

A WORLD OF LUXURY: THE UTOPIA

HAUTE LIVING'S EDITOR CAUGHT UP WITH DAVID ROBB, THE CHAIRMAN OF UTOPIA RESIDENCES.

By Pauline Sung

David Robb, the Harvard Business School educated visionary behind Utopia, explains, "We are creating one of the world's most luxurious residential experiences and placing it on a spectacular ocean liner." Mr. Robb elaborated, "Our ocean liner will travel the world, visit exotic ports and celebrate at the world's most exclusive events." The Utopia will carry her residents to events such as The Cannes Film Festival, Melbourne Cup, Hong Kong Dragon Boat Festival, Monte Carlo Grand Prix and The Olympics. According to Mr. Robb, "Our residents and guests will also enjoy privileged access to some of the world's greatest art and cultural events and prestigious galas and sporting events. We are creating a floating community where residents feel pampered, rested, well-traveled and inspired by this extraordinary luxury travel experience."

According to the company, The Utopia has attracted an international clientele including A-list celebrities, philanthropists, sports figures, international royalty, as well as iconic leaders in entertainment, business and politics. "We cater to the world's most discriminating buyers," says Mr. Robb. If someone feels inspired to buy one of these estates on the ship, one can visit Utopia's showroom on Rodeo Drive in Beverly Hills to create and customize their residences. They can also visit the company's website at www.utopiaresidences.com and see the video discussing the lifestyle, the ship and view a list of the ship's itinerary.

In their review of The Utopia, CNN called it "a posh, jet-setting lifestyle." Forbes summed it up this way: "Luxury living comes to the high seas."

Mr. Robb's colleague Chris Chant gave his input as well: "As you travel onboard The Utopia experiencing breathtaking and spectacular destinations in between world excursions, residents can enjoy the pampering journey aboard this lavish residential ocean liner." Utopia will provide its residents exquisite amenities for both land and sea. For those residents who have trouble leaving their work behind, there will be a state of the art tele-

communications system to allow residents to manage their business affairs and trade stocks from the ship. For those in a hurry to board The Utopia, the company will offer helicopter service directly to its onboard helipad. Utopia's residents will also enjoy an onboard salon, luxurious swimming pools, spa, world class dining, theatre, special events, VIP receptions and much more.

The company believes its private residents' club will be one of the most exclusive social clubs in the world with members who are top tier families from Asia, Europe, The Americas and the Middle East/Africa. For those who love golf, The UTOPIA has a club that books its members at the best courses around the world.

Chairman Robb also said "Diverse connoisseurs of fashion, yachting and jewelry will appreciate the world class luxury retail boutiques which will showcase prestigious brands and the elegantly appointed customized interiors of the residences and suites." The residences include up to five bedrooms, and a full kitchen, living room, bath, romantic terraces, imported linens, china, crystal, and the very best in interior design and home furnishings. The carpet in many of the residences are provided by the same manufacturer that carpeted the White House in Washington DC.

Life at sea has never been so opulent. Additional amenities include full service concierge, butlers, and a fully equipped business center as well as climate-controlled private storage for residents' fine wines and delicate couture furs. With prices ranging from \$4M to \$25M, these magnificent travelling homes afford their owners unsurpassed lifestyle opportunities.

Prospective buyers can visit Utopia's showroom located at 421 North Rodeo Drive in Beverly Hills to walk through a model home with full-scale sample interiors. We recently attended a bespoke event hosted at Utopia's spectacular Rodeo Drive office where Mr. Robb enjoys entertaining his international clients. He hosts evenings of conversation, which are elegant and intimate



cocktail parties celebrating with Utopia jet-setting residents, friends and dignitaries in the local community. Haute Living's Judith Connolly observed Mr. Robb, the consummate host, create a dynamic opportunity for residents to meet and interact with one another. "We want to create an opportunity to welcome new residents aboard" said Mr. Chant.

Here's the bottom line. We give Utopia our stamp of approval. World class connoisseurs looking for the ultimate luxury lifestyle will find their fill with The Utopia. Just imagine owning one of the world's most prestigious luxury waterfront villas and using it to travel around the world and attend once-in-a-lifetime events. With Utopia's international sales about to begin, and with many of the larger units already reserved, it's time to get onboard.

FOR MORE INFORMATION, PLEASE VISIT WWW.UTOPIARESIDENCES.COM OR CONTACT (310) 270-4777