

# WELCOME TO W RESIDENCES SAO PAULO



SAO PAULO  
THE RESIDENCES

# LUST FOR LIFE.

**Discover a new narrative for your lifestyle.**

What's your life fueled off?

Fashion, music, design, fun.

All that's new will push you past boundaries  
and beyond.

We feed your desire to absorb  
and live unique experiences.

Moderation is not part of our vocabulary.

When plenty is not enough,  
demand more.





ASPEN  
ATLANTA  
AUSTIN  
BALI  
BOSTON  
DALLAS  
FORT LAUDERDALE  
GUANGZHOU  
HOBOKEN  
HOLLYWOOD  
KOH SAMUI  
LONDON  
NEW YORK  
SOUTH BEACH  
**SAO PAULO**

THE LIFESTYLE W RESIDENCE, FROM THE WORLD TO BRAZIL.

Other branded residences of marriot, including brand W, are estimated to have an average valuation of 30% greater than an equivalent residence without an aggregate brand.

Located in one of the most valued regions of the city, tuned with the best of the world of fashion, gastronomy and luxury of the country.

The owner of W Residences Sao Paulo can optionally count on the Rental Program program that offers advantages that facilitate rent, alternating with housing.

Support from Marriott, a large hotel chain in the world with proven experience management of "branded residences".

The W Residences concept is unique and provides residents with distinctive W hotel services through Whatever | Whenever®.

The owners of the residences have special benefits, such as discounts on W hotel rates and services.

The W Residences Sao Paulo will have a exclusive leisure the residents.

W Residences Sao Paulo will have design and decoration signed by internationally renowned professionals.

Residents will have access to all leisure areas of the hotel.

# REASONS TO BUY A "W BRANDED RESIDENCE"





# THE MOST SOUGHT-AFTER LOCATION IN SAO PAULO

The most cosmopolitan circuit of Sao Paulo.  
The epicenter of fashion, food and luxury.  
An affluent region with many strategic avenues  
running across it: Brigadeiro Faria Lima, Berrini  
and the Marginal Pinheiros Expressway.

**350 meters away from Jk Shopping Mall**

**750 meters away from Parque Do Povo Park**

**600 meters away from Vila Olímpia Shopping Mall**

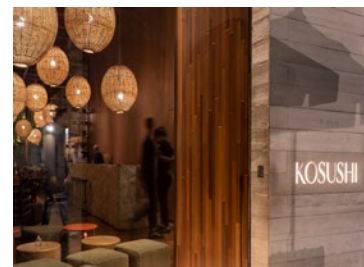
**500 meters away from Faria Lima**

**500 meters away from Jk Avenue**



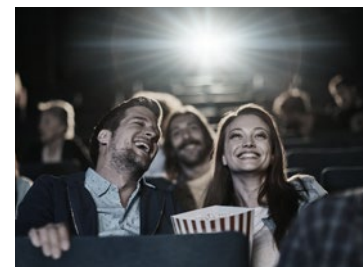
# FOOD

The most delicious food itinerary in town. A variety of restaurants and bars that offer food options that are sure to please even the pickiest of eaters. A perfect circuit for you to taste unique moments.



# SHOPPING

The temple of luxury in Sao Paulo. Here is where you can find the most iconic brands and the most sought-after accessories in the world. A modern shopping complex with the best food, technology, fashion, entertainment and movies have to offer.





# BUSINESS

Located close to the Congonhas Airport, the region is one of the major financial hubs in the city, with numerous skyscrapers featuring an innovative architecture style, occupied by the most important Brazilian and international companies.



A development hub of ever-increasing value. A place where transportation is plentiful and from where you can easily go to any other part of the city.

