BRANDED RESIDENCES ON THE COSTA DEL SOL · 2026 EDITION

A Guide to Branded Residences

Fashion houses, hotel groups and motor marques have brought their names to this coast. What a branded residence actually is, what the premium buys, which addresses matter in 2026, and how to tell one apart from another.

WELCOME

A name on the door is a promise about the twenty years after completion.

Branded residences have become the defining force in contemporary luxury property, and nowhere in Europe is that clearer than here. Marbella, Estepona, Benahavís and Casares have moved from classic second-home destinations to one of the continent's most active stages for branded living. This guide sets out what you are buying, why the model has arrived with such force, and where the premium is earned rather than assumed.

The shift is driven by a generation of buyers who expect more than architecture. They want identity, curation, quality assurance and a lifestyle that matches the standards of the brands they already live with. As prime land grows scarcer and expectations rise, branded schemes have become the benchmark against which everything else on this coast is now measured.

JUST Real Estate was founded in Marbella in 2015. Our managing partner has worked this market for 25 years. We sell inside these schemes and we sell against them, which is the only useful vantage point. We are also building Branded Marbella, an independent comparison of every branded residence on the Costa del Sol, one page per development, each scored on the same fixed criteria for location and facilities whatever the name above the door. It is in build now and it is deliberately brand-blind.

Branded residences as the new benchmark

A branded residence is a home sold and run under the name of a hotel, fashion, design or automotive house, to standards that brand sets and an operator maintains. The model is thirty years old internationally. What is new is its scale, and how much of it is now happening here.

The first wave has already changed the market

DELIVERED, BUILDING AND ANNOUNCED, 2026

Fendi Casa put the coast's first fashion address on the Golden Mile and delivered its opening phase of a fifty-six residence scheme. Dolce&Gabbana followed on the same stretch with a collection of around ninety homes, licensed in September 2025 and now in construction. Armani has planning for thirty-three residences above Nagüeles. Karl Lagerfeld's five villas stand on the Golden Mile, and eight residences furnished by Bentley Home sit minutes from Puente Romano.

At the other scale, Automobili Lamborghini is building fifty-three sculptural villas in Benahavís, its first residential scheme in Europe. A hillside resort of 133 serviced residences carries a Hyatt name in the same municipality. St. Regis is bringing forty-six residences to Casares, and Waldorf Astoria signed for Marbella in December 2025 with 120 residences beside a 120-key hotel.

Thirteen names, three cohorts

COUNTED FROM THE LIST ON PAGE 11

FASHION AND COUTURE	MOTOR AND CRAFT	HOSPITALITY
6	2	5
Fendi Casa, Dolce&Gabbana, Armani, Karl Lagerfeld, Missoni and Elie Saab	Automobili Lamborghini in Benahavís, Bentley Home on the Golden Mile	St. Regis, Waldorf Astoria, Four Seasons, Hyatt and Angsana

Ten years ago this coast carried no branded residential stock worth the name. What has arrived since is not a handful of trophies but a genuine upper tier, and that tier now sets the specification the rest of the market is measured against. It is quietly the most important thing to have happened to new build here in a decade.

> One caution before the rest of this guide. Published industry research consistently finds branded stock trading at a premium over comparable unbranded stock, and finds that premium widest in resort markets. Those are averages across very different coasts and cities. They are evidence that a premium exists. They are not a valuation of the scheme in front of you, and every building on this coast has to justify its own price on its own merits.

A SERVICED TERRACE ON THE NEW GOLDEN MILE, ESTEPONA

Why branded residences are accelerating worldwide

The rise of branded residences here is not an isolated trend. It is the result of market dynamics reshaping luxury property everywhere. In a decade, affluent buyers have become more mobile, more design-aware and far more selective about how they live.

The first driver is the internationalisation of ownership. Buyers now keep homes in three or four countries and expect consistent quality, familiar service and a recognisable design language in each of them. Where a residence carries a trusted name, uncertainty is removed: you know what the brand stands for, what finish to expect and how the building will be run in ten years. That trust is now one of the strongest advantages in the market.

