

The Royal Standard of Living by the Sea on the Romanian Riviera
An exclusive residential masterpiece redefining the art of seaside living.

THE ICON BY THE SEA

About US

O.B.A DIFFERENT BY LUXURY represents innovation and a nonconformist vision — a new approach to the real estate market in Constanța.

We are not just a real estate developer, but a fully integrated group, capable of managing every stage of a project — from concept to final delivery.

O.B.A DIFFERENT BY LUXURY is not merely a developer, but a top-tier company providing complete solutions across a wide range of activities in the civil and industrial construction sectors.

With over 10 years of experience in premium real estate and construction,

O.B.A DIFFERENT BY LUXURY delivers projects that meet the highest standards of quality and sophistication.





THE ICON BY THE SEA

Our team is **young, dynamic, and ambitious**, composed of **specialists in architecture, engineering, and project management** — many with **international experience and education.**
This unique combination of energy and expertise ensures vision, innovation, and performance in every project we create.
What truly differentiates us in the market is our complete control over the entire development process, including:

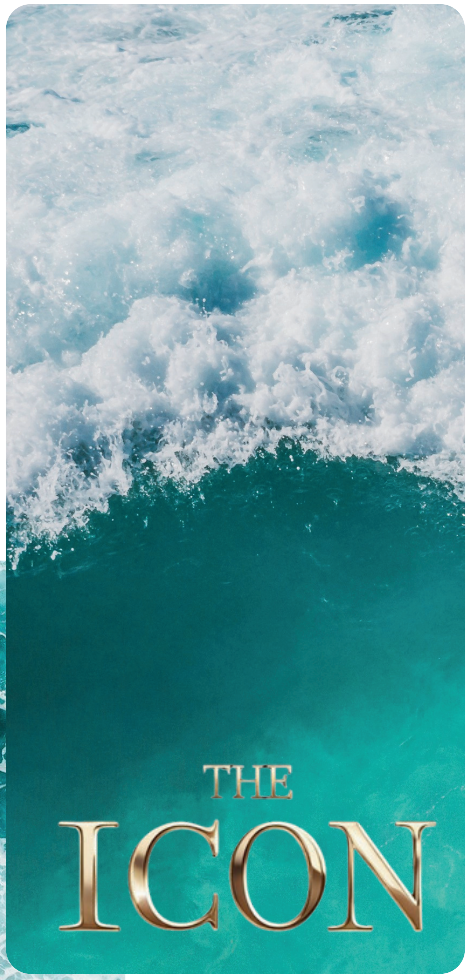
- Ownership of our own land
- Dedicated in-house teams for structure, installations, and finishes
- Collaboration with top designers and engineers
- Management of every phase: design, execution, marketing, and final delivery

*„**O.B.A DIFFERENTBYLUXURY**— where professionalism, trust, and results define excellence.”*





THE ICON
BY THE SEA





Welcome to THE ICON

WHERE REFINEMENT

MEETS THE SEA

Onthe shores of the Romanian Riviera,
where the calm of the sea meets the refinement of contemporary architecture,
The ICON rises—a new symbol of luxury living on the Black Sea coast.

More than a building, The ICON is a vision—an expression of timeless elegance and perfection in every detail.
Every line and material reflect the balance between grandeur and discretion, between modernity and class beauty.

Through this project, Mamaia rediscovers its authentic brilliance— a meeting point between Mediterranean refinement and Romanian warmth.

The ICON redefines luxury as absolute comfort, breathtaking views, and elegance without ostentation.

For some, it is an investment.
For others, a legacy.
For us, it is the art of transforming space into emotion.

Built and developed by O.B.A—DIFFERENT BY LUXURY, The ICON sets a new benchmark of refinement on Romanian Riviera.

„True luxury doesn't need to be declared. It is simply felt."

THE ICON BY THE SEA

The Romanian Riviera

Europe's Hidden Gem

01. Location

Nestled between sea and lake, Mamaia stands as the most exclusive destination on Romania's coast -a place where the Mediterranean spirit meets Eastern European elegance. Where the calm of the sea meets the brilliance of design.

02.Vision

„The new Monaco of Eastern Europe."

The ICON rises at the heart of this new Riviera, offering direct access to fine dining, marinas, vibrant nightlife, and a serene escape just moments from Constanța Airport.

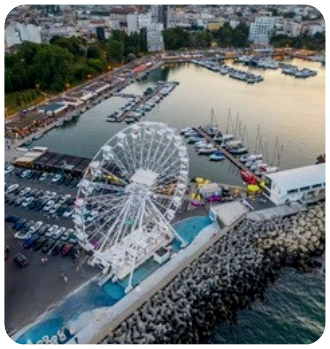
03. Exclusivity

"A destination of elites, reborn in its purest form."