# A FEW STEPS FROM THE PARK AND THE SHOPPING

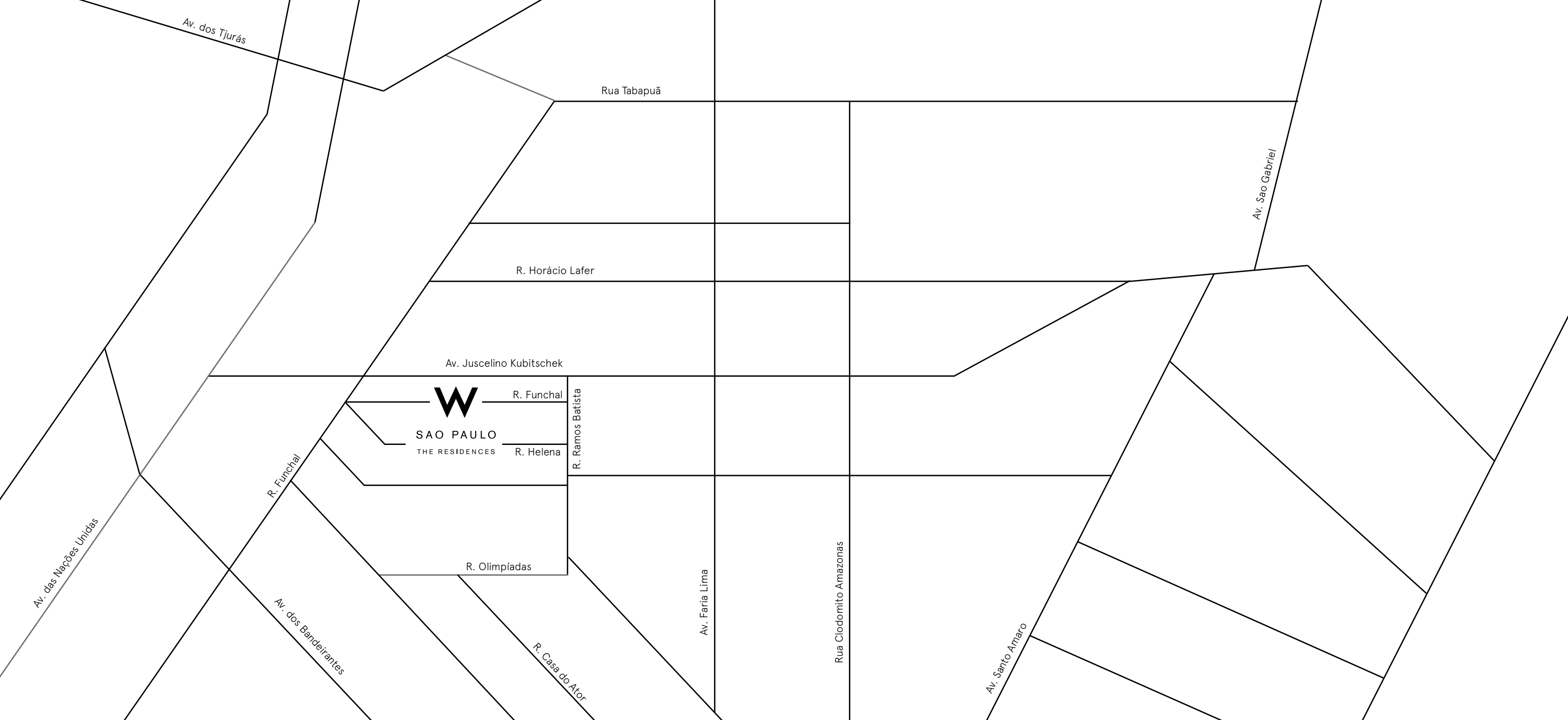
The most fashionable and sophisticated locations just a few steps away. Enjoy a world of convenience revolving around you, and live with the most charming park in town within walking distance.

PARQUE DO POVO

W SAO PAULO COMPLEX

SHOPPING JK

Artistic montage of the region with the tower of the development added.



# FUNCHAL 65 ST. A UNIQUE LOCATION

A street filled with trees in  
Vila Olímpia, one of the best  
regions in Sao Paulo. A unique  
place to live and enjoy.



Aerial photo of the land with a the development tower added

# W RESIDENCES IN BRAZIL. A NEW DESTINATION IN SAO PAULO.

An international star is coming to town.  
The Residences at W Sao Paulo set a new  
standard for extraordinary.

A new narrative to your life style in 53 to  
102-square meter private residences.  
Allow yourself to live here.

# ARCHITECTURE BY aflalo / gasperini arquitetos



Created in 1962, this firm combines tradition and innovation in the search for its architecture solutions. Working in the corporate, residential and hotel sectors, it has business in Brazil and abroad.

# ARCHITECTURE BY aflalo/gasperini arquitetos



Created in 1962, this firm combines tradition and innovation in the search for its architecture solutions. Working in the corporate, residential and hotel sectors, it has business in Brazil and abroad.



