



rochebobois
PARIS

St. Pete Tower



VALOR
REAL ESTATE
DEVELOPMENT

SERHANT.
NEW DEVELOPMENT

Artistic Rendering

the joy of
winning differently

World-Class Team



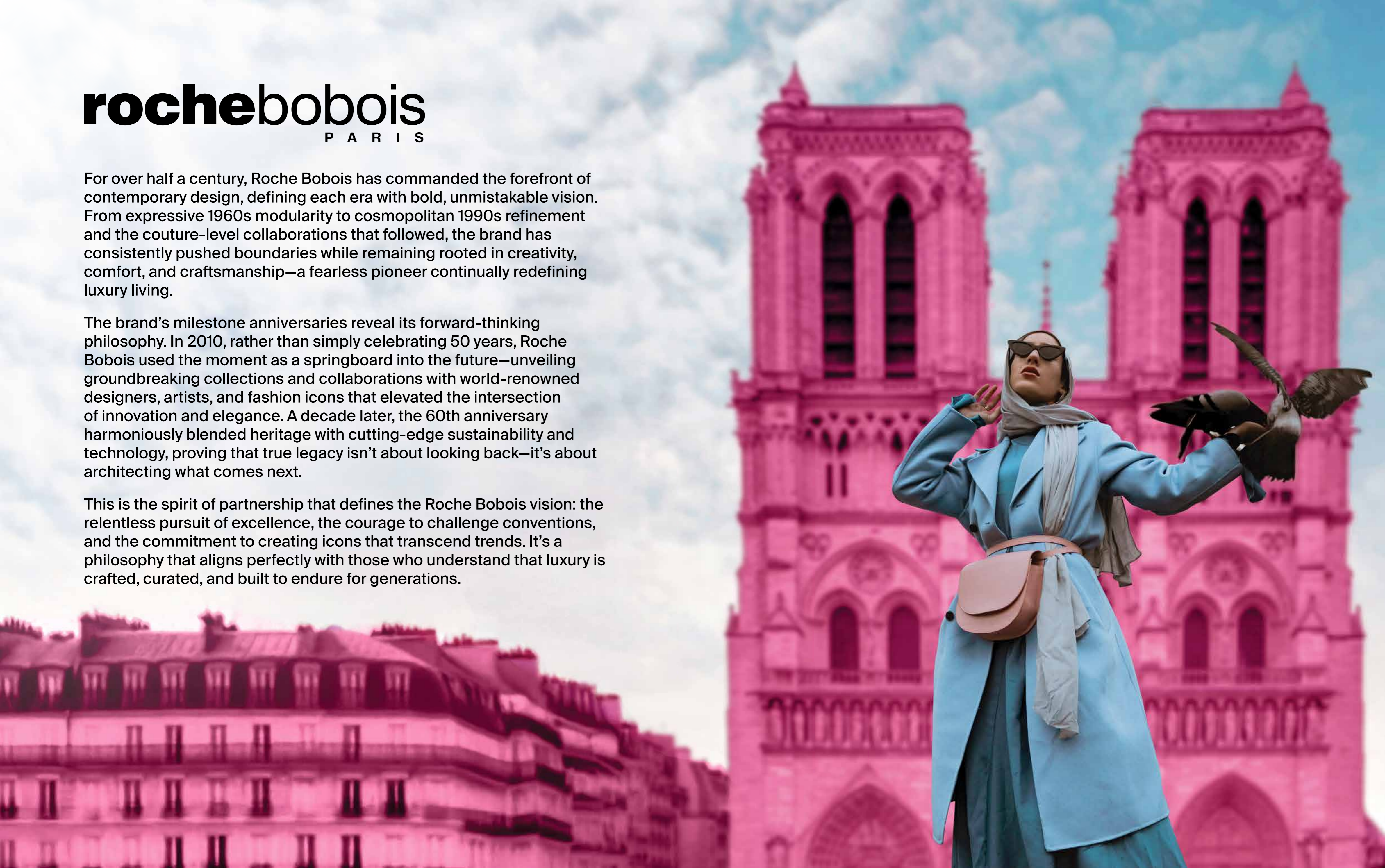
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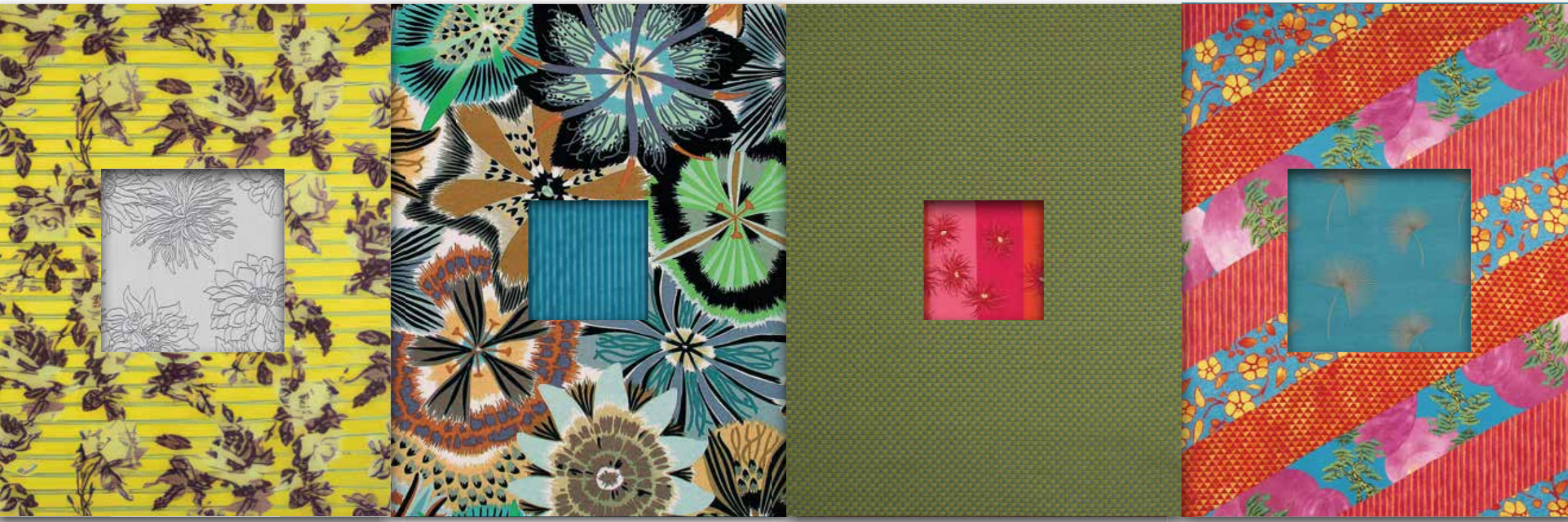
P A R I S

For over half a century, Roche Bobois has commanded the forefront of contemporary design, defining each era with bold, unmistakable vision. From expressive 1960s modularity to cosmopolitan 1990s refinement and the couture-level collaborations that followed, the brand has consistently pushed boundaries while remaining rooted in creativity, comfort, and craftsmanship—a fearless pioneer continually redefining luxury living.

