

# THE BRAND EXTENSIONS BLUEPRINT (2025)

Mapping the entry of consumer brands into hospitality and branded residences

64 consumer brands have extended into hotels and/or branded residences

ORIGINATING IN A VARIETY OF INDUSTRIES, FROM FASHION TO AUTOMOTIVE

## 42 CURRENT

Disney, Nobu, Paramount, IKEA, Nikki Beach, evo, Hard Rock Cafe, Elie Saab, Cipriani, Greg Norman, Baccarat, Restauration Hardware, Versace, Virgin, ELLE, Bulgari, Fendi, Sports Illustrated, Camper, Ronaldo, Missoni, easyGroup, Porsche, Paganini, YO! Sushi, Fauchon, Universal, Graff, MUJI, Kitsuné, Armani, Pininfarina, Aston Martin, Margaritaville, Shinola, Fiat, Hotel Chocolat, Equinox, Diesel, Lego, Karl Lagerfeld, FILA

## 22 PLANNED

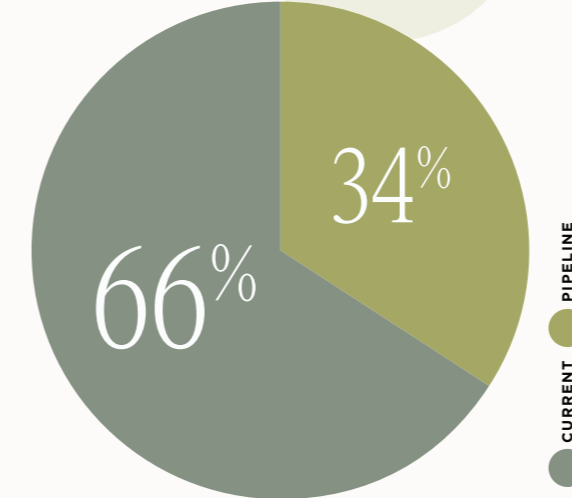
FashionTV, Casa Tua, YOO, Gianfranco Ferré, Cavalli, Ferragamo, Pharell Williams, Atari, Louis Vuitton, Ralph Lauren, Trussardi, B&B Italia, Chopard, Chanel, SHA Wellness, de Grisogno, Audemars Piguet, Greene King, Kygo, Messi, Oscar de la Renta, Trump, Christian Louboutin

## + OTHERS

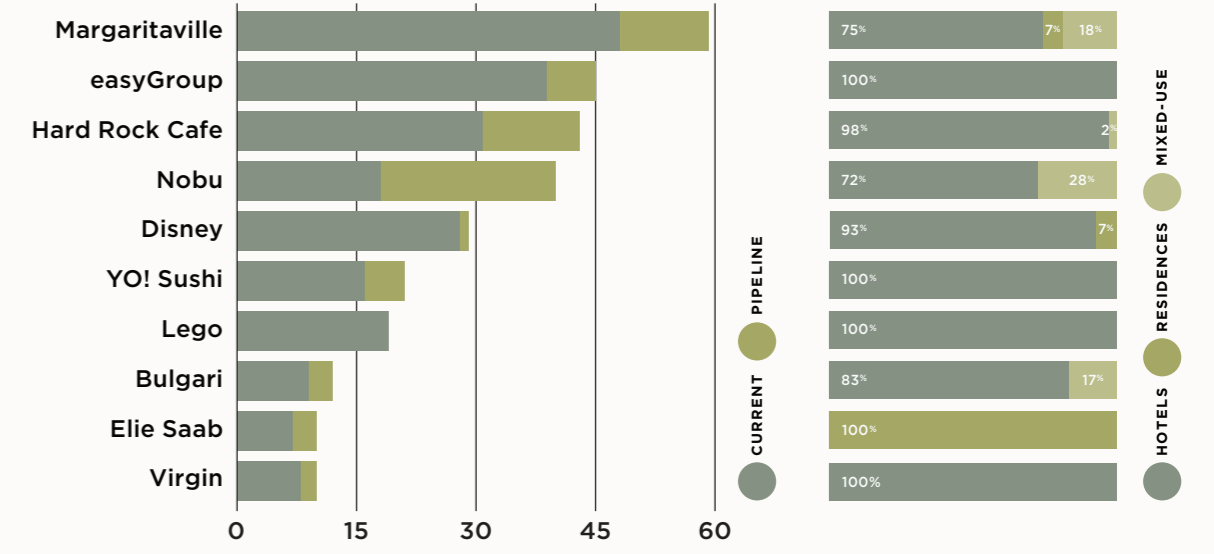
Pharell Williams, Ralph Lauren, Chanel, Greene King, Messi, Trump, Christian Louboutin

