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ANNOUNCING THE WINNERS OF THE 2025 BRANDED LIVING AWARDS

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Which residences offer the most exceptional amenities? Who is leading the charge in sustainability and design? The answers await. Explore the full list of winners and discover who is shaping the future of branded residences.

The growth of the branded residential category in the past year has been nothing short of spectacular. Brands continue to blend their heritage with incredible design and amenities at top destinations around the globe. Interest in branded homes shows no sign of slowing. At Branded Living, we celebrate the projects, teams, and visionaries shaping this dynamic sector. Today, we are thrilled to unveil the winners of the 2025 Branded Living Awards, honoring excellence across a range of categories.

From breathtaking ocean views to innovative amenities, these winners represent the pinnacle of sophistication, creativity, and innovation in branded residences. Join us as we recognize the best of the best.

Without further ado, the winners of the 2025 Branded Living Awards!

2025 Branded Living Awards

Best Branded Lifestyle Experience

One&Only Mandarin Private Homes, Riviera Nayarit

Nestled along Mexico's pristine Riviera Nayarit, One&Only Mandarin Private Homes offers a lifestyle that is as immersive as it is luxurious. With private villas and treehouses seamlessly integrated into the natural landscape, this project redefines what it means to live in harmony with nature. Residents enjoy access to world-class dining, wellness programs, and bespoke experiences, all curated to reflect the vibrant culture and beauty of Mexico. It's not just a residence—it's a way of life.

Brand: One&Only

Developer: RLH Properties

Architecture: Studio Rick Joy

Landscaping: Maat Handasa

Most Aspirational Interiors

Design Hills Dolce&Gabbana

Marbella's stunning Design Hills Dolce&Gabbana sets a new standard for aspirational living, seamlessly merging the fashion house's iconic aesthetic with high-end residential design. Every detail exudes luxury, from opulent materials and bold patterns to the brand's unmistakable Sicilian-inspired motifs.

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The interiors balance theatrical elegance with contemporary refinement, featuring bespoke furnishings, intricate marble finishes, and handcrafted elements that pay homage to Dolce&Gabbana's rich design heritage.

Set within a breathtaking architectural landscape, the residences offer a vibrant and immersive living experience that embodies the spirit of the brand—dramatic, sophisticated, and unapologetically bold. Like a resort right out of the *White Lotus*, Design Hills Dolce&Gabbana is redefining branded luxury interiors, making it a truly deserving winner of this award.

Developer: Dolce&Gabbana

Architecture: Fresh Architectures + Rousseau Dapelo

Interior Design: The One Atelier

Ultimate Wellness Retreat

Fairmont Heritage Place The Cedars

Located in the historic town of Hendersonville, North Carolina, Fairmont Heritage Place The Cedars is a sanctuary for wellness enthusiasts. The property features 10,000 square feet of wellness amenities, including a spa, fitness center, yoga room, lap pool, and hot tub. With Wexer on-demand fitness programs, red light therapy, and a farm-to-table dining concept, this project goes beyond industry standards to promote a holistic, active lifestyle. It's a retreat where residents can rejuvenate mind, body, and soul.

Brand: Fairmont Hotel & Resorts

Developer: Cedars Lodge & Spa, L.L.C.

Architecture: RBA Group

Interior Design: Antrobus Design Collective

Construction: Turner Construction

Most Instagrammable Pool

Nikki Beach Residences, Antigua

The pool at Nikki Beach Residences, Antigua will be the epitome of luxury and leisure. Set against the backdrop of the Caribbean Sea, this stunning pool area blends seamlessly with its beachfront surroundings. With its chic design, lush landscaping, and vibrant atmosphere, it is sure to become a social media sensation.

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Brand: Nikki Beach Residences

Developer: Ayre Group

Architecture: HKS Architects

Interior Design: Roam Interior Design

Sales Team: Blueprint Global

Leader in Sustainability

Six Senses La Sagesse, Grenada

Six Senses Residences Grenada embodies a future-forward vision of sustainable luxury, harmonizing eco-conscious design with the unparalleled beauty of the Caribbean. Known for its commitment to regenerative hospitality, Six Senses incorporates locally sourced materials, innovative energy solutions, and holistic wellness programs to create residences that promote both environmental responsibility and personal well-being. From solar-powered infrastructure to sustainable farming initiatives, every element of the development prioritizes green living without compromising on luxury. As a pioneer in responsible real estate, Six Senses Residences Grenada is a shining example of how branded residences can lead the way in sustainability.

