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Guide
To **BRANDED
RESIDENCES**

A photograph of a hallway with dark wood paneling and two vertical light fixtures, with a patterned rug in the foreground.

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BRANDED RESIDENCES AS THE NEW BENCHMARK IN GLOBAL LUXURY LIVING

Branded residences have emerged as the defining force in contemporary luxury real estate, and nowhere is this evolution more visible than along the Costa del Sol. Marbella, Estepona, and Benahavís have transitioned from classic Mediterranean second-home destinations into one of Europe's most powerful stages for branded living. Global fashion houses, automotive icons, and leading hospitality groups are entering the region with conviction, launching developments that set new standards for design, service, and long-term value.

This shift is being driven by a new generation of affluent buyers who expect more than architecture alone. They want identity, curation, quality assurance, and a lifestyle ecosystem that reflects the standards of the brands they align with. As prime land becomes scarcer and expectations rise, branded residential projects have become the new benchmark—offering clarity, consistency, and elevated living across every touchpoint.

The early wave of branded developments has already transformed the market. Fendi Residences in Marbella sold out rapidly, confirming the appeal of fashion-led design in prime coastal locations. Dolce & Gabbana's project, now more than half sold, has pushed demand even higher, showing how quickly brand-aligned communities can absorb premium buyers. These successes demonstrate the strength of the Costa del Sol's ultra-prime segment and the market's willingness to pay for design-driven, brand-curated living.

Boutique concepts have also taken centre stage. AÍDA, furnished by Bentley Home, is one of the most exclusive launches on the Golden Mile—an eight-residence limited edition collection positioned just moments from Puente Romano and Marbella Club. The combination of Bentley's craftsmanship, the Golden Mile's prestige, and the project's intimate scale has elevated it into one of the most desirable addresses in the region.

At the resort scale, Azurean Marbella—operated under Hyatt's Destination brand—introduces a fully serviced residential resort with 133 branded homes, extensive wellness facilities, private clubs, fine dining, infinity pools, children's zones, and a suite of exclusive owner privileges. The development's hillside, amphitheatre-style position with panoramic sea views places it among the most complete branded residential offerings on the coast, combining Mediterranean living with global hospitality standards.

Automotive-led branded living has entered the market with increasing momentum. Lamborghini Villas bring sculptural, performance-inspired architecture to the hills of Marbella and Benahavís, appealing to a younger, design-focused, globally mobile buyer profile. Similarly, Karl Lagerfeld's signature villas showcase monochrome aesthetics and high fashion sensibilities translated into residential architecture. These projects bring a new cultural dynamic to the region—one that blends creativity, storytelling, and lifestyle expression.

Alongside these major global names, Sierra Blanca by the Sea has emerged as one of the Costa del Sol's most prestigious beachfront luxury communities. Combining six villas and a curated collection of apartments within a private beachfront enclave, the project offers resort-level amenities, landscaped gardens, spa and fitness facilities, paddle courts, swimming pools, and privileged access to exclusive beach venues. Its position on the New Golden Mile and its contemporary architectural identity firmly place it within the region's top tier of luxury developments.

Collectively, these branded projects are reshaping the coastal luxury landscape. They represent a new era where design integrity, hospitality-level service, brand philosophy, and long-term management define the residential experience. They also validate the region's status as one of Europe's leading luxury destinations—capable of attracting the world's most influential brands and the buyers who follow them.

Branded residences provide what today's sophisticated buyers demand: certainty, craftsmanship, lifestyle depth, investment resilience, and an identity that aligns with their global lifestyle. As this segment continues to accelerate, the developments launching now will set the benchmark for ultra-prime Mediterranean living over the decade ahead.



