



# AVENUE

DECEMBER 2011

## Kelly's New Reality

Kelly Bensimon  
gives us the scoop  
on what really  
happened with  
*The Real Housewives  
of New York City*

## 2011's Most Talked About People:

Beyoncé, Jessica  
Chastain, John Galliano,  
Rupert Murdoch,  
Ai Weiwei, Rachel Zoe  
and more

*Kelly Bensimon, entrepreneur*

DEC  
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Above: Robbie Antonio

# Real Estate Branding Savant

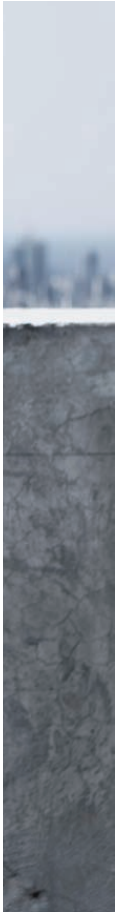
Robbie Antonio converges architecture with design, fashion and art

**R**obbie Antonio, managing director of Century Properties, is one of Asia's youngest real estate tycoons. A 34-year-old international real estate developer, Antonio is a business visionary, a design and architecture aficionado, and a fashion icon who is transforming Asia into the next investment hub for luxury real estate. He is bringing global fashion houses, prominent architects and the most iconic real estate brands to his developments for exclusive luxury projects that are changing Manila's skyline.

Century Properties, whose founder, Ambassador Jose Antonio, ranked 24th on *Forbes'* list of the Philippines' Richest, has 25 years of experience in the business. Most recently, Robbie—whose

awards include *Institutional Investors News'* 20 Rising Stars in Real Estate and *Town and Country's* 50 under 50 in the Philippines—announced Century Properties' most significant (in dollar-value) Philippine-based single tower in its history—Trump Tower Manila™. Antonio is also responsible for the most fashion-branded real estate developments in the world. His company's recent feats include The Milano Residences in alliance with Versace Home for an exclusively interior-designed luxury condominium project, which is also the Italian label's first venture in Southeast Asia, and a collaboration with Missoni Home for the brand's first-ever residential development in the world.

Mr. Antonio speaks to *AVENUE* about the concept behind his luxury branded real estate developments and plans to elevate the Philippines into a premier and globally renowned destination.



**What is the concept behind your luxury branded real estate developments?**

Luxury branded real estate entices foreign investors and end users to newly industrialized countries. By bringing global luxury brands, Century Properties aims to propel the local landscape and make Manila a city of international renown. We have several more that we will be announcing.

**Describe the difference between Trump Tower Manila™ and your company's other developments?**

Developing Trump Tower Manila™ reinforces our sincere desire to change the landscape of luxury Philippine real estate. The country, with a population of more than 95 million, has not seen a real estate brand as formidable as the Trump brand.

**How did your idea for fashion-branded real estate projects come about?**

The success of our company in luxury development hinges partially on our commitment to elevate the market's taste in properties through innovative real estate projects. Bringing the first residences interior-designed by Versace Home to Southeast Asia and the first Missoni Home interior-designed residences in the world to Manila is a strong statement to produce world-class projects.

**How has the response been for luxurious, fashionable residential projects so far? We hear that your Milano project is the fastest-selling Versace project in the world.**

The project has been a resounding success; we have around 80 percent of the building sold in less than a year after the formal launch. The response is gratifying as it has perceptibly changed the reception of the market to high-end brands. This is evident in the intensified demand from consumers and investors for bolder, more dramatic developments that reflect their personality in a stylized residence.

**How important or relevant do you think designer living is today?**

How you live signifies your taste, status, and predispositions. There is a big difference between designer living and luxury living. The former is about the brand you patronize, and not necessarily about your discernment as an individual. I believe in the latter—true luxury is about tasteful sensibilities and uncompromising quality.

**What are your main sources of inspiration?**

I am inspired by architecture, art, design and the ability to alter the way people live. Further, I am motivated by potential, and by extension, results.

**In addition to major fashion houses and real estate brands, you are known to work with high-profile architects and incorporate art. What's on the horizon? We hear you are working with another major Pritzker Prize architect and his firm.**

I am passionate about architecture and have had the privilege of working with renowned architects including Pei Partnership with I.M. Pei for a project in Manhattan. Daniel Libeskind is designing a monumental mixed-use project for the company and another one of the world's most important architectural firms is designing a very special project for me that will incorporate modern, post-war masters and contemporary art.

As an opportunistic and agile firm, Century Properties will take advantage of brand associations as long as they are in the best interests of the group and hold an immense value to achieving the aspirational lifestyle of our clientele. We expect this trend in development to continue in the next few years.

**What elements do you think every good property or space should possess?**

Unbeatable location, impeccable design, world-class amenities and a unique industry-changing angle.

**What's next for Century Properties?**

We will continue to announce additional game-changing developments for branded real estate developments. ♦



Above: A rendering of the Trump Tower Manila's Grand Lobby