

REAL ESTATE

## Fendi offers branded living in Scottsdale residences

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*Rendering of Fendi Private Residences. Image courtesy of Five Star Development*

By STAFF REPORTS

Italian fashion label Fendi is bringing its branding to a new luxury residential project in Scottsdale, AZ.

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Fendi Private Residences will be located within The Palmeraie, and marks the brand's first ground-up branded residence project in North America. As luxury becomes more about experiences than ownership, high-end labels are building larger lifestyles around their brands through real estate offerings.

### Branded living

Later this year, Fendi will break ground on 41 branded residences. The homes average 3,500 square feet, and the design by architect Marco Costanzi will reflect the Fendi branding.

Situated within the open-air mixed-use development The Palmeraie, the complex will provide access to shopping and dining, while the homes will feature additional amenities for residents.

Developed by Five Star Development, The Palmeraie is a \$2 billion project spanning 122 acres. Fendi Residences is the project's first tenant.

"The world's global leaders in fashion and culinary are taking notice of what we are creating here at The Palmeraie and Scottsdale's emergence as a key, important strategic global destination," said Jerry Ayoub, president and CEO of Five Star Development, in a statement.



*Rendering of The Palmeraie. Image courtesy of Five Star Development*

Five Star Development tapped Retail Portfolio Solutions to oversee the retail and experiential mix, which will be geared toward a luxury audience.

"The vision for The Palmeraie is one of elegance and of being fun, with a sense of energy and surprise and equally as important, the ability to evolve," said Hanna Struever, principal of Retail Portfolio Solutions, in a statement. "It facilitates discovery and exploration a destination that is essentially an activation where the shopping is experiential, not solely transactional.

"Scottsdale has one of the largest primary home markets in the U.S. that is further complemented by year-round international tourism and one of the most significant secondary homeownership markets in the U.S.," she said. "It is a destination that is being prioritized on the worldwide stage."

The construction project is slated to complete in 2020, and the homes will be marketed starting later this year.

For the most avid fans, brands are offering a 360-degree lifestyle through homes.

British automaker Aston Martin has partnered with a real estate developer to design luxury residences in downtown Miami, translating its brand ethos to at-home comforts.

Through its partnership with G and G Business Developments, Aston Martin will bring its design sensibilities and elegance to the Miami skyline. Located at 300 Biscayne Boulevard Way and the mouth of the Miami River, Aston Martin Residences will be one of the most in-demand addresses in South Florida ([see story](#)).

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