WHY BRANDED RESIDENCES ARE ACCELERATING WORLDWIDE

The rapid rise of branded residences across Marbella and the wider Costa del Sol is not an isolated trend—it is the result of powerful market dynamics reshaping global luxury real estate. Over the past decade, the behaviour of affluent buyers has changed dramatically. They are more mobile, more design-aware, more service-driven, and far more selective about where and how they live. Brands that once defined excellence through hotels, fashion, or automotive engineering are now extending their identity into residential experiences, responding to a clear and growing demand for lifestyle-led living.

This shift is being driven by the internationalisation of property ownership. Many buyers now maintain homes across multiple countries and expect consistent quality, familiar service standards, and recognisable design language wherever they choose to live. When a residence is aligned with a trusted

global brand, uncertainty is removed. Buyers know what the brand stands for, what level of finish to expect, and how the property will be managed long term. This trust factor has become one of the strongest competitive advantages in today's luxury property landscape.

The Costa del Sol reflects these dynamics with absolute clarity. Buyers arriving from Northern Europe, the Middle East, the United States, and increasingly Asia want properties that match the standards of the brands they already engage with. This explains why developments such as Dolce & Gabbana and Fendi saw exceptionally strong early absorption. It also underpins the immediate interest in automotive-led projects like Bentley and Lamborghini, where lifestyle identity and brand philosophy translate directly into architectural expression. These developments resonate because they speak the same design language that buyers recognise globally.

Another major driver is the shift towards experiential living. Luxury is no longer defined solely by materials or square metres. It is defined by the quality of everyday life: wellness, privacy, curated spaces, technology, personalised service, and a sense of belonging to a community of like-minded residents. Branded developments answer this expectation with a level of consistency that traditional projects rarely match. AÍDA by Bentley Home, with its limited-edition residences and handcrafted design details, is a prime example of how small-scale boutique projects can satisfy a demand for exclusivity and tailored lifestyle experiences.

Simultaneously, hospitality-led brands have identified the Costa del Sol as an ideal location to extend their residential portfolios. Azurean Marbella, operated under Hyatt's Destination brand, exemplifies the move toward full-service branded living, where residents enjoy resort-scale amenities, culinary concepts, wellness programmes, concierge support, and curated lifestyle events. This type of development appeals to buyers who value frictionless living—those who want the benefits of a luxury hotel, but in a private residential setting they can call home.



The branded segment is also being reinforced by the region's supply dynamics. Prime land is becoming increasingly scarce, particularly along the Golden Mile, Sierra Blanca, and the New Golden Mile. This scarcity amplifies the value of developments with global branding, structured management, and cohesive architectural vision. Sierra Blanca by the Sea demonstrates how prime waterfront sites are now reserved for projects with strong identity, extensive amenities, and long-term value strategies. Buyers recognise that as land availability tightens, branded residences offer a future-proof proposition anchored in both scarcity and brand capital.

A STRATEGIC LANDSCAPE FOR GLOBAL BRANDED LIVING

These market dynamics create a clear pattern: buyers trust brands, brands trust the Costa del Sol, and developers increasingly rely on branding to differentiate themselves in a sophisticated, competitive market. The region's strong international connectivity, stable climate, cultural depth, and established luxury ecosystem give global brands the ideal platform to expand their residential presence. The result is a wave of developments that combine architectural ambition with service excellence and lifestyle depth, setting new expectations for what luxury living means on the Mediterranean.



As these dynamics continue to strengthen, branded residences will not simply complement the region’s luxury market—they will define its upper tier. The demand signals already visible today point toward sustained momentum, deeper brand participation, and the ongoing transformation of the Costa del Sol into one of Europe’s foremost branded-residential destinations.

THE COSTA DEL SOL ADVANTAGE: A NATURAL HOME FOR GLOBAL BRANDED RESIDENCES

The Costa del Sol has entered a new era—one defined by global influence, sustained international demand, and a lifestyle environment that aligns perfectly with the expectations of high-net-worth buyers. What sets the region apart is not merely its climate or its coastline, but its ability to combine Mediterranean living with the sophistication, services, and international identity that branded residences require. This rare balance has made Marbella, Benahavís, and Estepona one of the most attractive launchpads worldwide for fashion brands, hospitality groups, and design-driven luxury developers.