The brand's milestone anniversaries reveal its forward-thinking philosophy. In 2010, rather than simply celebrating 50 years, Roche Bobois used the moment as a springboard into the future—unveiling groundbreaking collections and collaborations with world-renowned designers, artists, and fashion icons that elevated the intersection of innovation and elegance. A decade later, the 60th anniversary harmoniously blended heritage with cutting-edge sustainability and technology, proving that true legacy isn't about looking back—it's about architecting what comes next.

This is the spirit of partnership that defines the Roche Bobois vision: the relentless pursuit of excellence, the courage to challenge conventions, and the commitment to creating icons that transcend trends. It's a philosophy that aligns perfectly with those who understand that luxury is crafted, curated, and built to endure for generations.











DEVELOPER



At Valor Real Estate Development, we don't just develop luxury real estate—we architect the future. For over four decades, Valor and its partners have demonstrated the rare ability to envision extraordinary possibilities where others only saw empty land.

Our formula for excellence transforms emerging markets into coveted destinations, creating icons that spark community transformation and deliver exceptional returns.

We are mavericks in the luxury real estate space, combining international expertise with an entrepreneurial mentality that challenges the status quo. We work with the best professionals in their fields, collaborating tirelessly with them to meticulously craft iconic projects that will wow in the now while also standing the test of time.

Every development we create serves as a continuous source of value to all stakeholders: investors who trust us with their capital, communities we help elevate, and residents whose lives we enhance through thoughtful design and uncompromising quality.

PROJECTS

- The Skyview
- Serena by the Sea
- Roche Bobois St. Pete Tower
- Aston Martin Residences Daytona Beach Shores

ARCHITECT

GVI GOMEZ VAZQUEZ INTERNATIONAL

Gómez Vázquez International (GVI) is a renowned Mexican architectural firm with over 60 years of excellence in design. Founded in Guadalajara, Mexico, GVI has grown from its Mexican roots into a truly global practice that has completed more than 1,000 projects across 80 destinations worldwide.

PROJECTS

- Residence Bosque Real
- JW Marriott Cancun
- Ritz Cancun
- Magno Centro 26
- NH Punta Cana
- Barrio Santa Fe
- Fiesta Americana Puerto Vallarta





INTERIOR DESIGNER

niz + chauvet

arquitectos

Niz + Chauvet Arquitectos, founded by UNAM graduates Alejandro Niz and Patricio Chauvet, is a Mexico City-based firm renowned for adaptive, client-centered designs that merge functionality with aesthetic innovation. Their portfolio spans 100+ restaurants, residences, and hotels—including Live Aqua Bosques, Thompson Playa del Carmen, and the award-winning Azul restaurant at Grand Velas Los Cabos.

PROJECTS

- BAÍA Furnished by ARMANI/CASA
- Nautica Residences by Nauma
- Hotel Westin Monterrey
- CERO5CIEN
- Amaná Tulum
- Archiebald Mexico City

The Location



St. Pete

AN URBAN PARADISE

Beyond the doors of the tower, St. Pete has everything you need for everyday living. It is a magical place where one can discover new experiences in every direction; everyday luxuries that define and elevate life in one of Florida's most vibrant, imaginative, and cultural urban coastlines.

