



BRANDED RESIDENCES INSIGHT | NEWS OVERVIEW MARCH 2025

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Branded Residences Insight: March proved to be a very busy month for branded residential news, with a whole host of new branded residence launches, construction updates, new partnerships and a general positive outlook for the sector.

Take a look below at our snapshot of what happened in the branded residences sector in March 2025 with our branded residences insight, monthly round up.

Maison Margiela Branded Residences Coming to Dubai

Alta Real Estate Development has partnered with the iconic **Parisian fashion house Maison Margiela** to create the brand's first residences, an innovative concept set to transform boutique living in Dubai.

This exclusive collection of **24 bespoke homes** will take shape in one of the city's most prestigious locations (to be announced), embodying the Maison's signature aesthetic, reimagining boutique living and offering residents a space defined by creativity and individuality.

This landmark partnership unites Maison Margiela's unconventional expression and nonconformity with Alta's expertise in crafting extraordinary living spaces.

Designed as a refined extension of the Maison's distinctive design codes, delivering exceptional privacy, elegance, and innovation.

Each residence seamlessly blends high fashion with architectural mastery, offering a lifestyle characterised by exquisite craftsmanship.

Taj Hotels & BNW Developments To Develop Branded Residences In Ras Al Khaimah

In a landmark collaboration that will redefine the landscape of ultra-luxury living in the UAE, BNW Developments has joined forces with Taj, the iconic brand synonymous with unparalleled Indian hospitality, under the aegis of The Indian Hotels Company Limited (IHCL).

This partnership, marked by a **formal signing ceremony on March 10th** at the prestigious Taj Dubai, signifies Taj's first foray in the UAE into branded residences under the Wellington Mews brand, bringing its renowned legacy of luxury hospitality to the flourishing Al Marjan Island, Ras Al Khaimah.

By partnering with **BNW Developments**, known for its unwavering commitment to architectural magnificence and luxury, Taj will deliver an unparalleled 5-star living experience to residents in Ras Al Khaimah for the first time.

Investors can now expect to enjoy the quintessential Taj experience that defines the concept of Tajness, complete with world-class amenities and the impeccable service that has made Taj a

global leader in luxury hospitality.

Nobu Hospitality's First-Ever Branded Residences and Restaurant in Amsterdam



Nobu Residences Park Meadows Amsterdam

The Nobu Residences Park Meadows Amsterdam will feature branded residences, combining the prestige of ownership with elevated services of a luxury hospitality experience.

Offering both private branded residences for purchase and serviced luxury residences available for extended stays, this exceptional development caters to those seeking a seamless blend of residential comfort with Nobu's renowned hospitality.

Stepping into the spotlight as only a legendary culinary brand can, the Nobu Restaurant Amsterdam will set a new standard for destination dining at the Nobu Residences, with the serene Beatrixpark as its backdrop.

The Nobu restaurant and lounge bar will serve as a vibrant gathering place, welcoming both the local community and international travellers to experience its signature blend of innovation and tradition.

Just moments from the world-famous museums, luxury boutiques and the financial Zaidas district, residents will enjoy a refined living experience designed with Nobu's signature Japanese minimalism.

Residents will have exclusive access to a Nobu restaurant, in-residence dining, state-of-the-art wellness center, and a dedicated experience team for unparalleled access to the city.

Armani Residences Coming Diriyah Saudi Arabia

The **15 limited-edition residences** will feature bespoke interiors individually curated by iconic Italian fashion designer Giorgio Armani, ensuring an evocative interpretation of Najdi architecture to celebrate the rich centuries-old heritage of Diriyah, The City of Earth.

Located in Diriyah Square, the residences will be near the new Armani Hotel Diriyah that broke ground in November 2024 and will include 70 luxuriously designed rooms, two restaurants and a high-end spa, with suites having their own spa and a swimming pool.

Montage International, in Collaboration with DINE and LCA Capital, Breaks Ground on Two New Resorts & Private Residences Developments.

[Montage International](#), in partnership with developer [DINE](#) and LCA Capital, has officially broken ground on the highly-anticipated [Montage Punta Mita](#) and [Pendry Punta Mita](#), and branded residences within the renowned 1,500-acre master-planned community of [Punta Mita](#), a coveted luxury destination on its own private peninsula in Nayarit.

