

# ARLINGTON CAPITAL

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## Introduction to Branded Real Estate

Real estate developers have long sought to create a distinctive identity for their developments, one that speaks not only to the core functions and activities that will take place throughout the building, but also to the sensibilities and aspirations of its future residents and denizens. Something that will set it apart, a differentiated offering among a crowded landscape of buildings that somehow all fail to inspire. Woven through all aspects of a development from architecture, interior design, amenities, services and marketing, in today's parlance a developer seeks to infuse a building with a BRAND. However, marrying the many aspects of brand-building for real estate in a way that is ultimately accretive and adds prestige and cachet to the development is a challenge for even the most established developers.

Solving the branding challenge for real estate is why Arlington Capital partnered with Brands Lab International (BLI), the world's leading brand licensing agency for real estate. Together, we exclusively offer developers in the United Kingdom and France the opportunity to fully align a development with one of the world's most recognised and coveted lifestyle brands. ArCap and BLI are very pleased to bring to the market for the first time a portfolio of leading brands applicable across several categories and asset classes, from the most coveted fashion labels and signifiers of luxury, to brands that capture the attention and imagination of specialised asset classes like student housing and care homes. Branded real estate is an established concept in other global cities like Miami, Dubai and several Asian cities, but is just now starting to gain recognition in markets like London and Paris where the potential is vast, yet the product often feels homogenous.

Branded real estate is an opportunity for a developer to increase their GDV, accelerate sales velocity and access a globally recognised style and ethos with which they can imbue their building, thereby attracting brand-conscious buyers and end users seeking exclusivity, prestige and assured markers of quality. A recently commissioned Savills report bears this out in numbers. On average, lifestyle branded real estate developments achieve a 28% premium versus their comparable non-branded counterparts. We at Arlington believe this is the chance to be part of a burgeoning trend in real estate that can add value and create iconic, category leading developments that become landmarks.

If you would like to explore the concept in greater detail and experience the portfolio of brands on offer for your current or next development, please get in touch and we would be happy to send you our presentation and guide you through the process.

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