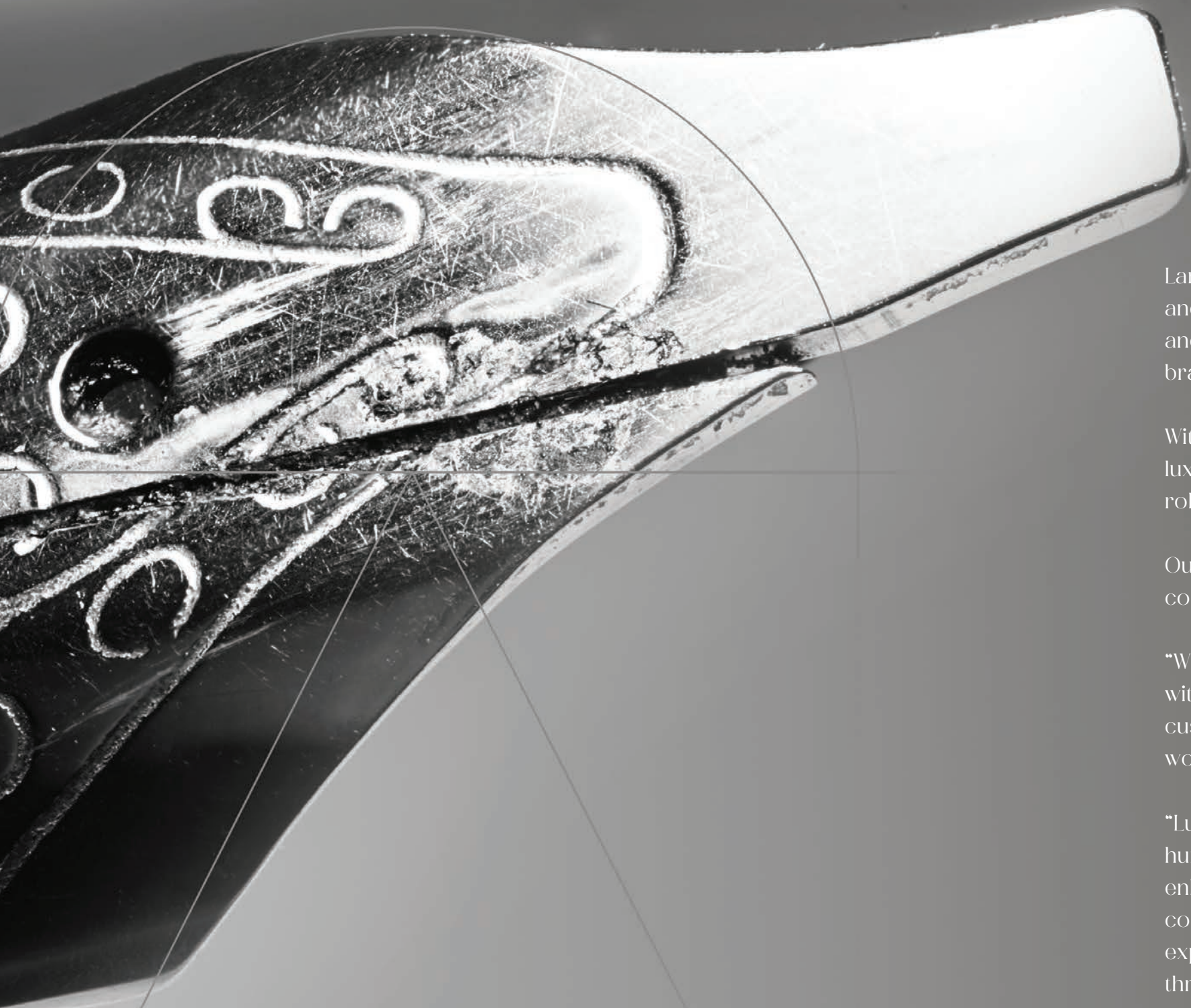


LUXURY BRANDS ADVISORY

Unleashing Extravagance: Mastering the Art of Boundless Opulence



Lars Jung-Larsen and his team at Knight Frank bring an unparalleled level of expertise and dedication to Luxury Brand Advisory. With over 25 years in the international premium and luxury industry, honing his strategic thinking and vision across a wide range of luxury brand categories .

With an unwavering commitment, we take pride in representing esteemed fashion and luxury brands, offering strategic advisory, partner acquisition, market entry management, roll-out plans, and securing prime real estate.

Our team of professionals is committed to creating unique, tailor-made branded property concepts that gracefully enhance both luxury brands and prestigious developers.