Set to open in 2027, Montage Punta Mita will feature 145 guestrooms and 62 Montage Residences and Pendry Punta Mita will feature 125 guestrooms and 32 Pendry Residences.

Montage Punta Mita will offer an unparalleled setting for relaxation and leisure recreation, with a striking design by [Bernardi + Peschard Arquitectura](#), [Idea Asociados](#) and [Girvin Associates](#) that channels the natural surroundings.

Boasting an array of amenities, the resort will feature the brand's signature Spa Montage and a state-of-the-art fitness center, multiple dining destinations including a signature farm-to-table concept, resort and family pools, Compass Sports center offering pickleball, tennis and a variety of outdoor activities, flexible meeting and outdoor event spaces, and signature children's program, Paintbox.

Branded Residences Forum Asia 2025 to bring global hospitality and real estate leaders to Bangkok

Taking place on **25 June 2025 at The Athenee Hotel in Bangkok**, this inaugural event will bring together the world's most influential hospitality brands, real estate developers, investors, and industry leaders for a day of high-level discussions, exclusive data insights, and strategic networking.

Nobu Branded Residences Manchester England



Agreement signing from left: Simon Ismail, MD & Co-founder of Salboy; Fred Done, Co-founder of Salboy; Trevor Horwell, CEO of Nobu Hospitality; Struan McKenzie, COO of Nobu Hospitality; and (standing) Diane Daudin Clavaud, Corp. Dir. of Global Business Development at Nobu Hospitality

In partnership with leading, award-winning property developer Salboy, the project – currently named Viadux 2 – will introduce the Nobu Hotel Manchester as **the tallest building outside London**, standing at 246 metres.

This development will bring the brand's signature blend of luxury hospitality and world-class dining to the heart of the city.

Residents of the Nobu residences Manchester, will enjoy the complete *Nobu lifestyle* experience through meticulously designed spaces that incorporate elegant Japanese aesthetic elements.

The development will offer premium amenities including Nobu dining with room service options, a private swimming pool, spa facilities, a landscaped podium garden, and fitness center.

BLG Launches Skyline Collection of Penthouses and Garden Duplexes at The Ritz-Carlton Residences, Istanbul

BLG Capital, the leading real estate private equity firm specializing in luxury hospitality and real estate across the globe, announces the launch of the **Skyline Collection** at The Ritz-Carlton Residences, Istanbul, Europe's first standalone branded residences from the renowned hospitality brand.

As the building nears sellout and continues to garner interest and accolades from across the globe, The Ritz-Carlton Residences, Istanbul is unveiling a choice selection of **penthouse and garden duplexes** that offer abundant, private outdoor space and boast magnificent Bosphorus views.

The epitome of indoor- outdoor living in Istanbul, this Skyline Collection is available for a limited time, including five **3-8 bedroom penthouses** starting at €4.19 million and four **2-3 bedroom garden duplexes** starting at €2.36 million.

Four Seasons Standalone Branded Residences Coming to Washington DC



Four Seasons announces new standalone private branded residences in Washington, DC. The landmark residential offering will be the first from Four Seasons in the US capital, combining legendary service with unparalleled luxury living.

Red Sea Residences Announce 3 New Branded Residence Developments



Red Sea Residences has revealed its latest branded residential developments available to purchase at The Red Sea destination.

Nujuma, a Ritz-Carlton Reserve, Jumeirah Residences and **Miraval Residences** offer a blend of sophisticated living, world-class architectural design, and the highest standards of hospitality.

Part of **Red Sea Global (RSG)**, Red Sea Residences follows the same responsible development ethos and promises its residents that the environment surrounding their homes will always be protected as a priority.

Branded Real Estate in Dubai Enjoys A 42% Premium Over Non-Branded

According to a detailed report by **Morgan's International Realty** these luxury developments, partnered with global icons like Marriott, Bvlgari, Four Seasons, Address, Armani, Accor and Bugatti etc, are achieving a striking **42% price premium** over non-branded real estate.

This trend highlights Dubai's rise as the global leader in this sector, surpassing conventional luxury real estate hubs in price growth, investor interest, and project scale.

