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Why Branded Residences are Fastest Growing Blue-Chip Asset – and the Leading Brands Shaping the Market

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Across the world's leading destinations, branded residences are the fastest-growing segments of luxury real estate. According to Savills' *Branded Residences 2024–2025 Report*, the global pipeline has more than doubled in the past decade, with nearly **1,600 developments projected by 2031** and resort-based projects now accounting for almost **half of all supply**. Buyers are drawn not just by prestige, but by **trust, design integrity, and the promise of seamless living**.

With that rapid expansion comes a clearer divide between true branded residences and projects that simply adopt a logo. The most successful developments carry the DNA of a hospitality brand, offering consistency of service, strong resale value, and a built-in sense of place. This is driving a broader shift from status to substance: a new generation of high-net-worth buyers seeking homes that feel less like trophies and more like extensions of lifestyle — design-driven, flexible, and globally connected.

As options multiply, choosing the right partner matters more than ever with authenticity and alignment being the differentiators for enduring branded residences, such as:

- **Pendry Residences Barbados** – the first branded oceanfront community on the island and Pendry's Caribbean debut, blending modern design by RH Interiors with a 110-berth private marina and five-star service from Montage International.
- **The Residences at Montage Cay, The Bahamas -** offers a rare blend of effortless ownership, immersive amenities, and Montage's signature five-star service, with homes ranging from two to six bedrooms thoughtfully placed across seven private enclaves.
- **ORA by Casa Tua, Brickell Miami, FL** - the first-ever branded residential concept from the iconic Casa Tua hospitality group, introducing a fully integrated vertical community in the heart of Miami.
- **The Residences at Nikki Beach Resort and Spa Antigua -** marks the island's first-ever branded residential resort and the debut of Nikki Beach Resort in the Western Hemisphere, presenting an exclusive collection of 127 condominium residences and 7 private villas.
- ...and more such as: **Waldorf Astoria Residences Sarasota**, **Mandarin Oriental Residences (Beverly Hills, Fifth Avenue, Miami), The Residences at The St Regis (Costa Rica, Los Cabos)**, and **The Standard Residences Brickell Miami**.

Together, these projects illustrate how branded living has become one of the most resilient luxury asset classes, combining **emotional connection with long-term value**. From wellness-driven design to private clubs, culinary programming, and flexible ownership models, the next generation of branded residences is defined by authenticity and intention, not scale.

Mandarin Oriental Residences - Mandarin Oriental brings its globally celebrated service, design excellence, and wellness-led lifestyle to a growing portfolio of branded residences across major cities and resort destinations. Each property delivers refined, hotel-level living with an emphasis on privacy, craftsmanship, and personalized experiences. Together, they set a best-in-class benchmark for modern luxury residential living.

- **Mandarin Oriental Residences, Beverly Hills** – Hotel-free residences offering five-star living, Michelin-caliber dining, and discreet resort-style service steps from Rodeo Drive.
- **Mandarin Oriental Residences, Fifth Avenue –** Ultra-luxury turnkey homes with a private rooftop pool, signature Boulud dining, and sweeping skyline views.
- **The Residences at Mandarin Oriental, Miami** – A landmark two-tower waterfront development delivering resort-style wellness, dining, and beach-inspired amenities on Biscayne Bay.

ORA by Casa Tua, Brickell Miami, FL - ORA by Casa Tua is the first-ever branded residential concept from the iconic Casa Tua hospitality group, introducing a fully integrated vertical community in the heart of Miami. Developed by Fortune International Group, the tower features a limited collection of refined residences anchored by four distinct Casa Tua dining venues, a private members club–style amenity program, and thoughtfully curated cultural programming. Residents enjoy seamless access to Casa Tua's signature blend of culinary excellence, warm hospitality, and community-driven experiences, offering a new blueprint for elevated urban living.

Pendry Residences, Tampa, FL - Pendry Tampa will introduce a new standard of luxury living and hospitality to one of Florida's fastest-growing waterfront destinations. Set along the city's celebrated Riverwalk, the mixed-use development will include 207 private residences, all designed with the brand's signature focus on contemporary style, service, and comfort.

