

PrimeResi



Construction starts on Europe's first SLS-branded residences



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1920s Neo-Baroque building in Madrid is being transformed into a set of 33 luxury apartments.

Standalone developments are the latest evolution in the branded residences sector, and a significant addition to the global pipeline is now underway in Madrid.

Construction has started on the first branded residences in Europe from luxury hotel operator SLS, part of a JV venture with Accor.

SLS Madrid Infantas Residences, in the city's exclusive Barrio de Justicia district, has been designed by Natureback (architecture) and Studio Carter (interiors).



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The team is transforming the 1920s Neo-Baroque building into 33 units ranging up to 3,315 sq ft in size, and commanding an average price of €15k per sq m.

Grand period features will combine with a top-end spec, including underfloor heating and cooling, Bulthaup kitchens with Gaggenau appliances, and marble-detailed bathrooms. The penthouses will have private terraces giving panoramic views of the city.



Amenities will be centred in the “SLS Social House”, where residents will be able to access a library, wine cellar, games area, snug, private dining space, a podcast/media studio, and a screening room. Wellness perks will include an indoor lap pool, fitness studio, and on-demand treatment rooms. The rooftop will also have a pool surrounded by gardens, a meditation zone, a yoga deck, an outdoor kitchen, and a sunset terrace.



Persepolis Investments is behind the endeavour, and Sorigué is in the construction manager role. Marketing is being led by Savills and Knight Frank, and completion is slated for 2026.

SLS already has locations in Beverly Hills, Miami, Bahamas, Cancun, Dubai and Buenos Aires, and more are on the way in Barcelona and Saudi Arabia.



Shiraz Haghdous, Persepolis Investments: “Our collaboration with SLS allows us to deliver a development that combines thoughtful design with exceptional quality. SLS Madrid Infantas Residences brings together modern functionality and heritage, offering high-standard homes in one of Madrid’s most sought-after districts. This project reflects our commitment to creating residences that align with the needs of today’s urban living while being deeply connected to the city’s rich architectural legacy.”



Madrid flying high

Madrid was named as the top-performing luxury city market in the world this week, having seen property values climb by 20.3% over the last year. The rankings, compiled by Jeffries James, put Spanish capital ahead of Dubai (16.5%), Mumbai (6%), New York (4.2%) and Singapore (3.9%) also ranking within the top five. London was near the bottom of the league, with 0.4%.



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