

Mandarin Oriental launches standalone residences in New York

The luxury hospitality brand's latest venture is transforming the former Gucci HQ into 69 condominiums with five-star service and amenities.

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Mandarin Oriental has launched sales at a brand new residential-only scheme in New York. 685 Fifth Avenue is delivering 69 turn-key condominiums serviced by the famous luxury hospitality brand, with prices ranging from \$2.5m to \$15m.

The launch marks the group's first standalone resi venture on the East Coast and only the second to open in the US.



Developer SHVO has led the transformation of the 1920s Beaux Arts building, which used to be the Gucci headquarters, and prospective buyers are promised “the ultimate hospitality-led residential experience unlike any other property”.



Amenities and lifestyle perks will include a private rooftop pool and restaurant and in-home dining experiences by Michelin-starred restaurateur and Chef Daniel Boulud. The building will incorporate a fitness centre with steam, sauna and treatment rooms.

Owners will also have white-glove services provided by Mandarin Oriental's dedicated concierge team, including housekeeping, personal training, pet walking and personal shopping. Interiors are being designed by London-based studio March & White, whose heavyweight client roster includes Grosvenor, Dukelease, Blackstone and Related.



As reported last month, the group's first residential-only project on the West Coast, at [9200 Wilshire Boulevard](#), will be delivering 54 top-end units next year. Another is in the works on Barcelona's Passeig de Gràcia.

The group currently operates 35 hotels and seven residences in 24 countries and territories around the world. The Residences at Mandarin Oriental Mayfair, a collaboration with London-based Clivedale, [recently smashed Mayfair price records with the sales of two vast penthouses](#).