

Life Is Beautiful at the New Beverly West Residences

BY KATHY A. MCDONALD



The spacious and airy living room of a 14th-floor residence

On track to be one of Los Angeles's signature buildings, the [Beverly West](#) bookends Wilshire's famed corridor and overlooks the exclusive Los Angeles Country Club and its spotlessly maintained 18-hole golf course. Emaar—builders of Dubai's Burj Khalifa, the tallest building in the world—developed the residential tower by commissioning a building program that minimizes density.

"These international residences are adjacent to the most beautiful urban greenbelt in Southern California, The Los Angeles Country Club, which provides an incredible backdrop of natural beauty and privacy, two elements seemingly unattainable in an urban location," says Dario De Luca, president of Emaar America Corporation. There are only 35 residences within the 21-story building's approximate 150,000 square feet. In contrast, other luxury towers in LA can have up to 150 units or more. And the top five floors of the Beverly West have only one residence per floor.

Security, privacy, and smart-house technology are built in; touch-control pads operate window shades à la Blade Runner. Further insuring privacy, there are no shared hallways or common spaces on most residential floors. The elevator is touchless, meaning no buttons—access is via electronic key fob—and residents from the fifth floor up are whisked directly to their own units.

A Winning Investment

Appropriately, ultimate security comes at a cost. Asking prices reflect the tower's unobstructed views, too. The approximately 8,000-square-foot penthouse—doubly dramatic due to 12-foot-high ceilings—is on the market for \$22.3 million. Units can even be bought incomplete, without interior walls or finishes. As Joy Denton of Sotheby's International Realty, director of sales at the Beverly West, confirms, this project is top of the market. "We're going to offer them a blank palette to create their vision and dream in the sky," says Denton, noting this is the first time raw, unfinished apartments (which can then be customized by Emaar) are available in a Los Angeles residential tower.



The lobby, designed by Plum, features artwork by Ace gallery

To realize the project, Emaar brought on a design team made up of a who's who of experienced firms in luxury homes: Keating/Khang Architecture designed the building's exterior; Robert Hidey Architects designed the interior architecture; and Irvine's Meridian Interiors designed the first showcase home. The lobby was done by Plum, which will also design the remaining model homes. Additionally, Beverly Hills' Ace gallery curates the model's and lobby's original artworks, which are switched out seasonally.

Homeowners have the choice between a custom build-out or 12 different floor plans and interior finishes that are far from cookie cutter. Ralph Lauren's City Modern line, Armani/Casa, and James Perse's Malibu Collection have inspired the model units currently being built, each with a different bold, contemporary look.

Known for its ultra-custom manses in Newport Beach, Meridian Interiors warmly furnished the first model residence so it feels absolutely luxurious, but also livable. Details include plank hardwood floors, an expansive kitchen with two Miele dishwashers, and an exquisite marble-clad master bath that's truly a highlight.

Although the building fronts Wilshire Boulevard, the main entrance and driveway are off South Club View Drive, so vehicles do not have to enter or exit off the busy thoroughfare. Each residence has two corner balconies, and the building's shared amenities include a gym, yoga studio, Pilates studio, fully equipped boardroom, and pool. Additionally, there are eight staff or smaller mother-in-law units available for purchase.

A 24/7 international concierge is on site to handle most any request. Says Denton, "We offer a simplicity of lifestyle without sacrificing luxury." But perhaps De Luca sums up the Beverly West experience best, "We give owners the personalization of a custom estate with the convenience of modern high-rise living." *1200 South Club View Dr., LA, 310-550-0581*



A sleekly furnished office in one of the residences