



# Stock Development rebrands One Naples as Ritz-Carlton Residences, Naples

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NAPLES

The One Naples luxury condominium redevelopment project near Vanderbilt Beach has been rebranded as The Ritz-Carlton Residences, Naples.

The branding collaboration for the Gulf Coast project in North Naples was announced Tuesday by local developer Stock Residences, the luxury condominium division of Naples-based Stock Development. The high-end project will feature a collection of 128 residences at Vanderbilt Beach Road and Gulf Shore Drive, across the street from The Ritz-Carlton, Naples beach resort. The Ritz-Carlton Residences, Naples, however, is not owned or being developed or sold by The Ritz-Carlton Hotel Co. or its affiliates. Stock Residences is using the trademarked name under a license from Ritz-Carlton.

It's the second Southwest Florida property announced this year for The Ritz-Carlton Residences. In March, London Bay development group revealed plans for The Ritz-Carlton Residences, Estero Bay — two 22-story towers of waterfront condominiums. Sales have begun for the first tower, which is scheduled to break ground by the end of this year with 112 luxury residences starting in the \$2 millions.



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