

INNOVATIO REALTY GROUP

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# Nobu Residences

VS

# Mandarin Oriental

*A Head-to-Head Comparison*

*for Sophisticated Buyers in Miami*

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**Two Buildings · Two Brands · Two Theses**

Prepared by

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**#intheroom**

## The Short Answer

If you are choosing between Nobu Residences at 619 Brickell and The Residences at Mandarin Oriental on Brickell Key, here is the short version. Nobu is Miami's first Nobu-branded condominium, designed by Foster + Partners, with 296 residences on the Brickell mainland directly bayfront, priced from approximately \$3 million to \$60 million, anchored by a \$25 million Nobu Wellness and Longevity Spa. Mandarin Oriental is a two-tower Swire Properties development designed by Kohn Pedersen Fox on the private 44-acre island of Brickell Key, with 298 residences across the South and North Towers, anchored by a 100,000+ square foot amenity podium with 11 pools and the Mandarin Oriental Spa, and has already closed \$1.3 billion in sales including two penthouses at \$49.9 million each (\$6,300 per square foot, a mainland Miami record).

Both buildings target delivery in 2030 to 2031. Both are operated by globally recognized hospitality brands. Both are priced at the top tier of the Miami market. They differ on three structural points that should drive your decision: location (mainland Brickell vs private island), brand DNA (cultural lifestyle icon vs established luxury service standard), and the kind of buyer they were designed to attract.

I am Katerina Bucciarelli, Lic. Real Estate Broker and Founder of Innovatio Realty Group. I represent buyers on both projects with direct developer-team access on each. Below is the verified comparison and the strategic context to help you choose.

# The Two Buildings at a Glance

Verified specifications, side by side. The centerpiece of this brief.

SPECIFICATION	NOBU RESIDENCES	MANDARIN ORIENTAL
<b>Address</b>	619 Brickell Avenue	One Island Drive, Brickell Key
<b>Location</b>	Brickell mainland, direct bay frontage	Private 44-acre island, single bridge
<b>Developer</b>	13th Floor Investments + Key International	Swire Properties
<b>Architect</b>	Foster + Partners with Sieger Suarez	Kohn Pedersen Fox (KPF)
<b>Interior Design</b>	Studio Sofield	Tristan Auer + Laura Gonzalez
<b>Hospitality Operator</b>	Nobu Hospitality	Mandarin Oriental Hotel Group
<b>Building Structure</b>	Single 75-story tower	Two towers (66 South, 34 North)
<b>Total Residences</b>	296	298 (228 South + 70 North private)
<b>Residence Sizes</b>	1BR through 4BR, sky villas, 4 PH	2BR through 4BR, 2 duplex PH
<b>Starting Price</b>	\$3 million	Mid-\$3 millions
<b>Top Price</b>	\$60 million	\$49.9 million (closed March 2026)
<b>Highest \$/SF Achieved</b>	TBD (May 2026 launch)	\$6,300/SF (mainland Miami record)
<b>Total Sales to Date</b>	Just launched May 2026	\$1.3 billion+
<b>Amenity Square Footage</b>	90,000+ SF	100,000+ SF
<b>Pool Count</b>	4 (incl. 86-ft sunset pool)	11 (most in any new Miami development)
<b>Signature Wellness</b>	\$25M Nobu Wellness + Longevity Spa	Mandarin Oriental Spa + 11-pool podium
<b>Anticipated Groundbreaking</b>	Late 2026	Late 2026
<b>Estimated Delivery</b>	2030 to 2031	2030

## Location: Brickell Mainland vs Brickell Key

This is the first decision point and the one most buyers underweight.

### **NOBU SITS ON BRICKELL AVENUE DIRECTLY ALONG BISCAYNE BAY.**

The address (619 Brickell Avenue) is on the mainland Brickell corridor, the financial heart of Miami, with walking access to Brickell City Centre, Mary Brickell Village, the Metromover, and the full mainland restaurant and retail density. Foster + Partners designed the building's five twisting cassettes specifically to maximize bay exposure from every residence, so the bayfront thesis is engineered into the architecture itself. Energy: urban, vibrant, in the middle of everything.