The second is the shift towards experiential living. Luxury is no longer measured in materials or square metres. It is measured in the quality of everyday life: wellness, privacy, curated space, technology, personal service and a community of like-minded residents. That is a service proposition, and service is precisely what a branded operator sells.

The third is supply. Prime land along the Golden Mile, Sierra Blanca and the New Golden Mile is close to exhausted, which amplifies the value of schemes with global branding, structured management and a coherent vision. As land tightens, the stock now in build will not be easily repeated.

A strategic landscape for global branded living

Hotel groups were first and remain the largest cohort. A residential wing lets an operator earn management fees on a building it does not own, deepen a destination it already trades in, and fill the shoulder months through a rental programme. For the owner it means hotel operations attached to a freehold home.

Fashion houses came next and behave differently. They rarely operate anything. They license a name, set the design language, approve the interiors and hold the right to walk away if standards slip. The result expresses a house style rather than a service culture, and attracts buyers who are collectors as much as residents.

Motor marques and design houses are the newest arrivals and the most architectural. Their schemes are small, villa-scale and sculptural, aimed at a younger, globally mobile buyer who reads the building as an object.

Behind all three sits one commercial logic. Buyers trust brands, brands trust this coast, and promoters increasingly rely on branding to separate themselves in a sophisticated market. Neither party carries the other's risk, which is exactly why these partnerships multiply once a market proves itself. The consequence for a buyer is that the word branded covers several very different bargains. A hotel-operated residence and a fashion-licensed villa are not the same product, do not cost the same to run, and will not behave the same way on resale.

The commercial logic is identical in every case. A brand owner earns a licence income and gains a showroom in a market its customers already visit. A promoter gains international distribution from the day of launch, reaches buyers in currencies its neighbours cannot, and defends a price the plot alone would never carry. Neither has to take on the other's business to do it, which is why these agreements multiply so quickly once a market has proved itself.

So the first question to ask of any scheme is which of the three it is. The second is what happens to the name if the agreement ends, because a licence has a term and a building does not. Both are answerable

DINING ON THE BEACHFRONT, MARBELLA

A natural home for global branded living

The Costa del Sol did not win this segment on climate. It won it on the same checklist a hotel group applies before it puts its name on a building, and it is currently the only Spanish market clearing every line of that checklist at once.

What a brand needs from a place

THE TEST ANY DESTINATION HAS TO PASS

Global brands do not extend into residential property wherever they happen to be popular. They need year-round occupancy rather than ten weeks of it, an airport with long-haul reach, a resident international community, private healthcare and schooling, and a service labour market deep enough to staff a hotel-grade building every day of the year.

This coast clears all of it. Marbella's combination of outdoor living, dining, elite sport, private medicine, international schools and luxury retail mirrors the resort capitals where brands usually expand. Demand is diverse rather than dependent on one country, arriving from northern Europe, the Gulf, the United States and increasingly Asia, which is what allows a scheme to absorb quickly. The design ecosystem has matured to match, with architecture and interiors now specified to a standard a global house will put its name to.

Andalucía's tax treatment does the rest. Regional wealth tax is relieved and most family inheritance tax is relieved almost entirely, which weighs heavily with buyers choosing between here and the alternatives across the Mediterranean.

The three settings brands are choosing

LOCATION PATTERNS ON THE COSTA DEL SOL

THE GOLDEN MILE

The four kilometres between Marbella and Puerto Banús. Walkable, internationally recognised and effectively out of land, which is why the schemes here are small and priced accordingly.

THE HILLS BEHIND

Sierra Blanca, La Quinta and Benahavís. Space for villa collections and resort-scale amenity, with the views that photograph well and the privacy that sells quietly.

THE WESTERN COAST

The New Golden Mile through Estepona to Casares. Frontline sites, resort estates with golf already in place, and room for the full hospitality model.

