THE WALL STREET JOURNAL.

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Special Advertising Feature

Best of Florida Luxury Properties

THE RITZ-CARLTON RESIDENCES

MICL and Admire Capital introduce the Ritz-Carlton Residences, Fort Lauderdale Beach, a boutique waterfront development with 83 private residences across two 13-story towers between the Atlantic Ocean and the Intracoastal Waterway. Residences range from approximately 1,550 square feet to 3,480 square feet, including six penthouses with 11-foot ceilings, priced from $2.5 million. Corner floor plans capture sunrise and sunset views through terraces and floor-to-ceiling glass. For more information, please visit theresidencesfortlauderdalebeach.com.

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THE BOUNDARY

Positioned between the Atlantic Ocean and the Intracoastal Waterway, the Ritz-Carlton Residences, Fort Lauderdale Beach, features two waterfront towers separated by an outdoor lap pool for residents.

The Rise of BRANDED RESIDENCES

by Julie Bennett

Look at the newest luxury residential communities around the world and you'll find many condominium developments named after hotels, fancy cars, furniture companies and, in Dubai, a famous British soccer team. Savills, a global real estate services company based in London that keeps tabs on this phenomenon, just released its *2025-2026 Branded Residences Report*.

The sector is growing rapidly. Last year ended with 910 such projects either completed or wrapping up construction, according to the report. Another 837 projects are scheduled to come to market sometime before 2052. Branded condominium developments are especially popular in South Florida, where 48 are completed and 55 more are under construction or under contract.

SETTING PRECEDENTS

The practice of aligning a residential project with a well-known brand started slowly in the U.S. in the early 1990s, when a handful of high-end hotels added condominiums to their properties. Often, early owners could use these residences for vacations, then lease them back to the hotel for overflow guests when they were elsewhere.

At first, the addition of residences to a project sometimes helped hotels acquire construction loans. The advantage soon tipped toward residential developers — creating a partnership with a known brand adds a 30% premium to a residential project over a nonbranded condominium project in the same city, according to Savills. That premium jumps to 39% if the development is in a resort destination, and the average added global value to all branded condominiums over their no-name neighbors is 33%.

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With closings set to commence this summer, the Ritz-Carlton Residences, Naples, is entering its final chapter. As Naples' first standalone Ritz-Carlton branded residences, this boutique enclave of just five low-density buildings sits steps from Vanderbilt Beach, offering estate-style homes with fully finished, expansive, light-filled floorplans, complemented by more than 50,000 square feet of resort-caliber amenities and the legendary service of the globally revered brand.

Developed by Stock Development through its luxury condominium division Stock Residences, the property reflects years of thoughtful planning and steady progress. Sales momentum has been strong, with the Bay Residences now down to just eight remaining.

From the 28,000-square-foot Vanderbilt Club and private spa to a full-service marina, rooftop lounges and a private restaurant, every detail defines a singular Gulf-front lifestyle rooted in privacy, permanence and refined coastal living.

For more information, visit rcrnaples.com. Sales gallery contact: 2355 Vanderbilt Beach Rd., Suite 106, Naples, Florida; 239-249-6260. Physical address of development: 250 Center Street North, Naples, Florida

"Vivacious," a statue by artist Hunter Brown at the entrance of Ritz-Carlton Residences, Naples, sets the tone for the luxurious residential resort with curated design, food and service.

The Gulf of Mexico in sight and all the amenities of a luxury hotel brand below — what future residents of a fully furnished penthouse at the Ritz-Carlton's branded property, built by Stock Development in Naples, can expect.

RENDERINGS COURTESY OF THE RITZ-CARLTON RESIDENCES, NAPLES

With this aerial view, you can see the park adjacent to the Ritz-Carlton Residences, Naples, and the water that surrounds it.

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Affiliation with a hotel brand is still popular with residential developers, whether or not the hospitality company builds a hotel on the same site. Marriott International, parent company of luxury brands Ritz-Carlton and St. Regis, has branding agreements with 150 existing residential projects around the world and contracts to participate in over 150 more. Accor Hotels, whose luxury brands include Raffles, Orient Express, Fairmont and Sofitel, and Canada-based Four Seasons, have about 50 branded projects open and more than 130 under development.

At the top of the Savills report's list of nonhotel brand residential projects is Yoo Inspired by Starck, a residential design partnership between French industrial designer Philippe Starck and international real estate developer Yoo. In addition to its partnership with Starck, Yoo Studio is also creating residential communities under its own name. Also in the top five nonhotel names are Pininfarina, an automotive and design company in Italy, and Elie Saab, a fashion designer based in Lebanon.

WHAT'S IN A NAME?

The advantages for a developer that partners with a hotel brand are obvious. Affluent people who stay at luxury hotels associate their names with high-end design, food and service and will pay a premium to live in a residence designed and managed by the same company. The report notes that nonhotel branded projects are more recent and depend on "a brand's ability to translate their identity into built form." Residential towers with sports-themed amenities, for example, are underway with the Chelsea Residences by Damac due to open in Dubai.

The United States contains the most branded residential projects, with over 230 open and another 150-plus in the pipeline, followed by the United Arab Emirates and Mexico. But Dubai is the city with the most projects open; Miami and New York are close behind. Savills reports that in the last five years, branded residential developments have risen rapidly in Asia Pacific, particularly in Vietnam, Thailand and India. The Middle East and North Africa have grown even faster. The concept is gaining traction across the rest of Africa, Europe, and Central and Latin America.

Regions drawing the most branded residences are those that attract the world's high- and ultra-high-net-worth individuals. These regions share certain elements important to the super wealthy, including connectivity, meaning transportation infrastructure to ease moving between homes, offices and leisure destinations; a location's favorable tax policies; and the area's "ability to deliver a lifestyle proposition that matches global expectations," the report states.

South Florida is rich in all three elements. Urban hot spots like Dubai, London and New York are true global gateways, supported by expansive flight networks and private aviation facilities. South Florida, predominantly made up of Miami and Fort Lauderdale, offers the same. And when it comes to taxes, the region benefits from Florida's lack of a state income tax, a huge draw, especially for those coming from high-tax states or countries. As for lifestyle, waterfront living is as integral to Miami as it is to Dubai and Phuket, blending leisure and investment.

Name-brand residential projects will continue to thrive as long as they provide trust, service and a sense of effortless living that mirrors the best of luxury hospitality. "As the sector evolves, it's clear that emotional resonance, service ethos and authentic brand storytelling will define the future of branded living," the report concludes.