

AVENUE

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Miami's Got Talent

10 DESIGNERS
DOING IT RIGHT

Lighting Up the World

PETRA NEMCOVA'S
LATEST VENTURE

Roselyn Sanchez

SHE'S GOT IT MAID



OUR 3RD ANNUAL SKI SECTION

TARGETED SUCCESS

EDGARDO DEFORTUNA HAS BUILT A REAL ESTATE EMPIRE BY MAKING IT A POINT TO GIVE HIS CLIENTS EXACTLY WHAT THEY WANT.

By Jennifer Leslie Kramer

As a young man, Edgardo Defortuna was not interested in relocating to Miami. "At the time, my sister wanted to move to Miami, and hailing from a traditional South American family, my father made me come with her," explains the president and founder of Fortune International, one of Miami's leading luxury real estate development firms. "I agreed to three months. That was 33 years ago." During that time, with a laser focus on targeting foreign buyers and filling their specific needs, Defortuna has expanded his empire to include offices in Argentina, Mexico and Brazil with brokerage correspondents throughout Europe and Asia. "Instead of waiting for interested parties to approach us, we're reaching out directly to them, making alliances with their local companies and establishing a presence that cannot be missed. The world has discovered Miami, and we are very keen on delivering it to them."

To that end, Fortune International is working on Jade Signature, its fourth building in the Jade collection, which will sit adjacent to Jade Beach and Jade Ocean on the sands of Sunny Isles Beach and is scheduled for completion by the end of 2016. The original Jade property—Jade Residences at Brickell Bay—opened 10 years ago in the heart of downtown Miami, and played a prominent role in kicking off the residential revitalization of the area.

Jade Signature is located at 16901 Collins Ave., Sunny Isles. The Sales Center can be reached at 305.940.0335; jadesignature.com.



Jade Signature rises 57 stories along the shores of the Atlantic and boasts views of both the city and Intracoastal to the west.

Q&A with Edgardo Defortuna, president and founder of Fortune International



Q:1

What sets Jade Signature apart from the many other luxury high rises in the neighborhood?

"It was important to our customers to have a connected and cohesive area between the ground floor common areas and the beach and pool deck. They wanted to be able to walk straight through the lobby out to the sand and outdoor recreation areas. This was challenging due to zoning and parking requirements, but by building the parking garage underground we were able to fulfill their wishes."

Q:2

How important was your partnership with Herzog & de Meuron for this build, which will be the firm's first residential tower in the state?

"Their designs have really taken this property to the next level. The sizes of these units are much larger than our sister buildings, and there aren't any visible columns within the units; they are all within the walls. More than 80 percent of them are through-units, meaning you can see right through them from the Atlantic on the east side to the city and the Intracoastal on the west side. This is also possible because the building has no hallways; each unit is accessed through a private elevator."

Q:3

Are buyers at Jade Signature generally full-time residents, or are these vacation properties?

"Most are second, third or fourth homebuyers. But the difference is that they are purchasing the unit for themselves, as opposed to investors that are looking for appreciation value. Certainly, that's always important, but these clients want to know the amenities and how the building and its location will fit their families, as many of them will eventually become more stable, long-term residents."