THE ICON is designed as a living sculpture — a dialogue between glass, stone, and the natural landscape.

04. Lifestyle

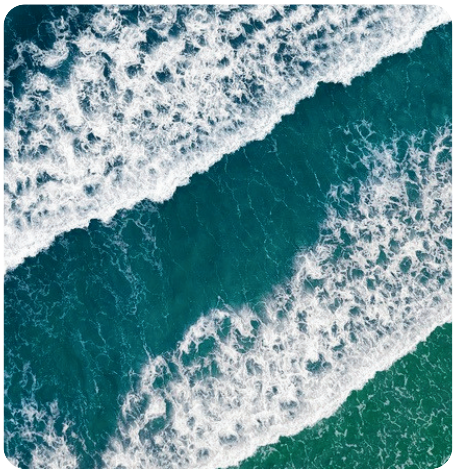
The ICON is more than a residence -it is a statement of timeless elegance, a symbol of confidence, and a reflection of a new generation of luxury living on the Black Sea coast.
Every element has been crafted with intention.















THE ICON BY THE SEA

LIFESTYLE

A WORLD OF WELLNESS, LEISURE AND DELIGHT

AT THE HEART OF YOUR SEASIDE HOME, EVERYDAY UNFOLDS WITH EFFORTLESS ELEGANCE. FROM SUNRISE YOGA TO SUNSET COCKTAILS, YOUR LIFESTYLE AT THE ICON IS CURATED FOR THOSE WHO VALUE BOTH TRANQUILITY AND VIBRANCY.





WELLNESS & FITNESS

STEP INTO THE DEDICATED SPA & WELLNESS PAVILION, A SANCTUARY OF CALM WHERE HEAT, WATER AND LIGHT COMBINE. IMMERSE IN THE FINNISH SAUNA, HAMMAM STEAM BATH, OR UNWIND IN THE HYDRO-THERAPY POOL WITH PANORAMIC SEA VIEW. ADJACENT LIES THE FULLY EQUIPPED GYM & FITNESS STUDIO WITH STATE-OF-THE-ART MACHINES, FREE WEIGHTS, AND DEDICATED ZONES FOR PILATES AND STRETCHING. OUR PERSONAL TRAINER ON-CALL ENSURES YOUR REGIME STAYS ON TRACK — WHETHER YOU'RE TRAINING FOR A TRIATHLON OR SIMPLY INDULGING IN A WELL-EARNED SESSION.

THE ICON BY THE SEA

SKYBAR & LOUNGE

ASCEND TO THE ROOFTOP SKYBAR – THE HIGHEST VANTAGE POINT ALONG THE COAST– WHERE THE HORIZON MEETS THE SEA. SIP YOUR APERITIF AS THE GOLDEN LIGHT FADES, SAMPLE SUSHI AND CEVICHE FROM THE CHEF'S TABLE, ENJOY LIVE DJ SETS LATE INTO THE EVENING, AND TAKE IN PANORAMIC VIEWS OF THE SEA. THIS IS BOTH THE LOCATION FOR AFTER-WORK MINGLE AND WEEKEND EXCLUSIVE EVENTS.