Pendry Residences Barbados
Pendry Hotels & Resorts debuts its first international residential destination with Pendry Residences Barbados—the island's first collection of branded waterfront homes. As Barbados experiences a resurgence in luxury real estate and tourism, these 46 fully furnished residences offer a rare opportunity to own along one of the Caribbean's most coveted coastlines. The residences range from two to five bedrooms and feature bespoke RH interiors, with select ground-floor homes featuring infinity edge pools, and lush garden spaces with sweeping marina or ocean views. Residents will enjoy access to an exclusive 110-berth private marina and a suite of elevated amenities, including a lagoon-style swimming pool, Spa Pendry, a state-of-the-art fitness center, private beach club, Paintbox Children's Club and Compass Sports—all part of the Pendry Barbados Resort, opening in 2027. Boutique hotel bookings

The Residences at The St. Regis Los Cabos - An exclusive collection of beachfront villas and condominiums that seamlessly combine contemporary Mexican design with the enduring elegance of the St. Regis brand. The Residences at St. Regis will occupy a 33-acre oceanfront estate, offering 1,200 feet of pristine shoreline. Residents will have privileged access to the brand's renowned five-star amenities and services, while enjoying thoughtfully designed villas and luxury townhomes crafted for refined coastal living.

The Residences at The St. Regis Papagayo Resort, Costa Rica - The Residences at The St. Regis Papagayo Resort is nestled along Costa Rica's picturesque coastline, will offer 143 residences ranging in size from two- to five-bedroom residences, each with a private plunge pool and ocean views. Residents can enjoy a beach bar, a signature St. Regis bar; a spa and fitness club; a children's club; a teens club; Marina Papagayo; signature Butler Service; a fitness center; a racquet club and an exclusive zipline and adventure zone.

The Residences at Nikki Beach Resort and Spa Antigua - The Residences at Nikki Beach Resort & Spa Antigua marks the island's first-ever branded residential resort and the debut of Nikki Beach Resort in the Western Hemisphere, presenting an exclusive collection of 127 condominium residences and 7 private villas. Residents enjoy access to signature amenities including the Nikki Beach Club, Café Nikki & Escape Restaurant, private concierge services, resort-style pools with beachfront lounging, water sports, and the Nikki Spa + Tone Gym.

The Standard Residences, Brickell Miami, FL - The Standard Residences, Brickell marks the second only standalone residence for the brand. The 46-story luxury development will offer 422 residences and offer The Standard's signature amenities including a spa with sunset infinity plunge pools, hammam, saunas, cold plunge and more.

Hyatt Residential Portfolio is a recently unveiled, curated collection of branded residences by Hyatt that brings the brand's world-renowned hospitality into the world's most desirable destinations. Representing more than 50 residential developments open or in progress, the portfolio extends Hyatt's rich legacy of luxury, service, and quality into a new realm of modern living.

Waldorf Astoria Residences, Sarasota, FL - Waldorf Astoria Residences Sarasota brings an 18-story collection of 86 private homes to a bayfront setting just steps from Sarasota Bay and the city's largest marina, blending architectural elegance, a walkable urban-meets-coastal lifestyle, world-class amenities and Waldorf Astoria's signature Sincerely Elegant Service.

The Residences at Montage Cay

The first-ever private island residential development from Montage Hotels & Resorts, in partnership with Sterling Global Financial. Located in the tranquil Abaco Islands of The Bahamas, The Residences at Montage Cay are set to become one of the most coveted destinations in the Caribbean. Artfully constructed for seamless indoor-outdoor living, residences can be custom built to feature private pools, outdoor kitchens, lounges, and recreational areas, set against uninterrupted views of the Sea of Abaco. With the Abacos often referred to as the boating capital of the Bahamas, Montage Cay features a 47-slip deepwater marina capable of accommodating yachts up to 100 feet.

Boutique hotel bookings

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