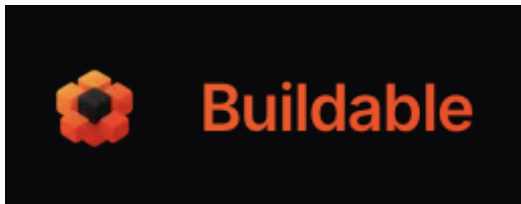




GLOBAL BRANDED RESIDENCE AWARDS 2026

Judges Report

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WELCOME

The Global Branded Residence Awards 2026 brought together some of the most ambitious, innovative and design-led projects, businesses and individuals operating across the global branded residence sector.

This year's entries reflected a market evolving rapidly, with judges noting particularly strong progress in design quality, brand integration, technology, sustainability, resident experience and commercial strategy.

Across all categories, the strongest submissions combined clear strategic thinking with high-quality execution, measurable impact and a compelling long-term vision.

The judging process highlighted a sector becoming increasingly sophisticated, balancing strong brand identity and commercial performance with exceptional design, service and residential experience.



Eloise Hanson

Editor - Hospitality, International Hospitality Media

Eloise is the editor of Boutique Hotel News and Serviced Apartment News - two leading B2B media platforms covering the global hotel and extended stay industries.

She regularly connects with industry leaders through interviews, panels and live events, sharing practical strategies and fresh viewpoints.

EVENT INFORMATION

Global Branded Residence Awards 2026

Friday, October 2nd, 2026

Virtual Event

Presented by Boutique Hotel News and
International Hospitality Media



JUDGES

Many thanks to our independent judging panel who have made the awards possible by sparing us their time and expertise.



Eloise Hanson
Head Judge of the Awards
Boutique Hotel News

Eloise is an emerging voice in hospitality and travel trend commentary. She is the editor of Boutique Hotel News, the leading online B2B media platform covering boutique, lifestyle, luxury hotels and branded residences worldwide.

As a trained multimedia journalist and experienced conference, awards, webinar and podcast host, she regularly connects with industry leaders through interviews, panels and live events, sharing practical strategies and fresh viewpoints.



Bill Barnett
Founder & Managing Director,
C9 Hotelworks

Bill Barnett is Founder and Managing Director of Asia-based C9 Hotelworks and a globally recognised hospitality, tourism and real estate advisor. With over 39 years' experience in the Asia Pacific region, he has an extensive background in hotel operations, development, and asset management.

As an entrepreneur, Bill has developed successful residential projects in Thailand and is actively involved in multiple technology start-ups in PropTech. He is the author of four books: *Slave to the Bean*, *Collective Swag*, *It Might Get Weird* and *Last Call*. Founding Advisor of the Phuket Hotels Association.



Christophe Piffaretti
Former CDO, Kempinski Hotels

Christophe has over 30 years of experience in luxury hospitality development and branded residences. A former Chief Development Officer of Kempinski Hotels, he led global hotel and branded residence development and shaped the group's branded residence strategy across Europe, the Middle East, Asia and the Americas. He also managed a €4 billion real estate portfolio at Credit Suisse.

Today, he leads StrategHOS – Strategic Hospitality Solutions, an independent advisory firm. Christophe supports hotel operators, developers and investors in high-stakes decisions, including brand and operator searches, HMA negotiations, expansion strategy, branded residence structuring and portfolio transactions.



Chris Graham FCIM
Founder & Managing
Director, Graham Associates

Former Group Marketing Director at Hamptons International, Chris founded Graham Associates in 2008 as a marketing consultancy specialising in international luxury residential real estate. For over two decades he has worked with landmark developments around the world, creating distinctive strategies to ensure standout and drive sales in a crowded marketplace.

A regular commentator and speaker on residential real estate, he is author of the industry's #1 reports *Branded Residences: An Overview*, now in its 6th edition, and *Branded Residences: A Compendium*, a comprehensive listing of over 230 brands active in the sector. A Fellow of the Chartered Institute of Marketing



Stefano Saporetti
Director of Brand Diversification,
Aston Martin

Stefano Saporetti is an experienced luxury brand strategist serving as Director of Brand Diversification at Aston Martin Lagonda. In this role, he leads the company's efforts to expand the storied British automotive brand beyond high-performance cars into new lifestyle and experiential categories — including branded residences, hospitality projects, watches and collaborations with other luxury brands.