In addition to the 64 'brand extensions,' there are many other brands involved in the development or design of hotel and residence projects but that do not technically qualify as extensions.

For a total of 434 hotel or residence projects



## TOP 10 BRANDS BY NUMBER OF PROJECTS

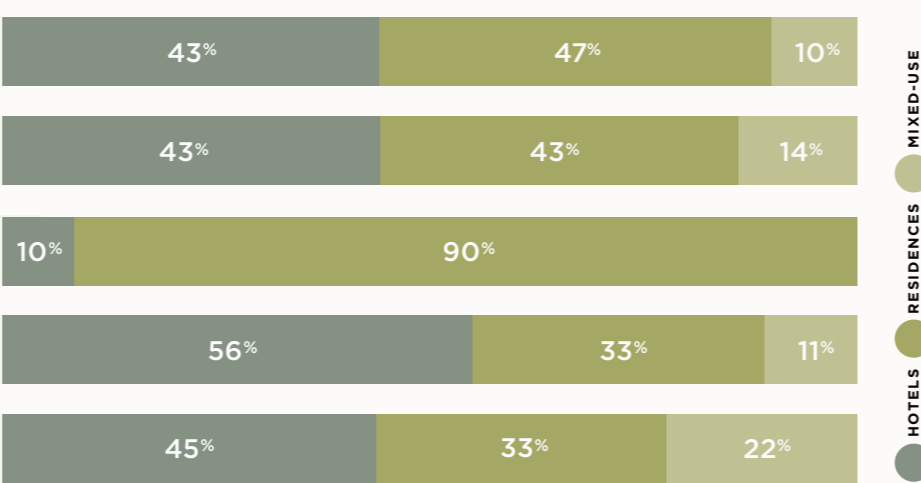


## TOP 5 INDUSTRIES BY NUMBER OF BRANDS

- 1 FASHION (15)
- 2 LUXURY GOODS (11)
- 3 AUTOMOTIVE (9)
- 4 MEDIA & ENTERTAINMENT (7)
- 5 FOOD & BEVERAGE (6)



Percentages show the distribution of brand extensions (hotels, residences, and mixed-use) within each industry, counted separately.



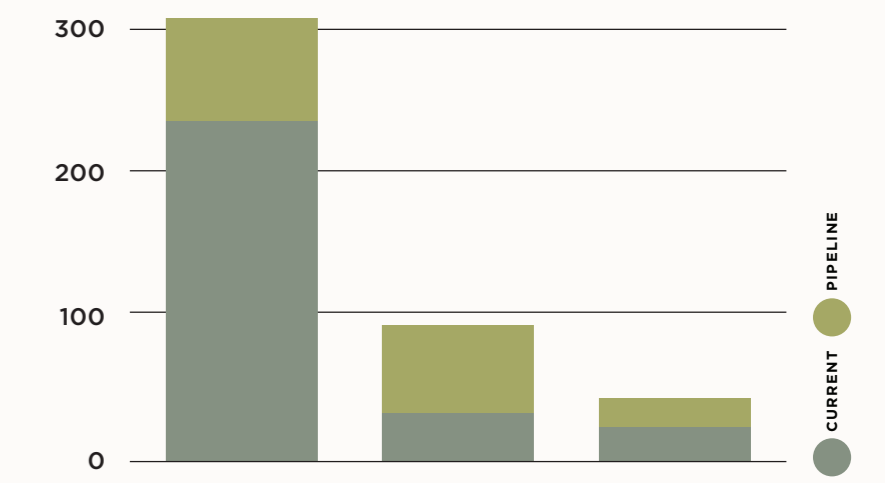
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Except for one hotel extension by Porsche, the automotive industry has focused solely on standalone branded residences.