## AN SCULPTURE TO LIVE

A modern and grand tower. An innovative complex that the W Hotel and W Residences Sao Paulo. Two independent projects but connected by the same soul.

Perspectiva artística da fachada

# A PROJECT ORIGINAL AT ALL DETAILS

Artistic view from the Funchal street entrance



# NATURE WELCOMES YOU

The color green is the protagonist in the landscape designed by Benedito Abbud. Gardens and tree-filled walkways interconnect the development, creating involving atmospheres.



Artistic view from the Helena street entrance



Artistic view from residencial entrance

# LANDSCAPE BY BENEDITO ABBUD



Abbud is an internationally acclaimed architect who developed and took part in many different projects, from family to city sized. His drawings guarantee absolute satisfaction due to the value they create to a development and the authentic experience they afford to residents. His strongest suits are his creative boldness, flexibility and sensibility to meet his client's needs.



Artistic view from the boulevard leading to the residences

**ORIGINAL  
DISRUPTIVE  
DARING  
PROGRESSIVE  
ULTRALUXURY  
HIPERCONNECTADO  
LIMITELESS  
IRREVERENT**



SAO PAULO  
THE RESIDENCES



NINI ANDRADE SILVA

*Nini Andrade Silva*

INTERIOR DESIGN BY NINI ANDRADE

# ONE OF THE WORLD'S MOST CREATIVE DESIGNERS

Born in Madeira Island, Nini Andrade Silva earned her design degree from the Lisbon Institute of Visual Arts, Design & Marketing and simultaneously proceeded to further her

academic background and professional experience abroad, studying and working in New York, London, Paris, South Africa, and Denmark.



**AWARDED  
INTERIOR  
DESIGN  
PROJECTS BY  
NINI ANDRADE  
SILVA**

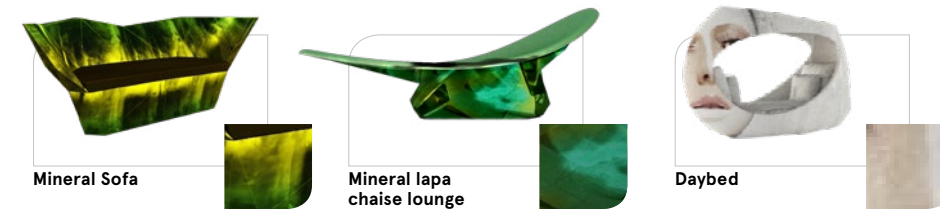
Over her career, Andrade got to see her work become a customary part of prestigious publications worldwide: New York Times, Financial Times, Harrolds, Condé Nast Traveller, Rolls Royce Excellence.



# INTERNATIONAL DESIGN, BRAZILIAN SOUL

Interior design merges into the magnitude of the city, translating its cultural values and frenzy as well as the most incredible and distinguishing manifestations from the country: art, music, samba, and poetry. Drawing inspiration

from Brazil's intricate landscape and geography, designer Nini Andrade Silva used in her design sparkling minerals and exuberant natural resources, exotic animals and all the colors that celebrate nature and the textures of a thick forest



# DETOX. RETOX. REPEAT.

A heated, indoor  
25-meter pool and a  
spectacular view of  
the city. The perfect  
place to recharge your  
energy.



Artistic view of the swimming pool



Artistic view of the fitness place

# RECHARGE REFUEL RELAX

A large gym with the latest equipment and a view of the skyline. A spa and a sauna where you can relax and recharge.



Artistic view of the steam room



# CHEERS, DANCE AND REPEAT

"Enjoy the Moment."  
Music, design, fashion  
and beautiful people.  
Here the party is non-  
stop. Dive deep and take  
center stage.



Artistic view of the ballroom



Artistic view of the lounge

# PLUG WORK PLAY

A fully equipped coworking space for you to connect to business and undertake great journeys. A toy library where your child can play and develop. A space for your kids.



Artistic view of the kids' space



# 24/7

**YOUR WISHES, 24 HOURS,  
7 DAYS A WEEK.**

Whenever you think of something unusual or you want something special at an odd hour, 24/7 whatever/whenever will be there for you. This is a service that is available 24/7 and which makes the guests and resident of the W Residence Sao Paulo highly privileged people. The staff at W Sao Paulo staff will spare no effort to please its demanding and sophisticated customers so they are always pleased.

