

# Inside Shorecrest, The New Luxury Condo In West Palm Beach

By: Emma Reynolds



Renowned for its seaside beauty, incredible architecture, and upscale shopping and dining, Palm Beach has long attracted well-heeled residents. Now, West Palm Beach is having its moment as individuals relocate to Florida.

Thanks to the area's high demand, West Palm Beach has been rapidly expanding with new luxury condo towers. The latest to hit the luxury residential scene? Shorecrest, an all-new luxe waterfront condo on North Flagler Drive, will open this month. Developed by Related Southeast, part of Related Companies, the tower will have 140 gracious homes with architecture by Roger Ferris + Partners, residential interiors and amenities by Rottet Studio, and landscape design by DSBoca.

The striking design features a curvilinear facade with floor-to-ceiling windows that offer panoramic ocean views from nearly every residence. The glass building is perched directly along the Intracoastal Waterway and overlooks Palm Beach Island and the ocean with views of the city. The sleek interiors feature neutral materials, a muted color palette, and sculptural lighting and furnishings. Each residence is filled with natural light, and the homes have open-plan layouts which feel exceptionally open and airy.

"Shorecrest balances the classic refinement of Palm Beach, along with the relaxed attitude of contemporary South Florida," says Lauren Rottet, founder of Rottet Studio. "The serene interiors are intentionally light-filled and grand, drawing the sunlight indoors. The careful attention to detail and sculpted proportion in every room creates a strong residential attitude, and sense of intimacy. The interior finishes are fresh and timelessly inspiring, drawing inspiration from the sandy beaches and expansive water views nearby."