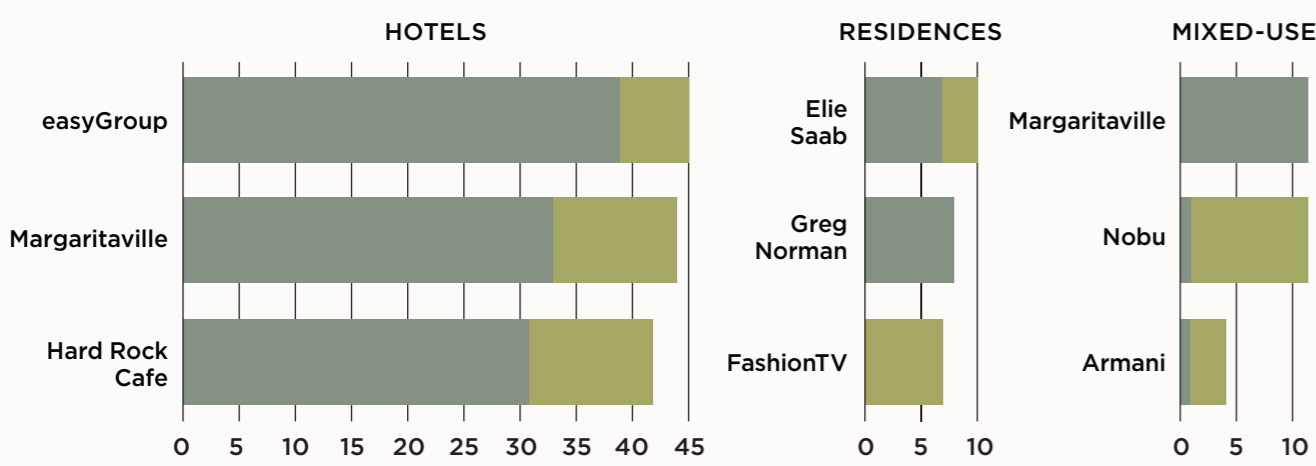
## TOP BRANDS ACROSS INDUSTRIES BY NUMBER OF PROJECTS

- ELIE SAAB (10)
- BULGARI (12)
- PININFARINA (4)
- DISNEY (29)
- NOBU (40)