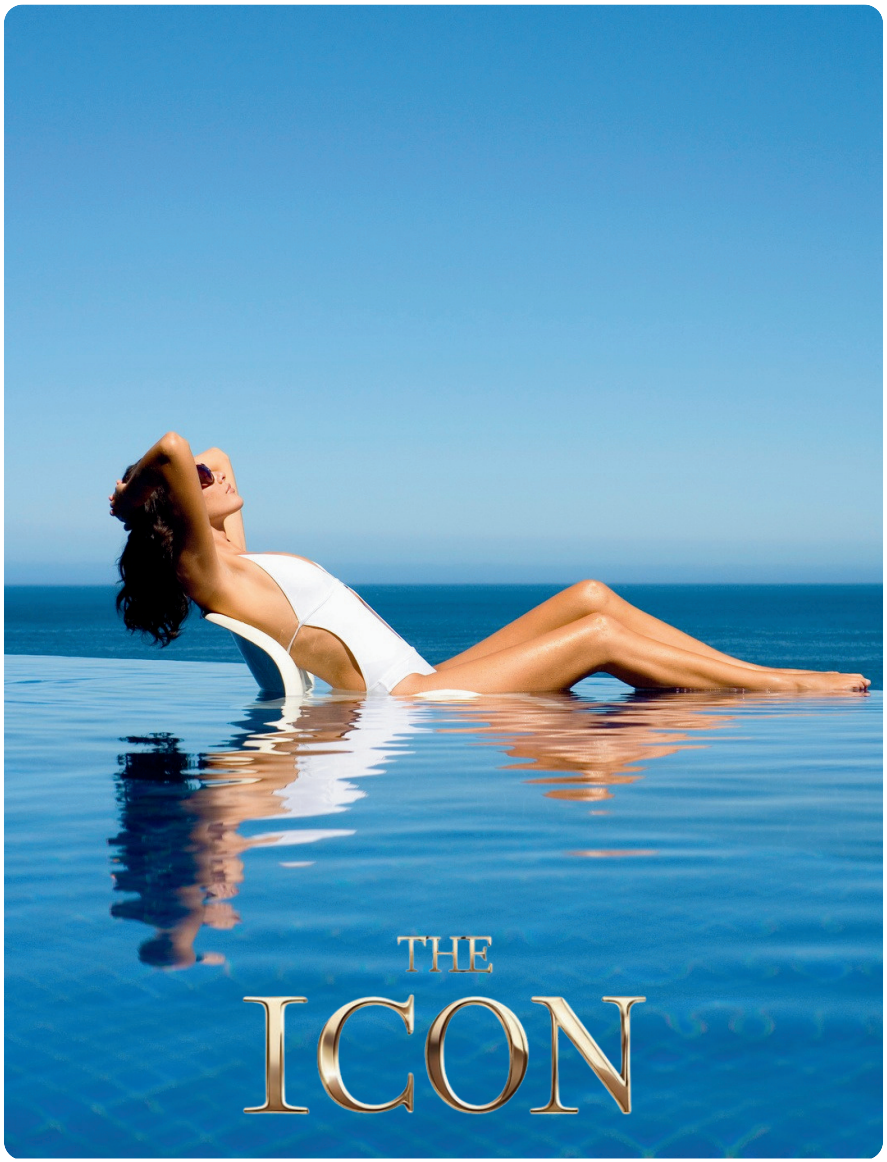




GOURMET DINING & BEACHSIDE

YOUR HOME PLACES YOUSTEPS AWAYFROM AN ARRAY OF PRESTIGIOUS RESTAURANTS AND BEACH CLUBS. DINE UNDER OLIVE TREES, ENJOY TASTING MENUS OF MEDITERRANEAN FUSION CUISINE, OR UNWIND AT THE BEACH BAR WITH YOUR FEET IN THE SAND AND A SEA BREEZE IN YOUR HAIR. FROM BREAKFAST BY THE POOL TO FINE DINING FOR TWO UNDER THE STARS — EVERY MOMENT IS REFINED.

THE
ICON
BY THE SEA









The ICON brings together European seaside grace and modern exclusivity: panoramic glass façades and generous terraces, open, luminous spaces and natural textures, minimalist lines with timeless aesthetic harmony



ARCHITECTURE & DESIGN

European seaside elegance meets contemporary exclusivity.
A symphony of glass, stone and light – where modernity embraces timeless sophistication.