Defining the branded residence model

A branded residence is more than a luxury home with a well-known name attached. It is a structured typology where design identity, service, brand standards and long-term management come together, and it rests on five things.

Brand alignment. Every house carries a defined lifestyle identity and the best schemes translate it into architecture, interiors, amenity and service rather than into a logo on a gate.

Design integrity. A consistent, recognisable philosophy runs from spatial layout and lighting to material palette and furnishing. It is why one scheme reads as a whole and another as a collection of compromises.

Hospitality-level service. Concierge, security, maintenance, housekeeping, wellness, dining and curated experiences, delivered with the consistency of a good hotel. This is the part that removes friction from ownership, and the part that costs money every month.

Governance. The building is not handed to the owners and forgotten. It stays inside a framework that holds common parts and maintenance to specification long after completion, which is where most Spanish new build quietly drifts.

Value protection. Oversight, design consistency and global recognition together support pricing, liquidity and rental performance across a cycle.

THE SPA ENTRANCE IN A SERVICED MARBELLA RESIDENCE

WHAT THE PREMIUM IS ACTUALLY FOR

The value proposition for buyers

Branded residences offer what conventional developments rarely manage: clarity. The value sits not only in the architecture or the amenity but in the certainty of a standard, the comfort of hospitality-level service, and an identity a buyer recognises anywhere in the world.

Certainty. The gap between the best and the worst new build on this coast is enormous and it is not visible in a show flat. A brand collapses that risk. The specification is audited, the finishes are approved and somebody with a reputation at stake signed the building off before you saw it.

Effortless living. Branded schemes run with structures comparable to a luxury hotel, so daily needs are anticipated rather than requested. For an owner here six weeks a year the practical value is that the house works without them: arrival prepared, departure dealt with, contractors supervised, and the maintenance that quietly destroys a coastal property handled by people who are there every day.

Identity and community. A design-led collection attracts a like-minded clientele who value craftsmanship and brand culture. That shared identity is a large part of what the smaller schemes are actually selling.

Income, where it is offered. Schemes with a rental programme and the licences to run it turn a second home into a working asset without you managing a booking. Tourist licences are increasingly difficult to obtain here, so a scheme delivered with them attached carries something its neighbours cannot easily replicate.

A shallower commitment. A serviced apartment can be left for four months and be exactly as you left it. A private villa cannot. For buyers whose working lives are elsewhere, that difference is the whole proposition.

A wider pool at resale. A recognised name travels. The next buyer may come from a market that has never heard of your urbanisation but knows precisely what the brand means.

None of this is automatic. A weak operator, an unbalanced charge or a name licensed without substance delivers none of it, at a price that assumes all of it.

THE BEACH AT SAN PEDRO DE ALCÁNTARA

Price premiums, liquidity and long-term value

Branded homes cost more to buy and more to hold. Whether they are worth more is a question about the individual building, and it is answerable with evidence rather than with a global average.

What the evidence supports

AND WHAT IT CANNOT TELL YOU

Published industry research consistently finds that branded homes trade at a premium over comparable unbranded stock, and that the premium is wider in resort markets than in cities. Those are averages drawn from very different places, and the honest reading is narrow: brands command a premium, and it is larger where lifestyle rather than work drives the purchase.

What no average can tell you is whether a particular scheme here is worth its own asking price. A premium is only earned if the standard, the service and the management arrive with it and survive the first decade. We have seen schemes on this coast where they plainly do, and others where the name is the only thing separating the price from the building next door.

Set against the premium is the holding cost. A branded charge is materially higher than a conventional community fee because it buys labour rather than only upkeep, and staffed amenity does not scale down while you are away. Ask for the operating budget line by line and ask what sits outside it.

Three arguments for resilience

AND THE HONEST LIMIT OF EACH

LIQUIDITY

A recognised name reaches buyers who never search by urbanisation, which widens the resale pool and smooths the exit. It does not make a badly bought unit liquid.

