

# Wedged Between the Ocean and the Mountains, Rio's Leblon Draws the City's Elite

Luxury single-family homes and condos fill the Brazilian area

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NEIGHBORHOOD NOTES



Aerial view of Leblon district and beach. ANTONELLO / GETTY IMAGES

## Neighborhood Notes

More exclusive than its neighbors Ipanema and Copacabana, Leblon is one of the most desirable neighborhoods in Rio de Janeiro, and a haven for the city's rich and famous.

"Leblon is a special place...where you can find elegant restaurants, boutiques and a beautiful beach," said Frederico Judice Araujo of Judice & Araujo, a Rio affiliate of Christie's International Real Estate.

In the southern part of the city, between the mountains, the ocean and the Rodrigo de Freitas Lagoon, residents and visitors can easily walk or ride a bicycle around the neighborhood, according to Mr. Araujo. "You enjoy a wonderful view of the lagoon itself and the mountains surrounding this unique city."

The area's natural beauty is certainly a draw, said Victor Murtinho, a sales agent at Bossa Nova Sotheby's International Realty. "Nature surrounds the neighborhood, making it one of the most wanted addresses in Rio de Janeiro," he said.

And Leblon's beaches are quieter than those in Ipanema and Copacabana, so it is especially appealing to those who value privacy over a trendy scene. Celebrity sightings are common in the area, with the paparazzi often lining up to snap photos of famous faces.

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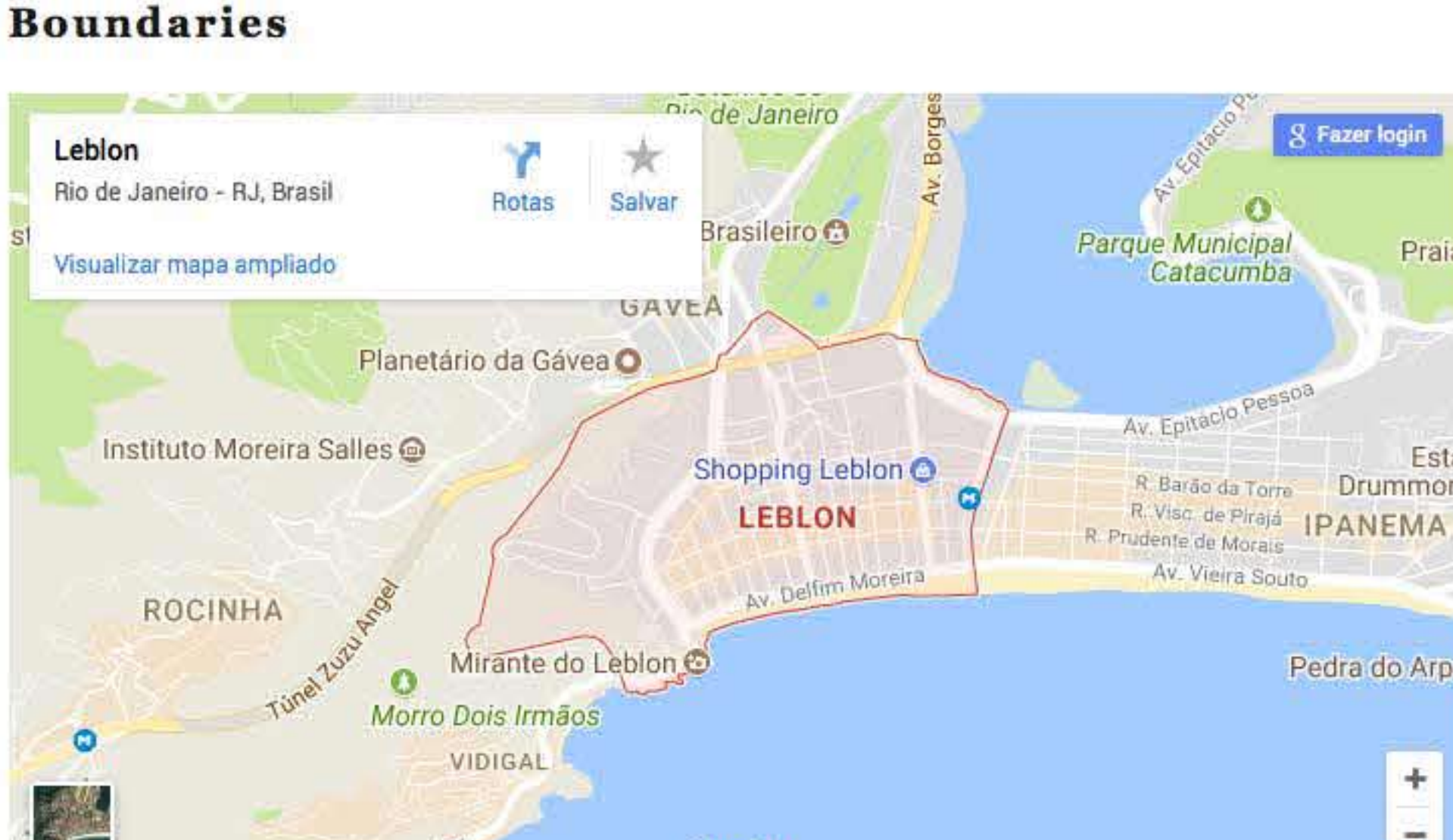
— Mansion Global (@MansionGlobal) June 8, 2017

