

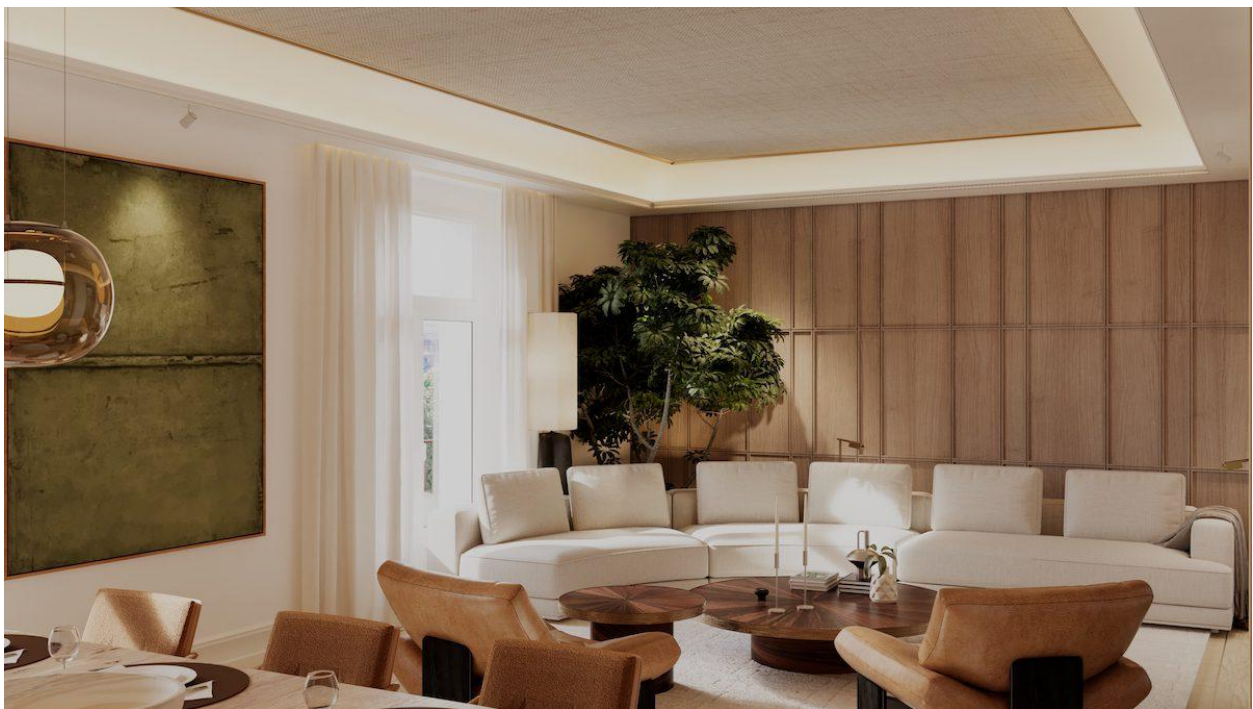
BRANDED LIVING

The Residences Report: May's Rays Bring Luxe Stays

by [Hayley Domin](#)

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Curated news from around the world of branded residences for the month of May.



New Branded Tower: Midtown Park Residences By Proper Lands In Miami

A new residence lands in **Miami** as **Rosso Development** and Midtown Development announce their new collaboration- **Midtown Park Residences by Proper**. In the heart of Midtown, the 28-story tower will include 288 designed homes, a 40,000-square-foot tropical pool deck, and unparalleled wellness offerings— including a state-of-the-art fitness center, Pilates studio, yoga and meditation garden, private pickleball court, and a spa pool. Within a transformative \$2B mixed-use development spanning nearly 5 acres, residents can enjoy over 120,000 square feet of prime restaurants and retail, and an 8-court racquet club and padel club at their leisure.



Edge House Miami Breaks Ground In Edgewater

Construction is officially underway on **Edge House Miami**, a landmark 57-story residential tower poised to redefine flexible luxury living in Miami's Edgewater neighborhood. Upon completion, Edge House Miami will deliver 608 fully furnished residences, designed for home-sharing and short-term rental flexibility. The property blends luxury and tranquility with standout amenities: two resort-style pools with skyline views, a wellness center with yoga studio, sauna, and zen garden, and stylish co-working spaces with ultra-fast Wi-Fi. Residents enjoy a sky lounge, gourmet coffee bar, 24/7 valet, and lush gardens with a playground and putting green—offering a serene escape in the heart of the city.