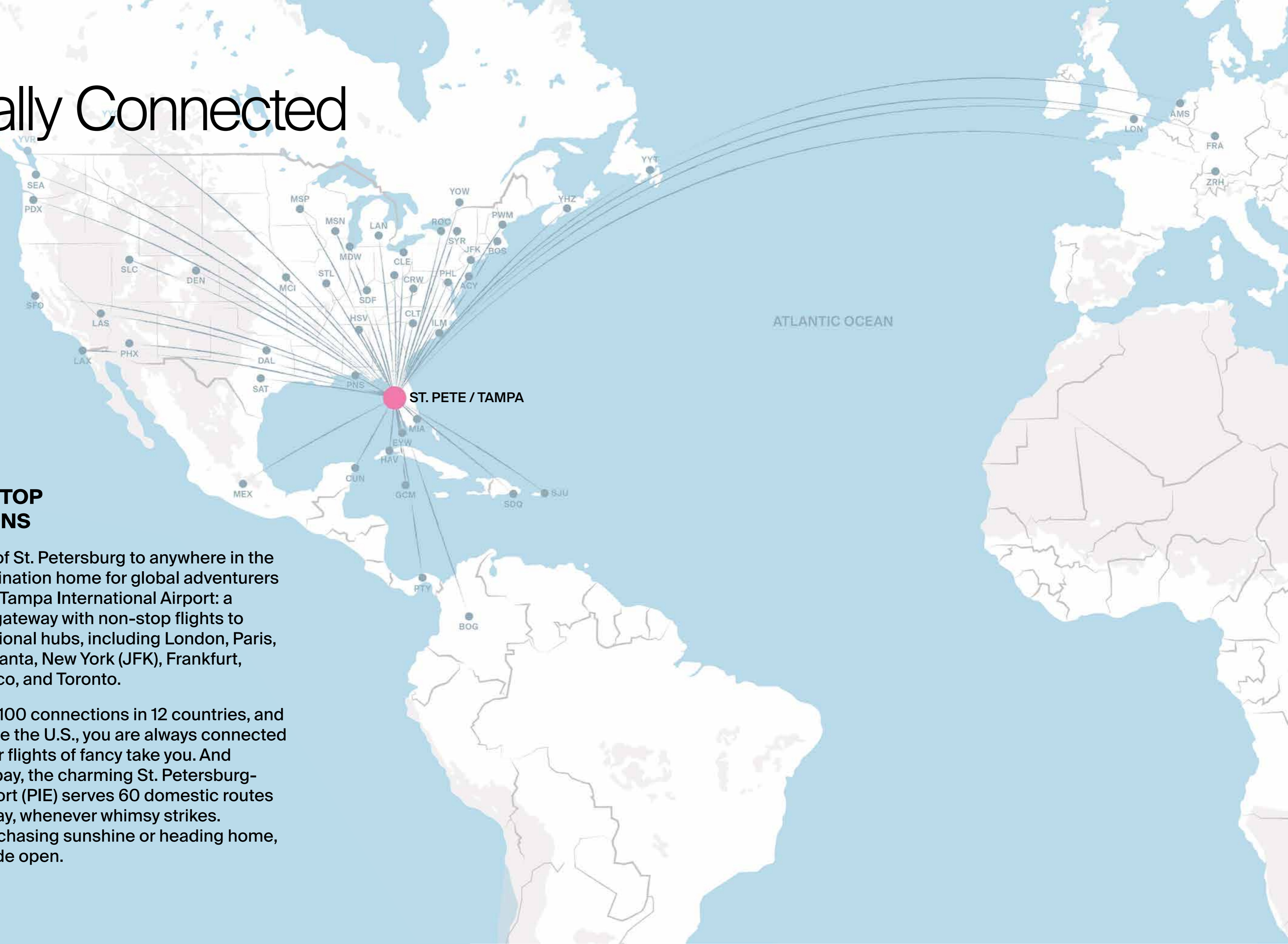


Globally Connected

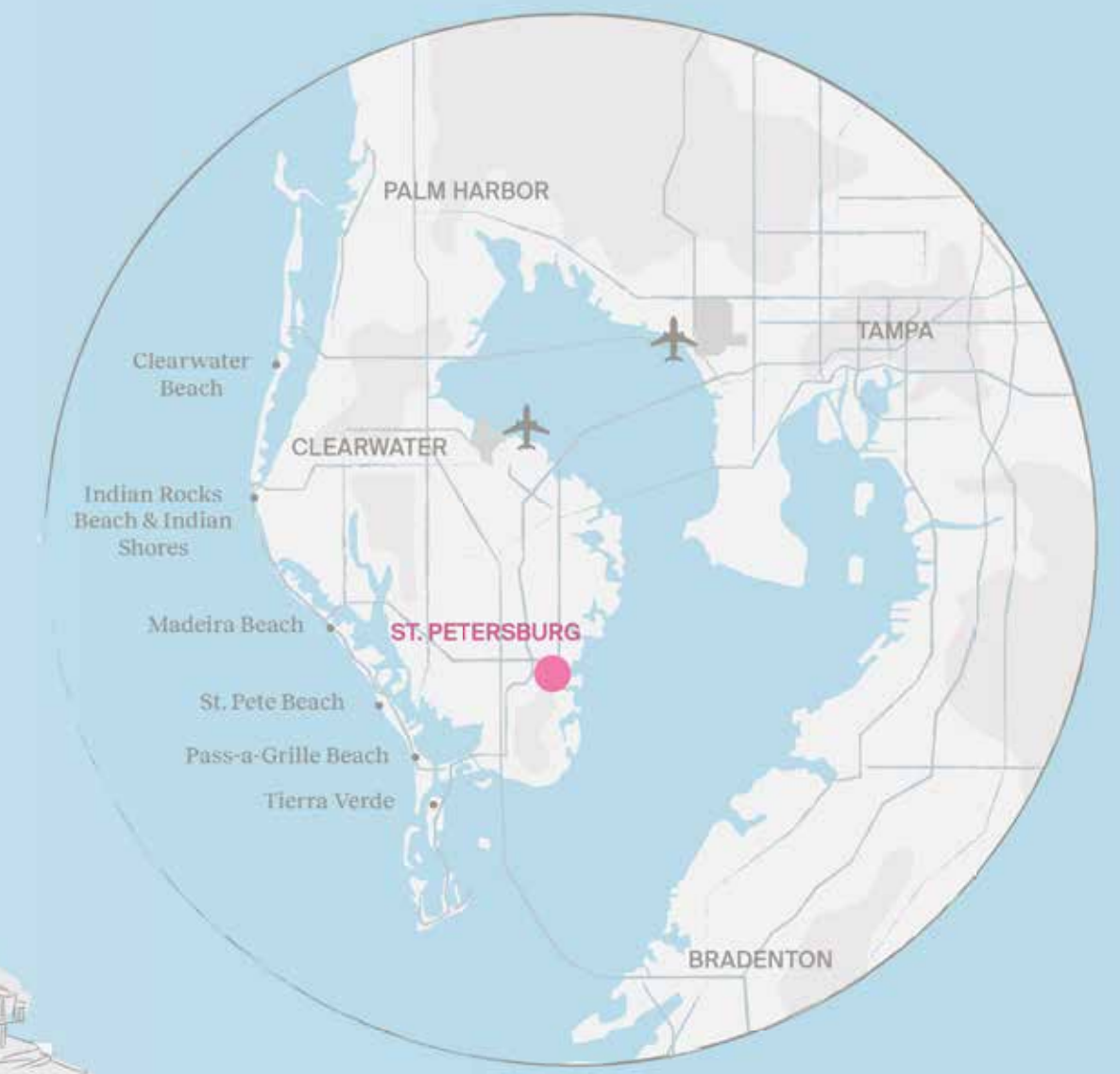
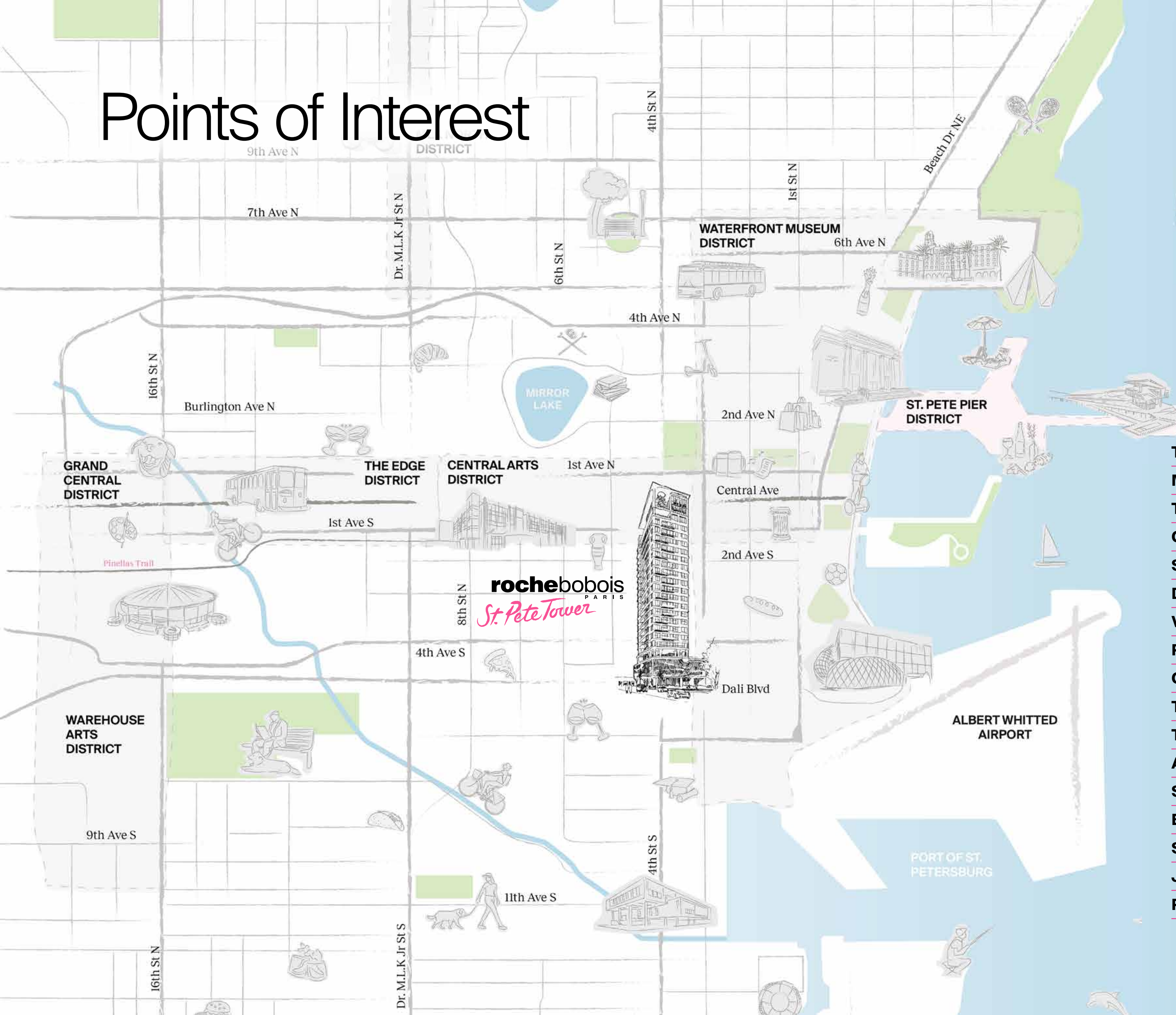
100+ NON-STOP DESTINATIONS