Brand: Six Senses

Developer: Range Developments

Architecture: Led by Rana Nasr of Bleu Design Consultants

Most Innovative Amenities

Viceroy Residences Fort Lauderdale

Set to open soon, Viceroy Residences Fort Lauderdale is redefining luxury living with over 35 curated amenities across 30,000 square feet of meticulously designed space. This urban oasis offers a hospitality-driven lifestyle that caters to every aspect of modern living. Residents will enjoy two exclusive full-service pools, including a rooftop retreat with panoramic views, an elite spa and health club with yoga and sauna facilities, and entertainment spaces such as a private screening room and a karaoke lounge. The multipurpose indoor-outdoor coworking lounge, featuring a terrazzo amphitheater, central atrium garden, and water feature, is equipped with advanced presentation technologies, private workrooms, and collaborative seating, making it a haven for productivity and creativity.

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The thoughtfully designed amenities balance social, fitness, wellness, and productivity, creating a seamless connection between luxury and functionality. From sun-drenched rooftop spaces to serene garden-filled areas, every detail has been crafted to foster a sense of community and innovation. With smart home technology, gourmet dining venues, and 24/7 concierge services, Viceroy Residences Fort Lauderdale is poised to set a new standard for luxury living. Combining the brand's global heritage of refined hospitality with the vibrant energy of Fort Lauderdale, this property is one of the most anticipated addresses in South Florida.

Brand: Viceroy Hotels & Resorts

Developer: Naftali Group

Architecture: Arquitectonica

Interior Design: Rockwell Group

Landscaping: EDSA

Sales Team: Douglas Elliman Development Marketing

Best Cultural Integration

Aman Residences, Tokyo

Aman Residences, Tokyo, is a masterful fusion of modern luxury and Japan's deeply rooted cultural traditions. Set within the stunning Azabudai Hills development, the residences reflect the brand's signature minimalist aesthetic while incorporating Japanese craftsmanship, natural materials, and architectural elements that honor the country's rich heritage. The aesthetic draws on land, sea, and sky themes – elements frequently used in Japanese art and design. Thoughtful details—such as washi paper accents, handcrafted woodwork, and Zen-inspired gardens—connect residents to Tokyo's timeless elegance. Paired with Aman's renowned service and wellness philosophy, this project sets a new standard for cultural integration in branded residential living, offering an experience as serene as it is sophisticated.

Brand: Aman Residences

Developer: Mori Building Co. Ltd

Architecture: The eight-hectare garden district was designed by Heatherwick Studio and Pelli Clarke Pelli Architects

Interior Design: Yabu Pushelberg

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The "Most Fun" Award

Tie: Miami Tropic Residences & Elle Residences Miami

Miami Tropic Residences will deliver a playful take on tropical modernism, seamlessly blending resort-style living with vibrant Miami culture. With its lush, oasis-like pool scene, eclectic rooftop lounges, and immersive entertainment spaces, the development is designed for those who crave excitement. Whether it's sunset cocktail hours, poolside DJ sets, or curated fitness and wellness activations, every day here will feel like a mini vacation.

Meanwhile, Elle Residences Miami will bring a chic, fashion-forward take on residential living, inspired by the legacy of Elle magazine. From stylish social lounges to private dining experiences and rooftop soirées, this property will cater to trendsetters who appreciate a sophisticated yet dynamic atmosphere. With an emphasis on culture, creativity, and community, Elle Residences will offer curated programming that keeps residents engaged and inspired.

These Miami properties prove that luxury living doesn't have to be reserved or quiet—it can be bold, immersive, and endlessly entertaining.