Nobu Set To Make Waves In Oman With Stunning New Beachfront Destination

Get ready for a new chapter in luxury as **Nobu Hotel, Restaurant and Residences Muscat** prepares to open its doors on the pristine shores of Yiti Beach. Just under 30 kilometers from the heart of Muscat, this highly anticipated destination promises an unforgettable blend of Nobu's signature style and Oman's natural beauty. Spanning an impressive 60,000 square meters, the property will offer a striking coastal escape with 80 thoughtfully **designed** rooms. Guests can expect the iconic Nobu aesthetic—minimalist elegance, serene color palettes, and a seamless fusion of Japanese design with local cultural touches.

Trobbu Tulum Debuts: A New Era Of Fractional Luxury Living Begins

The newly launched **TROBBU Tulum** marks an exciting milestone as the first all-inclusive luxury villa experience in the destination under the *TROBBU Boutique Collection*. Designed to accommodate up to eight guests, each villa blends upscale comfort with the flexibility of fractional ownership. Investors can acquire a share in TROBBU Tulum or in upcoming locations across **Mexico**—including San Miguel de Allende, Mérida Yucatán, Mahahual Riviera Maya, and Los Cabos—as well as Madrid, Spain, all set to open within the next two years. Owners can enjoy their share with

family and friends, exchange weeks with other members at no extra cost, or generate income by placing their fraction into the rental pool. Members also have the ability to vacation at any TROBBU location for just \$150 per night, compared to \$1,000 for hotel guests- an added bonus indeed!



Ennismore Introduces New Residential Brand With Our Habitas Concept

Ennismore is deepening its footprint in the branded residential space with the launch of a new ownership concept under the ***Our Habitas brand***. Known for its emphasis on human connection, wellness, and immersive experiences, Our Habitas will now extend its ethos into residential communities, offering a new way for people to live with purpose and authenticity. This new offering joins Ennismore's growing portfolio of ***branded residences***, which now includes over 45 projects in development or already launched across 20 countries, including the U.S., Mexico, Spain, Saudi Arabia, and the UAE. Notable developments include *SLS Madrid Infantas Residences*, *25hours Heimat Dubai*, and *Hyde Residences Dubai Hills*.



