

REAL ESTATE

## Luxury Portfolio International aims to keep up with modern affluents

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*The new Luxury Portfolio International. Image credit: Luxury Portfolio International*

By STAFF REPORTS

Real estate marketing firm Luxury Portfolio International is rebranding, rolling out an updated logo, Web site, font and tagline.

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With a new focus, LPI is following in the footsteps of a variety of other luxury brands who are transforming to keep up with the modern idea of luxury. During its annual membership summit in Las Vegas, the brand unveiled its new identity, with a new contemporary font, updated color scheme and the tagline, "Well Connected."

"The Luxury Portfolio International name is known worldwide as a designation of the leading independent luxury real estate firms in each market," said Stephanie Anton, president of Luxury Portfolio International, in a statement. "Taking inspiration from great luxury brands like Bavarian Motor Works, aka BMW and Mot Hennessy Louis Vuitton, aka LVMH, we have introduced our name with a monogram, LPI.

"The treatment of our monogram, or mark, was very deliberately designed as a distinctive piece of art," she said. "The cleaner and more contemporary identity reflects our evolution as a distinctive brand that represents a standard of service for the world's most affluent consumers."

Refresh the look

Through these changes, LPI is hoping to better connect to the modern affluent audience, much of which is made up of the millennial segment now that they have reached homebuying ages.

Real estate creative agency 1000watt created the new logo for LPI.

All of the brand's marketing materials will be updated with fresh new colors to reflect the update, as well as its Web site, which has just been refreshed. This site update is the first phase of two, the latter of which is coming at the end of this year.

*LPI's video reveal*

"Crafting an identity that will be used globally by hundreds of different companies is an exciting challenge," said

Brian Boero, CEO of 1000watt, in a statement. "We created a brand mark that will be subtle and yet instantly recognizable as an assurance of quality.

"The world of luxury thrives on personal relationships and service," he said. "The phrase Well Connected speaks not just of the agents and brokers themselves but also of their clients who travel in rarified circles."

In a reflection of its growing global presence, Luxury Portfolio International recently put its most prestigious properties on the map through a partnership with television channel HGTV.

In the first few months of last summer, HGTV showcased the most eye-catching listings from Luxury Portfolio International and Leading Real Estate Companies of the World, which users can vote on. Luxury Portfolio has provided a wider range of international listings in reflection of its global growth ([see story](#)).

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