



FOR IMMEDIATE RELEASE

August 6, 2012

CONTACT: Ivonne Amor, 305.299.2091
ivonneamor@mail.com

**Acclaimed Architectural Interior Designer Alfred Karram Jr
Unveils Million-Dollar Model Apartment at
The Residences at The St. Regis Bal Harbour**
*Introducing Miami Beach's Most Distinctive Address and One-of-
a-Kind Luxury Model Residence*

Miami Beach, FL – August 6, 2012 – Luxury living has never had a more exclusive address on Miami Beach; Alfred Karram Jr of AKJ Design Concepts and his team of designers present the premiere model residence at The Residences at The St. Regis Bal Harbour. The multi-million dollar model, fully funded by AKJ Design Concepts, is scheduled to open in late September 2012.

The expansive 3,500 square foot model is one of the project's largest. It is located on the 10th floor of the South Tower of The Residences at The St. Regis Bal Harbour at 9701 Collins Avenue in the upscale Miami Beach Village of Bal Harbour.

"We are thrilled to have the opportunity to offer prime luxury and the finest attention to detail specifically tailored to those looking for the most exquisite lifestyle South Florida has to offer," said Alfred Karram Jr, Chief Designer and principal of AKJ Design Concepts.

With exquisite views of the breathtaking waters of the Atlantic Ocean to the east and across the street from high-fashion Bal Harbour Shops to the west, this new residence is a high-end homeowner's dream come true.

- more -

Local Architectural Interior Designer Unveils Multi-Million Dollar Luxury Model at The Residences at The St. Regis Bal Harbour (p.2)

"Every detail was accounted for and thoroughly thought of," added Karram, Jr. "We spared no detail, not only in the design of every facet of the project, but in the selections we made throughout the residence," he said.

Custom-designed European furnishings and finishing details can be found throughout the residence. The architectural focal point is a floating, multi-tiered and stepped ceiling soffit system w/LED cove backlighting, built by Arkin Construction. Another design feature is the 70' long custom-designed wood and aluminum spine detail accentuating vast East/West see thru views, plus an exotic wood veneered a-stepped millwork paneling system, finished in a satin gloss cool gray finish.

The attention to detail can be seen throughout the space, from premium Kreon recessed ceiling and wall lighting fixtures, to the custom-designed, 1600 pound, 3" thick fused glass screen wall with extra heavy ice texturing in the Master entry foyer, to the 1.5" thick textured glass kitchen counter tops and backsplashes in the kitchen, supplied by ThinkGlass.

From ceiling to floors, the designers have chosen nothing less than the finest in materials. Flooring in the Foyer, Living and Family rooms is truly a one-of-a-kind, design concept, featuring massive 5' x 9' beveled ¾" Visconte White granite slabs, supplied by Intercontinental Marble, and fabricated and installed by Dalio Tile. Flooring includes a titanium, gray-stained, wood planking encompassing the office, while geometric-patterned, plush carpeting, supplied by Carpet Boutique, lines the bedrooms.

Alfred Karram Jr and his AKJ Design Concepts team envisioned, designed and have overseen every exquisite detail of the model construction. This model features a Bartels German-made, double sliding glass entry into the office via a synchronized matte stainless steel Klassik wheel system and custom frameless glass entry doors with wood surrounds each bedroom.

- more -

Local Architectural Interior Designer Unveils Multi-Million Dollar Luxury Model at The Residences at The St. Regis Bal Harbour (p.3)

The residence features a state-of-the-art home automation system as well. All the window treatments, lighting, audio, video, security systems and even air-conditioning are controlled automatically. The residence is equipped with a custom-designed and outfitted Crestron home automation system, installed by Multimedia Innovations. The office is even outfitted with an advanced computer system, viewed via multi-monitors suspended on a curved, automated sliding track over a custom-designed, polished stainless steel and glass executive desk.

Both the fixtures and the residence's accessories spotlight luxury living and timeless design at its best. Accessories by Scandinavian luxury brand, Georg Jensen will be featured throughout the residence. With a history that spans more than 100 years, the Georg Jensen brand represents quality craftsmanship, producing lifestyle products ranging from hollowware to watches, jewelry and home products. The residence's accessories will be from Georg Jensen's Master pieces collection, including: a Panton large tray, Flora large vase, large candlestick and the Ibis vase.

Other features of the residence include:

- Luxurious window treatments specified for side panels, solar shades and blackout drapes provided by Total Windows.
- Ornate premium custom-designed, Brazilian closet systems.
- Custom designed wall finishes and textures by DecoFinish.
- Grand salon sofa with custom specified fabric, stainless steel and leather barstools, and a custom designed Off-Beam coffee table in satin stainless steel with a matching Visconte White granite stone base by Brueton Industries.
- Innovative, modern, Italian furnishings throughout, including solid and carved glass, high-tech materials and fabrics by Casa Italia.
- Steinway & Sons baby grand piano in a unique matte black finish provided by Steinway & Sons.

- more -

Local Architectural Interior Designer Unveils Multi-Million Dollar Luxury Model at The Residences at The St. Regis Bal Harbour (p.4)

- The finest European linens provided by Thread Count.
- Luxurious, outdoor furniture from Belgium, supplied by Inside Out, for three oversized, outdoor balconies.
- Priceless works of art by some of the Greats, as well as edgy, modern artworks.

Besides the residence's fine furnishings and interior, ownership at The Residences at The St. Regis Bal Harbour offers the pleasures of a privileged lifestyle with exclusive amenities and services such as:

- Private Residents' pool
- Concierge service
- Signature St Regis Butler service
- Athletic center
- 24-hour in-room dining
- Housekeeping service
- In-room catering and personal chef services
- Pet services
- Nanny and childcare services
- Purchase pick-up service from Bal Harbour Shops
- Access to resort amenities including exquisite Remède Spa and Privé Salon, and the Jean-Georges Vongerichten-inspired J&G Grill.

"They say ownership has its privileges, and that's never truer than at The Residences at The St. Regis Bal Harbour," said Karram Jr. "I have been designing for more than 25 years, and this model is among my finest work ever. It will be an extraordinary place to call home," concluded Karram Jr.

***Editor's Note: Two renderings of the model are attached for your review. Time-Lapse video of the construction and design phase of this project is available. Tours are also being coordinated in advance of the scheduled completion date in September. Please contact, Ivonne Amor at ivonneamor@mail.com for a video clip and/or to schedule a visit.**

- more -

Local Architectural Interior Designer Unveils Multi-Million Dollar Luxury Model at The Residences at The St. Regis Bal Harbour (p.5)

About AKJ Design Concepts

AKJ Design Concepts is a full-service architectural interior design firm, specializing in upscale and high-end home design. The firm, located in cosmopolitan Miami, Florida, is home to Alfred Karram Jr and his top team of architectural designers, general contractors, and interior designers. For more than 25 years, Alfred Karram Jr has led the way in the most upscale and beautiful architectural interior design throughout the country, and specifically in South Florida. Their approach is unique and innovative because every single project is truly a one-of-a-kind, custom creation and is considered the most important priority. For more information, please call 305.831.9091 or visit www.akarramjr.com.

- END -