

Aston Martin announces first residential project in Brazil and South America with real estate developer Setai Grupo GP



SETAI

- ***Setai Residences Interiors by Aston Martin*** - a new luxury residential complex that will be built in Paraíba, Brazil
- New residential project will feature a stunning 45-storey tower, within a complex of approximately 30,000m²
- The new luxury development is set to complete in 2031

23 February 2026, Gaydon, UK – Aston Martin today announces a new *Interiors by Aston Martin* luxury multi-unit residential development in partnership with the largest privately held developer in Brazil's North-East, Setai. ***Setai Residences Interiors by Aston Martin*** will mark Aston Martin's official entry into the Brazilian and South American residential markets.

This project builds on the growing Aston Martin real estate portfolio, which expanded further in 2025 with the completion of N°001 Minami Aoyama in Japan and the announcement of Daytona Beach Shores in Florida. It also represents the second *Interiors by Aston Martin* collaboration, with the marque applying its distinctive approach to materiality and craftsmanship to the residences.

Setai Residences Interiors by Aston Martin will feature a 45-story tower, placing it among the tallest buildings in the North-East of Brazil. The residences will offer units ranging from 105 to 320 square meters, underscoring the maturity and potential of the region's high-end real estate market.

The new development will be built in João Pessoa, Paraíba, a state that has been consolidating its position as one of Brazil's leading hubs for economic and demographic growth, recording unparalleled tourism growth in 2025. The interior design will be led by Aston Martin, translating into residential architecture the same values that define its luxury automobiles: timeless design, premium materials, precision engineering, and uncompromising attention to detail.

Aston Martin Director of Brand Diversification, Stefano Saporetti, said: "As we expand our footprint into Brazil, we are translating and integrating Aston Martin's British sophistication with the natural allure of Paraíba. By blending our evocative design language with the rich culture and natural beauty of the region, this project scales our craftsmanship into a bespoke lifestyle experience that captures the very essence of modern Brazilian luxury."

Real estate in João Pessoa is driven by the city's natural beauty and pristine beaches, combined with a strong history and expanding infrastructure, positioning the region as a popular destination both to live in and to invest in. This trend has attracted high-net-worth buyers relocating to the city as a primary or secondary residence from different parts of Brazil,

especially São Paulo, Rio de Janeiro, Minas Gerais, and Brasília, as well as remote professionals and investors seeking city appeal paired with tranquillity.

Operating in four capitals across the North-East of Brazil, Setai Grupo GP has delivered more than 8,000 residential units across its portfolio. The addition of an *Interiors by Aston Martin* project to its portfolio reinforces the company's commitment to continuously raising the standard of the area's real estate market, positioning the region as Brazil's "beach home" with residential products of the highest international caliber. Baggio Pereira and Schiavon Arquitetura have been commissioned as the architects for the project. As experts in the industry, they will bring an additional level of precision to the project, ensuring exceptional creative design and technical knowledge.

"Bringing Aston Martin's first residential project to South America, specifically to Paraíba, Brazil, represents a strategic move to partner with iconic, globally recognised brands while positioning the region on the global ultra-luxury residential map. As a long-time admirer and client of the brand for over 15 years, I have personally experienced Aston Martin's craftsmanship, which perfectly embodies its philosophy of extreme sophistication, elegance and luxury." says André Penazzi, CEO of Setai Grupo GP.

More than a new development, *Setai Residences Interiors by Aston Martin* is conceived as an ultra-luxury home for those seeking a primary or secondary residence in the Paraíba region of Brazil. The project stands as a landmark for Brazil's real estate market by connecting architecture, design, lifestyle, and performance, positioning the region as a high-end destination for Brazil and the international stage.

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About Aston Martin Lagonda:

Aston Martin's vision is to be the world's most desirable, ultra-luxury British brand, creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB12, Vanquish, DBX and its first mid-engined plug-in hybrid, Valhalla. Aligned with its Racing. Green. sustainability strategy, Aston Martin is developing alternatives to the Internal Combustion Engine through a blended drivetrain approach, with a clear plan to have a line-up of electrified sports cars and SUVs.

Based in Gaydon, England, Aston Martin Lagonda designs, creates, and exports cars which are sold in more than 50 countries around the world. Its sports cars are manufactured in Gaydon with its luxury DBX SUV range proudly manufactured in St Athan, Wales.

Lagonda was founded in 1899 and came together with Aston Martin in 1947 when both were purchased by the late Sir David Brown, and the company is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

2020 saw Lawrence Stroll become the company's Executive Chairman, alongside significant new investment. This coincided with Aston Martin's return to the pinnacle of motorsport with the

Aston Martin Aramco Formula One® Team and commenced a new era for the iconic British marque.

About Setai GP Group

Setai GP Group is the brand behind the high-end and luxury developments of Guedes Pereira Group, with a strong track record of successful deliveries, distinguished by attention to detail and consistently ahead-of-schedule completion. Recognized for its forward-thinking projects, Setai, meaning “home” in Japanese, embodies sophistication, elegance, and exclusivity, offering innovative solutions in contemporary international architecture and personalization at its core. Setai also provides real estate advisory and project management services, supporting clients with well-grounded, strategic decisions.

Learn more at <http://www.setaigrupogp.com.br>