Brand: Miami Tropic

Developer: Terra and Lion Development Group

Architecture: Arquitectonica

Interior Design: Yabu Pushelberg

Chef: Jean-Georges Vongerichten, a Michelin-starred chef

Sales Team: Miami Dream Properties

Brand: Elle Residences Miami

Developer: Urban Network Capital Group (UNCG) and Vertical Developments

Architecture: Behar Font & Partners

Interior Design: The One Atelier

Sales Team: Fortune Development Sales

Most Anticipated Branded Residence

Riva Residenze

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With its elegant waterfront setting and Italian-inspired design, Riva Residence is set to redefine luxury living on the shores of South Florida. Developed by Mast Capital, this highly anticipated residence brings a refined European sensibility to the Miami real estate market, blending contemporary architecture with timeless sophistication. Featuring private marina access, state-of-the-art wellness amenities, and exclusive lifestyle offerings, Riva Residence is already generating excitement among discerning buyers looking for a unique branded living experience.

Brand: Riva

Developer: Ocean Harbor Holdings, WellDuo, Vertical Developments, and GCF Development, together with Italian yacht maker Riva

Architecture: Arquitectonica

Interior Design: Giuseppina Arena

Sales Team: Fortune Development Sales

Most Exquisite Design Collaboration

Baccarat Residences Miami

A collaboration between Related Group and the legendary French crystal house Baccarat, Baccarat Residences Miami will be a masterclass in refined opulence. Every detail, from shimmering chandeliers to crystal-inspired architecture, reflects the maison's legacy of craftsmanship. Designed by Arquitectonica, with interiors by Meyer Davis Studio, the tower seamlessly blends Parisian glamour with Miami's vibrant waterfront lifestyle. Residents will enjoy world-class hospitality, signature Baccarat lounges, and exclusive concierge services, setting a new standard for sophistication in branded residential design.

Brand: Baccarat

Developer: Related Group

Architecture: Arquitectonica

Interior Design: Meyer Davis Studio

Landscaping: Enzo Enea

Innovation in High-Rise Living

Bentley Residences Miami

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Bentley Residences Miami will redefine vertical luxury as the tallest residential tower on Miami's Sunny Isles Beach. Developed by Dezer Development, this groundbreaking project will merge automotive craftsmanship with real estate, featuring the iconic Dezervator, a patented car elevator that will allow residents to park their vehicles directly inside their private sky garages. Designed by Sieger Suarez Architects, the tower will embody Bentley's ethos of performance, innovation, and elegance, offering an unparalleled fusion of automotive excellence and high-rise living.

Brand: Bentley

Developer: Dezer Development, in collaboration with Bentley Motors

Architecture: Sieger Suarez Architects

Interior Design: Sieger Suarez Architects

Best Use of Technology in Sales or Design

The Ritz-Carlton Residences, Boston, South Station Tower

In an era where technology is redefining the real estate experience, The Ritz-Carlton Residences, Boston, South Station Tower has set a new benchmark for innovation in sales and design. The development's state-of-the-art sales gallery offers an immersive, technology-driven experience that allows prospective buyers to step inside their future home long before construction is complete.

At the heart of this cutting-edge approach is an interactive digital model that brings the tower to life. Buyers can select a residence, and the model lights up in real time, revealing the corresponding views from the chosen unit on a high-definition screen. This dynamic visualization ensures that every prospective resident can fully appreciate the orientation, natural light, and breathtaking cityscape before making a decision.

Additionally, virtual reality tours and curated displays of finishes, materials, and custom design options allow buyers to experience every detail of their future home. This seamless blend of physical and digital interaction enhances the home-buying journey, making it more engaging, informative, and personalized.

By leveraging advanced sales technology, interactive visualizations, and immersive experiences, The Ritz-Carlton Residences, Boston, South Station Tower has redefined the branded residential sales process, making them a deserving winner of the Best Use of Technology in Sales or Design award.

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Brand: Ritz-Carlton Residences

Developer: Hines

Architecture: Pelli Clarke & Partners

Interior Design: Jeffrey Beers International

Landscaping: OJB Landscape Architecture

Sales: The Collaborative Companies

Trendsetter Award

Canaletto Collection at Cipriani Residences Miami

As branded residences evolve, the Canaletto Collection at Cipriani Residences Miami will stand at the forefront of innovation, setting new standards for ultra-luxury living. This exclusive collection of residences will redefine branded real estate by seamlessly integrating Cipriani's storied heritage with modern design, service, and lifestyle experiences.