The advantage begins with the region’s lifestyle depth. Marbella’s combination of outdoor living, world-class dining, elite sports facilities, private healthcare, international schools, luxury retail, and a vibrant social scene creates an environment that mirrors the cities and resort capitals where global brands typically expand. This is why fashion labels such as Dolce & Gabbana and Fendi have chosen the area for their flagship residential projects. These brands rely on destinations with strong cultural credibility, a discerning international audience, and a year-round luxury ecosystem—all attributes the Costa del Sol now delivers consistently.

The geographical and architectural diversity of the region further strengthens its appeal. Hillside enclaves such as Sierra Blanca and La Quinta offer panoramic views, privacy, and dramatic landscapes ideal for boutique branded villas, as seen in the Karl Lagerfeld and Lamborghini villa collections. Meanwhile, the coastal band stretching from the Golden Mile to the New Golden Mile provides beachfront and near-beachfront positions for ultra-premium developments like Sierra Blanca by the Sea, where privacy, architectural clarity, and access to top beach clubs create a uniquely compelling residential setting.



Hospitality-led brands have also identified the region's potential. The launch of Azurean Marbella, aligned with Hyatt's Destination brand, demonstrates how the Costa del Sol can support resort-scale branded communities with extensive amenities, wellness programmes, curated dining, and highly structured service frameworks. The region's strong tourism reputation, international connectivity, and established service culture make it an ideal environment for hospitality brands seeking long-term residential presence rather than seasonal hotel occupancy alone.

The Golden Mile, in particular, represents one of the most strategically advantageous locations in Europe for boutique branded developments. Its proximity to Puente Romano, Marbella Club, Puerto Banús, and the city centre creates a micro-market with unparalleled global recognition. AÍDA, furnished by Bentley Home, exemplifies how the area supports ultra-limited editions of branded residences—projects that require both prestige and walkability to Marbella's most iconic luxury venues.

Another key advantage is the region's stable and diverse international demand. Buyers from Northern Europe, the Middle East, the United States, and Asia choose the Costa del Sol not only for lifestyle, but for safety, year-round accessibility, and long-term value. This diversity reduces dependence on any single market and strengthens the foundation on which branded residences thrive. It is this consistency of demand that allows projects such as Dolce & Gabbana and Fendi to achieve rapid absorption, reinforcing the attractiveness of the region for future brand entries.

The quality of construction and design in Marbella has also evolved significantly. Developers increasingly collaborate with renowned architectural studios and interior designers, raising the standard to match global expectations. This is a crucial factor for brands such as Bentley, whose residential projects require design integrity, sophisticated materials, and craftsmanship that reflect their identity. The Costa del Sol's design ecosystem now supports these expectations, enabling branded residences to deliver experiences that match their international counterparts.

Finally, the region benefits from a scarcity premium. Prime land along the Golden Mile, Sierra Blanca, and the beachfront zones is becoming increasingly limited. This scarcity enhances the value of developments that carry global branding, as they offer not only a premium living experience but a future-proof investment profile anchored in limited supply.

Together, these elements create a compelling environment where branded residences can not only succeed but set new benchmarks for Mediterranean luxury living. The Costa del Sol has evolved into a destination that blends natural beauty, lifestyle sophistication, and global recognition—providing the exact conditions that brands seek when entering the residential space. It is this alignment that has propelled Marbella and its neighbouring areas to the forefront of Europe's branded residence market.

DEFINING THE BRANDED RESIDENCE MODEL

A branded residence is far more than a luxury home associated with a well-known name. It is a carefully structured real estate typology where architectural identity, service excellence, brand standards, and long-term management come together to create a fully curated living experience. This model delivers clarity in every dimension—design, operations, community, and value—making it fundamentally different from conventional premium developments.