THE ICON BY THE SEA



GYM 2 MIN
SPA 2 MIN



CITY PARK 9KM VIVO 10 KM
MULTIPLE RESTAURANTS 10 KM
& COFFEESHOPS



HOSPITAL 9 KM



BUS STATION 5 MIN



A2 15 MIN
MIHAIL KOGALNICEANU 20 MIN
INTERNATIONAL AIRPORT



OVIDIUS UNIVERSITY 9 KM

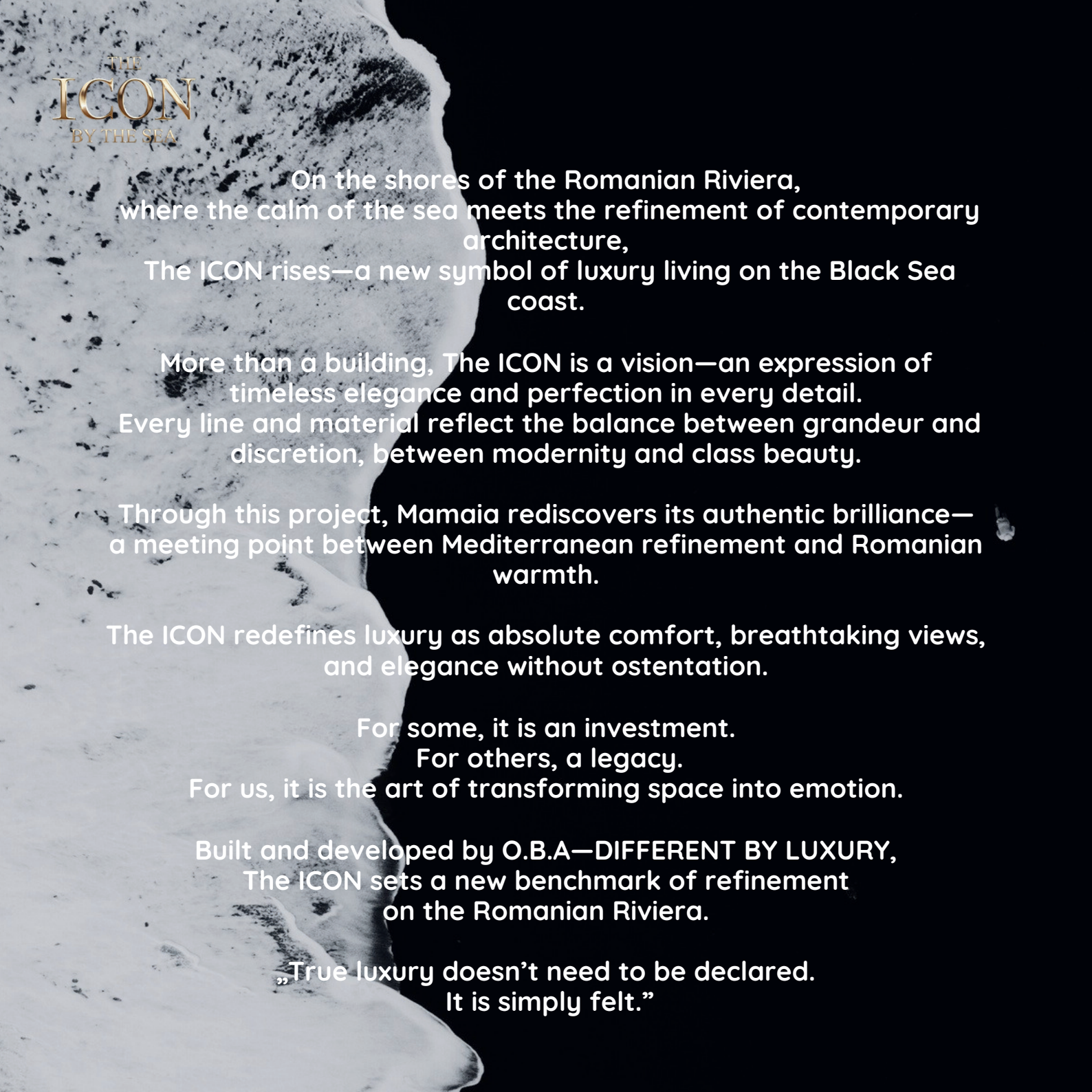


The Royal Standard of Living by the Sea on the Romanian Riviera
An exclusive residential masterpiece redefining the art of seaside living.


THE
ICON
BY THE SEA


THE
ICON
BY THE SEA


THE
ICON
BY THE SEA
ICON BEACH



On the shores of the Romanian Riviera,
where the calm of the sea meets the refinement of contemporary architecture,
The ICON rises—a new symbol of luxury living on the Black Sea coast.

More than a building, The ICON is a vision—an expression of timeless elegance and perfection in every detail.
Every line and material reflect the balance between grandeur and discretion, between modernity and class beauty.

Through this project, Mamaia rediscovers its authentic brilliance—a meeting point between Mediterranean refinement and Romanian warmth.

The ICON redefines luxury as absolute comfort, breathtaking views, and elegance without ostentation.

For some, it is an investment.
For others, a legacy.
For us, it is the art of transforming space into emotion.

Built and developed by O.B.A—DIFFERENT BY LUXURY,
The ICON sets a new benchmark of refinement
on the Romanian Riviera.

„True luxury doesn't need to be declared.
It is simply felt."

THE ICON BY THE SEA

PHASE I



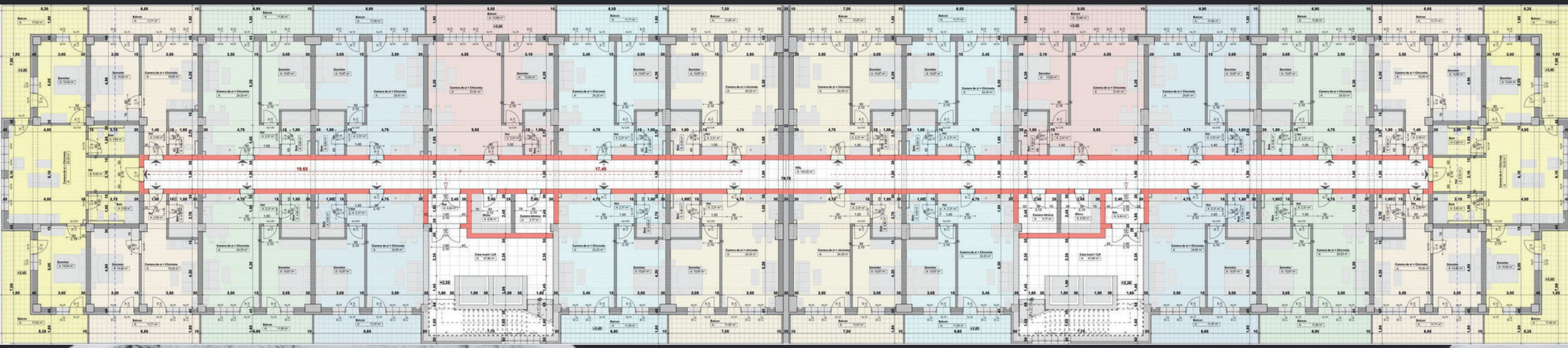
Apartment Sizes:

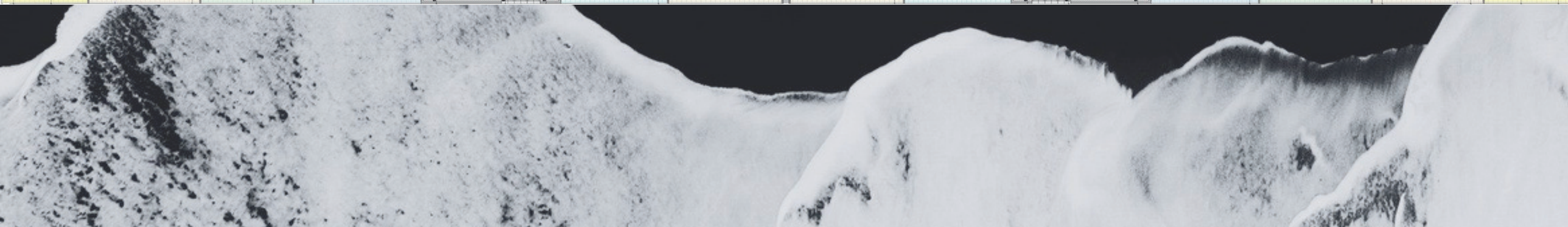
58 sqms - Studio
67-75 sqms - 2 Rooms
135 sqms - 3 Rooms

Delivery:

December 2028

THE
ICON
BY THE SEA





THE ICON BY THE SEA

PHASE II



Apartment Sizes:

58 sqms - Studio
67-75 sqms - 2 Rooms
135 sqms - 3 Rooms

Delivery:

December 2031

THE
ICON
BY THE SEA



THE ICON BY THE SEA

IN BRIEF

500 + APARTMENTS	4 BUILDINGS	500 + PARKING LOTS
3 INFINITY POOLS	1 ROOF-TOP CLUB	3 RESTAURANTS
20.000 SQMs LAND PLOT	1st ROW SEASIDE LOCATION	10 YEARS LEASED BEACH

THE ICON BY THE SEA

THE APARTMENTS

LUXURY RESIDENCES

At **The Icon**, creativity meets sophistication in every architectural line. Crafted for visionaries and connoisseurs of refined living, our residences redefine modern luxury.

Each space is a canvas of elegance and design mastery, where form and function blend seamlessly. Every apartment becomes a statement of timeless architecture, distinguished by premium materials, meticulous craftsmanship, and visionary aesthetics.

At **The Icon**, we don't just create spaces — we curate experiences that embody prestige, comfort, and enduring value.

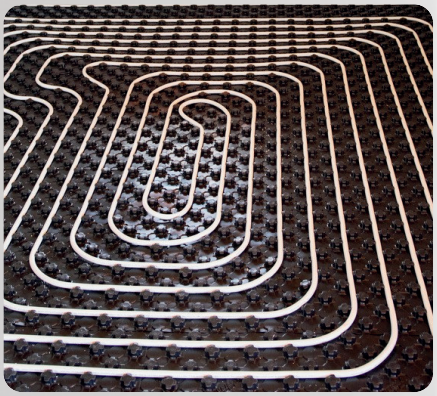


THE ICON BY THE SEA

LUXURY MATERIALS & FINISHES

Contemporary luxury with infinite views.
Each residence at **The ICON** is designed for visionaries, innovators, and connoisseurs of refinement.