From the heart of St. Petersburg to anywhere in the world, your destination home for global adventurers is minutes from Tampa International Airport: a premier global gateway with non-stop flights to over 20 international hubs, including London, Paris, Los Angeles, Atlanta, New York (JFK), Frankfurt, Colombia, Mexico, and Toronto.

With more than 100 connections in 12 countries, and another 79 inside the U.S., you are always connected to wherever your flights of fancy take you. And just across the bay, the charming St. Petersburg-Clearwater Airport (PIE) serves 60 domestic routes to whisk you away, whenever whimsy strikes. Whether you're chasing sunshine or heading home, the skies are wide open.



Points of Interest



The Dalí Museum	0.4 miles
Museum of Fine Arts	0.7 miles
The James Museum	0.6 miles
Chihuly Collection	0.4 miles
St. Pete Pier	0.9 miles
Duke Energy Center	0.3 miles
Vinoy Park	0.3 miles
Pioneer Park	0.4 miles
Campbell Park	0.3 miles
The Vinoy Resort & Golf Club	0.6 mile
Tropicana Field	0.8 miles
Al Lang Stadium	0.3 miles
St. Petersburg Yacht Club	0.3 miles
Beach Drive Northeast	0.3 miles
Saturday Morning Market	0.6 miles
Jannus Live	0.6 miles
Pinellas Trail Access	0.1 miles

#1 Beach in America



Don Cesar's beach



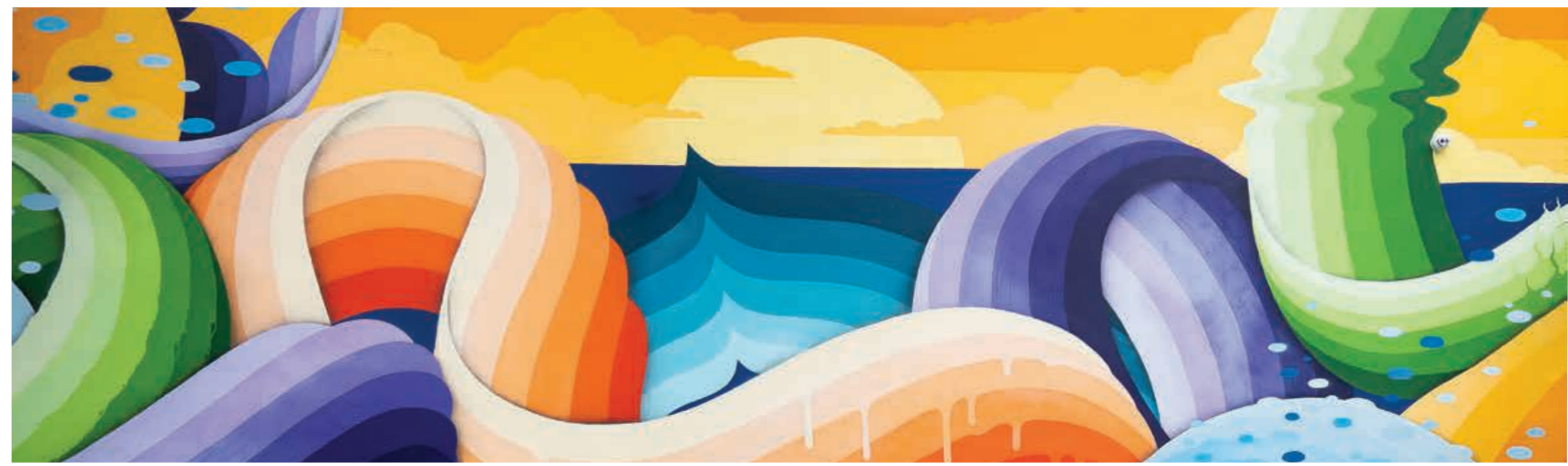


CITY OF THE ARTS

Art, music, and ideas flourish here—St. Petersburg’s cultural calendar is as vibrant as its sunsets. From world-class museums and contemporary galleries to indie film festivals, live music, and dynamic theater, St. Petersburg pulses with creativity.

