

November 17, 2023

Robb Report

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## The Waldorf Astoria Residences and B&B Italia Have Partnered on Custom-Curated Residences in New York City

*Buyers will have the option of purchasing fully furnished homes and selecting fittings and finishes, down to the artwork, linens and table settings.*

By Abby Montanez

Impressions: 2,479,535



*Waldorf Astoria Residences New York*

The [Waldorf Astoria](#) Residences New York have teamed up with Italian furniture company B&B Italia, and the collab is just as stylish as you might imagine.

The Park Avenue hotel has announced that it will offer buyers a chance to purchase fully furnished residences curated by the world-renowned design studio, and they are

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expected to begin welcoming future residents late next year. The [Jean-Louis Deniot](#)-designed condominiums will range from studios to four-bedroom residences and will be available in two different decorative styles: “Chiaro” for cool palettes and “Scuro” for those who prefer warm tones.



*Residents of the Waldorf Astoria New York will have the option of purchasing a home fully furnished by B&B Italia.*

*WALDORF ASTORIA RESIDENCES NEW YORK*

“We are elated to partner with the singularly iconic Waldorf Astoria on Park Avenue contributing sophisticated and refined offerings for their discerning residents,” says Francesco Farina, chief executive officer for B&B Italia’s U.S. operations, in a press statement. “Creativity and exuberance in the choices for the Waldorf Astoria Furnished Residences by B&B Italia, allowing the world travelers to have every need met, both with the services of the legendary hotel and within the comfort of their curated and elegantly-appointed home.”

In addition to furniture, buyers will also be able to choose what accents and accessories they want in their home and even hand-select the light fixtures, linens and towels, wall coverings, table treatments, glassware, and curated artwork. Future residents can schedule a private appointment at the onsite B&B Italia Design Studio at the Waldorf Astoria’s Residential Gallery.

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*The residences will range from studios to four bedrooms and will be offered in either a warm or cool color scheme.*

*WALDORF ASTORIA RESIDENCES NEW YORK*

"B&B Italia is unrivaled in the elite design furniture industry for its vision, unmatched quality, research, and innovation," adds Carolyn Sebba, senior director of sales and marketing for Dajia US, the developer of the Waldorf Astoria Residences New York. "Fully furnished turnkey residences are increasingly in demand in the luxury [real estate](#) market. With these exclusive offerings and signature interior design services from B&B Italia, our residents, many of whom own multiple homes throughout the world, will have a seamless experience from their first design choice, as they enjoy the elevated lifestyle and services from the Waldorf Astoria Residences New York."

The hotel, which is in the midst of a \$1 billion makeover, will be offering 375 residential apartments to own for the first time in history within [The Towers of the Waldorf Astoria](#). Residents of the Art Deco-inspired building at 305 Park Avenue will have access to more than [50,000 square feet of amenities](#), including a fitness center, a 25-meter swimming pool, and private spas.

*Click [here](#) to see more photos of the Waldorf Astoria Residences New York.*

<https://robbreport.com/shelter/new-construction/gallery/waldorf-astoria-residences-photos-1235419537/>