With interiors curated by 1508 London, the Canaletto Collection will embody Cipriani's signature elegance, from bespoke furnishings to refined architectural details. The residences will offer a curated selection of luxury amenities, including private dining spaces, personalized concierge services, and a speakeasy lounge reminiscent of Harry's Bar in Venice—a nod to the brand's deep-rooted hospitality legacy.

By blending old-world Italian sophistication with contemporary Miami vibrancy, the Canaletto Collection will not just set trends but redefine what it means to live in a branded residence. Its exclusivity, service, and design approach will make it a model for future branded residential developments worldwide.

Brand: Cipriani

Developer: Mast Capital

Architecture: Arquitectonica

Interior Design: 1508 London

Sales Team: Fortune Development Sales

People & Team Awards

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Branded Residential Developer of the Year

Related Group

Few names in real estate development are as synonymous with luxury, innovation, and artistry as Related Group. With an impressive portfolio of branded residences that seamlessly integrate world-class design, hospitality, and lifestyle, the firm has redefined luxury living across the U.S. and beyond.

In 2023, Related Group solidified its leadership in the branded residential sector with landmark projects like The Ritz-Carlton Residences, Miami Beach, Waldorf Astoria Residences Miami, and Casa Bella by B&B Italia, each reflecting the group's commitment to excellence. Known for their strategic partnerships with globally recognized brands, Related continues to push the boundaries of what's possible in residential development, offering buyers an unparalleled blend of prestige, architecture, and service.

With a legacy built on bold vision and meticulous execution, Related Group continues to shape the future of branded residences, making it a well-deserved recipient of this year's Branded Residential Developer of the Year award.

Architectural Excellence Award

Foster + Partners

With a legacy of groundbreaking design and innovation, Foster + Partners continues to redefine the built environment with projects that seamlessly merge history, modernity, and sustainability. Their work on The OWO Residences by Raffles in London stands as a testament to their mastery of architectural preservation and contemporary luxury.

The transformation of The Old War Office (OWO)—a historic landmark once home to Winston Churchill and British military intelligence—into a world-class branded residence required a delicate balance of respecting the building's storied past while infusing it with modern amenities and design elements. Foster + Partners meticulously restored original architectural details, from grand marble staircases to intricate molding, while incorporating cutting-edge smart home technology, contemporary interior layouts, and world-class wellness facilities.

Beyond aesthetics, the firm ensured that The OWO Residences by Raffles met the highest standards of sustainability and livability. Thoughtfully designed communal spaces, refined residences, and world-class hospitality services elevate this project beyond mere real estate—it is a living piece of history, reimagined for the modern era.

For their ability to blend architectural heritage with forward-thinking design, Foster + Partners is a deserving winner of the Architectural Excellence Award.

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Interior Design Firm of the Year

The One Atelier

Led by the visionary Michele Galli, The One Atelier has redefined luxury interior design in the branded residences sector. Their portfolio includes some of the most iconic projects in the industry, such as Avenia Interiors by Fendi Casa, Armani/Casa Residences Pompano Beach, Elle Residences, Design Hills Dolce&Gabbana, 888 Brickell Dolce&Gabbana, Casa Canal furnished by Fendi Casa – Dubai, Karl Lagerfeld Villas, and Epic Marbella furnished by Fendi Casa.

Their work on Avenia Interiors by Fendi Casa exemplifies their ability to blend Fendi’s iconic design heritage with contemporary elegance, creating spaces that are both aspirational and livable. Meanwhile, Armani/Casa Residences Pompano Beach showcases their mastery of minimalist luxury with clean lines, bespoke finishes, and a timeless aesthetic. Each project reflects a deep understanding of brand identity, seamlessly integrating the ethos of luxury brands into residential spaces.

From the opulent Karl Lagerfeld Villas to the sleek 888 Brickell Dolce&Gabbana, The One Atelier continues to set the standard for excellence in interior design. Their meticulous attention to detail, innovative layouts, and ability to elevate the living experience make them a deserving winner of this year’s award.