The city’s cultural scene is alive year-round—where muraled streets meet the sounds of jazz, ballet shares the stage with experimental dance, and local makers bring new energy to every market and pop-up. It’s a place where art isn’t just observed—it’s lived.





600+ Murals & Art Installations

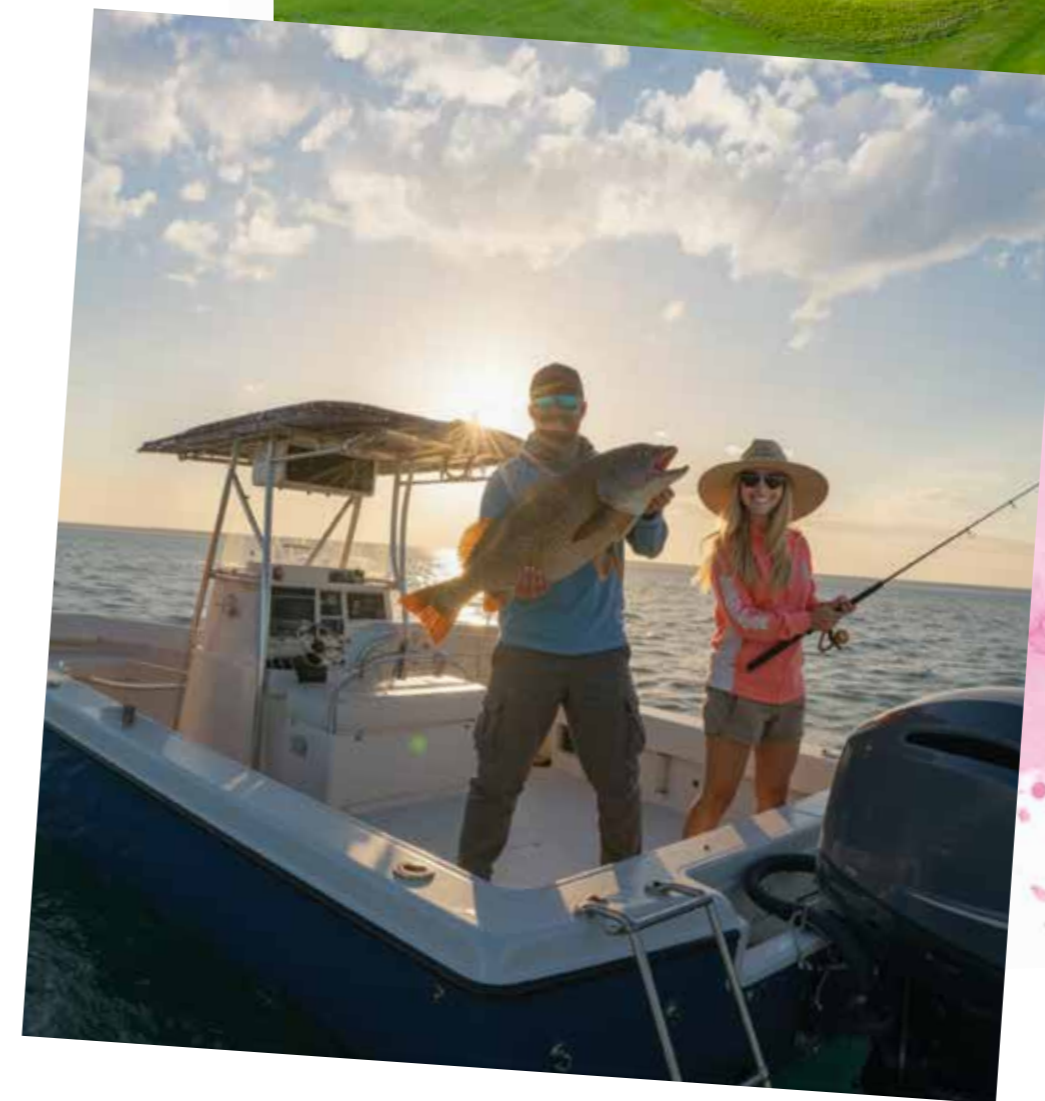


St. Pete Vibes

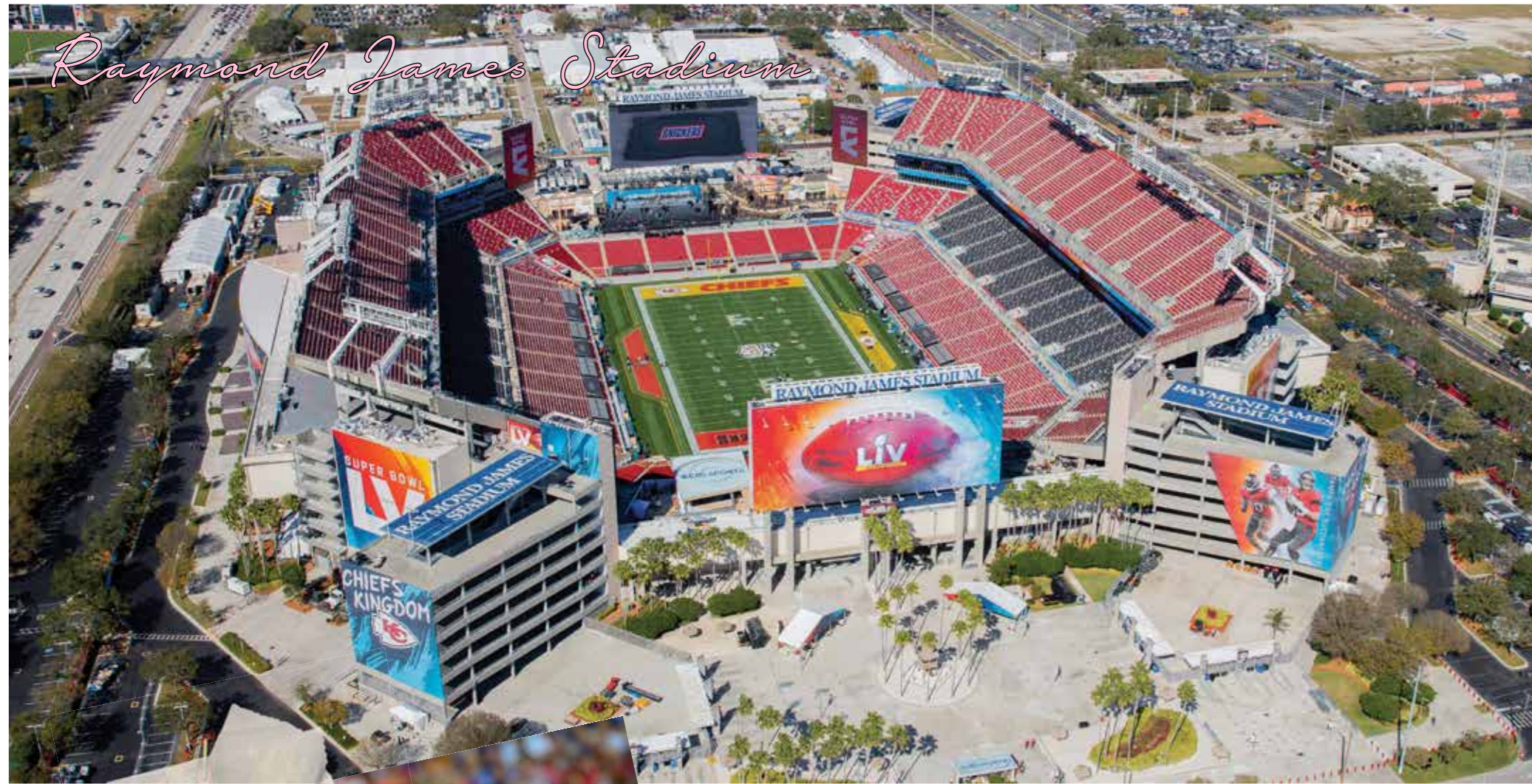
Live Actively



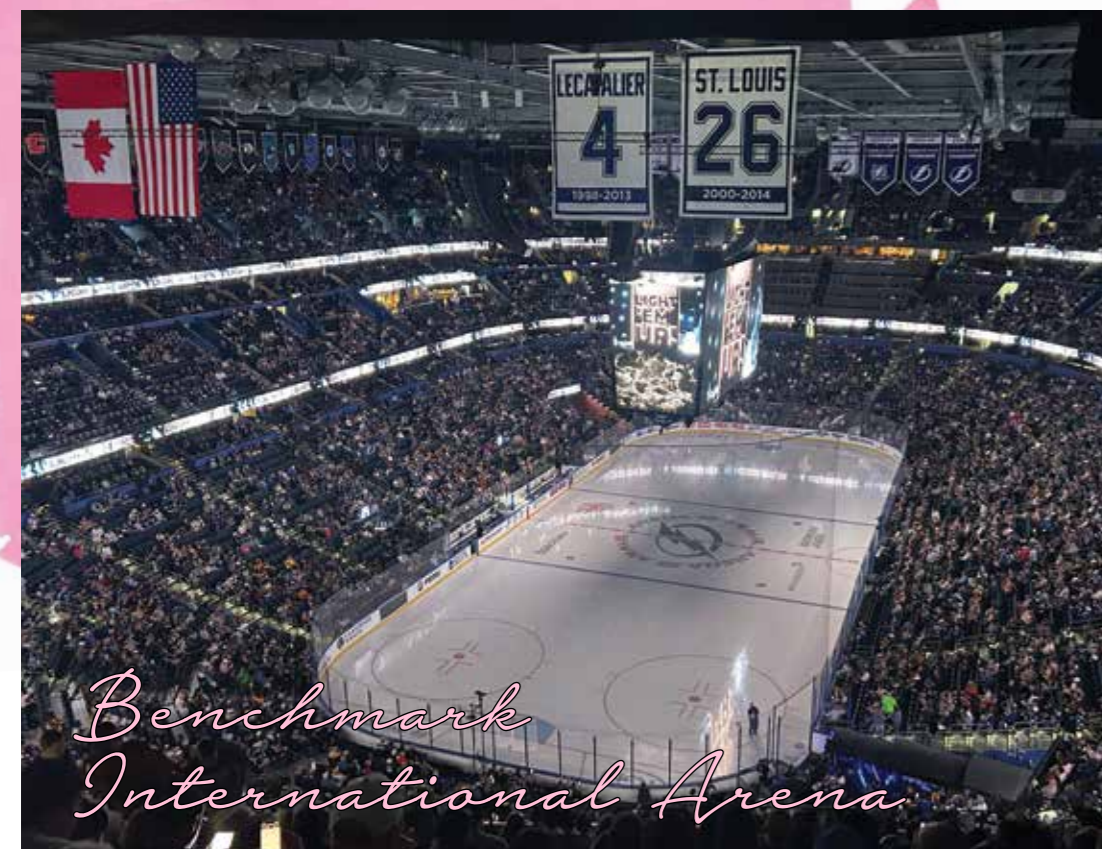
St. Petersburg Shuffleboard Club



A Sports Dreamland

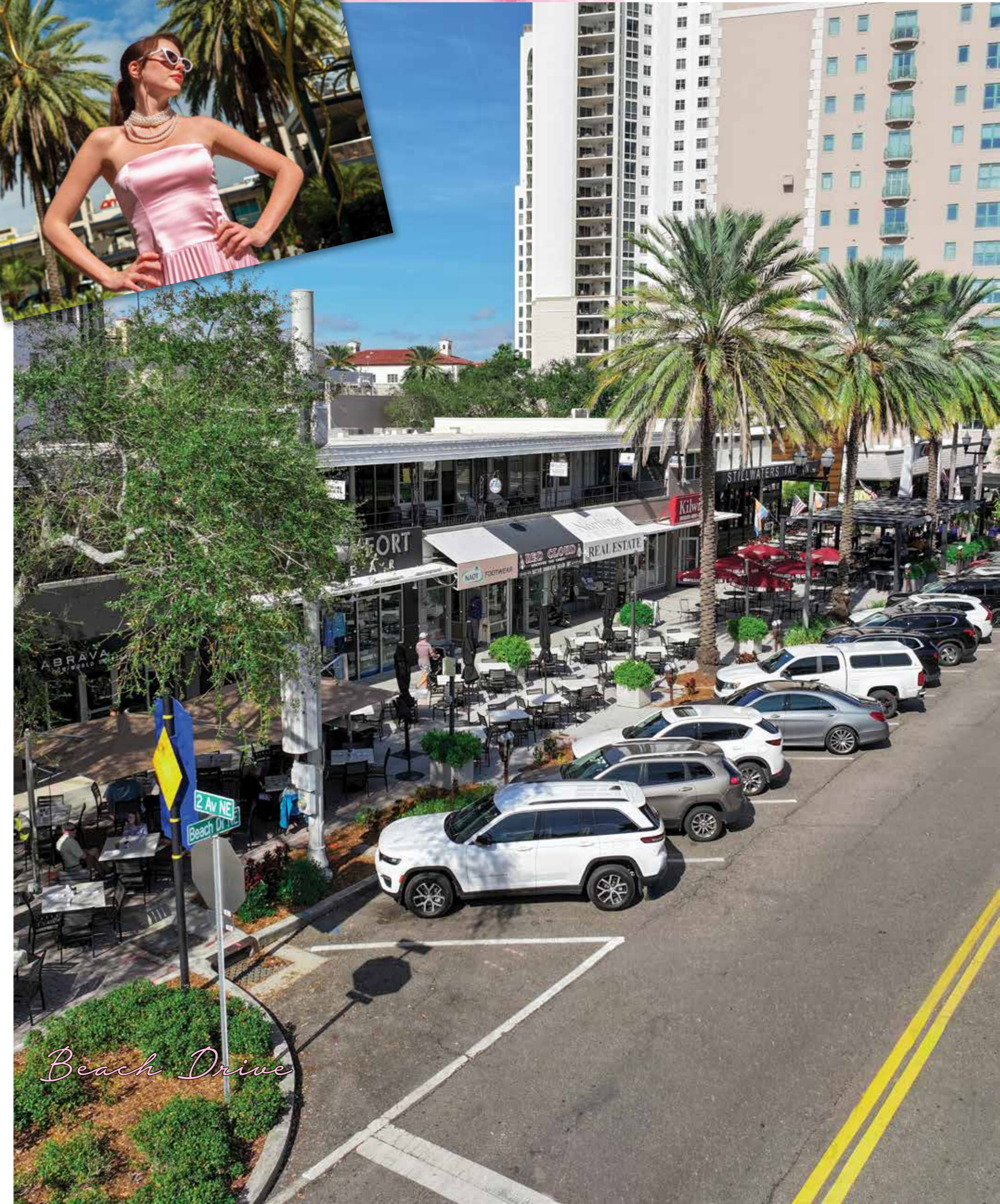


Just beyond your doorstep, the region's iconic teams add momentum to everyday life. Downtown St. Pete places you at the crossroads of championship energy—from the Tampa Bay Buccaneers and Lightning to the Rays and the beloved Rowdies—each offering world-class venues, effortless access, and a vibrant sporting culture that enriches the city's pulse.



Here, the thrill of the game is never far away, whether it's a Sunday kickoff, a night on the ice, a summer ballgame, or a match beneath the waterfront lights.

Shop Delightfully



Why St. Pete?

EVERY DAY A DISCOVERY OF DELIGHTS	A walking and biking paradise within a downtown wonderland
DAILY ESSENTIALS AT YOUR DOORSTEP	Groceries, healthcare, banking, and more, just around the corner
FLORIDA'S ART CAPITAL	A living canvas of 600+ murals, renowned galleries, and world-class museums
CULTURE, ALL YEAR	Concerts, festivals, and cultural events in every season
BREATHABLE URBAN LIVING	Florida's #1 Green City with 190+ parks and green spaces
SHOP 'TIL YOU DROP	3 shopping plazas, hundreds of boutiques and dozens of open-air markets
ENDLESS CULINARY ADVENTURES	520+ restaurants, cafés, and lounges