At the centre of this model is brand alignment. Every global brand carries a defined lifestyle identity, and the most successful branded residences translate that identity into architecture, interiors, amenities, and service. In Marbella, this alignment is immediately visible: Dolce & Gabbana brings Mediterranean couture into contemporary residential design; Fendi expresses its distinctive aesthetic through structured lines and refined interiors; Bentley Home introduces craftsmanship and material precision through limited-edition residences on the Golden Mile. These developments demonstrate how brand DNA shapes not just the look of a residence, but its atmosphere and emotional appeal.

Equally important is design integrity. Branded residences are built around a consistent and recognisable design philosophy. This includes everything from spatial layouts and lighting to material palettes and furnishing styles.

Azurean Marbella exemplifies design integrity at scale: its amphitheatre-style architecture, contemporary lines, and high-spec interior design create a cohesive visual narrative throughout the entire resort community.

Boutique developments such as Karl Lagerfeld Villas and Lamborghini's sculptural homes reflect the same principle on a more intimate scale—distinctive, recognisable design that expresses each brand's worldview.

The next defining pillar is hospitality-level service. Branded residences operate with the service consistency of a luxury hotel, offering concierge, security, maintenance, wellness programmes, valet, food and beverage options, curated experiences, and often a full suite of à-la-carte services. Azurean Marbella delivers one of the strongest examples of this, with residential services, private dining, wellness and beauty facilities, fitness, kids and teens clubs, owner lounges, and year-round lifestyle programming. This service culture elevates daily living and removes friction from homeownership—an expectation that is now standard among global luxury buyers.

A further hallmark of the branded model is long-term management and governance. A branded residence is not merely delivered and left to individual owners; it remains under a structured operational framework that protects standards for the long term. This ensures that common areas, amenities, and building maintenance remain consistent with brand expectations, safeguarding both quality of life and asset value. For buyers, this represents security—knowing that their residence will be maintained to the same standards years after completion.



Amenity ecosystems form the experiential layer of branded residences. These amenities are not generic additions; they are purposefully designed to deliver the lifestyle promised by the brand. Sierra Blanca by the Sea demonstrates this through its combination of private beachfront living, landscaped gardens, spa facilities, paddle courts, multiple swimming pools, and curated residents' areas. Bentley's AÍDA residences offer private gyms, gardens, rooftop pools, and design-led communal spaces that reflect Bentley's commitment to craftsmanship and comfort. These amenity environments create a sense of place that extends far beyond the walls of each residence.

Finally, the branded residence model is grounded in value protection. Brands bring oversight, design consistency, structured management, and global recognition—all of which contribute to resilience in pricing, stronger liquidity, and enhanced rental performance. The rapid absorption of developments such as Fendi Residences and Dolce & Gabbana reflects the confidence buyers place in branded real estate. These projects show that when design, service, and management are backed by a trusted global name, the result is an asset that performs strongly across all market cycles.

Taken together, these elements form the architecture of the branded residence model: brand



identity, design integrity, hospitality service, operational governance, curated amenities, and long-term value. It is a model that transforms residential living into a lifestyle ecosystem—distinctive, reliable, and deeply experiential. It is also a model that aligns perfectly with the expectations of today's international luxury buyers, especially in a destination as globally recognised and lifestyle-rich as the Costa del Sol.

THE VALUE PROPOSITION FOR BUYERS

Branded residences offer buyers something that traditional luxury developments rarely achieve: absolute clarity. The value lies not only in architecture or amenities, but in the certainty of brand standards, the comfort of hospitality-level service, and the identity that comes from living within a globally recognised lifestyle concept. For many international buyers, the most compelling advantage is trust. A home aligned with a respected global brand carries a built-in guarantee of quality, design integrity, and long-term management. This is why developments such as Fendi and Dolce & Gabbana have absorbed demand so quickly—buyers recognise the brand, understand what it represents, and feel confident in the delivery.

