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<http://www.realtytoday.com/articles/5528/20140329/http-therealdeal-com-blog-2014-03-28-birkenstock-heir-lists-fidi-pad-for-13-million.htm>

Alex Birkenstock lists Setai penthouse for little under \$13 million



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According to Curbed, Birkenstock bought the 3,424-square-foot apartment on the 30th floor at 40 Broad Street in 2011 for \$5,867,156. Subsequently, he spent another \$5 million to renovate the place. The work was assigned to Steve Harivel, a Miami-based interior designer.

The pad includes two bedrooms and two full and one half bathrooms. The exterior of the apartment has exposed brick walls, while the interiors boast Art Deco doors dating back to the 1920s and originally used to adorn a Hawaiian theater. The hardwood flooring, meanwhile, was taken from the Portuguese embassy in Paris.

The property features furniture that has been acquired from various regions of the world, Murano glass and creative light fixtures.

The penthouse is listed with agents Daniel Hedaya and Khashy Eyn of Platinum Properties.

Birkenstock is not new to high-profile real estate. In 2012, he dropped a triplex penthouse called the Sky Mansion at Continuum towers in Miami Beach for a whopping \$25 million. The deal, a record for the area back then, was sold through Eyn of Platinum Properties.

Birkenstock bought the immense condo for \$9.9 million in 2009 from Howard and Lily Steinberg, who purchased it in 2003 for \$7 million.

The shoe guru joined the 248-year-old family-owned footwear manufacturing company in 1984. In 1990, he founded the Tatami footwear brand and followed it up with Birki in 1993.