



Platinum Empire Cove

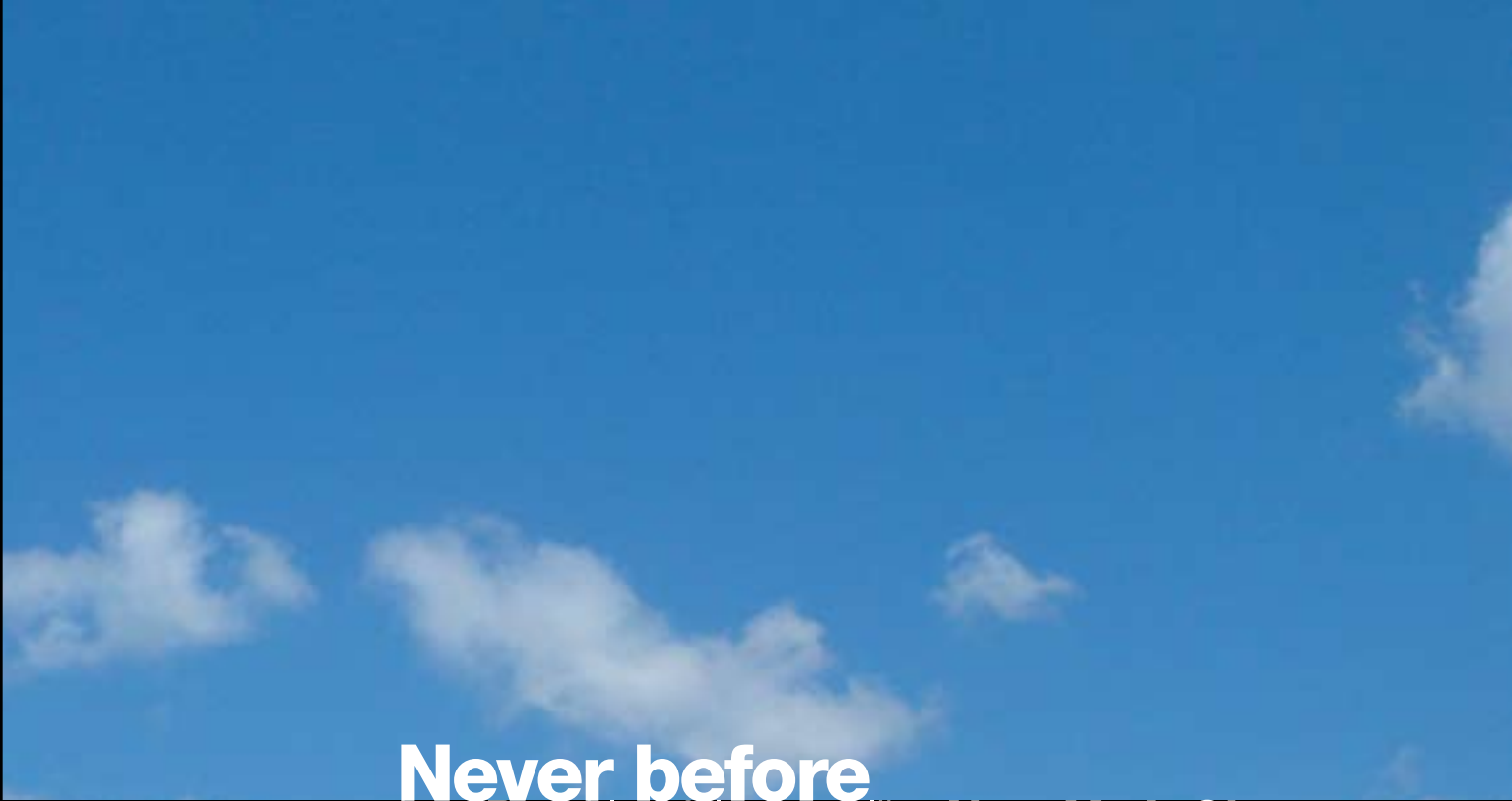
Seven star luxury retreat on the edge of New York



For the very **first time,**



true **style and elegance** come to Williamsburg.



Never before
has Brooklyn felt more like **New York City.**





For the very first time,
Manhattan will expand beyond the river that **surrounds** it.



What **once** served purpose as a moat will become a **velvet rope.**



For the very first time,
a place for those who don't have to ask questions or **make excuses.**



A place with a completely **new and unprecedented** level of luxury and service.