The second driver is effortless living. Branded residences operate with service structures comparable to luxury hotels: concierge, maintenance, security, spa and wellness programmes, curated events, private dining, and a wide range of à-la-carte services. Azurean Marbella's hospitality-led model is a prime example, offering owners an elevated lifestyle where daily needs are anticipated rather than requested.

Buyers are also drawn to the identity and community that branded developments create. AÍDA, furnished by Bentley Home, demonstrates how design-led boutique projects attract a like-minded clientele who value craftsmanship, exclusivity, and brand culture. This shared identity enhances the residential experience and reinforces the sense of belonging.

Financial considerations strengthen the appeal even further. Branded properties generally achieve higher resale liquidity, stronger rental demand, and long-term value resilience rooted in the brand's reputation. The success of early launches—Fendi selling out, Dolce & Gabbana surpassing the 50% mark, and strong forward interest in Bentley's new residences—demonstrates how brand recognition amplifies both desirability and asset stability.

Branded residences also provide a future-proof lifestyle environment. Amenities are curated, design standards are protected, and the community is professionally managed. This gives buyers something rare in Mediterranean real estate: an investment and a living experience that remain consistent over time.

PRICE PREMIUMS, LIQUIDITY & LONG-TERM VALUE

Branded residences stand out not only for lifestyle appeal but for their consistent investment performance. Across global markets, these properties deliver higher price premiums, faster sales absorption, and stronger long-term value than non-branded luxury developments—trends clearly reflected in the Costa del Sol's recent launches.

A primary driver is the brand premium. Buyers pay more for a residence backed by a trusted global name because they know the standards will be upheld over time. This premium is not theoretical—the rapid sell-out of Fendi Residences, the accelerated momentum of Dolce & Gabbana, and the immediate surge of interest in Bentley's new Golden Mile project all validate the added financial resilience that brand identity brings.

Liquidity is another defining advantage. Branded residences attract a larger and more motivated international buyer pool, making resale pathways noticeably smoother. Developments such as AÍDA by Bentley Home and Sierra Blanca by the Sea demonstrate how scarcity combined with brand capital drives long-term desirability, ensuring owners benefit from sustained demand even in moderating market conditions.

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Rental performance follows the same pattern. Hospitality-led communities—Azurean Marbella being a benchmark example—offer professional management, amenities, and service levels that appeal to rental guests seeking a premium experience. This creates strong occupancy, stable yields, and reduced operational friction for owners.

A major stabilising factor is the operational framework behind branded developments. Professional management teams safeguard the property, maintain amenities, and enforce consistent community standards. This structure protects the long-term integrity of the project, reduces maintenance risk for owners, and enhances asset performance throughout the lifecycle of the development.

Limited supply enhances investment strength. Prime land along the Golden Mile, Sierra Blanca, and the beachfront zones of Estepona is finite. As branded residences increasingly dominate these areas, owners benefit from scarcity-driven value, particularly in boutique collections or frontline coastal settings.

THE BRANDED RESIDENCE LANDSCAPE OF THE COSTA DEL SOL

The Costa del Sol has rapidly become one of Europe's most active and diverse hubs for branded residential development. The region now hosts a portfolio of fashion-led, hospitality-driven, automotive-inspired, and boutique designer residences—each introducing a distinct identity while collectively elevating the standard of luxury living.

Fashion brands have led the strongest wave of absorption. Dolce & Gabbana Residences, now more than half sold, and Fendi Residences, which sold out shortly after launch, have demonstrated the extraordinary depth of demand for design-led, brand-curated living. These projects have reshaped buyer expectations, proving that international clients value architecture and interiors guided by globally recognised creative houses.

Automotive brands have introduced a new aesthetic language to the region. Lamborghini Villas deliver contemporary sculptural design aimed at a younger, globally mobile market, while Karl Lagerfeld's villas translate the late designer's signature monochrome style into a boutique collection of high-fashion homes. These developments reflect the region's shift toward architectural storytelling and branded lifestyle expression.

