

"5 STAR LIVING"

Mega trends spawn niche trends. Consider our 'big' MASSCLUSIVITY trend: in the endless quest for bringing exclusivity to attention-starved masses, new spin-off trends will continue to pop up in this space.



Case in point: our new **5 STAR LIVING** trend, which is all about the phenomenon of five star hotels joining forces with real estate developers, from London to Las Vegas. The hotels offer services that were previously for guests only to owners of luxury residential properties located next to or even on top of sumptuous hotels. Think exclusive access to the spa, bellboys walking the dog, guaranteed reservations in Jean-Georges Vongerichten restaurants, or 24/7 room service instead of Domino's. Great for busy double income couples or wealthy followers of Carpe Diem. Which means **5 STAR LIVING** is not a desperate attempt, like gated communities, to just detach oneself from 'normal' life: we're talking status and **DAILY LUBRICANTS** of the luxury kind here! As always, TRENDWATCHING.COM has rounded up some of the most current examples from around the world:

- **The Residences** (apparently the name of choice for **5 STAR LIVING** concepts!) is a condominium hotel enclave built on the MGM GRAND grounds in Las Vegas. Suites come with the pleasures of being an owner *and* a pampered hotel guest: from spa facilities to restaurants, and from the enormous casino to the Studio 54 night club. Real estate developer Turnberry Associates is behind this latest example of 5 star hotel living; other projects include their Vegas **Turnberry Place** (a fourth residential tower is going up soon, with serviced apartments priced from USD 450,000 to 5.9 million), and Miami's **Porto Vita**, **Fontainebleau II** and the **Turnberry Ocean Colony**.



- The new W Scottsdale Hotel and Residences (**Starwood Hotels & Resorts Worldwide**) in Arizona will include 25 to 30 luxury condominiums. Scheduled to open in 2007, the W Residences will offer owners a combination of one and two bedroom condomini-

ums with the benefits of being attached to a W Hotel including all the amenities enjoyed by hotel guests. Highlights include in-home catering, botanical service, limo service and special W Resident Rates and VIP service in all W hotels worldwide. W Hotels is also developing Residences at the W Fort Lauderdale (2007) and W Dallas (2006).



- Life is a beach in Miami, from **Canyon Ranch Living**, a residential community located on over 750 feet of oceanfront in Miami Beach (five-star residential services include an acclaimed oceanfront restaurant and a full-service, 60,000 square foot spa and fitness Center) to the impressive **Tower Residences**, situated above the new Four Seasons Hotel Miami. Last but not least, Mr. 'You're Fired' Trump is behind the **Trump Grande Ocean Resort and Residences**, located at the midpoint of the Miami Beach - Ft. Lauderdale corridor.



- In New York, the spanking new, USD 1 billion Time Warner Tower complex offers an urban version of **5 STAR LIVING** in cooperation with the **Mandarin Oriental**. Views of Central Park included. The Ritz-Carlton (Battery Park) can claim to be one of the first to do this in New York, though: 'The Residences' offers spacious condominiums that come with a dedicated concierge, gourmet dining, butler service, and (in their own words) 'the prestige of living at the Ritz-Carlton.'

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OPPORTUNITIES

Hotels and apartment buildings around the world, unite! What better way to literally upgrade daily life than by injecting 5 star service into mundane activities and chores?



Yes, TRENDWATCHING.COM understands that not all future residences will have access to their own 60,000 square foot health spas, but the **5 STAR LIVING** trend will undoubtedly trickle down to the **MASS CLASS** in a less excessive version. In fact, there are millions of 'normal' consumers out there, struggling with busy jobs, families and life in general, who are dying to get their hands on even **3 STAR LIVING**! So: who'll become the trendsetter in providing 3 star services on a neighborhood or even street/block level?

However, as always, there's more to **5 STAR LIVING** than real estate and hospitality! TRENDWATCHING.COM believes the **5 STAR LIVING** trend should inspire any marketer or exec interested in turning *existing assets* into profitable and imaginative new **MASSCLUVITY** services. Which, again, doesn't always mean catering to the absurdly rich; one of the reasons for TRENDWATCHING.COM to often focus on the luxury sector is because most consumer goods and services that we now consider to be commonplace, were initially introduced by pioneers of luxury and lifestyle. Oh well, incorporating this trend into your marketing strategy at least provides a good excuse for sampling some of the properties above! >> [Email this trend to a friend.](#)



- In London, **Hyatt Hotels** is cooperating with the new and exclusive **The Knightsbridge** development. 205 future owners can count on Hyatt personnel to walk their dogs and more. Life can be sweet! UK-based **Marriott** fans head for **47 Park Street**, the first European property operating under Marriott's Grand Residence Club brand ("all the advantages of a second home with the amenities and personal service of a luxury resort").



- Germany will soon see its first **5 STAR LIVING** when aforementioned Ritz-Carlton 'The Residences' comes to Berlin, as part of the **Beisheim Center**. Owners will enjoy pleasantries like dinners at home (event and party service; the sous-chef of the Ritz-Carlton will cook in your own apartment), 24-hour room service, nanny, babysitting, room cleaning, shoeshine service, laundry service, dry cleaning, fitness center, indoor pool, golf course recommendations, saunas, massages, physiotherapy, and more.