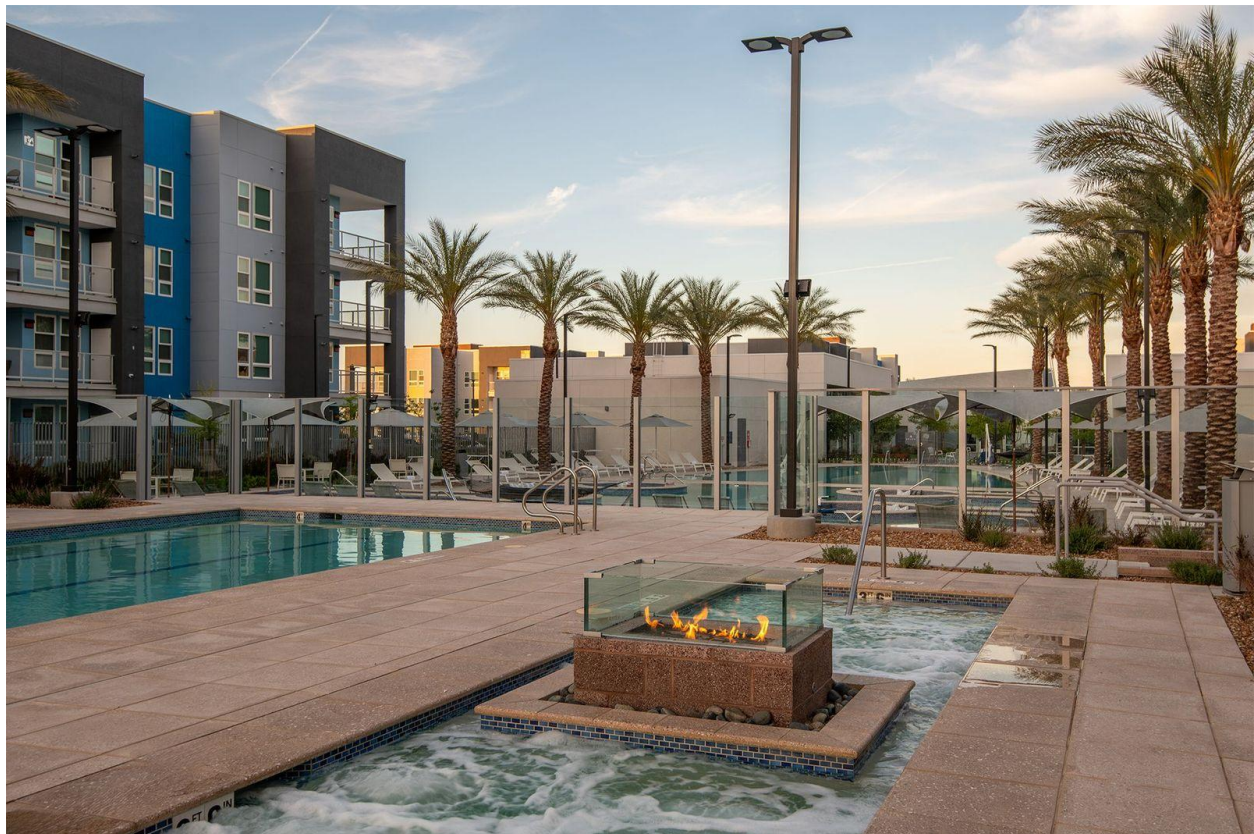
Banyan Tree Expands To Europe With Residences In Madrid's Salamanca District

Banyan Tree is best known for its prestigious hotels, but the renowned hospitality group also oversees more than 20 branded residential projects worldwide. Now, for the first time, it's bringing its signature style to Europe. **The Banyan Tree Padilla Madrid Residences**, a collaboration with Persepolis Investments, will be the brand's first residential development on the continent. Nestled in the luxurious Salamanca neighborhood, the 24 residences are housed in a historic 1948 building designed by esteemed Spanish architect **Luis Gutiérrez Soto**. The property offers an array of resort-inspired amenities including: a spa featuring a Turkish bath and sauna, an indoor pool, and a state-of-the-art fitness center. Residents can also enjoy meeting rooms, private dining spaces, lush exterior gardens, and a tranquil interior courtyard. A dedicated concierge service is available to handle any request.



Luxury Serviced Residences In Las Vegas Announce Expansion After Successful Launch

Opening last year within an upscale Las Vegas resort-style residential community, **Ariva Luxury Serviced Residences** just announced an exciting expansion. Offering year-long leases on luxury apartments, the residences are ideal for travelers planning extended stays of 31 nights or more, whether for remote work or leisure in the region's temperate climate. The available units include one, two, and three-bedroom options, as well as penthouses, all featuring country club-like amenities and services.



The Ritz-Carlton Residences, Naples Announces Unveiling Of Major New Piece Of Art

A groundbreaking work of art is set to become a new iconic feature in Naples' Vanderbilt Beach community, marking a key element in the area's highly anticipated luxury property development. Titled *Vivacious*, the sculpture will be installed by Hunter Brown himself this fall. **The Residences**, which completed vertical construction in late March, are on schedule for completion in early 2026. Standing 30 feet tall with a remarkable 8-foot width, the sculpture will feature a dynamic stainless-steel helix that spirals upward, cradling a seven-foot pearl-like sphere at the top. At its base, a semi-

subterranean plinth will anchor the structure, surrounded by lush professional landscaping and a serene cascading water feature behind it.



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About: Branded Living is a digital magazine dedicated to luxury branded residences, offering insights into high-end properties, design, and lifestyle trends. It features exclusive content on developments from brands like The Ritz-Carlton and St. Regis, catering to discerning readers interested in upscale living.

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