MANAGEMENT

Professional operation protects the fabric and the amenity, which protects value over a decade. It also locks in a cost you cannot vote down.

SCARCITY

Prime sites are close to exhausted, so the branded stock now in build will not be easily repeated. Scarcity supports price; it does not guarantee it.

> Two cautions. An entry premium is only recovered if the next buyer pays it too, so buy the building rather than the logo. And a branded resale competes with the unsold units in its own scheme, where the sales office has furniture packs and payment plans you do not. Charges and rental splits are scheme-specific, so ask us for the real numbers on any building.

THE GOLF VALLEY, NUEVA ANDALUCÍA

The branded residence landscape of the Costa del Sol

This coast has become one of Europe's most active and diverse hubs for branded residential development, holding fashion-led, hospitality, automotive and boutique designer schemes at once, each with a distinct identity.

Fashion brands led the strongest wave. Their schemes are small, expensive and concentrated on and just above the Golden Mile, and their early absorption is what persuaded everyone else that this market would carry the model. They reshaped buyer expectations by proving that international clients value interiors guided by a recognised creative house.

Automotive and design brought a new language. Sculptural villas aimed at a younger, globally mobile market, and monochrome high-fashion homes in the hills. These are exercises in architectural storytelling as much as in accommodation.

Hospitality is the larger commitment. Resort-scale communities with dining, wellness, owner lounges, children's facilities and, in several cases, a managed rental programme. They sit on longer timelines and different sites: the hills behind Benahavís and the golf estates west towards Casares.

What unites them is a coast able to carry very different brand philosophies inside one coherent luxury ecosystem, a landscape defined not by individual projects but by the lift of the whole market.

DELIVERED, IN BUILD, ANNOUNCED

The names on this coast

Every scheme below carries a brand rather than a promoter's name, which is how we list them and how we recommend you compare them. Status is given only where we can stand behind it.

BRAND	WHERE	WHAT IS THERE
Fendi Casa	Golden Mile, Marbella	Fifty-six residences. The coast's first fashion address; opening phase delivered, second phase licensed and building.
Dolce&Gabbana	Golden Mile, Marbella	Around ninety homes across five buildings. Building licence granted September 2025, completion expected 2028.
Armani	Nagüeles, Marbella	Thirty-three residences with planning approved, construction due to start in 2026.
Karl Lagerfeld	Golden Mile, Marbella	Five villas in the designer's monochrome register, structures built.
Bentley Home	Golden Mile, Marbella	Eight residences furnished to the marque's craft standards, minutes from Puente Romano.
Elie Saab	Cascada de Camoján, Marbella	A small villa collection at the top of the Golden Mile, in the couturier's design language.
Automobili Lamborghini	Benahavís	Fifty-three sculptural villas, the marque's first residential scheme in Europe, completion targeted for 2027.
Destination by Hyatt	Benahavís	133 serviced residences in a hillside resort with wellness, dining and a managed rental programme.
The St. Regis	Finca Cortesín, Casares	Forty-six residences, the first standalone St. Regis address in Spain.
Missoni	Finca Cortesín, Casares	Apartments and penthouses with cascading gardens, interiors by the house, phased to 2027.
Waldorf Astoria	Marbella	120 branded residences beside a 120-key hotel, signed in December 2025 and opening 2029.
Four Seasons	Marbella East	A resort with residences and villas at Río Real. Environmental authorisation granted February 2026, building permits pending.

> Angsana, of the Banyan Tree group, was announced for Real de La Quinta in Benahavís and nothing since confirms a start, so it stays in the announced column. Other names have been trailed without an operator or a licence. Ask us for the position on any scheme, including the quiet ones.

THE QUESTIONS THAT SEPARATE THEM

How to judge one, and Branded Marbella

Four parties sit behind every branded scheme and they are rarely the same company. The brand licenses its name and sets the standard. The operator runs the building day to day. The promoter builds it and moves on. You own your residence freehold, and you are bound by the operating agreement the scheme was sold with. Six questions separate one from another.