Welcome to

Platinum Empire Cove

a relaxing **oasis** where like-minded
people can mingle **without judgment.**



Platinum Empire Cove

is more than just a luxury hotel. It is the physical manifestation of **the power of an idea**. We've taken all the natural attributes of the East River waterfront: the water, the view, the locale, and focused them, like **light through a diamond**. What arises is a work of art, massive yet intimate. **A shrine** to culture and beauty that will change the skyline, the population and the **cultural cachet**. A center of abundance, simplicity and luxury.

Platinum Empire Cove's unique vision was created by famed architect, **Oz Mandias**, who took his influences from **Louis XV**, Japanese **anime**, street art, **Bauhaus**, 1960's **minimalism**, and the entire Italian **Rococco** period, with a nod to **Frank Gehry**.

When setting the bar for **premium luxury**, we felt obligated to raise it. Platinum Empire Cove **restrained elegance** combined with luxury that that knows **no restraint**.

Yet, we do not believe we are perfect. The **perfect hotel** has never been built, nor will it. Many ideas never get started because of the fear that they cannot be achieved. And **we are fearless in our quest** to be **perfect**.

Platinum Empire Cove is an achievement. And you have achieved. **You have earned this.**



Retreat to one of our 750 units,

each unique and exquisite. The accommodations at Platinum Empire Cove are more than just rooms. We call them **Personal Loughts**. Each one is the very essence of luxury. In your Lought, **everything** you desire is right at the tips of your fingers.

Every Lought comes with **Frette** 1000-count Egyptian cotton bed linens, **Hermes** silk robes, **Harmon Kardon** sound system, 80-inch **Bang&Olufsen** plasma screen TV, pre-programmed **Prada iPhone**, **Ted Muelhing** vases, **MontBlanc** pens, **Gucci** matchbooks, **Damien Hirst** Do not disturb signs, **Phillippe Starck** humidior. A bar stocked with tiny bottles of **Crystal**. An English butler. And in the bath spa, bodycare products blended from **old growth rainforest** charcoal, **Marc Jacobs** shower caps, gold bath fixtures, marble toilets and **Frank Gehry**-designed wastebaskets.

And in the evening, a **Schaffenberger** truffle on your pillow (personally selected for you from 43 exclusive creations **each day**).

If you desire to be **off the radar** for your stay, complete and utter privacy is guaranteed in the **Warren Anderson Lought**, dedicated to this hero of modern multinational capitalism. Here's to you, Warren, wherever you are!

Every Lought boasts an unparalleled and **exclusive view** of Manhattan. The sheer wall facing Williamsburg blocks any glimpse of Manhattan thoroughly, **ensuring** no ordinary **apartment dweller** will ever **share this view with you**.



Nature has been re-thought

and enhanced to create **Trop de Tropez**, the first luxury-level beach in Manhattan's history. To create **Trop de Tropez**, we secured and shipped the very last legally harvestable white sand from the endangered **Belize Barrier Reef**, sculpted it into dunes, thus replicating the actual seascape of far away shores right here, overlooking **Manhattan**.

Platinum Empire Cove's personal service extends seamlessly to **Trop de Tropez** and includes all that is on offer in our restaurants, bars and room service. Sip a **Krug '95** on the silky sand, savor a **Wagyu ribeye**, a **Leighton Denny** manicure, or just light up a Cuban **Partagas Piramides LE**. Year round comfort is assured as the sand is heated a comfortable **72 degrees** by utilizing existing pipe infrastructure left on this site by **Radon** Corporation. This unique source of energy also provides heat for our hot **Breuckelen Mudbath** spa treatment.

