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## Boca's Next Luxury Chapter

A long-anticipated branded residential debut brings Mr. C's hospitality-first ethos to Downtown Boca Raton.



After more than a decade without a newly announced branded residential tower, Downtown **Boca Raton** is preparing for a notable addition. **Key International** and **Wexford Real Estate Investors** have unveiled plans for **Mr. C Residences Boca Raton**, a 12-story luxury residential project that introduces the Mr. C brand's hospitality-driven lifestyle to one of South Florida's most established luxury markets.

Located at 41 SE 4th Street, the 133-residence tower reflects a measured approach to growth in a city known for discretion and long-term value. Sales and marketing are being led exclusively by **Douglas Elliman Development Marketing**, with pricing expected to begin at \$1.7 million. Sales are slated to launch in Spring 2026.

"Boca Raton has long attracted buyers who think generationally," said Iñigo Ardid, co-president of Key International. "This is a market that rewards quality, patience, and thoughtful development. Mr. C Residences Boca Raton is designed to meet that expectation with a hospitality-forward residential experience that elevates everyday living."

Designed by **Arquitectonica** with interiors by **1508 London**, the building offers a contemporary interpretation of European living. Residences range from two- to three-bedroom layouts, each featuring open kitchens with custom Italian cabinetry, natural stone countertops, and premium Wolf and Sub-

Zero appliances. Floor-to-ceiling windows and expansive glass-railed terraces are designed to maximize light and views while maintaining privacy.

The arrival sequence sets the tone. A landscaped porte cochère and water feature lead into a residential lobby conceived as a lounge rather than a pass-through, with curated artwork and layered seating areas. Outside, the tower's clean lines and deep terraces reinforce the project's emphasis on restraint rather than excess.

For Wexford, the appeal was as much philosophical as financial. "What stood out was Mr. C's genuine hospitality mindset," said Philip Braunstein of Wexford Real Estate Investors. "This is not about amenities for the sake of amenities. It's about how people actually live, how service functions day to day, and how wellness is integrated, not added on."

That focus is evident throughout the amenity program. The rooftop resort deck includes an infinity-edge pool, private cabanas, open-air cinema, outdoor dining areas, and resident lounges designed for both social and quiet use. Indoors, residents will find a social lounge with billiards and card tables, a golf simulator, a children's playroom, EV charging, and dedicated package and mail facilities.

Wellness serves as a central pillar. A dedicated wellness level features a spa with hammam, infrared sauna, steam room, sound dome, lap pool, hot and cold plunge pools, Technogym-equipped fitness center, yoga and meditation spaces, and private padel and pickleball courts. The design integrates these elements into the building's flow rather than isolating them as a separate destination.

Hospitality anchors the ground level with Bellini Restaurant, offering refined European dining indoors and on a landscaped terrace. Residents also gain access to the rooftop Mr. C Bar and Lounge, along with in-residence dining, catering, concierge, valet, housekeeping, and spa services. Ownership includes preferred access across the Mr. C portfolio, from hotel rates to dining privileges and curated events.

"Mr. C was created as a contemporary interpretation of the comfort of home," said Ignazio Cipriani, president of Mr. C Hotels. "Bringing that philosophy to Boca Raton felt natural. This is a city that understands elegance, privacy, and quality, and we are proud to extend our family's hospitality legacy here."

With an official sales gallery planned for Downtown Boca Raton and construction positioned as a deliberate response to market demand, Mr. C Residences Boca Raton arrives less as a statement of scale and more as a signal of where the city's luxury residential market is heading: hospitality-led, wellness-centered, and intentionally restrained.