JUDGES



Helena Amaral Neto
Founder, LUXULTING

Helena Amaral Neto, founder and mentor of LUXULTING, combines business and finance experience with luxury branding expertise. After a successful career in investment banking at Chase Manhattan in London, and an entrepreneurial period as founder of an eco-design brand, Helena has been focused on the luxury market.

With over 20 years' experience as a university lecturer, Helena teaches highly regarded luxury management courses, as well as providing training to branded project teams.



Eleonora Srugo
Licensed Associate Real Estate
Broker, Douglas Elliman Real Estate

With experience overseeing development marketing projects such as Gramercy Square, The Belnord, 100 Franklin Street in TriBeCa, and The Beekman Hotel & Residences, Eleonora is a veteran in the field skilled in all aspects of real estate. She serves as Vice President on the board of the Stuyvesant High School Alumni Association. In 2022, Netflix reached out to Eleonora to develop and produce *Selling the City*, which premiered in 2025 — an unscripted series that follows her coaching newer agents through the cut-throat world of NYC real estate.



David Johnson
Founder and CEO,
Delivering Asia

David Johnson came to Asia as a journalist 35 years ago before founding Delivering Asia in 2006. Over 20 years, Delivering Asia has grown to be recognised as the regional leader in PR and Digital Communications specialising in the travel and tourism industry — across hospitality, airlines, cruises, destinations and branded residences.

Headquartered in Bangkok, with offices across the region, Delivering Asia is a trusted partner of many of the world's leading luxury travel and tourism brands.



Jenny Naylor
Founder, GRAF London

Jenny Naylor is the Founder of GRAF London, a specialist consultancy focused on the strategic positioning and branding of global real estate assets, with particular expertise in the branded residences sector. Jenny advises some of the world's most prestigious developers, brands and investors on how to create destinations that resonate with a modern, global audience. She is a specialist in placemaking and the "Experience Economy," working at the intersection of architecture and brand identity to ensure that large-scale urban developments and branded residential schemes provide a unique sense of place that drives long-term economic and social value.



Antonia J.A. Hock
Founder and President,
The AHA Group

Antonia J.A. Hock is Founder of The AHA Group and an authority on experience architecture for ultra-high-net-worth clients. Her firm works across branded residences, luxury hospitality, private aviation, yachting, private clubs and wealth management.



Tea Ros
Founder & Managing Director,
Strategic Hotel Consulting

Tea is a global hospitality investment advisor and Founder of Strategic Hotel Consulting. With 20+ years of international experience, she has advised on over USD 4 billion of hospitality, mixed-use and branded residence developments across Europe, the Middle East, Asia and the Americas. Her background includes roles with Four Seasons, Rosewood, Starwood, JLL and TRI. Tea holds various Board and Advisory Board positions, including Chair Emeritus of the International Society of Hospitality Consultants (ISHC).

BEST INTERIOR DESIGN

Shortlisted

- Karl Lagerfeld Residences Lisboa

A well-written design submission, where materials are named (silver travertine, nero marquina, micro cement, etc), and the suspended glass bottom pool is genuinely original. It's a highly distinctive branded residence project that translates Karl Lagerfeld's design philosophy into architecture and interiors without relying on obvious branding. The integration of fashion, art, technology and wellness is particularly compelling.

- Nujuma, A Ritz-Carlton Reserve Residences

This is a tightly scaled proposition - 19 beachfront residences - where interiors successfully combine Ritz-Carlton's luxury with the extraordinary Red Sea setting and Saudi heritage. Foster + Partners' complex shell-inspired architecture, use of local craftsmanship, and strong sustainability credentials make this one of the most holistic entries in the category.

- The OWO Residences

Every criterion is answered with specific examples and detail - from artisanal wall process through to the ESG case (consolidating deliveries to cut carbon, surplus materials returned to suppliers etc). The budget philosophy is also explained, with delivery achieved without overrun.

- The Residences at InterContinental Phuket Resort

A good resort-residential proposition: the product succeeds in being connected to the hotel while retaining its residential identity. This was the only entry within the category to give real budget figures. ESG is equally substantive: high performance glazing, Peranakan-inspired ventilation openings, low VOC finishes, VRV air conditioning, and food waste disposers.

