

SHANNA KHAN, FOUNDER AND CHIEF EXECUTIVE OFFICER OF SHANNA COLLECTIVE

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Shanna Khan on Four Seasons Private Residences Jacksonville: blending Four Seasons hospitality with the St. Johns River waterfront and Sports District.



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Shanna Khan is a visionary leader and the driving force behind her real estate development and design firm, **Shanna Collective**, which is dedicated to building iconic spaces that embody beauty, discipline, and soul.

In her role, she oversees a global portfolio of development and investment properties and initiatives, including **Four Seasons Hotel and Private Residences Jacksonville**, Jacksonville Shipyards, and **919 West Fulton** in Chicago. Under Khan's leadership, Shanna Collective shapes the vision of each project from master planning through execution, bringing architecture, interiors, lifestyle, hospitality, and community together with intention.

This philosophy is at the heart of **Four Seasons Hotel and Residences Jacksonville**, a 26-residence and 170-key tower set to debut in summer 2027 in the heart of Downtown Jacksonville overlooking the St. Johns River. Designed as an intimate residential experience with the renowned pedigree of Four Seasons, the development will pair thoughtful design with world-class hospitality, elevated amenities, three restaurants, and a 78-slip marina.



The development is a cornerstone of a broader vision for the future of Jacksonville's Sports & Entertainment District, where the Khan family is investing in the transformation of the surrounding area, including the \$1.4 billion Stadium of the Future renovation and a new 150,000-square-foot Class A office building.

BRANDED LIVING: WHAT MAKES FOUR SEASONS PRIVATE RESIDENCES JACKSONVILLE STAND APART FROM FLORIDA'S OTHER LUXURY DEVELOPMENTS?

Shanna Khan: We're bringing together several distinct elements in one place: the Four Seasons standard, the energy of Jacksonville's Sports & Entertainment District, and the setting along the St. Johns River. The goal was to create a sense of balance between them, allowing the **residences** to feel private and deeply connected to the waterfront, while the larger district brings a different level of activity and energy. That relationship to Jacksonville was important to us from the beginning. The residences are part of a much larger vision for the waterfront and the transformation taking place across Downtown Jacksonville.



BL: WHAT MADE THE FOUR SEASONS JACKSONVILLE OPPORTUNITY THE RIGHT FIT FOR SHANNA COLLECTIVE AT THIS STAGE?

SK: Every **design** and development decision must have a purpose and elevate the experience of the people who will ultimately live in or visit a place.

We're contributing to a part of Downtown that is entering into an exciting new chapter of growth, and that creates an opportunity to think beyond an individual building and consider how a project can fit into the larger character of a place.

BL: HOW DO YOU BALANCE CREATIVITY WITH THE DEMANDS OF LEADING A PROJECT OF THIS SCALE?

SK: For me, every project must be rooted in authentic, purpose, and greater meaning. When the vision is clear across all facets of the project and is rooted in sound financial discipline, then it provides a framework for the decisions that follow, from design and construction to operations and asset management. That discipline makes room for creativity while ensuring that every decision remains grounded in the purpose of the project.

Our team works across disciplines from the earliest stages, rather than treating architecture, interiors, hospitality, and operations as separate conversations. That approach is particularly important on a project of this scale because decisions made early can shape the success of the development and the experience for years to come.



BL: HOW WERE THE PROJECT'S SURROUNDINGS INTEGRATED INTO YOUR DESIGN IDEAS? WHAT PARTICULAR THEMES, COLORS, IDEAS, TEXTURES, REFERENCES WERE USED?

SK: The St. Johns River was a natural starting point. The relationship between the river, the Atlantic Ocean, the landscape, and the changing quality of light gives Jacksonville a distinct sense of place, and we wanted the development, from intention exteriors to the immersive interiors, to be deeply connected to the natural treasures of Jacksonville.

BL: WHAT FEELING DO YOU WANT TO CONVEY FOR GUESTS AND OWNERS AT FOUR SEASONS JACKSONVILLE?

SK: The goal is for owners and guests alike to feel a sense of inner calm upon entering each space while still finding details that reveal themselves both in that moment and over time.

Carefully selected stones, warm wood tones, mineral-based metallic highlights, bespoke millwork with metal accents, and fluted glass bring texture and depth to the interiors. We wanted the materials to feel timeless and the spaces themselves to remain inspiring and deeply livable.



BL: WHAT CHALLENGES DID YOU AND YOUR TEAM FACE?

SK: Any and every challenge creates an opportunity. On a project of this scale, we can experience obstacles such as the global supply chain or tariffs, but it presents an opportunity to build new relationships and push boundaries, finding new solutions that remain intact with our original intention. Oftentimes, perceived obstacles open a gateway for an outcome that is better than originally intended to create.

BL: HOW DID SHANNA COLLECTIVE REFLECT THE FOUR SEASONS CORPORATE DESIGN STANDARD OF "TIMELESS AESTHETIC"? WERE YOU ABLE TO ADD OTHER DIFFERENTIATING DESIGN IDEAS?

SK: Part of my ethos in any design is timelessness and for those experiencing a space to get lost in time. Accordingly, we approach the idea of timelessness through proportion, materiality, and in each small millimeter of detail.

With passion and deep intention, we at Shanna Collective humbly pay homage to the rich history of Jacksonville and the iconic elements of nature for a landmark unveiling.

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