The hospitality segment is equally strong. Azurean Marbella, aligned with Hyatt's Destination brand, represents a fully serviced residential resort with dining concepts, wellness centres, infinity pools, kids and teen facilities, owner lounges, and a wide suite of curated services.



Its scale and service model position it as one of the most complete branded offerings in the Golden Triangle.

Boutique luxury occupies an increasingly important role as well. AÍDA, furnished by Bentley Home, offers eight limited-edition residences on the Golden Mile—each delivering handcrafted interiors, private wellness spaces, panoramic views, and direct proximity to Puente Romano and Marbella Club. Its intimate scale and brand identity place it among the most exclusive residential launches in the Mediterranean.

Alongside these iconic names, Sierra Blanca by the Sea has emerged as a flagship example of modern beachfront luxury. Combining villas and apartments within a private coastal enclave, the development offers landscaped gardens, spa and fitness facilities, paddle courts, multiple pools, and privileged access to high-end beach venues. Its direct frontline setting and contemporary design position it firmly within the top tier of branded-standard living.

What unites these developments is the region's ability to support diverse brand philosophies—fashion, hospitality, automotive, and design—while still maintaining a coherent luxury ecosystem. The Golden Mile, Sierra Blanca, La Quinta, Benahavis, and Estepona have become natural platforms for brands seeking architectural ambition, international demand, and long-term value

stability. The result is a residential landscape defined not by individual projects, but by the collective elevation of the entire Costa del Sol market.

For buyers, the future offers increasing choice among world-class branded concepts. For developers, it represents a unique opportunity to partner with global names and differentiate their projects in an increasingly sophisticated market. And for agencies deeply embedded in this segment—such as JUST Real Estate—the future is defined by access, insight, and the ability to guide clients through a portfolio of the most sought-after branded residences in Europe.

The Costa del Sol is not simply accommodating the rise of branded living—it is becoming one of the world's most compelling stages for it. The developments shaping the coastline today will define Mediterranean luxury for the next decade, and branded residences sit firmly at the centre of that transformation.

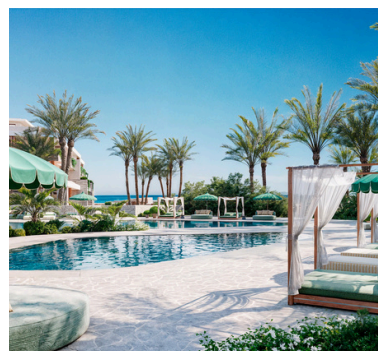


TOP 3 BRANDED RESIDENCES ON THE COSTA DEL SOL

Selecting the right branded residence requires more than comparing architecture, amenities or price. It demands a deep understanding of design quality, brand integrity, long-term value and how each development aligns with the lifestyle aspirations of today's international buyers. At JUST Real Estate, we analyse every branded launch across the Costa del Sol—its concept, its delivery team, its service model, and its long-term investment profile—to identify the projects that truly stand apart.

From that analysis, we have curated three flagship developments that represent the pinnacle of branded living on the Costa del Sol today. Each of these residences—Azurean Marbella by Hyatt, Sierra Blanca by the Sea, and the Dolce & Gabbana Residences—offers a distinct expression of luxury, identity and coastal lifestyle. Together, they reflect the diversity and sophistication of the region's branded residential market and provide exceptional opportunities for buyers seeking design excellence, service depth and long-term value in one of Europe's most desirable luxury destinations.

SIERRA BLANCA BY THE SEA



Sierra Blanca by the Sea stands as one of the most refined beachfront luxury communities on the Costa del Sol. Set on the New Golden Mile, the development combines contemporary architecture with exceptional natural surroundings, resort-level facilities, and expansive sea views. The private beachfront setting, curated gardens, spa and fitness spaces, paddle courts, swimming pools, and exclusive beach partnership benefits position Sierra Blanca by the Sea as a flagship example of modern Mediterranean living.

