 London is handling the design of the interiors. *Binyan Studios*

Food and drink remain central to the Mr. C identity. Bellini Restaurant anchors the ground floor with indoor-outdoor European dining, while a residents-only Mr. C Bar and Lounge sits above it all. Concierge, valet, in-residence dining, poolside service, and housekeeping round out the offering, along with preferred rates and perks across the global Mr. C portfolio.

For Boca Raton, the project signals a subtle shift away from supersized towers toward turnkey living with discretion and polish. And for Mr. C, it's another confident step in a growing global footprint—building on momentum in Coconut Grove [and West Palm Beach](#), and following the recent unveiling of a 71-story [Downtown Dubai tower](#), where branded living now comes with [Golden Visa](#) eligibility. Boca may be the quietest stop on that circuit—but for buyers drawn to understatement, it could be the most appealing one yet.

Click [here](#) to see more photos of this new Florida development.

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