## NUMBER OF PROJECTS PER TYPE



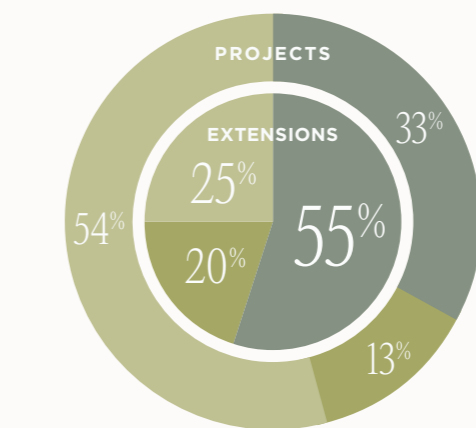
## TOP 3 BRANDS PER EXTENSION TYPE



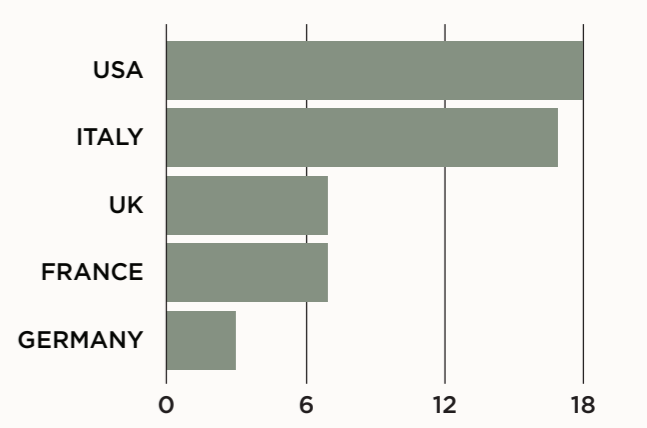
## TOP 10 DEVELOPERS

- DGDA
- DARGLOBAL
- RELATED
- BINGHATTI PROPERTIES
- EMAAR PROPERTIES
- SJM HOLDINGS
- MIRA DEVELOPMENTS
- DAMAC PROPERTIES
- MERAAS
- DEZER DEVELOPMENT

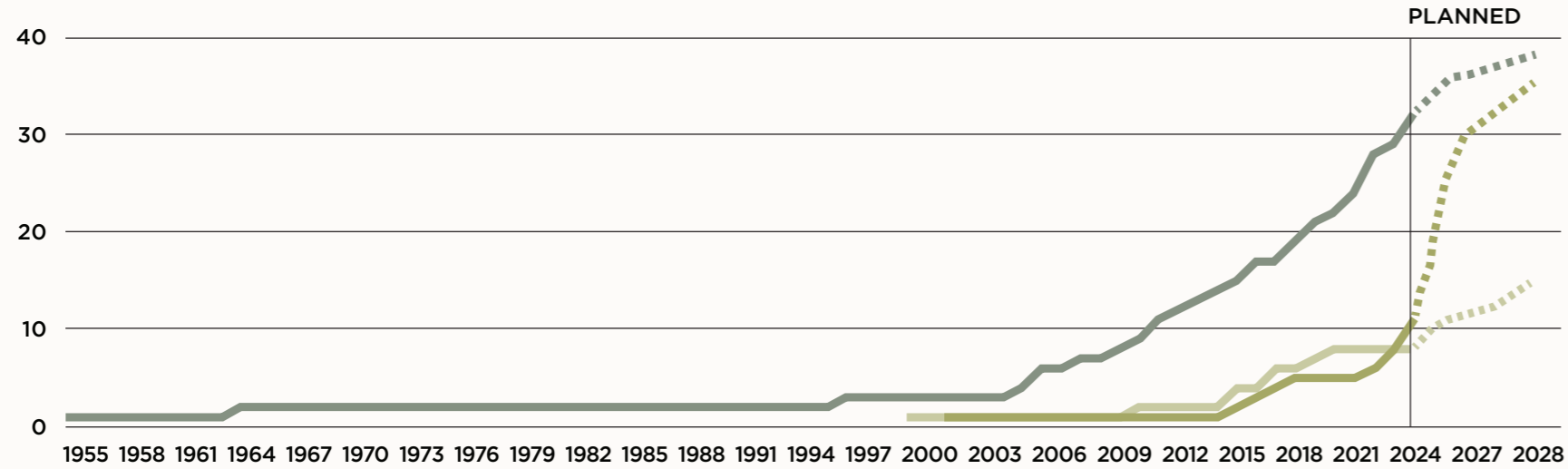
## BRAND POSITIONING (EXTENSIONS VS PROJECTS)