# LOVE IT? LIVE IT.

Each residence is meant to make a bold design and space statement that challenges expectations. Where limits are limitless. Where abundance is everywhere. Where essence and style evolve into harmony.

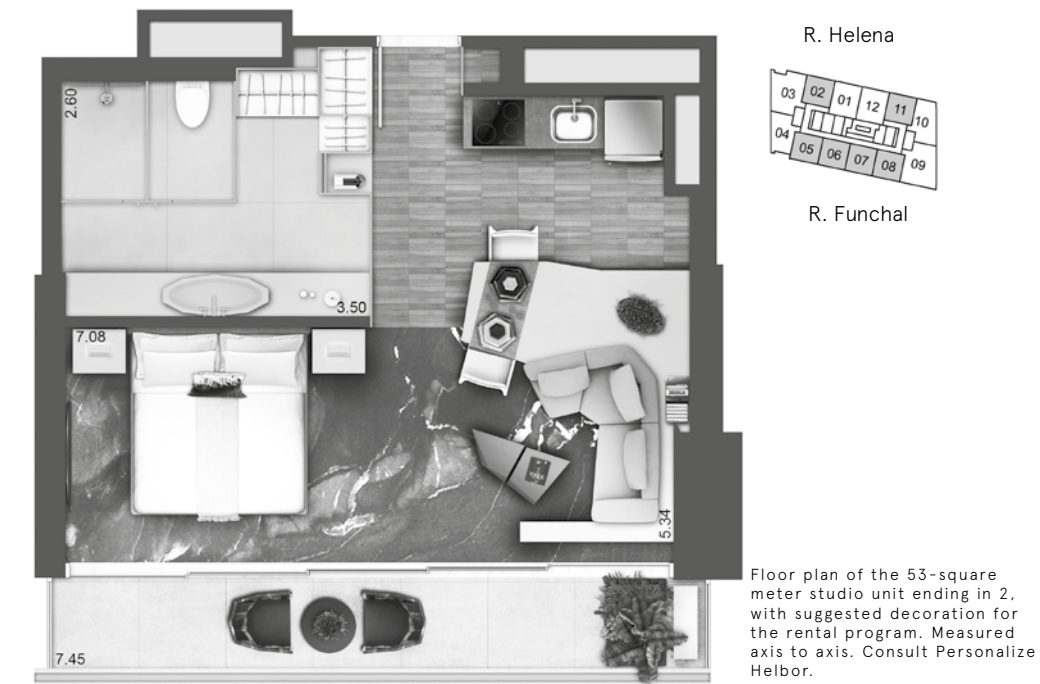
Desired and limited. Because great experiences, like great stories, should be shared.





Artistic view of the studio unit with suggested decoration for the rental program only

# RESIDENCE 53 PRIVATE SQUARE METERS



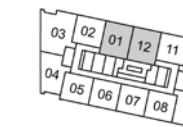


Artistic view of the living room in the 1-bedroom residential unit with suggested decoration for the rental program

# 1 ROOM RESIDENCE 68 PRIVATE SQUARE METERS



R. Helena



R. Funchal

Floor plan of the 1-bedroom unit ending in 5, 68.54 private square meters, with suggested decoration for the rental program. Measured axis to axis. Consult Personalize Helbor.