“We are in the business of adding value for luxury real-estate developers by an association with global brands, allowing them to achieve a higher value for the product, reach a new customer group of dedicated brand followers, obtain international press interest and get world class design competence integrated to the property.”

“Luxury brands on the other hand are looking for ways of expanding their footprint without hurting their core DNA expanding into the world of interior, home design and architecture enhancing and completing the way the brand is representing themselves. The millennial consumer of tomorrow wants to “live, breathe and consume their favourite brand” and expect them to be capable to deliver a seamless continuation of their luxury position throughout into other segments such as property, F&B and hospitality.

Lars Jung-Larsen
Partner – Luxury Brands

Our Services

Our distinguished suite of services encompasses representation for hospitality brands, insightful strategic consultation, meticulous identification and procurement of development partners, and the conception and execution of global and regional expansion blueprints:

- Exclusive Wellness, Residential & Hotel Concepts
- Brand Search & Fit
- Market Studies and Analysis
- Feasibility and Site Analysis
- Strategic Brand Development
- Strategic Partnerships

Luxury Knows No Boundaries

An epitome of opulence and refinement. Through a meticulously curated alliance between esteemed developers and iconic luxury brands, these branded concepts exemplify sophistication and prestige, enthralling discerning connoisseurs with their unrivalled distinction and unwavering commitment to excellence.



The Quintessential Alliance

Introducing a partnership of distinction and elegance, where visionary developers converge with illustrious luxury brands to redefine the realms of opulence. This masterful alliance seamlessly unites the expertise of both realms, crafting exceptional value and allure for each partner.

Affluent Growth & Opportunities

Over the past decade, this sector has experienced a staggering 230% expansion, boasting 580 developments from 133 illustrious brands and nearly 100,000 units between them.

With a projection to surpass an impressive 900 schemes by 2026, effectively doubling the current supply.



The Luxury Team

Our esteemed collective of experts is dedicated to crafting exquisite, bespoke property concepts that elegantly elevate both luxury brands and distinguished developers. Imbued with an unwavering pursuit of excellence, we synergistically infuse opulence and sophistication to manifest exceptional value for our global clientele.

Developing Branded Property Concepts

Crafted with the utmost precision and devotion to detail, our artisanal branded property creations embody the epitome of luxury living.

We meticulously blend architectural magnificence with the distinctiveness of world-renowned brands, giving birth to exclusive spaces that encapsulate elegance and prestige in every corner.

Market Studies and Analysis

Our team of professionals conducts in-depth market research and analysis to uncover the subtle nuances and emerging trends within the luxury landscape. These insights inform our strategic approach, positioning our clients at the forefront of innovation and enabling them to capitalize on lucrative opportunities within the ever-evolving luxury domain.



Brand Search & Fit

We understand the vital importance of aligning visions, values, and aspirations when forging partnerships between esteemed developers and iconic luxury brands. Our brand compatibility assessments ensure a seamless and harmonious union that reinforces the prestige and allure of all parties involved.

Feasibility and Site Analysis

Our expertise extends to comprehensive feasibility and site assessments, ensuring the optimal location and viability of each project. By meticulously evaluating the intricacies of each site, we guarantee that the final development embodies the zenith of luxury and distinction while maximizing value and returns for our clientele.

Exclusive Residences, Hotel and Wellness Concepts

With a focus on cultivating exceptional guest experiences, our hallmark Residences, Hotel and Wellness design innovations are the pinnacle of refinement and sophistication. Each concept is thoughtfully tailored to reflect the essence of the partnering luxury brand, exuding unparalleled opulence, and providing an immersive and unforgettable experience for discerning individuals.

Strategic Brand Development

Embracing a holistic approach to luxury brand development, we collaborate closely with our clients to devise innovative strategies that elevate their brand's presence and resonance within the global luxury market.

Our unwavering commitment to cultivating growth and evolution ensures that our clients consistently outshine the competition and solidify their status as trailblazers in the realm of luxury.

Strategic Partnerships

Our Luxury Brand Advisory services encompass the facilitation of elevated strategic collaborations, fostering partnerships that transcend expectations and elevate the stature of all involved. Through these distinguished alliances, we pave the way for extraordinary creations and endeavours that redefine the boundaries of opulence and sophistication.