### **MANDARIN ORIENTAL SITS ON THE SOUTHERNMOST TIP OF BRICKELL KEY.**

Brickell Key is a private 44-acre island connected to mainland Brickell by a single bridge, master-planned and developed by Swire Properties since the 1970s. The island has gated security, a 1.5-mile bay walk circumnavigating the entire island, and an entirely separate community feel from the noise of Brickell proper. Energy: enclave, private, quiet, with the city accessible across the bridge but not on top of you.

### **THE STRATEGIC IMPLICATION**

If you want urban energy and walk-to-everything access, Nobu wins. If you want privacy, enclave living, and view protection enforced by the developer's control of the surrounding land, Mandarin Oriental wins. Neither is universally better. The question is which fits your life pattern.

## Brand DNA: Cultural Icon vs Established Luxury Service

### **NOBU IS A CULTURAL LIFESTYLE BRAND.**

Founded by chef Nobu Matsuhisa with Robert De Niro and Meir Teper as partners, Nobu has built itself from a single Manhattan restaurant in 1994 into a global hospitality brand operating restaurants and hotels in more than 50 cities. Nobu draws the celebrity, fashion, and entertainment audience. Owners buy into a cultural identity as much as a real estate asset. The brand premium is real and well-established; comparable Nobu Residences in other cities have outperformed non-branded comparables consistently.

### **MANDARIN ORIENTAL IS AN ESTABLISHED LUXURY SERVICE STANDARD.**

The brand has been operating luxury hotels for more than 60 years, with a service playbook refined across properties in Hong Kong, New York, London, Paris, Bangkok, Tokyo, and beyond. Mandarin Oriental Residences exist in many of those cities and have a documented track record on resale performance. The brand draws old-money wealth, multi-generational families, and ultra-high-net-worth buyers who prioritize service consistency over cultural buzz. The Miami building is the brand's North American flagship.

### **THE STRATEGIC IMPLICATION**

Nobu is the choice for buyers who want a brand that participates in their lifestyle. Mandarin Oriental is the choice for buyers who want a brand that serves them. Both serve their respective audiences exceptionally well. Which audience do you belong to?

# Architecture and Design Pedigree

## NOBU'S ARCHITECTURAL STACK

Foster + Partners is the lead architect, in collaboration with Sieger Suarez Architects. Foster + Partners is the firm behind Apple Park, 30 St Mary Axe in London, and Bloomberg's European headquarters. Interiors are designed by Studio Sofield, the New York studio behind Tom Ford's flagship stores and Bottega Veneta retail environments. The architectural language is contemporary, refined, with five twisting cassettes oriented to the bay.

## MANDARIN ORIENTAL'S ARCHITECTURAL STACK

Kohn Pedersen Fox (KPF) is the lead architect. KPF is responsible for major global towers including the Shanghai World Financial Center, Hudson Yards in Manhattan, and many global supertalls. Tristan Auer (Parisian, of Hotel de Crillon and Hotel Cafe Royal acclaim) designs the South Tower amenities and common spaces. Laura Gonzalez (AD100, with a Parisian and global residential portfolio) designs the North Tower residences. Landscape architecture is by Shma, the Thai firm behind some of Asia's most acclaimed residential outdoor environments. Lighting is by Speirs Major of the UK.

## THE STRATEGIC IMPLICATION

Both are at the global top tier of design pedigree. Nobu leans toward fashion-forward and culturally sharp. Mandarin Oriental leans toward layered, multi-disciplinary, and internationally curated. If you prefer a tightly authored single design voice (Foster + Sofield), Nobu reads cleaner. If you prefer richness from a stack of global specialists (KPF + Auer + Gonzalez + Shma + Speirs Major), Mandarin Oriental reads deeper.