Which brand operates, and which only lends its name? A hotel group running the building sells you a service. A fashion house licensing a name sells you a design and a standard. Both are legitimate. They should not carry the same premium.

How long is the agreement, and what happens when it ends? Ask for the term, the renewal mechanics, the termination triggers and what the building is called the day after.

What is the charge, in euros, for this residence? Not per square metre in the abstract and not a projection. Ask for the operating budget and what the equivalent building charged last year.

Does the rental programme exist, and does it hold licences? A programme without tourist licences attached to the units is a marketing line. Ask how income is split and what the owner-use cap is.

What is the unbranded alternative in the same street? This is the question that decides the purchase. We price the branded unit against the best comparable home within a few hundred metres, and if the premium is not buying anything you will use, we say so.

Who is left when the promoter has gone? Look at the reserve fund, the handover terms and the operator's other buildings at year five and year ten. A branded scheme is judged on how it looks in 2036, not on how it opens.

Because those answers are hard to compare across a dozen sales suites, we are building Branded Marbella, an independent page for every branded residence on this coast, each with the same headings in the same order and location and facilities scored against fixed criteria, so a hillside resort and an eight-residence collection can be read side by side. We will send it to you when it goes live.

We answer all six questions for any scheme here, released or unreleased, before you reserve rather than after. Where the answers are good we say so and get you onto the allocation list early.

POOLSIDE AT A SERVICED RESIDENCE ABOVE THE COAST

The three that stand apart

Choosing between them takes more than comparing amenity lists and prices. These three are our reading of the field in 2026: one resort, one beachfront enclave, one fashion house, each a different expression of the same idea.

Azurean Marbella, Destination by Hyatt

BENAHAVÍS · RESORT SCALE

The most complete branded resort launched in the Golden Triangle: 133 residences in low-rise buildings on an amphitheatre site above the coast, with spa and wellness centre, infinity pools, dining concepts, residents' lounge, children's and teens' facilities and a full suite of concierge, maintenance, security and housekeeping services. It suits the buyer who wants a lifestyle ecosystem rather than a standalone home, and it carries the clearest rental proposition on this list.

Sierra Blanca by the Sea

NEW GOLDEN MILE, ESTEPONA · BEACHFRONT

Six frontline villas and forty-two apartments and penthouses inside a private beachfront enclave, with landscaped gardens, spa and fitness, paddle courts, several pools and privileged access to the beach venues along this stretch. It carries no third-party name, and we include it deliberately: it is built and run to branded standard, and it is the fairest test of whether a licensed name is worth its premium. Planning was approved in 2025.

Design Hills by Dolce&Gabbana

GOLDEN MILE, MARBELLA · FASHION-LED

Mediterranean couture carried into architecture and interiors across five buildings of around ninety homes, from 280 to 900 square metres, with curated communal space, pools, gardens and wellness. Its building licence came in September 2025 and completion is expected in 2028. It is the scheme for the buyer who values design purity and brand identity above amenity count, and it has drawn the design-led international buyer in depth.

UNIT COUNTS AS PUBLISHED BY EACH SCHEME OR REPORTED IN THE PRESS, CHECKED AT 2026-08-16. AVAILABILITY CHANGES WEEKLY; ASK US FOR THE LIVE POSITION.

12 · WORKING WITH US

Why JUST

Branded schemes are sold on a story. Our job is to test it: who operates the building, what the charge covers, what the rental programme really pays, and whether the price stands up against the best unbranded home in the same street. We are also building Branded Marbella, an independent page for every branded residence on this coast, scored on the same criteria whatever the name above the door.

ACCESS

Every branded launch on this coast, released and unreleased, with the allocation lists we can actually reach.

COMPARE

The branded price set beside the best unbranded alternative in the same street, so the premium is a decision rather than an assumption.

ADVISE

Straight talk on the operating agreement, the charge, the rental split and the resale, before you reserve.

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