## TOP 5 COUNTRIES OF BRAND ORIGIN



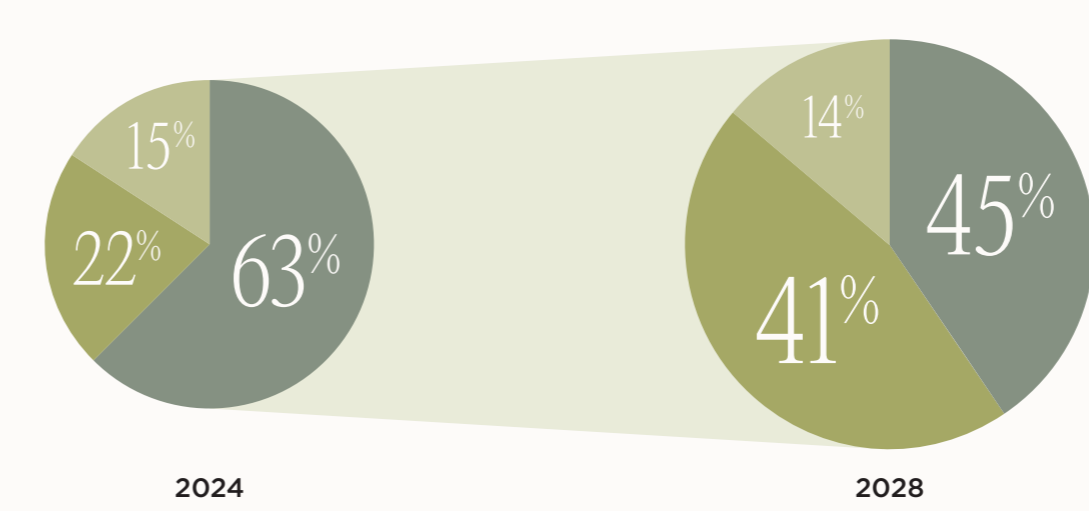
## TIMELINE OF EXTENSIONS BY TYPE



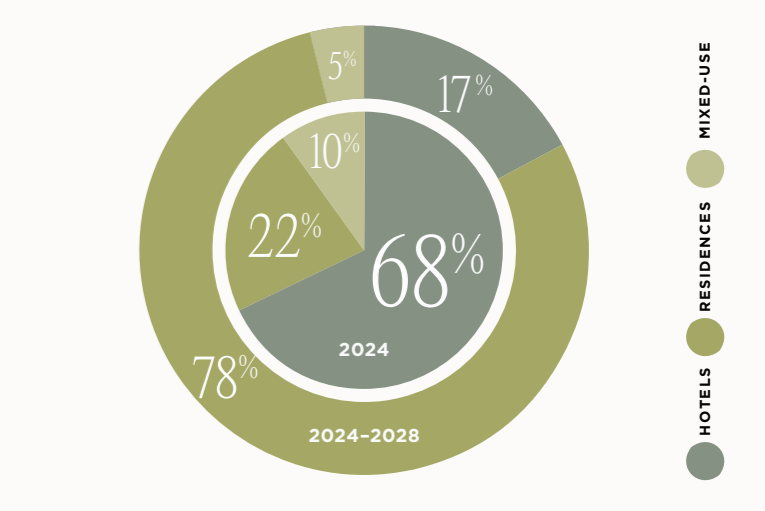
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Brand extensions into standalone residences are experiencing the fastest growth, projected to more than triple by 2028.