- The Residences at The St. Regis Jakarta

The residences are elegant and have generous proportions with subtle Indonesian influences. This entry is strong on operations, linking FF&E specification to housekeeping, engineering and maintenance cost to show how storage and service areas are planned around butler delivery.

- The Ritz-Carlton Residences, Portland

A polished branded residence project successfully combining Ritz-Carlton refinement with the natural materials, colours and landscape of the Pacific Northwest. A strong ESG submission: entry included LEED Gold with certificate, rainwater collection for landscape irrigation, a properly argued high-density and transit case, and genuine community engagement beyond the building through school supply drives and neighbourhood clean-ups.



Winner

- **The Ritz-Carlton Residences, Chicago**

This is a strong submission. Classic-style branded residence project combining Ritz-Carlton's luxury with a sophisticated interpretation of Chicago's architectural heritage. The Art Moderne-inspired interiors are noted, and social responsibility extends beyond the residences.

BEST ARCHITECTURE/EXTERIOR DESIGN

Shortlisted

- Aroeira Collections by Missoni

This is a beautiful development. Generous terraces, private gardens, courtyards, floor-to-ceiling glazing and large balconies across all typologies. Submission includes a well-quantified sustainability programme with endemic planting, permeable pathways, and carefully restored green areas that reinforce the site's natural character.

- Karl Lagerfeld Villas

This project delivers imposing architecture at single-villa scale. It is captivating, and the details of the work - from the materials to the spatial design, and the commitment to sustainable practices - are all exceptional. I see Karl throughout, and that is critical for a residence that holds his name.

- Six Senses Residences Comporta by Michaelis Boyd

This development epitomises respect for the land and the integration of luxury into the natural world. The strongest ESG file, paired with a genuinely restrained and integrated design philosophy. Overall, it is an excellent example of stewardship and luxury coming together.

- The Residences at InterContinental Phuket Resort

This is a beautiful and well-executed opulent project, integrating Thai principles into the design as well as the amenity choices. A great example of a hospitality-led living development within a tropic destination.

- The Ritz-Carlton Residences, Bangkok

This is an iconic tower with genuinely measured ESG data. It's a beautiful project which reflects most of the standards that are expected in this luxury UHNW category.

- The Ritz-Carlton Residences, Bodrum

This is truly a beautiful project, located at the tip of peninsula. On-site archeological finds date back to over 13 centuries ago, which are now featured in an open-air exhibition.

- Viceroy Residences at Ombria Algarve

This is a beautiful development, exemplifying traditional village-style architecture integrated within local nature. The ESG features are truly exceptional, with real ecological-restoration numbers (eg. 700 oak trees, 1,800 metres of river habitat).

Winner

- **The Residences at The St. Regis Chicago**

This is an exceptional project that exceeds expectations in many of these categories. The design team and the engineers truly pushed on innovation and design to produce something that is above the standard for the UHNW category. There's very little missing from this entry!

BEST SALES AND MARKETING CAMPAIGN

Shortlisted

- You Agency – Ritz-Carlton Residences Sarasota Bay

A very strong and polished campaign built around a clear focus on a target buyer. Commercial results are impressive and visuals are compelling. The campaign effectively allowed potential buyers to envisage the lifestyle that the properties could facilitate all through the off-plan stage.

Winner

- **Proud Real Estate – The Residences at InterContinental Phuket Resort**

A high-quality and comprehensive campaign with a multi-channel approach. The international HNW target audience has been effectively engaged, with recorded leads, visits and sales reflecting the campaign's efficacy. The results are compelling and there is a clear sense of grounding in the marketing.

INNOVATIVE USE OF TECHNOLOGY

Shortlisted

- AvantStay

An impressive looking tech offer that connects distribution, revenue management, operations, and guest service. Entry backed up by strong performance metrics too.



- Owner Relations Technology

A very useful tool that addresses and automates one of the pinch points of owner-operator relations, ensuring accessibility and transparency across reporting and accounting. It's a scalable platform that's easy to use for both sides of the equation.

- PipeBurst Pro: Intelligent Leak Detection

A very strong tech entry that stands out for its scale and practical application. A highly-targeted and user-friendly initiative which addresses one of the crucial elements of property management, potentially saving owners' money by reducing voids and preventing water damage.