Construction Commences for SLS Madrid Infantas Residences in Barrio de Justicia



[Persepolis Investments](#) announces that construction is well underway on the highly anticipated SLS Madrid Infantas Residences, a landmark redevelopment in the prestigious Barrio de Justicia.

Working closely with Persepolis and the design team, leading firm **Sorigué** will serve as the construction manager in the transformation of the 1920s Neo-Baroque building into an exclusive collection of 33 luxury residences.

The extensive project will ensure the integration of classic Spanish architectural elements with thoughtful and contextual modern innovations. The development remains on schedule, with completion anticipated in 2026.

Since its launch, **SLS Madrid Infantas Residences** has garnered significant interest from both local and international buyers. With substantial sales velocity already underway, the project has established itself as one of Madrid's most sought-after residential offerings. Pricing averages **€15,000 per m²**, with residences ranging from **154 m² to 308 m²**.

The project is already generating strong momentum as an exclusive social hub in a prime Madrid location, offering a unique blend of heritage, modern luxury, and the vibrant energy that defines the SLS brand.

MIRA DEVELOPMENTS SHOWCASES LUXURY REAL ESTATE PORTFOLIO AT MIPIM 2025

[Mira Developments](#), a developer based in Dubai, took part in MIPIM 2025, the renowned global real estate exhibition held from March 11-14, 2025, at the Palais des Festivals in Cannes. The company joined the event to present its **expanding collection** of upscale projects, featuring luxury branded residential, hospitality, and mixed-use developments such as the **POST Hotel & Residences by ELIE SAAB**

Mira Developments projects are located in some of the most desirable destinations worldwide, including the **UAE and Europe**, and are known for working with the world's best luxury brands to



deliver stunning branded residential private homes.

Michelin-Starred Chef Carlos Gaytán appointed Executive Chef at The Residences at The St. Regis Los Cabos

Chef Gaytán will bring his blend of high-end Mexican cuisine with Pacific Coast influences to the signature beachfront restaurant, **Céfiro** at **The Residences at The St. Regis Los Cabos** located in the award winning community of **Quivira in Cabo San Lucas**.

The Residences at The St. Regis Los Cabos will be located within the *award winning* community of Quivira in Cabo San Lucas.

Quivira was named “Development of the Year” by Golf Magazine in 2015 and currently has over \$1 Billion in new investment underway. The St. Regis will be located on a 33-acre site that features 1,200 feet along the ocean.

The Residences at The St. Regis Los Cabos are without parallel, and are available in various unit types including, Direct Oceanfront Villas, Oceanview Condominiums & Oceanview Penthouses and Luxury Townhomes.

Dubai Welcomes The World’s First Standalone Tribute Portfolio Residences

HAMRK Real Estate Development, in partnership with **Devmark**, the UAE’s leading real estate project sales and marketing consultancy, unveils **Affini Residences A Tribute Portfolio Residence** a fresh addition to Dubai’s landscape.

As the world’s first standalone residence under this distinctive **Marriott brand**, Affini transforms a former hotel into a meticulously designed living space that seamlessly blends contemporary elegance with artistic sophistication.

The project is strategically positioned to offer residents a unique urban living experience that captures both the vibrant energy of Dubai and the tranquil essence of boutique artistic living.

Missoni and DURAR OCTA Unveil Luxury Waterfront Development, Trio Isle Interiors by Missoni, on Al Marjan Island

Missoni, the iconic Italian design brand, has partnered with **DURAR OCTA** to launch **Trio Isle Interiors by Missoni**, an innovative design led branded residential project in Ras Al Khaimah.

This collaboration brings together once again, Missoni's distinctive design aesthetic and DURAR OCTA's real estate expertise to create a new unique branded living experience.

Branded Residences Insight March Summary

Well there you have it, our monthly overview of some of the main stories coming from the branded residences sector from the month of March. Thanks for reading and don't forget that we try to publish news and announcements on a daily basis, so please visit our [Branded Residences News](#) Section to stay up to date.



BRESI stands as the world's premier and first of its kind online marketplace exclusively dedicated to the marketing, selling, and showcasing luxury branded residences for sale across the globe.

BRESI provides an elite property portal where property developers, international hotel groups and exclusive real estate agencies can promote their portfolio of luxury branded residences.

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