- Floor-to-ceiling windows and open layouts
- Spacious terraces overlooking the sea
- Smart home systems for lighting, climate, and security
- Premium finishes — marble, natural wood, glass, and noble metals











THE ICON BY THE SEA

RESIDENCES

AVAILABLE UNITS:

Studios: 58 sqm

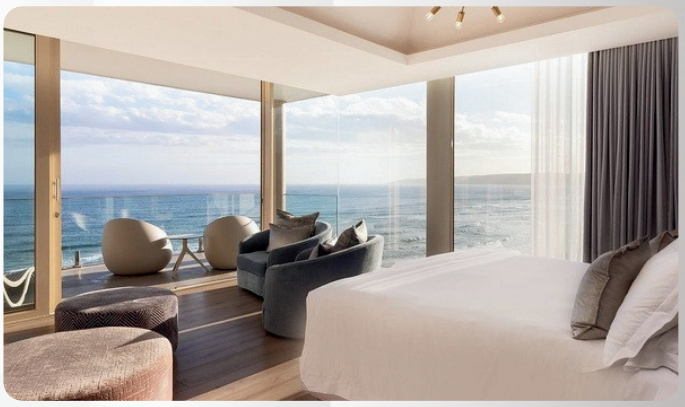
2-Bedroom Apartments: 67–75 sqm

3-Bedroom Apartments: 135 sqm

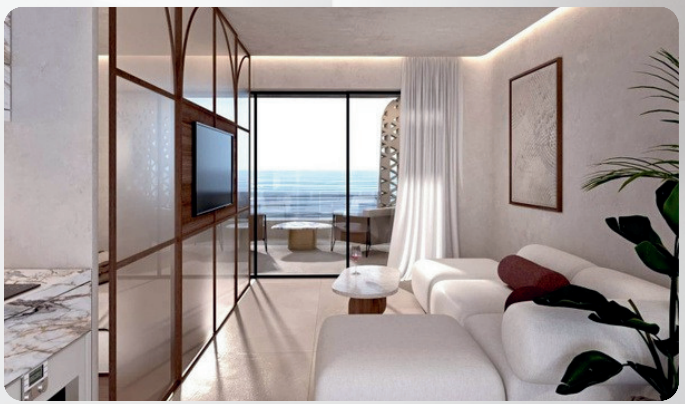
Penthouse Residences











THE ICON BY THE SEA

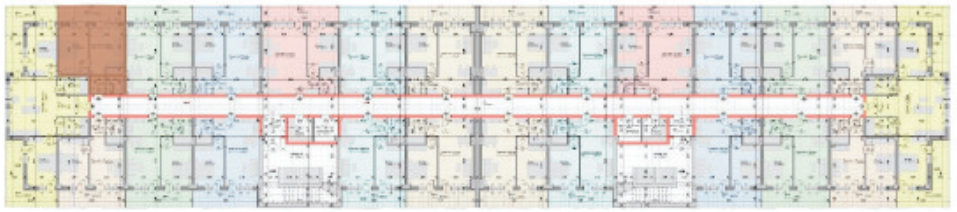
APARTMENT



BUILT AREA

59.13 sqm

bedroom	14.62 sqm
living dining kitchen	18.59 sqm
bathroom	4.86 sqm
balcony	11.71 sqm



THE ICON BY THE SEA

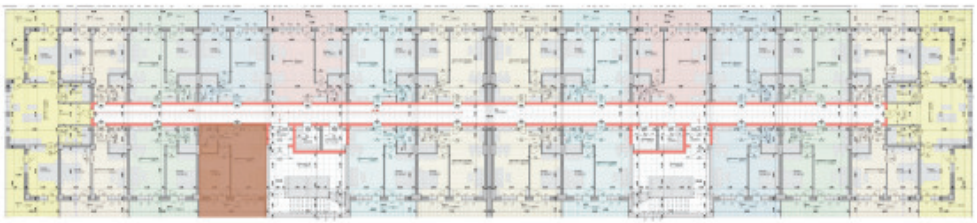
SEA VIEW APARTMENT

BUILT AREA

66.72 sqm

bedroom	13.67 sqm
living dining kitchen	36.65 sqm
bathroom	4.69 sqm
balcony	11.71 sqm





THE ICON BY THE SEA

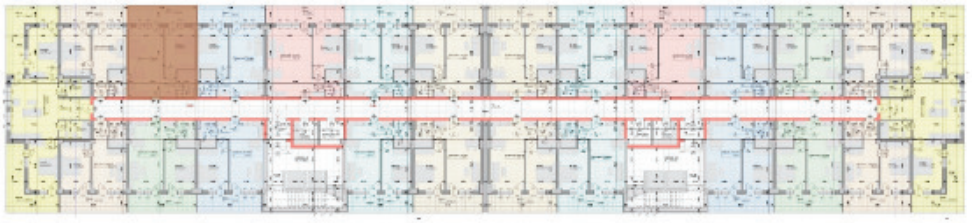
APARTMENT



BUILT AREA

67.20 sqm

bedroom	13.67 sqm
living dining kitchen	36.87 sqm
bathroom	4.86 sqm
balcony	11.80 sqm