- Treema

A logical evolution of the OS with an AI focus that cuts down timescales and reduces operational errors. It is a strong, innovative concept that identifies a strong structural gap while also providing a solution.

Winner

- **DigiValet PropOS for Branded Residences**

Impressive entry that combines sector innovation with user experience. There is credible integration and it shows financial impact. To have a system designed from the ground-up for branded residences, with a separate interface for owners and operators, is a real boon for the industry.

STRATEGIC PARTNER OF THE YEAR

Shortlisted

- Property Platform

This entry demonstrates technical expertise and an understanding of the sales challenges present. It's an excellent example of how a partner can use technology to impact a key global sales concern.

- Wisefields

This is impressive work all the way around, especially the volume of branded residential projects and the outcomes achieved for the operators, developers, and the investors. The expertise demonstrated is exceptional.

Winner

- **Global Branded Residences**

Clearly this firm has done an exceptional job of creating real impact in the branded residential space. Their mix of offerings allows them to advise their clients throughout the lifecycle, and the impact as well as testimonials speak for themselves.



BEST URBAN BRANDED RESIDENCE

Shortlisted

- JW Marriott Residences, Grand Marina Saigon

This is an impressive development that ticks many boxes, not only in the masterplan concept and design elements, but especially the residential experience, achieving very high levels of satisfaction - which is the bedrock of branded living - and all supported by Marriott's ONVIA platform. Innovation includes advanced smart-home technology, and a focus on sustainability evidenced by the Green Seal® Silver Certification.

- The Ritz-Carlton Residences, Bangkok

This project clearly keeps residents happy, demonstrating high levels of satisfaction - notably with the quality of the service. The amenities are impressive and underpin a strong lifestyle ecosystem. The combination of bespoke interiors, panoramic views, and exceptional structural resilience gives the property both a strong design identity and a reassuring sense of long-term quality.

- The Ritz-Carlton Residences, Hanoi

This project translates Hanoi's architectural heritage into a contemporary luxury residential experience. The balance of Haussmann-inspired design, local cultural influence, and Ritz-Carlton craftsmanship gives the development a strong sense of place. There is a wide range of amenities for residents of all ages to enjoy, supported by high service levels.

- The Ritz-Carlton Residences, San Francisco

The redevelopment of this city landmark (SF's first skyscraper) is impressive with beautifully designed, well-appointed and spacious interiors. The balance of architectural preservation, modern innovation, and Ritz-Carlton service makes it feel both culturally meaningful and highly forward-thinking. The residential experience is clearly exceptional, with excellent residents' feedback.

- The St. Regis Residences, Boston

This is an urban landmark that ticks a lot of boxes. Great waterfront location, striking design, expansive residences with amazing views, and a strong focus on programming to keep residents connected and entertained. This is the right kind of luxury for young professionals in Boston. I especially like the promotion of the chief Butler 'Carlos' that gives a face to the staff connection/ team.



- 760 Madison – The Armani Residence

This is a 'boutique' development in such a prime location with only 10 units, allowing for a level of privacy, recognition, and service that feels closer to a private home than a traditional condominium. Regarding innovation, smart home systems and sustainability (with LEED Silver certification) are embedded in the design, which is impressive.

- W Residences São Paulo

Clearly the residents are delighted with the service and lifestyle that this striking development offers them - and this is the ultimate litmus test. The distinctive architecture is a striking addition to the city's skyline. What especially impressed me is the programming - innovative and varied, it is designed to foster a true community. The development extends beyond the residences themselves to create a true urban destination, seamlessly connecting hospitality, culture, work, wellness, and public space.

Winner

- **The OWO Residences by Raffles**

This is an excellent redevelopment of a historic London landmark by the Hinduja family. Very high quality workmanship and excellent residential amenities. The developers have tried to create a destination with a strong F&B offering to attract visitors. It is timeless and well-defined.

BEST RESORT BRANDED RESIDENCE

Shortlisted

- Nekajui, A Ritz-Carlton Reserve Residence

A spectacular coastal setting for this boutique residential project, offering an ultra luxury destination with very special features. It is an excellent development with a strong sense of place and innovation. Its nature-driven design and locally inspired architecture creates an integrated environment with a very special aesthetic.