ICONIC URBAN WATERFRONT	The world-class St. Pete Pier and urban shoreline
THE SUNSHINE CITY	360 days of sunshine a year
A SPORTING DREAMLAND	Football, soccer, baseball, and hockey arenas within easy reach
TEE OFF IN STYLE	40+ golf courses and driving ranges
WORLD-CLASS BOATING AND FISHING	50+ marinas, yacht clubs, and charters
BEACH HEAVEN	35 miles of pristine white-sand beaches #1 in the US, #5 globally
ENDLESS ENTERTAINMENT	Hundreds of recreation, leisure, and lifestyle experiences



SITE LOCATION

rochebobois
PARIS
St. Pete Tower

TAMPA BAY WATCH
Discovery Center

AL LANG STADIUM

ALBERT WHITTED
City of St. Petersburg Airport

DEMENS LANDING PARK

THE DALI
Salvador Dali Museum



The Building



BUILDING FEATURES

- St. Petersburg's first designer-branded residence—a collaboration between Gómez Vázquez International and Niz + Chauvet
- Bespoke Roche Bobois Paris furnishings throughout all common spaces, setting a new standard for elevated living
- Ground-level Art Plaza seamlessly integrating culture into daily life
- Thoughtfully selected retail offerings anchoring the tower within downtown's vibrant urban rhythm
- Impact-rated windows providing both protection and unobstructed views of the city and Bay
- Energy-efficient systems reducing environmental impact while maximizing comfort
- Whole-building water filtration ensuring premium quality in every residence
- Lush natural landscaping creating an oasis within one of Florida's most walkable districts
- Located in the heart of St. Petersburg's renaissance—where culture, dining, and waterfront living converge
- Walkable access to the district's finest galleries, restaurants, and entertainment
