

# BRANDED LIVING

## View from the Gulf Coast: The Ritz-Carlton Residences & Marina Redefines Southwest Florida's Waterfront Living

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Gulf Coast luxury reaches new heights with The Ritz-Carlton Residences & Marina Naples—108 nearly sold-out homes, a 22-slip marina, private clubs, curated art, and world-class amenities. Backed by Stock Residences, this landmark on Southwest Florida's coast blends branded elegance, direct Gulf access, and exclusive living—set to open in Q2 of 2026.



Gulf Coast Brilliance by Ritz-Carlton

The serene blue green bay views of Southwest Florida are more than a beautiful backdrop, they are the muse that inspires every aspect of the first/only **Ritz Carlton Residences and Marina** in Naples, Florida.

In partnership with the **Stock Residences**, the high end condo arm of **Stock Development Company**, **Ritz-Carlton** Naples represents more than just another luxury development. It's the culmination of a **five-year branded residences phenomenon** finally reaching Southwest Florida's most coveted coastline.

The Ritz-Carlton Residences, arrives at a pivotal moment in luxury real estate evolution.

Since 2020, exclusive **branded residences** are a new and growing segment of the luxury real estate market. Developers are partnering with established luxury brands like Ritz Carlton, **St. Regis**, **Four Seasons** and **Mandarin Oriental** curating a product that offers a trusted brand experience from award winning designers, innovative architecture, luxury amenities, exclusive locations, in-house professional services for the **Next Gen of ultra high net worth** residents and loyal fans. Established markets around South Florida have embraced the concept, while the **'quiet money' market of Naples** and the Gulf coast have remained largely untouched by this trend – until now.







To date, sales at Ritz Carlton Residences have reached approximately \$500 million (roughly 80% sold), including five 11th-floor penthouses, featuring bespoke interiors by the award winning **Marc-Michaels Interior Design** and **Beasley & Henley Interior Design** groups, showing the momentum of the **Branded Living** trend at the highest point of the market.

“Somehow, the waterfront doesn’t go far enough,” says **Stock Development Company** CEO Brian Stock. The breathtaking view, combined with a trusted brand like Ritz, is what makes this a one in a lifetime opportunity.

That opportunity manifested in immediate market validation—all 108 residences nearly sold out upon launch, a testament to both the **Ritz-Carlton brand**’s magnetic pull and a local’s eye for natural beauty, also fulfilled a growing need for coastal Gulf marina shortage and growing demand for **luxury boaters**.





For decades, **Naples** has been celebrated for what it lacks rather than what it offers on the water. This quiet stretch of Florida is not known for deep water boating, the city has instead built its maritime reputation on excellent fishing, pristine beauty of mangroves and quiet, wild nature of the Everglades.

The Ritz-Carlton Residences and Marina Naples doesn't fight this identity—it elevates it.

The development's 22-slip marina, with four additional transient slips, provides something Naples has desperately needed: direct Gulf of Mexico access through Wiggins Pass. Offering an intimate, neighborly feeling the marina slips accommodate vessels

from 28 to 45 feet, with year-round availability, boutique ship store, fuel, bait, and full-time dockmaster providing the ultimate ‘white glove service’ for Gulf Coast boaters.

The true innovation lies not in the marina’s technical specifications, but in its seamless integration of the residence lifestyle. Owners can coordinate their boating services with a dedicated concierge, host family water activities ‘in the backyard’ or enjoy their fresh catch at the private restaurant and Club. An additional four transient slips accommodate visiting yacht owners and provide a new option for docking and charter rentals to discover undisturbed Southwest Florida.

Sustainability and environmental consciousness permeates the project’s design philosophy. Beyond hurricane-resistant construction, the development incorporates sea turtle-friendly amber lighting and adherence to current environmental protection standards. The elevated podium design serves dual purposes—providing storm surge protection while creating an architectural statement that respects both the natural environment and the existing Naples skyline.





### Investing in Art

Beyond serving its residents, the development positions itself as a cultural contributor to Naples' artistic landscape. A commissioned 30'ft sculpture by artist Hunter Brown, will serve as a "gift to the community" at the prominent corner of Vanderbilt and Gulfshore Boulevard.

Furnished model residences will showcase this curatorial approach, demonstrating “**how art defines high end spaces**”. The art curation extends throughout the development, with **Toronto-based GZ Art** consultants working closely with the design team from the beginning to create a cohesive artistic vision.

### The Future of Luxury in Southwest Florida

With a choice of two ascetics overlooking the Bay or in one of the two Towers, the Ritz-Carlton Residences Naples represents more than a single development—it signals an evolution into a true branded residences destination.

**Private Clubs:** The Vanderbilt Club, will be a showpiece within the project – a 28,000-square-foot clubhouse with a Grand Owner’s atrium lounge, business center, coffee lounge, state-of-the-art fitness center, a full-service spa and private restaurant. There will also be a kids’ room, a teen room with a Formula 1® simulator, and a club lounge with a golf simulator and private theater, among other features. The amenities, clubs and private restaurant are for the exclusive use of Ritz Residents.

Scheduled for Q2 of 2026, all 108 units will open simultaneously, creating an instant community rather than a gradual build-up. This coordinated opening reflects the development’s broader philosophy: when you promise ultra-luxury buyers a complete lifestyle experience, you deliver it completely.

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**About:** Branded Living is a digital magazine dedicated to luxury branded residences, showcasing high-end real estate projects from globally recognized hospitality and lifestyle brands. Highlighting architecture, design, and modern living trends, it connects discerning readers with the world of exclusive properties and refined lifestyles.

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