As in any waterfront town, homes on the ocean are the most popular—and hard to find. There are more penthouses and apartments than free-standing houses, according to Mr. Araujo, and those with extra security and seclusion are the most popular.

Leblon has a place in the hearts of many Brazilians, being the setting for novels and other entertainment. "The neighborhood is so captivating that it is often used as scene for Brazilian soap operas that take place in Rio," Mr. Murtinho said.

And even though "The Girl From Ipanema" might have international recognition, Leblon has inspired songs by Brazilian composer Caetano Veloso and singers Cazuza and Djavan, according to Mr. Araujo.

### Boundaries



Rua Mario Ribeiro divides the neighborhoods of Leblon and its northern neighbor, Gávea, while the Canal do Jardim de Alah separates it from Ipanema to the east. Its southern border is the Atlantic Ocean and the western edge is marked by Dois Irmãos (translation: "two brothers"), a sharp mountain with two peaks.

### Price Range

Luxury homes in Leblon start at about \$1.9 million, and can be upwards of \$8.6 million on Leblon Beach, according to listings, which are given in both reais and dollars.

Avenida Delfim Moreira runs the length of the beach and homes there command the highest prices, according to Mr. Murtinho. The square-meter price varies from \$12,000 to \$25,000, depending on the property, he said.

Mr. Araujo said for some of the more affordable homes, "in the first and second block of the beach, the price per square meter is around 23,000 to 30,000 reais" (US\$6,400 to US\$9,600).



Ruy Barbosa Pinto / Getty Images

Both agents mentioned the exclusive condominium complex Jardim Pernambuco, where a home can cost more than \$30 million, Mr. Murtinho said.

The most exclusive homes in all of Rio can be found at Jardim Pernambuco, with "innumerable gates and security guards [that] make the space almost exclusive to the residents," Mr. Araujo said. "It is sought after by famous and influential people who seek privacy and security."