# The Amenity Programs Compared

## NOBU'S AMENITY THESIS IS WELLNESS AND LONGEVITY.

The \$25 million Nobu Wellness and Longevity Spa is the centerpiece, including cryotherapy chambers, hyperbaric oxygen suites, IV and peptide therapy, ozone therapy, physical therapy, and a full-floor wellness sanctuary. The four pools include an 86-foot sunset pool, hot and cold plunge pools, a rejuvenation salt pool, and a lap pool with an outdoor spa garden. Dining is anchored by a full Nobu restaurant on the ground floor (with a private dining room for residents only) and a residents-only Nobu cafe and bar on the 11th floor with Biscayne Bay views.

## MANDARIN ORIENTAL'S AMENITY THESIS IS THE DEEPEST PODIUM IN MIAMI.

The 100,000+ square foot amenity podium connects the two towers and includes 11 pools (the most of any new Miami development), an Ocean pool, a Lagoon pool, the Mandarin Oriental Spa with hammam, wellness deck with hot tub and cold plunge, hammock garden, forest yoga lawn, meditative garden spaces, private tea and dining pavilions with sunrise and sunset views, multiple chef-driven restaurants, and an indoor private dining room with wine cellar.

### **THE STRATEGIC IMPLICATION**

Nobu wins for buyers focused on health, longevity, and concentrated wellness investment. Mandarin Oriental wins for buyers focused on amenity breadth, pool variety, garden-style outdoor living, and the kind of programming that supports multi-generational family use.

# Pricing and Investment Profile

## **NOBU STARTING PRICES BEGIN AT APPROXIMATELY \$3 MILLION**

for entry residences at the May 2026 sales launch, with select pre-launch one-bedroom-plus-den layouts reported as low as \$2.4 million for 1,176 square foot units. Top of stack reaches \$60 million for the penthouses. Sales just launched in May 2026, so inventory is fresh and pricing has not yet been tested at scale.

## **MANDARIN ORIENTAL STARTS IN THE MID-\$3 MILLION RANGE**

for two-bedroom residences (the building does not offer one-bedrooms). Pricing has already been validated at the top: two duplex crown penthouses closed in March 2026 at \$49.9 million each, \$6,300 per square foot, which is the highest-priced mainland Miami condominium transaction in history. Total sales have surpassed \$1.3 billion. The pricing tower has been built on closed transactions, not aspirational asks.

## **THE STRATEGIC IMPLICATION**

Nobu offers the earlier entry point in the cycle (pre-launch friends-and-family pricing may still be accessible on select inventory) but with less proof of price elasticity at scale. Mandarin Oriental offers later cycle entry with proven pricing tower and proven absorption. Both will compound. The question is whether you want to be earlier in the cycle with more inventory choice (Nobu) or later in the cycle with more price validation (Mandarin Oriental).

# Which Building Fits Which Buyer

## **NOBU RESIDENCES IS THE RIGHT FIT IF YOU ARE:**

- A wellness and longevity-focused buyer for whom the \$25M spa investment is the primary attractor
- A buyer who wants to be early in the cycle on a major Miami branded residence
- A buyer who prioritizes a cultural lifestyle brand with celebrity and fashion-industry resonance
- A buyer who wants urban energy and walking-distance access to the full mainland Brickell economy
- A buyer comfortable with newer brand-to-residence translation (this is Nobu's first major Miami residential)

## **MANDARIN ORIENTAL RESIDENCES IS THE RIGHT FIT IF YOU ARE:**

- A buyer who prioritizes private island enclave living over urban energy
- A multi-generational family that wants the deepest amenity podium in Miami
- A buyer who prioritizes proven service standard over cultural buzz
- A buyer who values view protection through the developer's island control
- A buyer who wants to enter at a later-cycle, price-validated position with \$1.3B+ already proving demand
- A buyer comparing this to global Mandarin Oriental Residences in other cities

**Some buyers will benefit from owning at both buildings.** They are complementary, not strictly alternatives. The wellness-focused investor with an urban use case and the family-focused enclave buyer with a Brickell Key lifestyle are not the same person, but a sophisticated capital allocator could justify positions in both.

# Frequently Asked Questions

## **Q. Which building has better pricing power right now?**

A. Mandarin Oriental has proven its pricing power with \$1.3B+ in closed sales including the record-setting \$6,300/SF penthouses. Nobu just launched sales in May 2026 and pricing has not yet been tested at scale. If pricing validation matters to your investment thesis, Mandarin Oriental is the more proven asset today. If being early in the cycle on inventory matters more, Nobu offers that window.