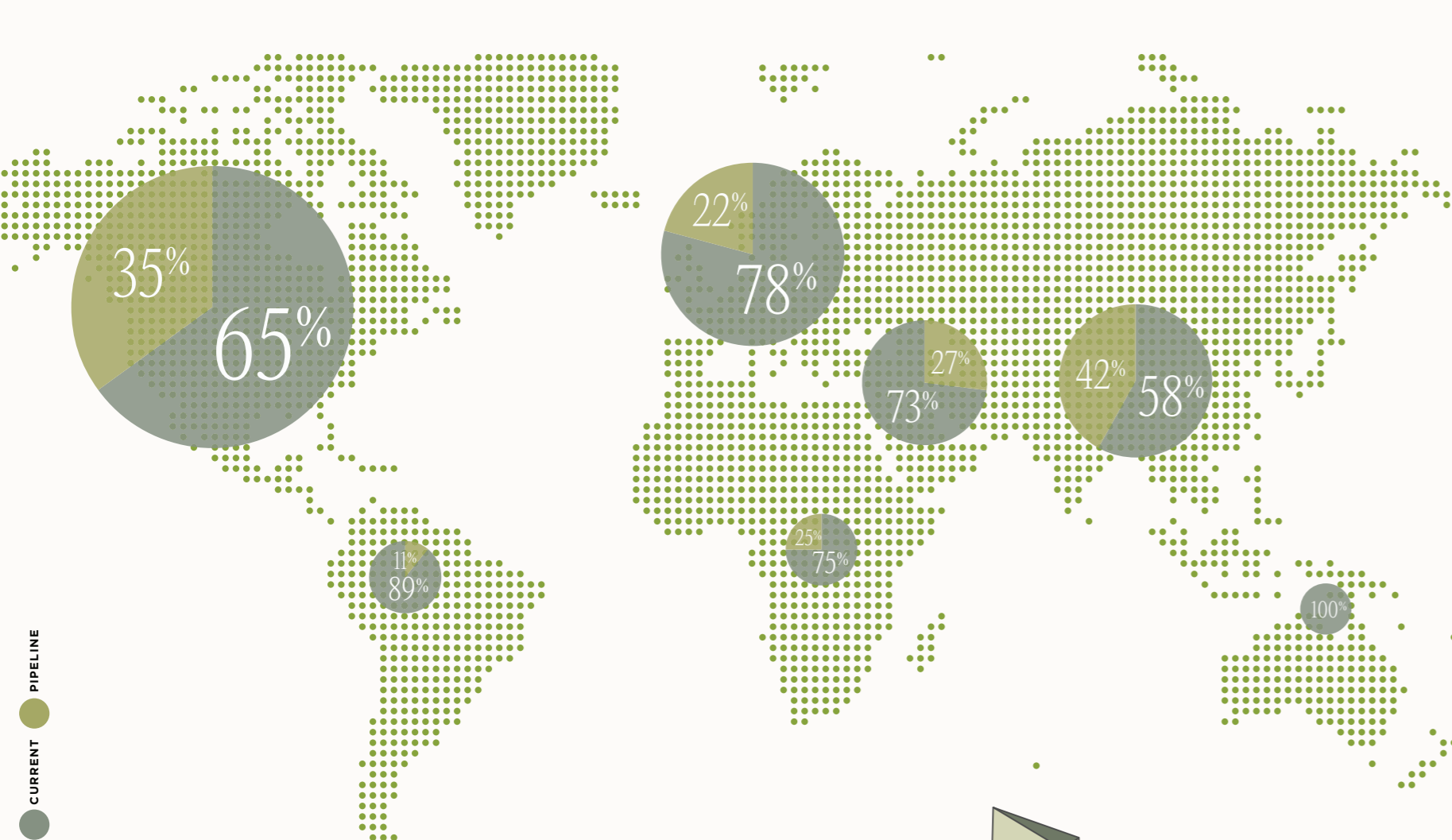
## EVOLUTION OF EXTENSION TYPES



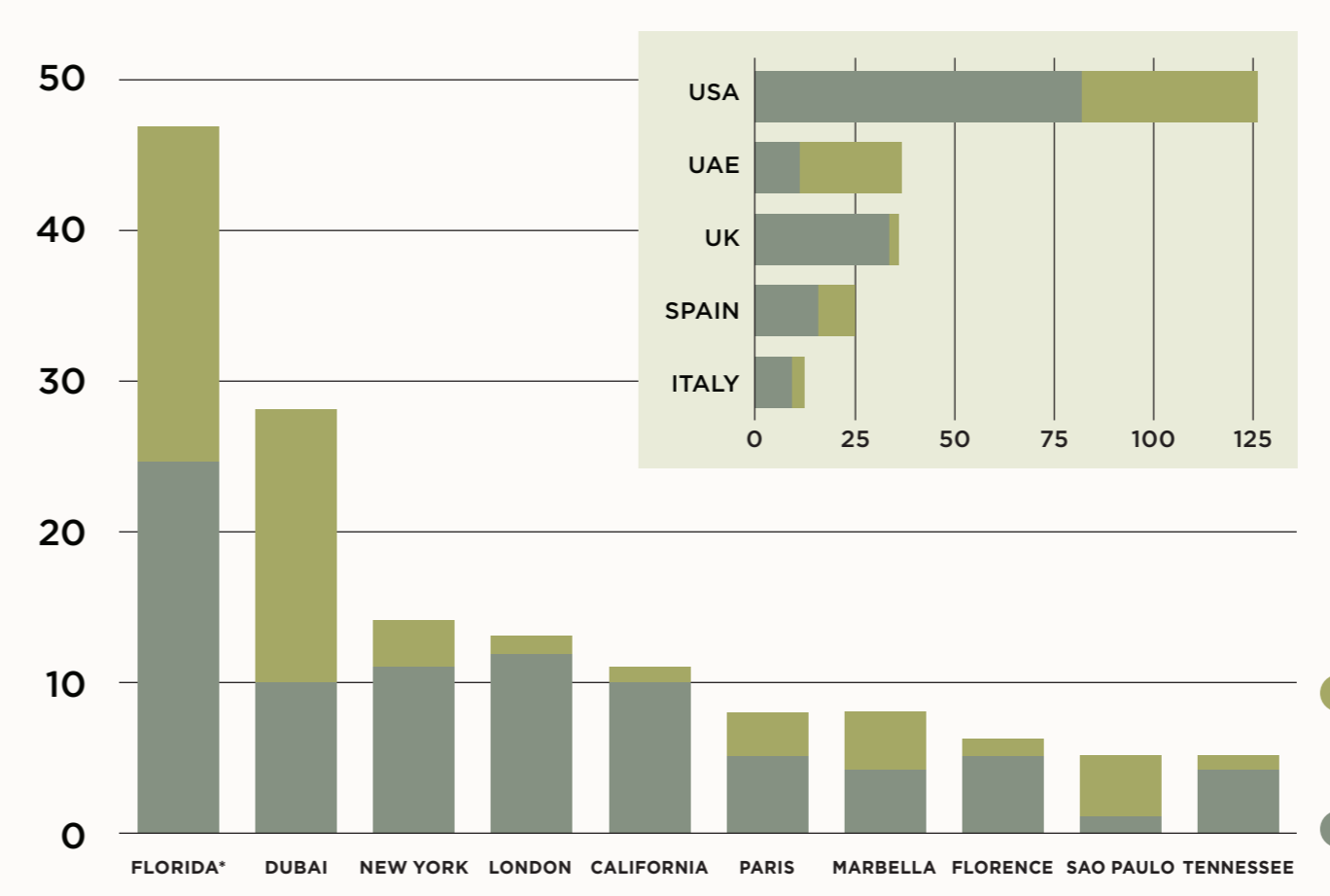
## MARKET ENTRY STRATEGIES



## GLOBAL DISTRIBUTION OF PROJECTS BY REGION

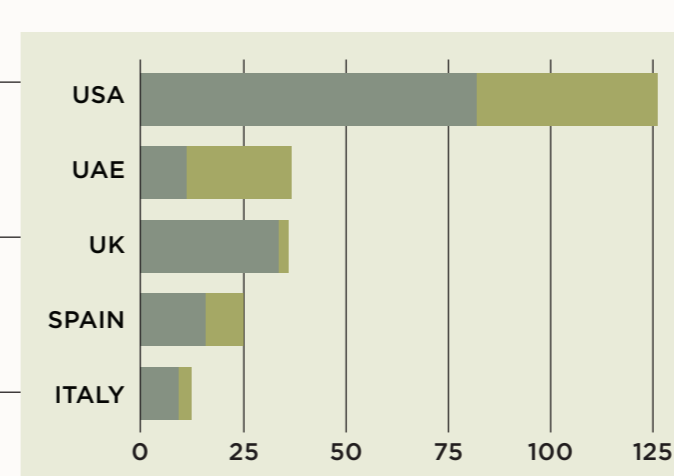