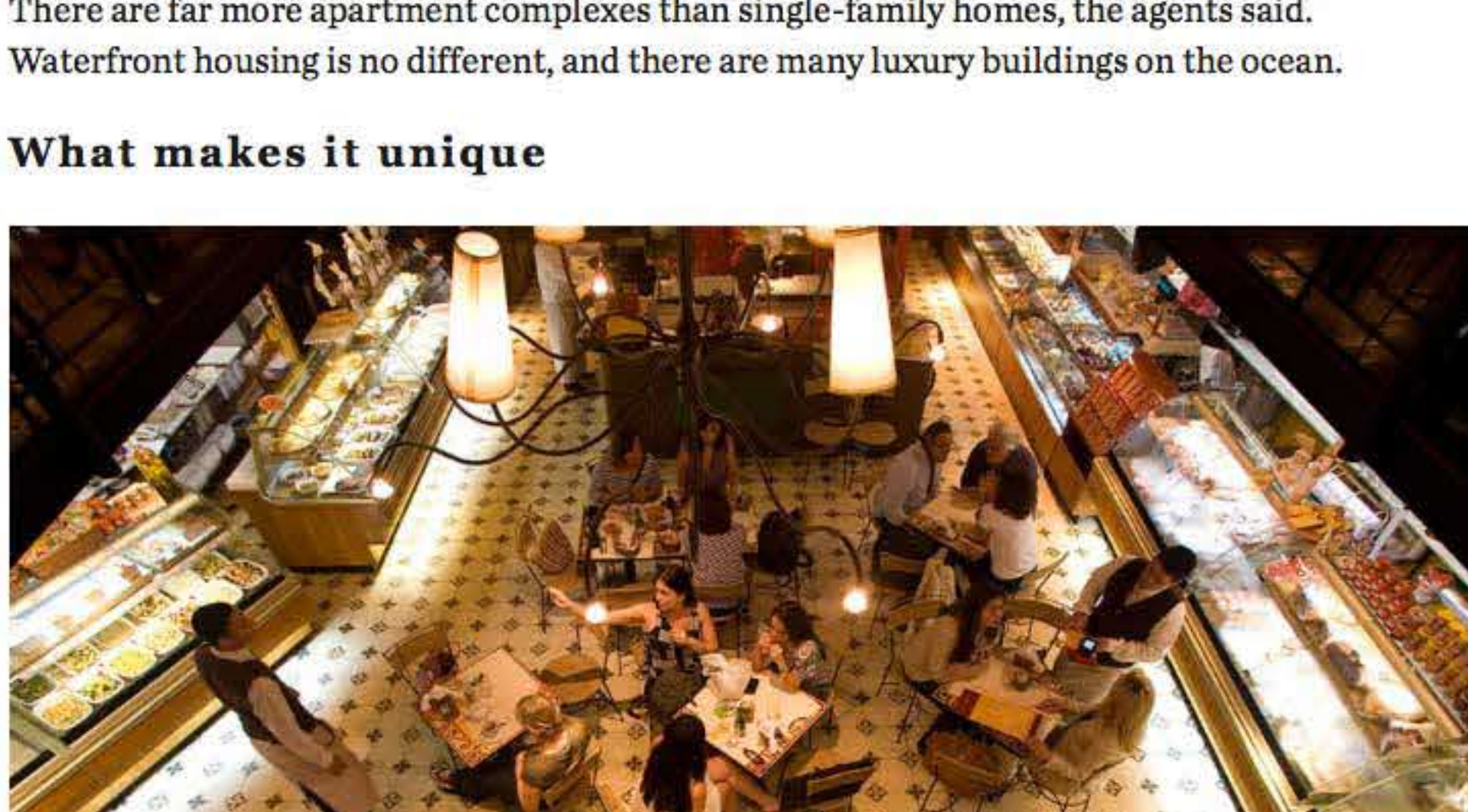
### Housing stock

The buildings of the area are of diverse design, without a lot of land for new development.

"The residential buildings are separated into many styles," Mr. Murtinho said. "The older ones, usually considered historic heritage, are part of an area that preserves the oldest constructions, and the newer buildings, built less than 40 years ago, bring modernity."

There are far more apartment complexes than single-family homes, the agents said. Waterfront housing is no different, and there are many luxury buildings on the ocean.

### What makes it unique



Garcia e Rodrigues restaurant in Leblon.

Lonely Planet / Getty Images

The neighborhood blends beach life and access to nature with luxury living in a small, close-knit community.

One of Leblon's biggest perks is "being able to walk freely on the street and meet people you know," according to Mr. Murtinho.

It is "full of luxury buildings, great schools and activities for all ages," he said. "It is a trendy neighborhood, and the place of a big part of the cultural, economic and political elite of Rio de Janeiro."

Leblon is small, so it's very walkable and close to movie theaters, high-end malls and boutiques and other shopping centers. International favorites like Armani and Dolce & Gabbana can be found at the Shopping Leblon mall, but for swimwear, those in the neighborhood look for the latest in Brazilian bikinis.

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— Mansion Global (@MansionGlobal) April 27, 2017

Schools in the area include Colégio Sarah Dawsey and Colégio Santo Agostinho, both private schools serving children from elementary school through high school. Colleges and further educational opportunities can also be found in nearby Gávea.

Locals can also have their pick of several of high-end eateries, Mr. Araujo said, with Rua Dias Ferreira at the heart of it all. With its innovative spots like Sushi Leblon or CT Boucherie, a steak house by local chef Claude Troisgros, the street is "super busy" both day and night, he said.

Also nearby are Hotel Santa Teresa's restaurant Têrêze, one of the neighborhood's ritziest eateries, and Academia da Cachaca, a celebration of the country's national drink, cachaca, which is made from fermented sugarcane.

In addition, there are a number of spas and other luxury services catering to the area's well-to-do residents.

### Who lives there

"Everyone likes to be in Leblon," Mr. Araujo said. "In the neighborhood you find [everyone] from singers and actors to politicians and executives of large companies. The privacy and relative calmness attracts many of the country's elite, as does the beautiful natural setting."

### Notable residents

"The former soccer player Ronaldo Nazario lives in a beautiful penthouse near Leblon Beach," Mr. Murtinho said.

He also noted that actress Betty Faria lives on the water in Leblon, as well as actress and former Miss Brazil Vera Fischer, singer and songwriter Chico Buarque, actress Carolina Ferraz, journalist Merval Pereira and businessman Ronaldo Cezar Coelho.

### Outlook

"Being one of the most coveted neighborhoods of Rio, there is a lot of demand, but a limit of supply," Mr. Araujo said.

It is rare to find a land to build on, he added, keeping property values high. And, given its prestigious and place in popular culture, Leblon is likely to stay hot for years to come.

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