

# Marbella Branded Homes Carry 75-175% Resale Premium, Black Privé Finds

*EUR 3.2 billion pipeline now anchored by Dolce&Gabbana, Fendi Casa and Karl Lagerfeld residences, with 80% of top developments pre-sold.*

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/EINPresswire.com/ -- Branded residences in Marbella now carry 75 to 175 percent price premiums over comparable resale stock, according to a new [investment analysis of Marbella's luxury developments](#) from luxury property marketplace Black Privé. The premium reflects a EUR 3.2 billion committed pipeline anchored by branded residences from Dolce&Gabbana, Fendi Casa and Karl Lagerfeld, with 80 percent of the top developments already pre-sold.



Contemporary luxury development under construction on Marbella hillside showing premium residential architecture with Mediterranean sea views

The Golden Mile corridor between Marbella town and Puerto Banús concentrates approximately 70 percent of current investment, with over EUR 2.5 billion committed across Design Hills Dolce&Gabbana, UNO Beach Residences, Epic Marbella by Fendi Casa, and Karl Lagerfeld Villas. Estepona's New Golden Mile adds a further EUR 800 million, and Benahavís a further EUR 500 million.

What is the total Marbella luxury property pipeline?

EUR 3.2 billion in committed development value, of which roughly EUR 2.5 billion sits on the Golden Mile alone. Per-square-metre rates for the branded segment now range from EUR 12,000 at the UNO Beach Residences entry point to EUR 25,000 at Karl Lagerfeld Villas. Non-branded comparable resale stock trades at a significant discount, which defines the premium gap.

Which branded developments lead the segment?



Branded residences in Marbella command 75 to 175 percent premiums over comparable resale stock.”

*Alexander Thornbury, Lead Property Analyst, Black Privé*

UNO Beach Residences (50 units, prices EUR 4 million to EUR 13.5 million) is 70 to 80 percent sold ahead of Q4 2025 / Q1 2026 completion. Epic Marbella by Fendi Casa (54 to 56 units) is over 80 percent sold across Phases 2 and 3, with Phase 1 already delivered in April 2024. Karl Lagerfeld Villas comprises only 5 villas globally, priced EUR 8 million to EUR 18 million. Design Hills Dolce&Gabbana, the first D&G European residence, broke ground in July 2025 with pre-sales reportedly exceeding EUR 300 million; per-

square-metre pricing of EUR 14,000 to EUR 22,000 reflects the brand premium, with completion forecast for H2 2028.

“Branded residences in Marbella command 75 to 175 percent premiums over comparable resale stock,” said [Alexander Thornbury](#), lead property analyst at Black Privé. “Buyers are paying that to secure addresses that carry a name. The economics only hold if the brand remains strong over the hold period, and that is a risk premium investors should price in deliberately, not accept by default.”

What are the acquisition costs?

Off-plan purchases attract 10 percent VAT plus 1.5 to 2 percent stamp duty, totalling 12.5 to 13 percent of price. Resale property attracts 7 percent Andalusian transfer tax plus legal fees, totalling 9 to 10 percent. Annual community fees diverge by tier: traditional residences run EUR 300 to EUR 600 monthly; branded residences run EUR 800 to EUR 1,500.

What are the alternatives to the Golden Mile?

The New Golden Mile in Estepona offers comparable build quality at lower entry. The Edge Estepona (68 units, EUR 2 million to EUR 6 million, EUR 6,000 to EUR 9,000 per square metre) is 30 to 40 percent sold ahead of Q1 2026 completion. Finca Cortesín Green 10 in Casares (16 units, EUR 4.5 million to EUR 8 million) sits at 50 to 60 percent sold and integrates a five-star resort. Benahavís remains the inland alternative, with Reserva de Alcuçuz and La Quinta Golf Villas operating in the EUR 2.5 million to EUR 7 million range. Nueva Andalucía’s Marbella Lake serves family-oriented buyers at EUR 2.5 million to EUR 5 million.

Where does completion risk sit?

UNO Beach, the later Epic phases, and Karl Lagerfeld Villas carry low completion risk given construction maturity and brand backing. The Edge Estepona is rated low to moderate. Design Hills Dolce&Gabbana carries moderate risk given the extended 2028 timeline and the scale of pre-sales commitment ahead of delivery.

Black Privé's scored investment analysis of Marbella's luxury developments, ranking the top 10 across location, completion risk, brand premium and resale potential, sits in the marketplace's editorial archive. Curated [luxury Marbella property](#) listings start from EUR 3 million on the marketplace's dedicated Marbella page.

About Black Privé.

Black Privé is a curated luxury property marketplace serving ultra-high-net-worth buyers across Marbella, Mallorca, Monaco, Andorra and select Mediterranean destinations. Properties from EUR 3 million. Black Privé's Marbella coverage spans the branded-residence pipeline, Golden Mile and Estepona developments, and the marketplace's curated EUR 3 million-plus property listings, with editorial revised quarterly.

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