

TRAVEL AND HOSPITALITY

Auberge Resorts reveals name change

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Auberge Resorts was founded in 1981 when Bob Harmon and Claude Rouas opened the Auberge du Soleil in California. Image credit: Auberge Collection

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Luxury hotel operator Auberge Collection is rolling out a new identity.

Today, Auberge Collection, formerly Auberge Resorts, announced the rebrand, a move the company says better reflects its expanding portfolio. The new name supports Auberge Collection's broader vision, as it develops city properties, beachfront villas, countryside escapes and residences.

"This transition is a natural evolution for our brand," said Christian Clerc, president and CEO of **Auberge Collection**, in a statement.

"It reflects the growth of our portfolio, the breadth of extraordinary experiences we offer and our enduring commitment to the singular identity of each property."

New beginnings

The updated brand name comes in the wake of a slew of openings, including the Collegio alla Querce, Auberge Collection in Florence and The Woodward, Auberge Collection in Geneva.

The hotel operator's upcoming projects include the Cambridge House, Auberge Collection in London; The Knox, Auberge Collection in Dallas, Texas; The Shore Club, Auberge Collection in Miami Beach, Florida; The Birdsell, Auberge Collection in Houston, Texas and Moncayo, Auberge Collection in Puerto Rico.

"From the start, the Auberge name has been synonymous with rare luxury and one-of-a-kind experiences," said Dan Friedkin, chairman of Auberge Collection, in a statement.

"Evolving our name brings sharper clarity to who we are at our core: a collection of inspiring destinations, each alive with its own heritage, character and creativity."

The rebrand coincides with a period of strategic growth for the company, which was recently recognized in *Travel + Leisure's* 2025 World's Best Awards with the highest percentage of luxury properties represented, including nine number one rankings.



The spa's proximity to one of the world's five Blue Zones enhances the Skin Longevity Institute's focus on vitality and wellness. Image credit: Auberge Resorts Collection

In May, Auberge Collections partnered with U.S. beauty group Este Lauder Companies to debut the first Skin Longevity Institute in the Americas ([see story](#)).