- Sweeping views capturing both urban energy and Tampa Bay tranquility













Garden Arrival

Artistic Rendering

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Lobby Access

Artistic Rendering

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PARIS

St. Pete Tower



24/7 Concierge

Artistic Rendering



Owner's Lounge

WORLD-CLASS BUILDING SERVICES

- 24/7 concierge providing personalized assistance and seamless access to building offerings
- High-speed connectivity supporting modern work and lifestyle needs
- On-site parking with EV charging stations for the forward-thinking resident
- On-site dining bringing world-class cuisine to your doorstep
- Dedicated storage solutions, including cold storage for specialty deliveries
- Package management and reception services



The Amenities



20,000+ Square Feet of Amenities, Beautifully Furnished by Roche Bobois

- Grand Lobby exquisitely furnished by Roche Bobois—your daily homecoming elevated to art
- VIP Owner's Lounge setting the tone for refined gatherings and quiet moments alike
- Heated pool featuring sun shelf and dedicated swim lane for year-round enjoyment
- Glass-edge overlook jacuzzi capturing sweeping Bay and city views
- Poolside cabanas and summer kitchens designed for effortless entertaining
- Fire pit lounge areas
- Lush outdoor spaces creating an urban oasis above the city
- Fully equipped fitness studio with state-of-the-art equipment
- Spa facilities featuring aquatic therapy and sauna for complete rejuvenation
- Pet park and play spaces ensuring every member of your household thrives
- All common area furnishings by Roche Bobois, creating cohesive luxury throughout your daily experience