THE ICON BY THE SEA

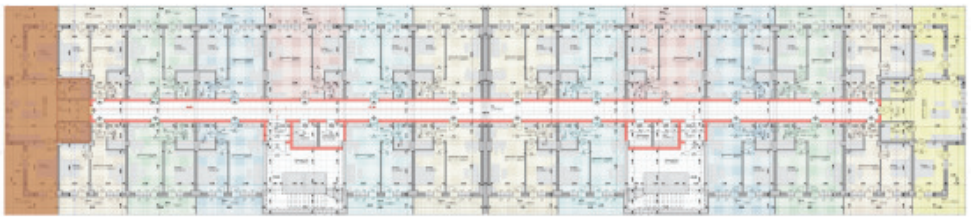
SEA VIEW APARTMENT

BUILT AREA

134.79 sqm

bedroom	30.08 sqm
living dining kitchen	57.41 sqm
bathroom	11.66 sqm
balcony	35.64 sqm





THE
ICON
BY THE SEA





Premium floor finishes, designed to combine durability with elegance—perfect for enhancing any space, from a contemporary to a sophisticated interior.

THE ICON BY THE SEA



Every element is chosen with passion – a celebration of distinctive design that transforms every detail into a statement of style.

THE ICON BY THE SEA



Innovative underfloor heating solutions that combine comfort, efficiency, and modern design - delivering consistent warmth and a flawless finish for any interior.

THE ICON BY THE SEA



Smart climate solutions that blend innovation with design, ensuring personalized comfort in every corner of your home.



A sanctuary of elegance - refined marble finishes paired with discreet led lighting create a timeless atmosphere of sophistication and calm.

THE ICON BY THE SEA



A perfect balance of natural, enhanced by premium wall finishes, transforming every bathroom into a serene work of art.

WHY INVEST IN THE ICON

A LANDMARKINVESTMENT DESIGNED FORGROWTH, PRESTIGE, AND STABILITY.

1. PRIME LOCATION ON THE ROMANIAN RIVIERA

LOCATEDINMAMAIANORD,**THE ICON**IS POSITIONEDONTHEMOSTEXCLUSIVEANDFAST-DEVELOPING STRETCH OF THE ROMANIAN COASTLINE.
THIS AREA COMBINES THE ENERGY OF A PREMIUM RESORT WITH THE STABILITY OF A YEAR-ROUND RESIDENTIAL DESTINATION.
JUST MINUTES FROM CONSTANȚA AIRPORT, THE MARINA, AND ELITE BEACH CLUBS, THIS LOCATION GUARANTEES BOTH RENTAL POTENTIAL AND LONG-TERM CAPITAL APPRECIATION.

2. STRONG MARKET DYNAMICS

THE ROMANIAN RIVIERA IS UNDERGOING RAPID TRANSFORMATION —WITH INCREASING DEMAND FROM BOTH LOCAL AND INTERNATIONAL BUYERS SEEKING SEASIDE RESIDENCES AND INVESTMENT PROPERTIES.
TOURISM GROWTH, INFRASTRUCTURE EXPANSION, AND LIMITED BEACHFRONT SUPPLY CREATE AN EXCEPTIONAL OPPORTUNITY FOR EARLY INVESTORS IN THE ICON.
“THERE WILL NEVER BE A BETTER TIME TO OWN THE FRONT ROW.”

3. TRUSTED DEVELOPER WITH PROVEN EXPERTISE

BUILTANDMANAGED BY**O.B.ADIFFERENTBYLUXURY**,WITH OVER 10 YEARS OF EXPERIENCE IN PREMIUM REAL ESTATE AND CONSTRUCTION, ENSURING QUALITY, TRANSPARENCY, AND PERFORMANCE IN EVERY PHASE — FROM CONCEPT TO DELIVERY.

4. THE LIFESTYLE THAT SELLS ITSELF

BEYOND THE NUMBERS, **THE ICON** OFFERS ANASPIRATIONALLIFESTYLE:
INFINITY POOLS, A PANORAMIC SKY-BAR, SPA AND WELLNESS CENTER, FINE DINING, AND PRIVATE ACCESS TO THE BEACH — ALL IN A SECURE, WORLD-CLASS ENVIRONMENT.
IT’S AN INVESTMENT NOT ONLY IN PROPERTY, BUT IN PRESTIGE, FREEDOM, AND LEGACY.

THE ICON ISN’T JUST REAL ESTATE. IT’S A STATEMENT OF VISION — AND AN OPPORTUNITY TO OWN PART OF THE NEW ROMANIAN RIVIERA.