## **Q. Which building is more accessible to enter?**

A. Nobu has the lower entry point at \$3 million (with pre-launch pricing as low as \$2.4 million on select units). Mandarin Oriental's two-bedroom entry runs in the mid-\$3 million range. The difference at the entry level is modest. At the top of stack, Nobu reaches \$60 million versus Mandarin Oriental's penthouses at \$49.9 million.

## **Q. Which has the better amenity program?**

A. Genuinely a draw, but they optimize differently. Nobu's \$25M wellness and longevity investment is the deepest single-category amenity capital deployment in Miami. Mandarin Oriental's 100,000+ SF podium with 11 pools is the broadest amenity program in Miami. Health-focused buyers will prefer Nobu. Family and lifestyle-focused buyers will prefer Mandarin Oriental.

## **Q. Which has the better location?**

A. Different categories. Nobu's Brickell mainland bayfront position offers urban density and direct bay frontage. Mandarin Oriental's Brickell Key private island position offers enclave living and developer-protected views. There is no objectively better location, only a better fit for your life pattern.

## **Q. Which delivers first?**

A. Both target 2030 to 2031 delivery. Plan for the later end of those windows for both, as with all Miami pre-construction.

## **Q. Can I rent either of them out?**

A. Both buildings have specific rental policies that should be reviewed in the offering documents. Mandarin Oriental's North Tower includes 28 Hotel Collection residences that participate in the hotel rental program; the South Tower residences are residence-only. Nobu's rental policy is part of the offering documents and I walk every client through it in the strategy session.

## **Q. Should I just buy both?**

A. Honestly, some of my most sophisticated clients do exactly this. The use cases are complementary, not competitive. If your capital plan supports two positions, owning at both gives you optionality on lifestyle, exit timing, and family use that owning at only one cannot replicate.

# Why Work With Me on This Decision

I am Katerina Bucciarelli. I am a licensed real estate broker in Florida, New York, and New Jersey. I hold the CRS, SRS, RENE, E-PRO, and Luxury Marketing Specialist designations, am a Realm Global Collective member, and serve in NAR Global, ICREA, and the Italian South East Commerce Chamber. I am trilingual in English, Spanish, and Italian, with 18+ years in this industry.

When you are comparing two buildings at this tier, the cost of choosing wrong is measured in millions. I represent buyers on both Nobu Residences and The Residences at Mandarin Oriental, with direct developer-team access on each. That means I can walk you through actual current inventory, real floor plans, real deposit structures, and the live pricing on each building, side by side, in a single 30-minute conversation. I represent your interests. The developers pay the commission. You pay nothing for my representation.

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## Schedule Your Private Branded Residence Strategy Session

Whether you lean Nobu, Mandarin Oriental, or are still deciding, the next move is a 30-minute strategy session. I walk you through current inventory at both buildings, pricing tiers, deposit structures, and the strategic case for each based on your specific situation. There is no pressure, no pitch, no sales script.

### BOOK A BROADER MIAMI BRANDED RESIDENCE STRATEGY SESSION

[calendly.com/kate-roundtable/strategy-session](https://calendly.com/kate-roundtable/strategy-session)

### OR BOOK A BUILDING-SPECIFIC SESSION

**Nobu Residences:** [calendly.com/kate-roundtable/nobu-residences-by-foster-partners](https://calendly.com/kate-roundtable/nobu-residences-by-foster-partners)

**Mandarin Oriental Residences:** [calendly.com/kate-roundtable/mandarin-oriental-residences-miami](https://calendly.com/kate-roundtable/mandarin-oriental-residences-miami)

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*I look forward to being #intheroom with you.*

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Sources verified as of May 17, 2026: Construction Review Online, Robb Report, Florida YIMBY, PROFILEmiami, Royist, Hoodline, Miami Condo Investments, CondoBlackBook, Premier Miami, Echo Fine Properties. Pricing and timelines are subject to change. Always confirm current details with Katerina Bucciarelli before contract.