SUMMER KITCHEN AND AL FRESCO DINING TERRACE

Summer kitchens and tables designed for effortless entertaining

FIRESIDE LOUNGE

Fire pit and lounge seating perfect for evening gatherings

FITNESS CENTER

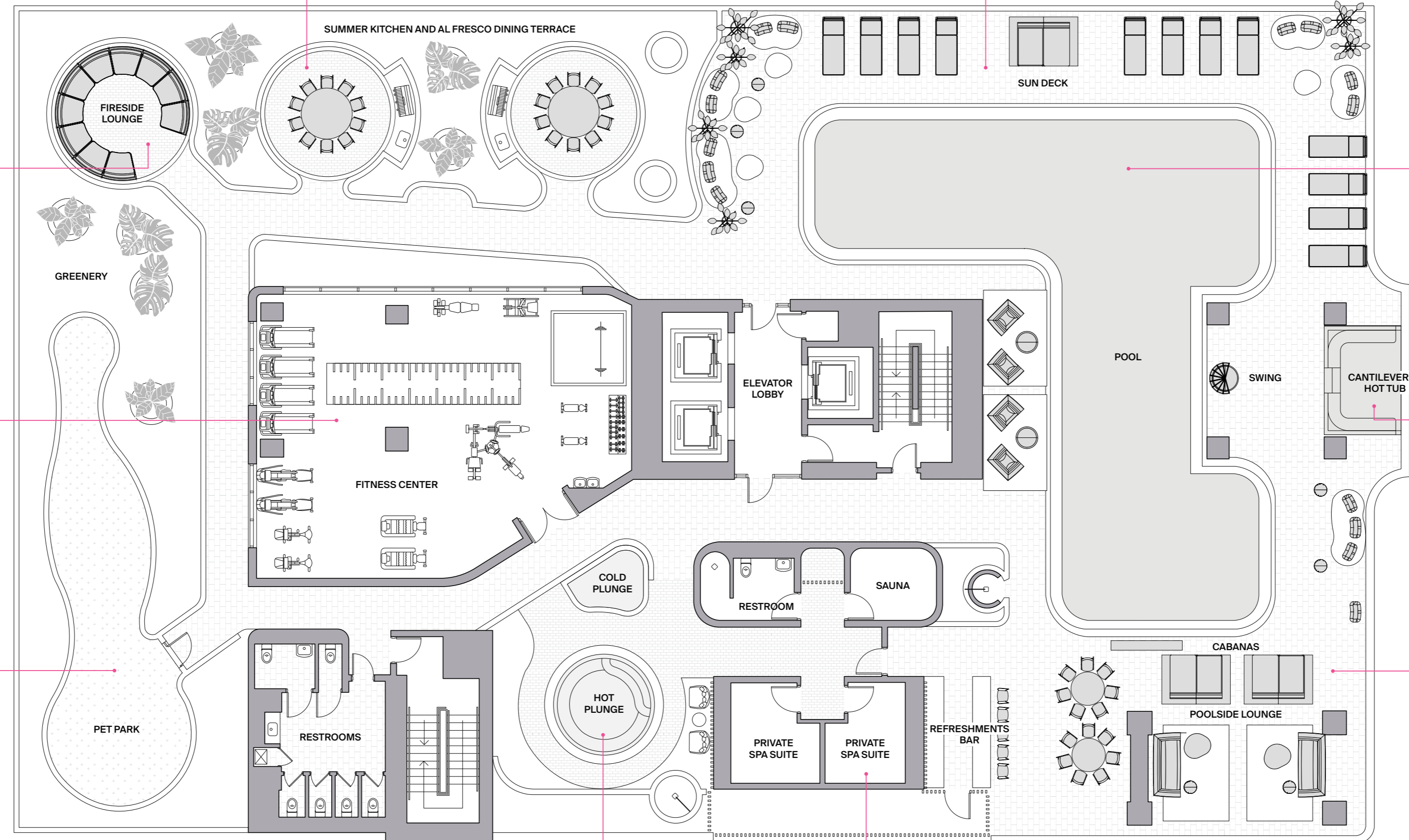
Private fitness studio with precision equipment for sculpting your ideal form

PET PARK

Park and play spaces ensuring every member of your household thrives

HOT & COLD PLUNGE

Thermal plunge pools and spa bucket designed for restorative hydrotherapy



SUN DECK

Elevated terraces and lounges form a private urban oasis in the sky

POOL AREA

Heated pool featuring a sun shelf and a swim lane for year-round enjoyment

CANTILEVERED HOT TUB

Glass-edge hot tub overlooks breathtaking city views

CABANAS & POOLSIDE LOUNGE

Poolside cabanas and lounge space for unwinding in style

SPA FACILITIES

Featuring rooms for massage, facials, and sauna for complete rejuvenation



Cantilevered Hot Tub

Artistic Rendering



Resort-Style Pool Deck

Artistic Rendering



Pool Cabanas

Artistic Rendering



Poolside Sun Deck

Artistic Rendering



State-of-the-Art Fitness Center



WELLNESS & HEALTH

Wellness is an art form that unfolds as a curated escape. Spa, jacuzzi, and massage therapies come together in swirls of warmth and light. Restorative rituals. Comfort and creativity. The joy of living well... differently.





Summer Kitchen and Al Fresco Dining Terrace



Fireside Lounge



Pet Park

Artistic Rendering

The Residences



RESIDENCE FEATURES

- Soaring ceilings with expansive windows framing the beauty of St. Petersburg's skyline
- Thoughtfully designed layouts ranging from intimate studios to palatial penthouses
- Refined detailing throughout, creating spaces worthy of the art and life within them
- Premium cabinetry and bespoke millwork showcasing exceptional craftsmanship
- Designer kitchens equipped with luxury appliances for those who appreciate the art of living well
- Premium tile flooring and custom-crafted vanities elevating every detail
- Roche Bobois furniture packages transforming residences into personal galleries of comfort and style
- Smart-home upgrade packages allowing seamless control of your environment
- Every residence becomes a personal canvas, shaped by comfort, artistry, and contemporary sophistication



Kitchen



Kitchen, Living and Dining Area

11' HEIGHTS



Kitchen, Living and Dining Area





Private Terrace

Artistic Rendering



Primary Bedroom



Primary Bath

Artistic Rendering



Secondary Bedroom



Penthouse Terrace



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SALES GALLERY

106 Central Ave, St. Petersburg, FL 33701

SITE ADDRESS

344 4th St S, Saint Petersburg, FL 33701

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