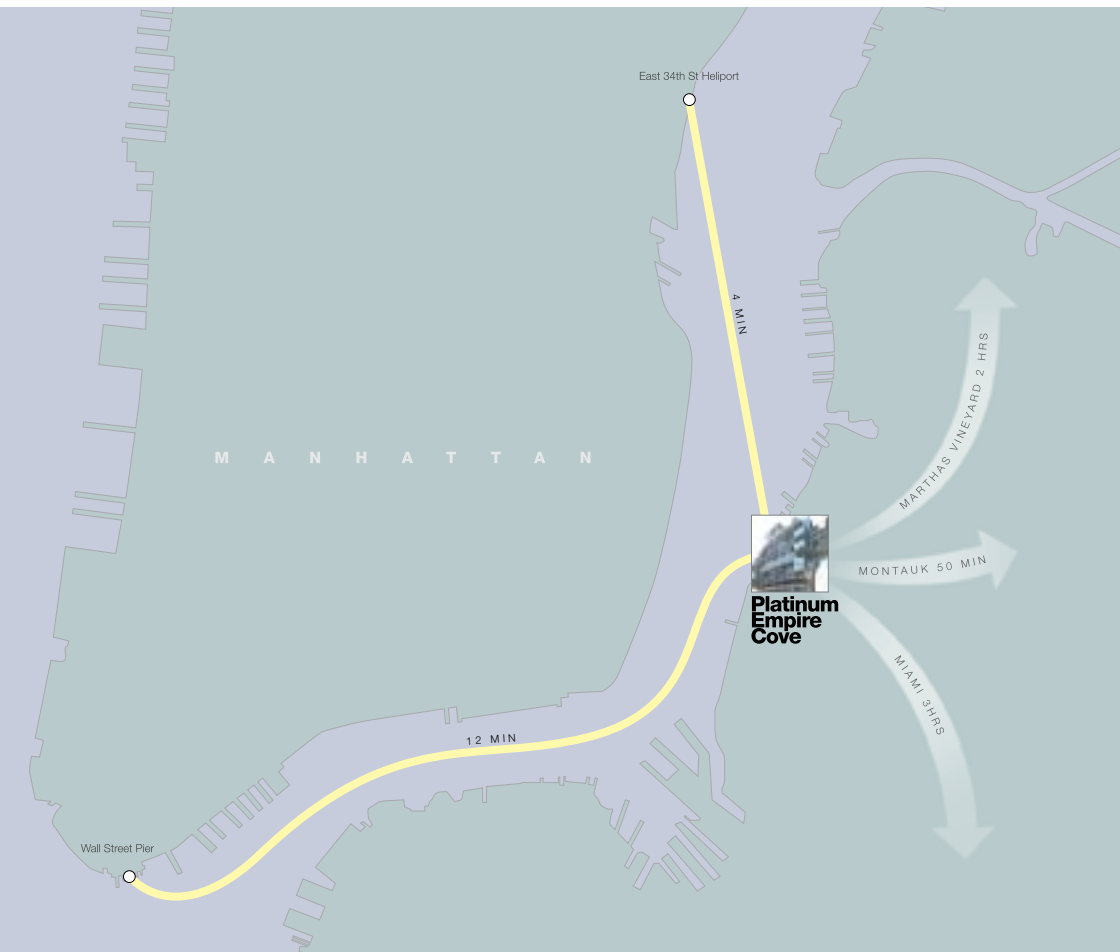
Skin invigorated? Cravings satiated? Body relaxed? Soothe your **inner self** at Platinum Empire Cove. Red string? Consult our in-house **Kaballist**. Actor? Our **Scientology** instructor is also a producer. The personal service menu that scrolls from **Astrology** to **Zen** will keep both your body and soul self equally satisfied.

At **Platinum Empire Cove**, the world is yours! Gaze out at the skyline and revel in your accomplishments, or just enjoy peace of mind that **the world really is at your fingertips**.



It's all about access.

Just minutes away via our exclusive **speedboat** jitney from **Wall Street** or midtown helicopter service from **East 34th Street**. Our access **concierge** is on call 24 hours a day, whether to arrange a pickup at **5 minutes notice** or procure a **chopper** to points further east. Requests for procurements other than transportation, are handled with the highest degree of **discretion**. Whatever your needs may be, **granting you access is our pleasure.**





Give back to the community,

and let the community give back to you. We believe that the **health** of any community is dependent on the interchange between **business** and **profit**.

In keeping with our **philosophy** of making every effort to be efficient and conscientious in using the scarce valuable space in **New York**, Platinum Empire Cove's **outward facing** wall is a feature that not only can be relied upon for security and privacy, but also is **valuable** commercial real estate property that can and should be put to **proper use**.

Communication is key to any community. **Valuable information** about products and services must reach its target **audience**. And that is why we've **designated** the entire wall available for use as commercial outdoor media. The **uppermost reaches** of the wall can be seen from both the Williamsburg and Queensborough bridges, as well as the BQE. Seen **daily** by an average of **two million** passengers and pedestrians, this location is a prime spot to effectively deliver a **corporate message** to the people.

Join us, because together we can help **those people** make **responsible** consumer choices, help broaden their horizons, and **improve their well being**.



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For mor information please visit our exclusive agents,
Riviera Real Estate
<http://www.rivierarealestateagency.com>



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