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111 Murray Street Residents Will Be First to Enjoy Private Jet Concierge Services



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The sculptural tower now underway at [111 Murray Street](#) might be planned to top off at 792 feet—but for the high-end building's soon-to-be residents, the sky's the limit.

Pioneering the next generation of luxury living, the project's developers—Fisher Brothers, Witkoff, and New Valley—have entered a first-of-its-kind partnership with [Blue Star Jets](#), offering tenants of the up-and-coming development exclusive access to private aircraft, car services, and hotels across the globe courtesy of Blue Star's [25 Hour Sky Card program](#).

The newfangled amenity will allow residents to book custom travel arrangements within as few as four hours no matter the reason or desired destination—whether it be a spontaneous holiday in the Hamptons, or business trip to Shanghai. A single call to the building's concierge will put residents in direct contact with a personal flight director, to whom they may relay bespoke travel plans (including any personal food, beverage, and in-flight entertainment requests).



111 Murray Street residents will be able to book travel arrangements at the touch of a button, courtesy of Blue Star Jets.

“We have made it our mission to provide the residents of 111 Murray Street with thoughtful, meaningful, and one-of-a-kind amenities, and our strategic partnership is the result of a very deep understanding of our clients’ personal and professional needs,” says Fisher Brothers partner Winston Fisher, who notes that buyers—many of whom own second and third homes all over the world—frequently depend on air travel for both business and pleasure.

“Blue Star Jets offers a truly unique and comprehensive menu of services that cater to our very discerning buyers,” says Steve Witkoff, chairman and CEO of Witkoff. “Its worldwide access to fleets of private jets and helicopters is on-par with the level of luxury we are providing at 111 Murray Street.” Indeed, the New York-based company boasts access to over 5,000 aircraft worldwide, from a Eurocopter capable of transporting up to six passengers, to an A380 jumbo jet fit to accommodate over 50.

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Residents of the development will receive a 10% discount on Blue Star's light and medium jet memberships (which normally cost \$125,000 and \$188,000, respectively), and 20% off super-medium and heavy jet memberships (which typically cost \$300,000). Astar helicopter memberships will also be available for \$30,000.



For 25 hours, 111 Murray Street residents can charter the Gulfstream 550, one of Blue Star's heavy jets, for \$250,000.

In addition, denizen Sky Card holders will benefit from lower rates at resorts and villas all over the globe, including the Fisher Island Club, One&Only Resorts, and Quasar Expeditions. Preferred pricing will also apply to auto and yacht services via Denison Yacht Sales, Gotham Dream Cars, Northrop & Johnson, and International Yachtsman (to name a few).

"We are thrilled to be partnering with the Fisher family, Steve Witkoff, and Howard Lorber, whose commitment to building the best in luxury residential development is unparalleled," says Todd Rome, founder and CEO of Blue Star Jets. "111 Murray Street will be the premier downtown address, and we are honored to be part of this exciting new project."



Nestled in Manhattan's Tribeca, the pending residential skyscraper—which broke ground in July—is the joint masterpiece of four of the most renowned names in the architectural realm: [Kohn Pedersen Fox](#), who drafted the 64-floor structure's distinct flared physique; [MR Architecture + Decor](#) founder David Mann, who designed the residences' modern interiors; [Edmund Hollander](#), who developed the landscape plaza and resident garden; and [David Rockwell](#), who conceptualized the building's 20,000 square feet of luxury amenity spaces (which include a tearoom, patisserie, Turkish bath, and fitness center with a 75-foot lap pool).

Since sales launched last June, over 50% of the building's 157 condominiums—spanning one- to five-bedrooms—have already been sold, with the [10 units presently available](#) for purchase ranging from a 791-square-foot one-bedroom home on the eighth floor asking \$2.025 million, to a 3,366-square-foot four-bedroom spread on the 54th floor listed at \$15.15 million. Yet to be offered are the tower's two full-floor penthouses, which will each be priced north of \$17.5 million.



111 Murray Street will house 157 condominiums ranging from one- to five-bedrooms.