- Nujuma, A Ritz-Carlton Reserve Residences

This project demonstrates a good level of innovation, style, and scale. It delivers world-class hospitality services in a low-density residential environment that ensures an exclusive and private experience - designed to be immersed within the island's incredible natural landscape.



- The Residences at The St. Regis Cap Cana

With a distinct Caribbean design, this project includes beachfront residences, golf-view homes, penthouses, and Astor residences. It offers wide ranging amenities and experiences, designed for dining, entertaining, and socialising among owners.

- The Ritz-Carlton Residences, Dove Mountain

Set in a unique desert landscape, owners can personalise their custom single-family homes within the overall architectural design. It is a good quality and successful project, with hospitality services and amenities that enhance the community connection with extensive owner events.

- The St. Regis Residences, Rye

This is a solid project with strong facilities. This coastal residential retreat offers an exceptional range of leisure and cultural experiences, centred on wellness, enrichment, and connection between the owner community. Architecture and interiors blend local character and create an elegant residential environment.

- Viceroy Residences at Ombria Algarve

This is a well-crafted project and lifestyle offering. Design features include bioclimatic architecture and local materials. The full range of high-end hospitality services and amenities are offered to owners of the 65 one- and two-bedroom apartments.

Winner

- **W Residences Dubai – The Palm**

A very successful project - one of the best-in-class branded residences around. It offers exceptional low-density beachfront living, combining private resident amenities and services with hotel integration. Community is curated around the CLUB with a dedicated wellness consultant for owners.

BEST LUXURY BRAND AFFILIATION RESIDENCE

Shortlisted

- Bulgari Residences Dubai

The project stands out for the excellent resident experience scores and reviews, as well as the location and facilities.



Winner

- **760 Madison – The Armani Residence**

Giorgio Armani's sophisticated design language is very visible across every detail, spanning architecture and interiors, perfectly integrated with the historic Madison Avenue location.

THE AMERICAS: BEST BRANDED RESIDENCE

Shortlisted

- The Code Hotel, with AvantStay

This entry has strong potential. There's a lot this project has to offer, and I'm curious to learn more about what owners think. Nice design, well executed, and good integration with the hotel.

- The Residences at The St. Regis Cap Cana

This project is impressive, and ticks the boxes for experience. Multiple typologies are referenced, and local design aspects such as Muñecas Limé (Dominican faceless dolls) are reflected in the interiors. Unmistakably St. Regis.

- 760 Madison – The Armani Residence

Location, location, location. Small and exclusive; it is a high-value property and well executed. Would highly recommend this entry applies again for next year when more supporting evidence has been gathered from residents.

Winner

- **Mandarin Oriental Residences, Fifth Avenue**

A solid development with soft tones, warmth, elegance. The brand's deep understanding of how to deliver residential living is marking Mandarin Oriental as one of the world's leading brands for residential living.

EUROPE: BEST BRANDED RESIDENCE

Shortlisted

- Fairmont Residences La Hacienda

A very strong entry all round. Good use of market reports to justify the brand's debut project in Europe (and geographic selection). I also enjoyed the level of detail in the design and architecture criteria



- The Ritz-Carlton Residences, Limassol

This entry scored highly on resident experience. It would be useful to know why Cyprus, and Limassol in particular, aligned with The Ritz-Carlton brand. It would also be useful to learn more about specific design and/or architectural features to be able to visualise the project.

- Viceroy Residences at Ombria Algarve

The location of this property is great, though it's the innovation criterion that this entrant has scored most highly on. Very strong sustainability initiatives - a bonus from its positioning within Ombria and, by default, use of the resort's geothermal system.

- Wyndham Portocolom by IDILIQ Developments

I was genuinely pleased to see an upscale development in these awards. It isn't all about luxury! The interiors, created by award-winning designers, appear well suited to the target demographic. A good range of amenities to satisfy a broad/family audience.

Winner

- **The OWO Residences by Raffles**

The private residential amenities are truly excellent, and the 85 residences are each individually designed. Owners also benefit from access to the Raffles hotel and its nine restaurants, three bars, Guerlain spa and pool. I would like to see more activities in the programming.

