



YOO HOO

Yoo, the development company known for designing sleek luxury condo projects like Icon Brickell, under construction, is on a mission to design entire lifestyles, down to the rugs in owners' bedrooms.

The new Yoo Interiors showroom in the Miami Design District is a one-stop shop for those seeking the instantly hip, aiming to provide turn-key residential units. Much has been said about the star-studded team behind the Yoo brand: John Hitchcox, Jade Jagger and Philippe Starck. But a local design star, Alison Antrobus, will oversee Yoo Interiors. Antrobus has created interiors for the restaurant Prime 112, and the private residence Casa Malinka, featured in the May/June issue of *Florida InsideOut*.

Yoo Interiors will supervise furnishings for all Yoo buildings, including sales centers and model apartments. Those looking to buy turn-key condos in the buildings will have three different packages to choose from. The least expensive includes basic items like beds and sofas; the most expensive includes accessories like blinds and vases.