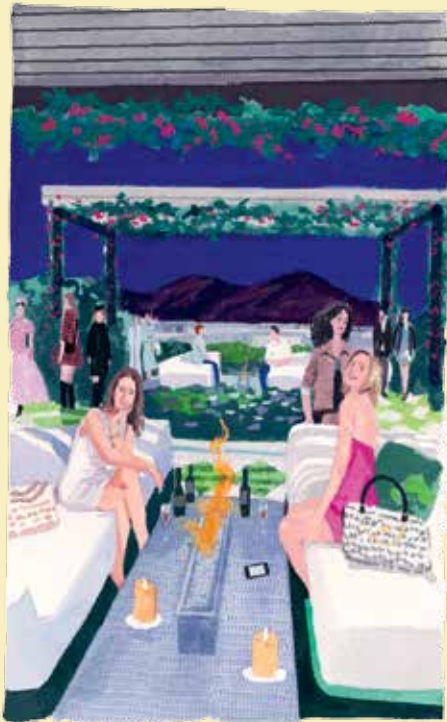


# A PATCH OF PARADISE IN THE DESERT

If you thought you knew 21st-century living, think again: Arizona's The Palmeraie is a pulsating 50-hectare destination in harmony with the surrounding desert and tapped in to the major US metropolises that it fringes. It is unlike anything else: a smart spot for a new residence or office; a mecca for luxury brands; and a home away from home to meet friends for a glass of wine under the stars. No detail has been spared in this sensory spectacle.

[thepalmeraie.com](http://thepalmeraie.com)



**WEATHER WATCH** See those perfect blue skies? Daytime temperatures rarely duck below 20C during winter here, not to mention the fact that there are about 300 sunny days per year. What's not to like?

**HIT THE HEIGHTS** Camelback Mountain is an international icon rising behind The Palmeraie. At more than 800 metres high, it contains two hiking trails where you can spot saguaro cacti and palo verde – and take in views across the valley.

**CHILLED OUT** A combination of diffusers, misters, cross-ventilation, leafy overhangs, tree-lined walkways, shaded canopies and fountains do the job of ensuring a cool – and, just as importantly, sustainable – microclimate.



## BRAND APPEAL

There are 215 individual casitas (scheduled to open in the first quarter of 2020), part of a partnership with Ritz-Carlton. For homebuyers, The Palmeraie will also be unveiling 81 Ritz-Carlton villas – all sold – and 40 estate residences, coming to market in the autumn. The homes are the best of both worlds, featuring comforts such as climate-controlled wine cellars, custom garages and concierge services. Global player Fendi's decision to build residences here is also testament to Scottsdale's position on the global market.

## LEISURE TO THE FORE

When venturing beyond The Palmeraie (even though, admittedly, it is tempting to stay exactly where you are) golf is a must. There are some 185 golf clubs in the metropolitan Phoenix area alone, so finding a course is never an issue. There are both nine and 18-hole options to choose from – including municipal courses, should your game not be at quite the appropriate level to grace some of the more exclusive venues on offer.



## TOYS FOR BOYS

The Palmeraie is an elegant affair but, at the end of the day, it's about having fun: enter Toys for Boys. Tired of traipsing around designer clothes shops? Fear not: there's a special space for you that is dedicated to all things collectable, from premium whiskey to cars, watches and plenty more besides.

## UNIQUE EXPERIENCES

Luxury brands had been waiting for the right opportunity and buzz before launching in Arizona. Now their time has come: their new home is The Palmeraie, a destination that has positioned itself as one of the US's premier high-end retail hubs. Expect a number of internationally renowned design labels trying new ideas in the southwest for the first time, alongside one-of-a-kind concepts. Add to the mix online operators that realise this is the place to open a debut bricks-and-mortar outlet and you get a sense of the excitement. Alongside some 60 boutiques, accessed via a central pedestrian plaza, there will also be more than 12 dining destinations open from morning to night. There you'll be able to sample creative cuisine at spots that flow effortlessly from indoor to outdoor.

## BOOM TIME

The Palmeraie is located in a booming corridor of America's southwest, where Scottsdale meets Paradise Valley. It's close to Arizona's capital, Phoenix, the fifth-largest metropolis in the US – and it is still growing rapidly, with more than 80 residents added per day. And while the year-round balmy weather means that Phoenix is one of the largest second-home markets in the country, the area is also attracting a new, diverse and young population, lured by the city's expanding opportunities. The tired cliché about it being a place for retirees and "snowbirds" – those escaping colder northern climes in winter – couldn't be further from the truth. With a buzzing bioscience sector, a world-renowned university, a business-friendly environment, easy-to-understand tax laws and an excellent quality of life, it's no surprise that people are focusing on this part of Arizona.

## THE EVENTS

- ARIZONA ASIAN FESTIVAL [arizonaasianfestival.com](http://arizonaasianfestival.com)
- ARABIAN HORSE SHOW [scottsdaleshow.com](http://scottsdaleshow.com)
- BARRETT-JACKSON [barrett-jackson.com](http://barrett-jackson.com)
- CACTUS LEAGUE BASEBALL [mlb.com](http://mlb.com)
- FIESTA BOWL [fiestabowl.org](http://fiestabowl.org)
- GRAND PRIX OF SCOTTSDALE [grandprixscottsdale.com](http://grandprixscottsdale.com)
- INTERNATIONAL AUTO SHOW [autoshowphoenix.com](http://autoshowphoenix.com)
- PHOENIX OPEN [wmphoenixopen.com](http://wmphoenixopen.com)