YOUR SEASIDE APARTMENT CAN BECOME A VALUABLE SOURCE OF INCOME

Owning avacation propertyis oneof the most profitableinvestments - you can enjoy your holiday home anytime, while also generating income by renting it out.



We can support you by offering professional property management, including hotel-style accommodation management for your apartment.

We promote your property across the largest booking platforms and take care of everything to maximize your earnings, managing your apartment professionally 24/7.

INVEST WITH US

50% - 75% ROI

24 MONTHS DELIVERY TIME

CRYPTO PAYMENTS ACCEPTED

PAY WITH CRYPTOCURRENCY - FAST, SECURE AND EASY

18 MONTHS EXIT OPTION

10% EXIT INTEREST



WHY INVEST IN THE ICON

ALANDMARKINVESTMENTDESIGNEDFORGROWTH, PRESTIGE, AND STABILITY.

ACCORDING TO AN ANALYSIS CONDUCTED BY APPRAISAL & VALUATION S.A., IN THE MAMAIA NORD DISTRICT, THE AVERAGE PRICE OF APARTMENTS INCREASED **FROM 1,350 EURO/SQM** IN 2017 **TO 2,500 EURO/SQM** IN 2024, REPRESENTING AN APPRO**XIMATE INCREASE OF 85%. (ECONOMICA.NET)**

EVEN IN THE MUNICIPALITY OF CONSTANȚA, PROPERTY PRICES HAVE RECORDED SIGNIFICANT INCREASES BETWEEN 2017 AND 2024. FOR EXAMPLE, IN THE ULTRA-CENTRAL AREA, THE **AVERAGE PRICE FOR A TWO-ROOM APARTMENT HAS RISEN FROM 1,150 EURO/SQM TO 2,080 EURO/SQM** IN NEW BUILDINGS WITH SIMILAR FEATURES TO THOSE PRESENTED IN OUR DEVELOPMENT, **REPRESENTING AN INCREASE OF APPROXIMATELY 80%. (ECONOMICA.NET)**

RENTAL MARKET: RENTS IN CONSTANȚA AND MAMAIA HAVE EXPERIENCED **SIGNIFICANT GROWTH INFLUENCED BY FACTORS SUCH AS THE INFLUX OF IMMIGRANTS AND INCREASED DEMAND**. IN MAY 2024, RENTS **INCREASED BY 19%** COMPARED TO THE SAME PERIOD OF THE PREVIOUS YEAR. **(ZF.RO)**

IN CONCLUSION, CONSTANȚA — ESPECIALLY THE MAMAIA AND MAMAIA NORD AREA — HAS ONCE AGAIN BECOME AN ATTRACTIVE HUB FOR REAL ESTATE INVESTMENT DUE TO THE RISE IN PROPERTY PRICES AND THE DEVELOPMENT OF INFRASTRUCTURE IN THE REGION.
THESE TRENDS INDICATE A DYNAMIC MARKET WITH STRONG GROWTH POTENTIAL IN THE NEAR FUTURE.


EACH


THE
ICON
BY THE SEA



MAMAIA NORD IS TODAY ONE OF **THE MOST DYNAMIC AREAS ON THE ROMANIAN COASTLINE**, EXPERIENCING **CONTINUOUS DEVELOPMENT AND INCREASING DEMAND**.

STRATEGICALLY LOCATED NEAR CONSTANȚA AND MAMAIA NORD, THE CITY BENEFITS FROM **MODERN INFRASTRUCTURE, CLEAN BEACHES, AND AN EXCLUSIVE LIFESTYLE** THAT ATTRACTS MORE RESIDENTS AND TOURISTS EVERY YEAR.

MAMAIA NORD, KNOWN FOR ITS UPSCALE RESTAURANTS AND STRONG REAL ESTATE POTENTIAL, REINFORCES THIS AREA AS A KEY POINT FOR **SAFE AND PROFITABLE INVESTMENTS**.

HERE, **THE ICON** POSITIONS ITSELF AS **A SOLID OPPORTUNITY FOR INVESTORS**, OFFERING ACCESS TO A **PREMIUM MARKET SEGMENT** WITH **LONG-TERM VALUE APPRECIATION.**

THIS IS THE RIGHT MOMENT TO INVEST IN A LOCATION WITH REAL, STABLE, AND SUSTAINED GROWTH.

THE ICON IS NOT JUST A DEVELOPMENT — IT IS A LANDMARK SHAPING THE FUTURE OF THE AREA.

THE
ICON
BY THE SEA



THE
ICON
BY THE SEA





CONTACT US

Call Number
0770 333 622

Location
Prelungirea nr. 2

Website
www.the-icon.ro