

Miami Developers Bank on a Lot of Hot Air

The newest luxury residence in Edgewater will feature a blow-dry bar

By Gina Faridniya

Could blow-dry bars become the mane attraction in new luxury condominiums? Some Miami developers think so.

Buyers of homes at the Elysee Residences in Edgewater can expect to have their tresses tamed without leaving the building. The developer is adding a so-called blow-dry bar, enabling those with longer locks to get a professional blowout in the on-site salon.

“From an in-house blow-dry bar, to 24-hour white glove concierge services, residents will experience a seamless transition between their home and a very long list of usable, thoughtful, luxurious amenities,” said developer Reid Boren, partner at Two Roads Development.

While there’s no shortage of style-only salons in Miami, other developers are betting the amenity will entice buyers. In Sunny Isles Beach, the 54-story Turnberry Ocean Club will also have a blow-dry bar.

Elysee residents will have access to a 75-foot swimming pool, an outdoor kitchen with barbecue facilities, a fitness center, a yoga room and a spa. The 30th floor will feature a great room, a dining room with seating for 30 guests, a chef’s kitchen, a library and a private theater. There will also be a lounge with a full bar and a wine room.



The Elysee Residences in Edgewater will feature an in-house blow-dry bar.



A rendering of the Elysee Residences in Miami's Edgewater neighborhood. Rendering: Two Roads Development

Upon completion, the tower is set to become the tallest condominium in the neighborhood, according to the developer. With two units on each floor, in addition to a full-floor penthouse, the tower will feature 100 units with floor-to-ceiling views of Biscayne Bay.

Pre-construction sales for the property are underway. Prices range from \$1.65 million to \$10 million, averaging about \$750 per square foot. The developer plans to break ground early next year with completion expected in 2018.