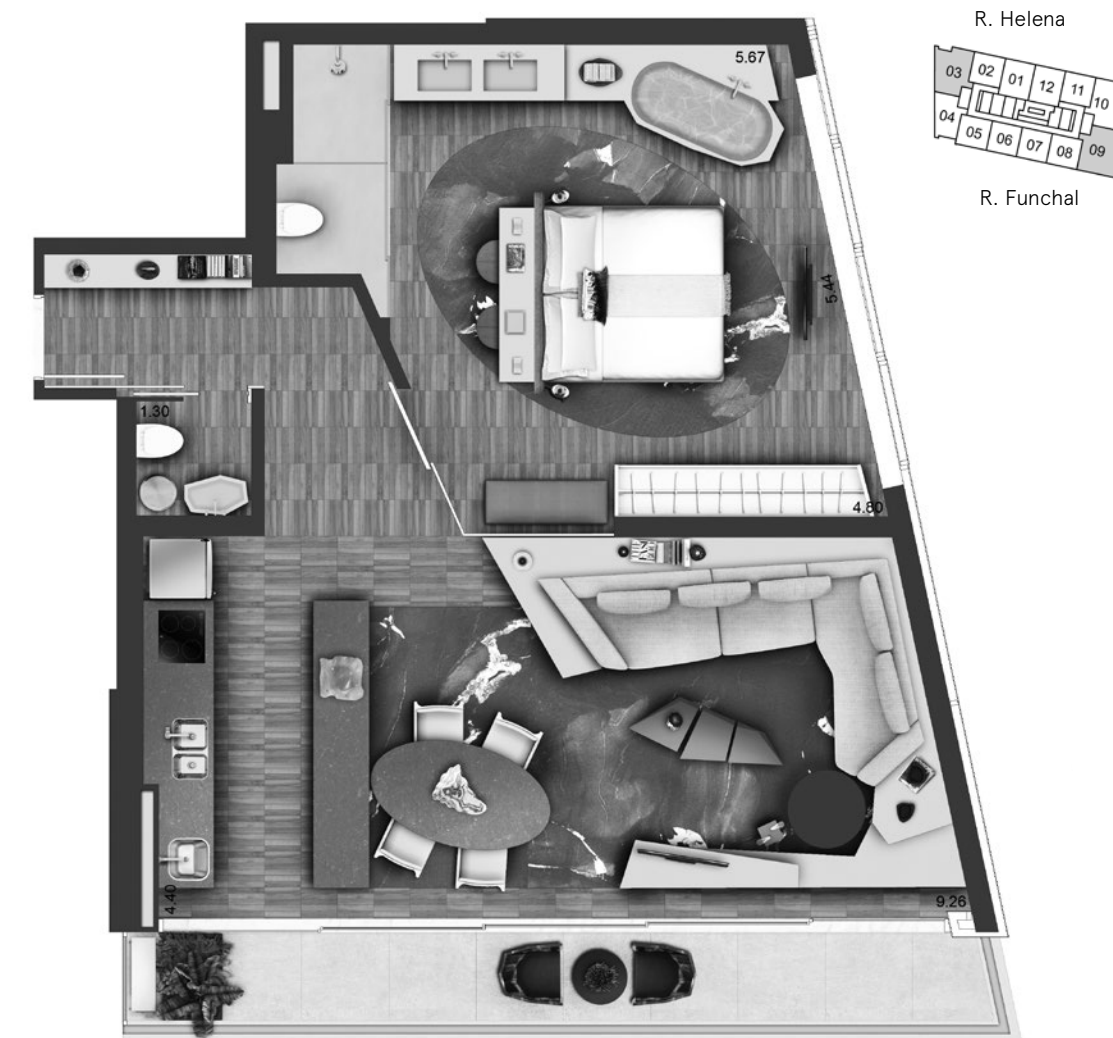
**1 SUITE  
RESIDENCE  
102 PRIVATE  
SQUARE  
METERS**



Artistic view of the living room in the 102-private square meter residential unit, with suggested decoration for the rental program.

# 1 SUITE RESIDENCE 102 PRIVATE SQUARE METERS

Artistic view of the suite in the 102-private square meter residential unit, with suggested decoration for the rental program.

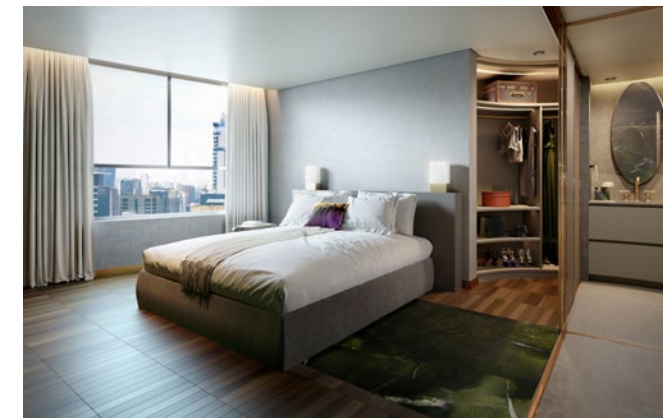


Floor plan of the residential unit ending in 9, 102.59 private square meters, with the option for 1 suite and suggested decoration for the rental program. Measured axis to axis. Consult Personalize Helbor.

