LUX EXPOSÉ



LUXURY REAL ESTATE

Why Community Has Become the Ultimate Amenity in Luxury Real Estate

Luxury real estate used to be about the obvious markers: a prestigious name, impeccable finishes, discreet service, and a view worth framing. That still matters. But today's buyer wants something more layered and more personal. The new must-have in branded residences isn't just a spa or a concierge. It's community.

Across private islands, Caribbean coastlines, and rising city skylines, developers are designing residences around connection. Owners are looking for places where they know their neighbors, where their children form friendships that last beyond a single season, and where everyday life feels elevated without feeling isolated. The most successful branded residences are no longer just collections of homes. They are carefully built ecosystems that make it easy to live well together.

Montage Cay, The Abacos

In The Bahamas, The Residences at Montage Cay set the tone for this new era of ultra-luxury living. As Montage's first private-island resort and residential community in The Abacos, developed with Sterling Global Financial, the project has already surpassed $150 million in sales, drawing strong interest from buyers in the U.S. and abroad. What stands out is not only the sales momentum, but the intentional scale.



Image Credit: The Residences at Montage Cay

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Montage Cay is deliberately intimate. The island will feature just 50 single-story, standalone residences, creating a sense of ease and openness while maintaining privacy. Life here is designed around relationships and longevity rather than density. A full on-island team supports Montage's signature five-star service, ensuring that daily life feels seamless while still personal.

Owners have access to elevated dining, Spa Montage, Compass Sports, Paintbox Children's Club, resort pools, and racquet courts. The 47-slip deepwater marina accommodates yachts up to 100 feet and naturally becomes a social hub, where days begin with boat departures and end with sunset gatherings. The atmosphere is relaxed but refined, and the scale ensures that familiar faces quickly become part of everyday life.

Pendry Residences Barbados

Pendry Residences Barbados brings a modern, social energy to the island's coastline. As the first branded waterfront residences in Barbados and Pendry Hotels & Resorts' international residential debut, the project includes just 46 fully furnished homes. The limited number creates an environment that feels exclusive yet warm.



Image Credit: Pendry Residences Barbados

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Residences range from two to five bedrooms and feature bespoke RH interiors that balance sophistication with comfort. Select ground-floor homes offer marina or ocean views, private infinity-edg pools, and lush gardens that naturally extend the living space outdoors. Entertaining feels effortless, whether it's a quiet dinner overlooking the water or a casual gathering after a day at sea.

All villas qualify under the Special Entry Permit program, which offers long-term, non-working residency with qualifying investments starting at $300,000. For global buyers, that flexibility makes ownership eve more appealing. Access to a resident-only 110-berth marina, Spa Pendry, Compass Sports, Paintbox Children's Club, and a private beach club connected to the Pendry Barbados resort, opening in 2027, adds layers to the experience. The result is a waterfront lifestyle where design, service, and shared moments feel naturally intertwined.

The Point by Grace Bay Resorts

On 300 feet of Grace Bay Beach in Turks & Caicos, The Point by Grace Bay Resorts embraces a version of luxury that feels open and social without sacrificing privacy. The design centers around shared outdoor spaces and landscaped courtyards that make connection feel organic.



Image Credit: The Point by Grace Bay Resorts

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Owners can choose secluded casitas for complete retreat, or layouts that subtly encourage interaction among neighbors. Beachside settings and gathering areas invite residents to spend time outdoors, whether that means a morning walk along the sand or an evening conversation under the stars.

Each fully furnished residence blends comfort and polish. An optional comprehensive furniture package curated by Architectural Digest 100 designer Young Huh offers an elevated yet adaptable aesthetic for those who want a turnkey finish. The overall tone is relaxed and refined, with spaces that feel welcoming rather than formal.

The Residences at The St. Regis Los Cabos

In Los Cabos, The Residences at The St. Regis Los Cabos stretch across 33 acres of pristine oceanfront. Despite the dramatic setting, the development remains intentionally limited. Upon completion, only 74 fully furnished villas and townhomes will make up the entire community.



Image Credit: The Residences at The St. Regis Los Cabos

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Outdoor gathering areas and oceanfront spaces are thoughtfully positioned to encourage interaction while preserving privacy. Owners can retreat into their personal sanctuary or participate in a broader lifestyle shaped by signature St. Regis service and curated resort amenities. The scale allows residents and staff to know one another, creating a more personal atmosphere within an iconic brand environment.

The Residences at The St. Regis Papagayo

On Costa Rica's Papagayo Peninsula, The Residences at The St. Regis Papagayo Resort offer 143 luxury residences immersed in protected tropical landscape. Here, community is tied closely to nature and wellness.



Image Credit: The Residences at The St. Regis Papagayo Resort

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The development integrates social programming, sustainability, and thoughtful design into everyday living. Owners enjoy the storied service of St. Regis while being surrounded by lush terrain and ocean views that encourage outdoor activity and mindful living. The sense of belonging is rooted in shared values as much as shared amenities.

The Residences at Nikki Beach Resort & Spa Antigua

At The Residences at Nikki Beach Resort & Spa Antigua in Jolly Harbour, the mood is vibrant and globally connected. This limited collection of 134 branded residences and 82 hotel rooms extends the brand's signature beach club energy into a residential setting.



Image Credit: The Residences at Nikki Beach Resort & Spa Antigua

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Ownership here includes access to curated cultural programming, signature gatherings, and shared wellness experiences. The environment attracts like-minded neighbors drawn to music, dining, and social connection. Luxury is expressed not only through design and service, but through a lively and engaged community that feels dynamic year-round.

Waldorf Astoria Residences Sarasota

Waldorf Astoria Residences Sarasota shows how community-driven design translates beautifully into a residential city setting. Expansive gardens, gathering lawns, and resort-style pools create natural spaces for residents to connect.



Image Credit: Waldorf Astoria Residences Sarasota

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Indoors, curated amenities include wellness studios, lounges, and dedicated areas for children and teens. The design supports cross-generational interaction, making it easy for families to feel integrated and supported. The emphasis on shared spaces reflects a broader shift in buyer priorities, where lifestyl alignment and belonging carry as much weight as square footage.

The Standard Residences, Brickell

In Miami, **The Standard Residences, Brickell** brings community into the sky. As Brickell's skyline evolves, this development embraces the idea of a vertical neighborhood. Dining, wellness, and workspaces are layered within a single building to create a seamless daily experience.



Image Credit: Newgard Development Group and Two Roads Development

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Residents can gather at rooftop pools, club lounges, and co-working spaces, or recharge on the 10th-floor wellness level with a spa, infinity plunge pools, and fitness and yoga studios. Dining options range from a signature 9th-floor restaurant and bar to Avra Estiatorio on the ground floor, making the building feel like a self-contained social hub.

Every level is curated to foster connection. Neighbors see one another in familiar spaces, routines overlap, and a sense of belonging forms naturally within the building's design.

The New Definition of Luxury

Today's most compelling branded residences understand that true luxury extends beyond materials and finishes. It includes the atmosphere, the people, and the rhythm of daily life. Buyers want privacy, but they also want familiarity. They want beautiful homes, but they also want meaningful experiences.

From private islands in The Bahamas to waterfront enclaves in Barbados and skyline towers in Miami, the message is consistent. Community is no longer a secondary feature. It is central to the appeal. In this new chapter of ultra-luxury living, belonging holds just as much value as the address itself.


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