

# This Striking \$30 Million L.A. Mansion Pushes the Boundaries of Design

This all-new Brentwood home comes complete with lavish amenities ranging from an ultra-exclusive black card to a Michael Jordan-inspired sport court.



Nils Timm of Nils Timm Visuals

Utopia awaits at this newly built compound that just popped up for sale in the posh Brentwood neighborhood of [Los Angeles](#). Crafted by prolific developer Ramtin Ray Nosrati of [Huntington Estate Properties](#), and listed for a speck under \$30 million, the ultra-deluxe spread comes complete with lavish amenities ranging from gigantic living moss walls to a tricked-out sports complex, and even a black card offering access to exclusive concierge and dining perks.

“Designing and building ‘Allure’ was an opportunity to push the boundaries of luxury and design, to create a property that’s truly in a league of its own,” says Nosrati. “It isn’t just about its features; it’s about the unforgettable experiences and transformative moments it promises. Every detail is a piece of a larger narrative.”

Carved into a mountainside, on nearly an acre parcel of land created by trucking away almost 700 loads of dirt, the modern showpiece was newly built this year. Known as “Allure,” the bespoke palace features seven bedrooms and nine baths in a whopping 14,000 square feet of living space—all of it inspired by elite athletes, Hollywood stars and business tycoons per the listing, which is shared by [Santiago Arana](#) of The Agency, [Sally Forster Jones](#) and [Nicole Plaxen](#) of Compass, [Shauna Walters](#) of The Beverly Hills Estates, and [Josh Altman](#) and [Matt Altman](#) of Douglas Elliman.



The grounds are showcased by an NBA-sized half-court sporting a Michael Jordan design.



An open-air cabana is ideal for entertaining guests.

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“Ray has seamlessly integrated his distinctive touch into every detail, from the epic sports complex to the artistry of his signature living moss walls,” says Sally Forster Jones. “This home transcends the ordinary,” adds Nicole Plaxen, “offering the ultimate family living experience with unparalleled privacy and exclusivity.”

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