MIDDLE EAST & AFRICA: BEST BRANDED RESIDENCE

Shortlisted

- The Ritz-Carlton Residences, Amman

This entry has great potential, generally scoring high across all criteria. The application is very well supported by presentations and documents evidencing the claims. Rich heritage/design narrative referring to the region. A rare double ISRC-certified concierge team.

- W Residences Dubai – The Palm

One of the strongest entries submitted in these awards, bravo! Brilliant attention to detail, clearly hitting the criteria with concise descriptions, backed up by performance rankings and third-party certifications. A varied and well-documented residents activation program with strong wellness focus.



Winner

- **Bulgari Residences Dubai**

An exceptional submission with data and evidence backing up claims rather than hollow platitudes and brand speak. The Bulgari Residences enjoy a great location within Dubai. It is an interesting living complex including residences, mansions, resort feel and yacht club. Resident satisfaction scores help the project stand out in terms of living experience.

ASIA-PACIFIC: BEST BRANDED RESIDENCE

Shortlisted

- Anantara Ubud Bali Residences

Another 'boutique' project representing 15 villas, located in the hillside village of Payangan and completely immersed in nature. It offers a highly exclusive experience that ensures buyers and residents are enveloped in a true sense of place.

- JW Marriott Residences, Grand Marina Saigon

Solid project, good developer. Newly completed. One of the few entries to provide resident satisfaction scores, thank you. It's also rare to see a written entry focus on the history of the location, which helps with unique market positioning. I would love to see more details and specifics about the Vietnamese-inspired design features.

- Sapphire Residences

I enjoyed learning about the extra effort taken to cater to, and support young adults and children. It's also one of few submissions that explain that owners can personalise interiors.

- The Ritz-Carlton Residences, Bangkok

An impressive and hugely iconic building marking the Bangkok skyline. The submission relies on the brand significantly; it would be great to see substantial examples that set it apart to match the impressive design of the project.

Winner

- **The Langham Residences, Jakarta**

The most expensive branded residences in Jakarta. It is an extremely elegant and gracious building, co-located with a hotel. The project is also very successful, having sold out at a premium price.



WORLD'S BEST BRANDED RESIDENCE

Winner

- **Bulgari Residences Dubai**

This was a standout entry in the awards. The submission goes beyond describing the resident experience and demonstrates it through tangible proof, including year-to-date performance data, resident satisfaction scores and testimonials. This level of evidence gives the judges a clear and credible picture of how the development is performing and sets a true benchmark for the industry. The product itself differs from the more overt expressions of luxury often associated with Dubai, instead inspired by coastal living in the Mediterranean. It was a very memorable submission.



CLOSING REFLECTIONS

The Global Branded Residence Awards 2026 showcased a sector experiencing exceptional growth, ambition and innovation.

Across every category, the judges recognised projects, businesses and individuals demonstrating excellence through outstanding design, strong brand alignment, innovative thinking, commercial impact and a clear understanding of the evolving expectations of owners and residents.

While quality, creativity and differentiation were recurring themes throughout the judging process, the strongest submissions consistently combined these with a compelling residential experience, thoughtful delivery and clear evidence of long-term value.

This year's winners represent not only excellence within their respective categories, but the broader evolution and increasing sophistication of the global branded residence sector.

Congratulations to all shortlisted and winners.

ABOUT BOUTIQUE HOTEL NEWS

Boutique Hotel News is a leading B2B news and content platform covering the global boutique, lifestyle and luxury hotel and branded residence sectors.

Part of International Hospitality Media, Boutique Hotel News delivers news, interviews, analysis, webinars, awards and industry insight for hotel owners, operators, developers, investors, suppliers and hospitality professionals worldwide.

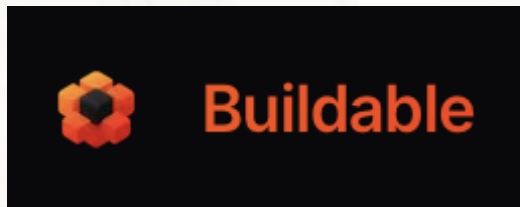
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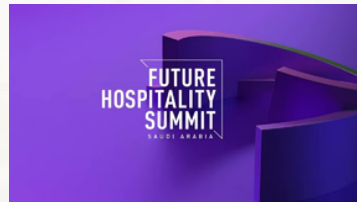


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