Sales Team of the Year

Douglas Elliman Development Marketing

With an unparalleled portfolio of branded residential projects, Douglas Elliman Development Marketing has solidified its position as a leader in luxury real estate sales. Their expertise is showcased in some of the most prestigious developments, including Waldorf Astoria Residences New York, Mandarin Oriental Residences, Beverly Hills, Mandarin Oriental Residences Fifth Avenue, 760 Madison – The Giorgio Armani Residences, and THE WELL Bay Harbor Islands.

Their ability to market and sell these high-profile projects demonstrates a deep understanding of the luxury buyer’s mindset. From the timeless elegance of The Giorgio Armani Residences to the wellness-focused lifestyle of THE WELL Bay Harbor Islands, Douglas Elliman Development Marketing has consistently delivered exceptional results. Their innovative sales strategies and commitment to personalized service have set a new standard in the branded residences sector.

This year, their work on Waldorf Astoria Residences New York stands out as a testament to their ability to sell not just homes but lifestyles. By seamlessly blending the legacy of Waldorf Astoria with modern luxury, they have created a compelling narrative that resonates with discerning buyers. Douglas Elliman Development Marketing continues to lead the way in luxury real estate, making them a deserving winner of this year’s award.

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Marketing Excellence Award

The Boundary

The Boundary has redefined real estate marketing, seamlessly blending high-impact storytelling with cutting-edge digital innovation. The Boundary crafts compelling narratives that elevate branded residences beyond traditional luxury real estate marketing through immersive campaigns, visionary branding, and hyper-targeted strategies. Their photorealistic renderings, cinematic visuals, and data-driven engagement have set a new precedent in the industry, bridging the gap between aspiration and reality. By creating an emotional connection between buyers and brands, The Boundary continues to shape the future of luxury real estate marketing with unmatched sophistication and precision.

Lifetime Achievement Award in Branded Residences

Barry Sternlicht (Founder, St. Regis Residences & 1 Hotels Residences)

Barry Sternlicht's visionary leadership has left an indelible mark on the branded residences sector, elevating it into one of the most sought-after categories in luxury real estate. As the driving force behind St. Regis Residences and 1 Hotels Residences, Sternlicht has pioneered a model that seamlessly fuses hospitality, design, and lifestyle into residential living. His commitment to innovation, sustainability, and exceptional service has redefined expectations, setting new benchmarks for luxury and eco-conscious living.

Now, nearly a decade after Marriott International acquired Starwood Hotels & Resorts, Sternlicht is relaunching the iconic Starwood brand through his current company, SH Hotels & Resorts. Beginning in February 2025, SH Hotels & Resorts will officially rebrand as Starwood, encompassing luxury brands such as Baccarat, 1 Hotels, and Treehouse. With 14 hotels currently under its umbrella, the revitalized Starwood has ambitious plans to expand to 22 properties by 2028, with new locations in Austin, Seattle, Crete, and the Maldives.

This bold move reaffirms Sternlicht's enduring influence on the hospitality and real estate industries, further solidifying his legacy as a pioneer of branded residences. His ability to anticipate and shape the evolving landscape of luxury living continues to set new standards, making him a truly deserving recipient of the Lifetime Achievement Award.

Innovator of the Year

Vlad Doronin (Aman & OKO Group)

Vlad Doronin has redefined the intersection of ultra-luxury real estate and experiential living, solidifying Aman and OKO Group as powerhouses in the branded residential sector. Under his leadership, Aman Residences has expanded its global footprint, bringing the brand's unparalleled level of service and

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design into standalone residences. With a meticulous eye for architecture and a deep understanding of the high-net-worth clientele, Doronin continues pushing the boundaries of branded living—delivering homes that are not only exclusive but transformative. His bold vision for experiential luxury, wellness-driven design, and seamless integration between hospitality and residential living makes him a true innovator in the industry.

The 2025 Branded Living Awards highlight the innovation, creativity, and vision that drive the branded residences sector forward. These winners represent the best of the best, offering a glimpse into the future of luxury living. At Branded Living, we are proud to celebrate these achievements and look forward to seeing how these projects and leaders continue to shape the industry. Here's to another year of excellence in branded residences!

