

The Bond Bets Big on UK Buyers

By Jennifer LeClaire



MIAMI—In what might be called the most overt example of a condo making an appeal to buyers from the United Kingdom, **Rilea Group** last week celebrated BritWeek Miami at The Bond on Brickell. BritWeek is a week-long series of events in alliance with the UK Trade & Investment (UKTI) designed to celebrate British culture and business in South Florida.

Rilea is developing The Bond, a 44-story luxury condominium on Miami's Brickell Avenue. Hundreds of Miami's top real estate brokers, including **Cervera Real Estate**, gathered to celebrate a taste of London. It was essentially a modern interpretation of a traditional English Street Party in the heart of the Brickell Financial District.

The UK is the second largest **foreign investor** in Florida, with more than 340 British-affiliated companies currently operating in the Sunshine State. Attendees of the evening—with sponsors including Jaguar and Ted Baker—enjoyed an open bar, British-themed hors d'oeuvres and lively international entertainment by DJ YSL.