## TOP 10 DESTINATIONS

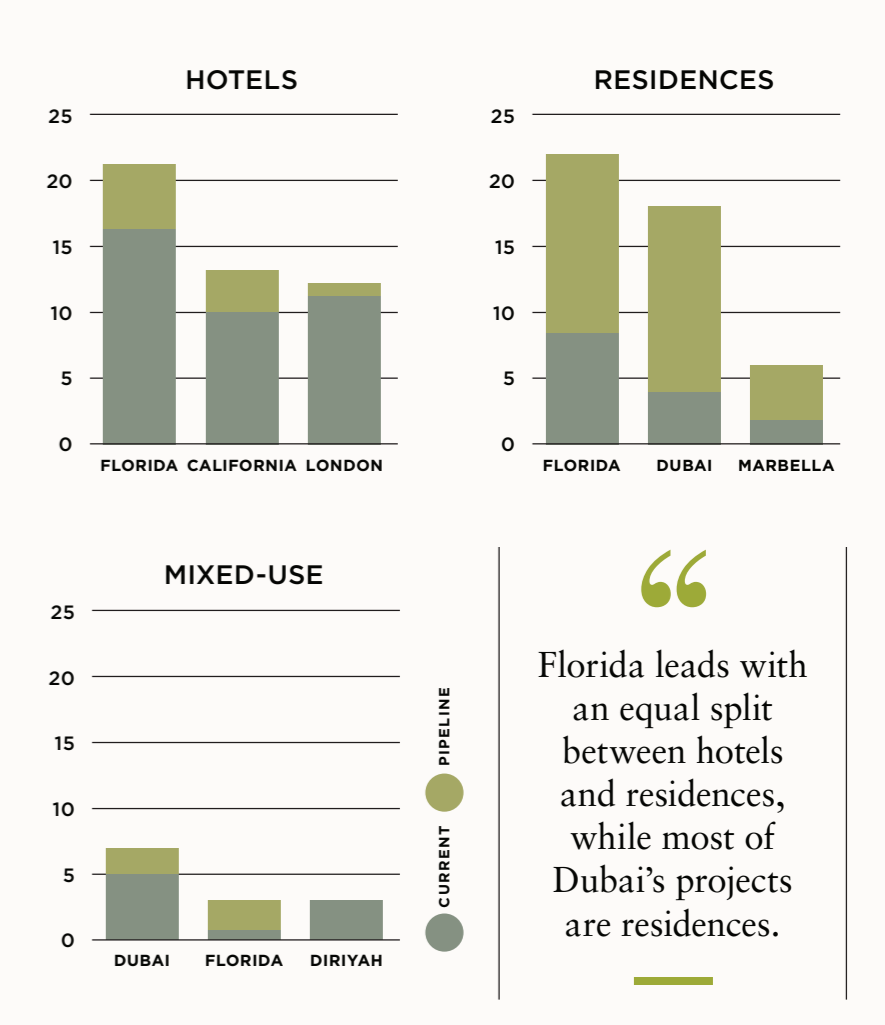


\*For this count, Disney World's 25 Florida hotels are treated as a single project to avoid distorting the overall data.

## TOP 5 COUNTRIES



## TOP DESTINATIONS PER EXTENSION TYPE



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Florida leads with an equal split between hotels and residences, while most of Dubai's projects are residences.



## LUXURY BRANDING

Researched and presented by Luxury Branding. For further insights visit [luxury-branding.com](http://luxury-branding.com)