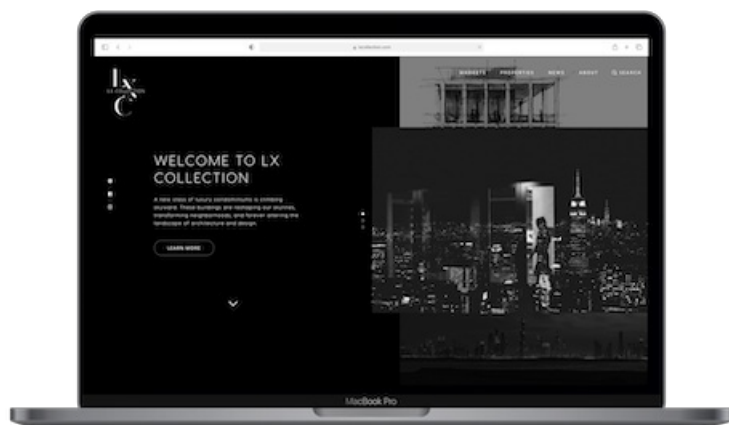


REAL ESTATE

Digital platform geared for luxury condo buyers, developers debuts

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LX Collection is focused on luxury condominium developments. Image courtesy of LX Collection

By LUXURY DAILY NEWS SERVICE

Digital marketing and advertising agencies Knightsbridge Park and The Villani Group are introducing a new digital platform dedicated to new luxury condominium developments.

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LX Collection is intended to be a one-stop destination for affluent buyers, brokers and developers to search and learn about top-tier developments in major international real estate markets around the globe. The platform also offers in-depth real estate news coverage and targeted regional segmentation for better-tailored consumer experiences.

"LX Collection meets the needs of today's affluent global citizens shopping for the most prestigious new luxury condominium developments in the world," said Scott Laine, COO of LX Collection, in a statement. "By providing a singular destination that is building- and location-focused, LX Collection provides a prop-tech solution that invites buyers to understand the full concept, design and narrative behind each unique property."

LX Collection

At launch, LX Collection features more than 40 luxury developments in New York and Miami. In the coming months, the platform will add properties from major markets including San Francisco, Los Angeles, Toronto and London.

Each luxury development has its own interactive property page sharing its unique design, amenities, availability, press mentions and more. LX Collection will also add immersive video experiences to complement the high-resolution photography and renderings.



Units at The Avery condominium in San Francisco start at \$1.8 million. Image credit: LX Collection

An editorial team will cover real estate news, including market updates, events and design and construction features. LX Collection will also help brokerages reach high-net-worth buyers with cobranded and paid multimedia coverage as part of its global content network, rather than relying on traditional banner advertising.

LX Collection has plans to expand into specific media channels to better reach buyers in specific markets, such as Europe, Asia and the Middle East. To that end, LX Collection is targeting Chinese buyers with a custom WeChat experience including a fully-translated content hub.

The platform is debuting at a time when affluent homeowners are looking to upgrade as the coronavirus pandemic has ushered in more workplace flexibility and a desire for more space.

According to Knight Frank, 45 percent of prospective homebuyers are more likely to buy to a detached home, compared to a townhome or condominium, than they were before coronavirus ([see story](#)).

"Over the past two decades, a new class of luxury real estate development has been reshaping our global skylines," said Justin Kitrosser, founder/CEO of LX Collection, in a statement. "These extraordinary properties offer discerning buyers the finest in design, finishes, and amenities, and services.

"And yet, this market has remained completely underserved online," he said. "LX Collection provides a process of discovery that is as elegant as the buildings themselves."