# 2 SUITE RESIDENCE 102 PRIVATE SQUARE METERS



Artistic view of the living room in the 102-private square meter residential unit with two suites, with suggested decoration for the rental program



Artistic view of the suites in the 102-private square meter residential unit with two suites, with suggested decoration for the rental program



Artistic view of the master suite bathroom in the 102-private square meter residential unit with two suites, with suggested decoration for the rental program



Floor plan of the residential unit ending in 9, 102.59 private square meters, with the option for 2 suites and suggested decoration for the rental program. Measured axis to axis. Consult Personalize Helbor.

# GET IN ON THE FROUND FLOOR

- 1 Pedestrian entrance to w residences
- 2 Guard house
- 3 Staff entrance to w residences
- 4 W residences elevators
- 5 W residences lobby
- 6 W residences lounge
- 7 Access to w hotel transfer
- 8 W hotel elevators
- 9 Pedestrian boulevard connecting funchal and helena streets
- 10 Cafe
- 11 Kids Place
- 12 Lounge coworking space
- 13 Balroom



# EXCLUSIVITY ON THE ROOFTOP

- 1 Fitness
- 2 Swimming pool
- 3 Swimming pool terrace
- 4 Balcony



# HELBOR, TOLEDO FERRARI AND HBR REALTY: PARTNERS IN INNOVATION

With 42 years in business, Helbor Empreendimentos S.A. is one of the largest development companies in Brazil, South America's biggest market. A corporation listed on Novo Mercado of BM&F Bovespa, Helbor has offices in 30 Brazilian cities. With the support of holding company Hélio Borenstein S.A. – Administração, Participações e Comércio, Helbor has developed more than 240 projects and delivered 37,000 units, between condos, offices, hotel units and urban lots and houses in gated communities.

Having won important industry awards such as Master Imobiliário and Top Imobiliário, the company establishes solid partnerships for its developments. Companies that share the same values as Helbor and prioritize quality and the commitment to its clients include Toledo Ferrari Construtora e Incorporadora Ltda. and HBR Realty Empreendimentos Imobiliários S.A.

Specializing in middle and upper-class residential and commercial developments, over the course of 20 years Toledo Ferrari built more than 3.5 million square meters in 103 developments, 48 of them built in partnership with Helbor. It also won important awards in the industry such as Master and Top Imobiliário, as well as Ranking ITC and Seconci, which appear among the most important in Brazil.

HBR Realty Empreendimentos Imobiliários S.A., in turn was founded 2011 and is also controlled by Hélio Borenstein S.A. – Administração, Participações e Comércio. It is geared towards the segment of commercial property lease, with 78 operations in Brazil, providing solutions to companies such as We Work, Bradesco, Burger King, Decathlon, Pirelli, TIM, Cinemark, Mc Donald's, Lojas Americanas, Drogaria Sao Paulo and Kalunga. It also creates opportunities for business in three shopping malls located in Mogi das Cruzes and Olinda, as well as 21 convenience centers along with brand ComVem, operating in 10 Brazilian cities.

These are three respected companies in the Brazilian real estate market and which are always on the lookout for innovation, striving to develop solutions that can add value to their products in addition to providing comfort and convenience to their clients. This is what joins Helbor, Toledo Ferrari and HBR Realty together for the implementation in Sao Paulo of the first unit of Hotel W in Brazil, under the flag of Marriott International Inc, which will also have some breathtaking residences bearing the W brand. The initiative of Helbor, Toledo Ferrari and HBR Realty, coupled with Marriott's expertise, will set a new standard for the real estate market in Brazil, making W Residences Sao Paulo, in Vila Olímpia, a unique development that keeps up with the pace of the metropolis and is in tune with modernity.





**[wsaopaulo.com.br](http://wsaopaulo.com.br) / [@wsaopaulo](https://www.instagram.com/wsaopaulo)**

The W Residences Sao Paulo are not owned, developed or sold by Marriott International, Inc., or its affiliates ("Marriott"). HESA 150 - Investimentos Imobiliarios Ltda. uses the W® trademarks and trade names under a license from Marriott, which has not confirmed the accuracy of any of the statements or representations made herein.