Overview

- Ultra-luxury mix of beachfront villas and premium residences
- Contemporary low-rise architecture with striking coastal design
- Private spa, gym, paddle courts, multiple swimming pools and landscaped gardens
- Direct access to the beachfront along the New Golden Mile
- Secure gated community with full privacy and premium amenity offering

Highlights

- One of the most desirable frontline developments on the Costa del Sol
- Offers both villa and apartment typologies for varied buyer profiles
- Strong appeal among international second-home buyers and lifestyle investors
- Exceptional long-term value due to direct beachfront positioning and scarcity of land
- A complete luxury enclave blending nature, design and coastal exclusivity

DESIGN HILLS BY DOLCE & GABBANA RESIDENCES



Dolce & Gabbana Residences bring Mediterranean couture into contemporary architecture, offering one of the most design-driven residential concepts in the region. Already over 50% sold, the development has achieved exceptional absorption due to its strong brand identity, curated spaces, and a lifestyle vision rooted in craftsmanship, colour, and high fashion. This project has become a symbol of Marbella's emergence as a global stage for branded living.

Overview

- Signature architecture and interiors inspired by D&G's Mediterranean design heritage
- Highly curated communal spaces, pools, gardens, and wellness environments
- Limited availability due to strong early-phase sales
- Exclusive lifestyle amenities reflecting the brand's creative personality
- Premium location within Marbella's most sought-after residential zones
- Designed for buyers seeking design purity, brand identity and cultural expression

Highlights

- One of the fastest-selling branded launches on the Costa del Sol
- Perfect for buyers who value creativity, individuality and bold design
- Strong long-term value due to brand prestige and limited supply
- A statement residence rooted in fashion, architecture and lifestyle experience
- Attracts design-forward UHNWIs and global collectors

AZUREAN MARBELLA – DESTINATION BY HYATT



Azurean Marbella represents one of the most complete branded residential resorts ever launched in the Golden Triangle. Operated under the Destination by Hyatt brand, the development blends Mediterranean architecture, elevated hospitality standards, and an extensive amenity ecosystem that rivals world-class international resorts. Set within a protected natural landscape above the coast, Azurean offers uninterrupted sea views, outdoor living, wellness, gastronomy, and curated owner privileges—making it one of the most compelling branded offerings in southern Europe.

Overview

- 133 branded residences across contemporary low-rise buildings
- Resort-scale amenities including spa, wellness centre, infinity pools
- Dining concepts, residents' lounge, events spaces and lifestyle club
- Hilltop amphitheatre position with exceptional panoramic sea views
- Full suite of concierge, maintenance, security, housekeeping and à-la-carte services

Highlights

- One of the most comprehensive branded residential resorts in Spain
- Ideal for buyers seeking a full lifestyle ecosystem rather than a standalone home
- Strong long-term rental potential due to Hyatt association
- Highly attractive for international families, relocators and wellness-driven buyers
- Combining privacy, luxury and hotel-level convenience

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Why sellers choose us—not just to list their home, but to sell it well

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🌍 Local Knowledge, Global Reach

JUST Real Estate is based in the heart of Marbella, but our reach is international.

We work with:

- Buyers and investors from the UK, Scandinavia, Belgium, the Middle East, and beyond
- A curated network of collaborating agents, vetted for professionalism and client quality
- International portals, advisors, and relocation networks

Our team speaks multiple languages, understands cultural nuances, and is trained to manage complex, cross-border transactions with ease.

TESTIMONIAL

“JUST has been a great support and advisor to us on our property purchase and sale in Marbella. They were very engaged and approachable, offered advice beyond just managing the purchase transaction, and helped with work that needed to be done after the purchase. A very friendly and straight forward company to deal with.”

Sir Noel Quinn,
Former Global CEO, HSBC

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