

# THE REAL DEAL

SOUTH FLORIDA REAL ESTATE NEWS

[HOME](#) [NEW YORK](#) [ARCHIVES](#) [ADVERTISING](#) [ABOUT US](#) [CONTACT US](#)

## Fortune breaks ground on Jade Signature, 4th Jade tower

*Edgardo Defortuna saluted for helping make Sunny Isles the "Florida Riviera"*

August 29, 2013 02:36PM

[← PREVIOUS](#)

[NEXT →](#)

[Print](#) | [Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#)

Construction teams began digging the underground parking garage for Fortune's 192-unit Jade Signature project in Sunny Isles Beach.

Fortune chief executive Edgardo Defortuna joined city officials including Sunny Isles' Mayor Norman S. Edelcup to launch construction of the Herzog & de Meuron luxury condo, with apartments ranging from \$1.7 million to \$25 million, in a rainy ceremony.



*Jade Signature rendering*

The Jade Signature is set to be the fourth of Fortune's Jade brand. Defortuna Jade namesake tower in Brickell, and followed it with Jade Ocean and Jade Beach, both in Sunny Isles. The Pritzker Prize-winning Swiss architects use floor-to-ceiling windows to the building's [parallelogram](#) shape with air and light and 25-foot-wide terraces overlooking the ocean.

Edelcup told gatherers at the site that Defortuna was helping make Sunny Isles Beach the "Florida Riviera," according to the South Florida Business Journal. [\[SFBJ\]](#) — *Emily Schmall*

Tags: [edgardo defortuna](#), [fortune international](#), [Herzog & de Meuron](#)