Knight frank global footprint

SAUDI ARABIA

Riyadh
Jeddah

UNITED ARAB EMIRATES

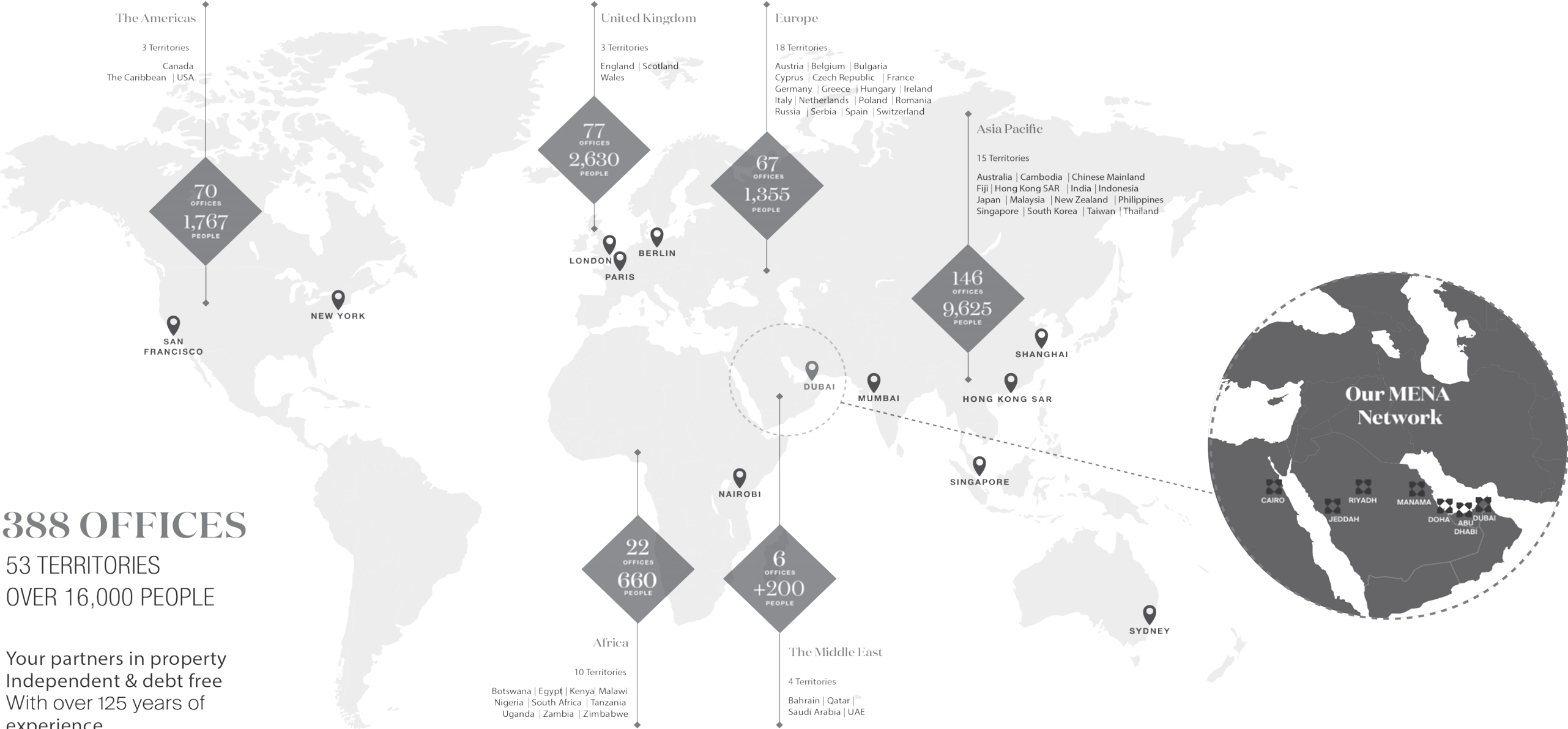
Dubai
Abu Dhabi

QATAR

Doha

BAHRAIN

Muharraq



388 OFFICES
53 TERRITORIES
OVER 16,000 PEOPLE

Your partners in property
Independent & debt free
With over 125 years of
experience





RESIDENTIAL TRANSACTIONAL SERVICES

- London International Project Sales
- Prime Residential
- Residential Project Sales and Marketing
- Knight Frank Atelier
- U.S. Residential Developments
- Private Office



Lars Jung-Larsen

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ADVISORY SERVICES

- Luxury Brands Advisory
- Valuation and Advisory
- Real Estate Strategy and Consultancy
- Education Consultancy
- Healthcare Consultancy
- Hospitality, Tourism and Leisure Advisory
- Project and Building Consultancy
- Property Asset Management
- Mortgage and Debt Advisory
- Residential Valuations
- Hospitality Valuation and Advisory
- Plant and Machinery Valuation and Advisory
- Research and Geospatial

COMMERCIAL TRANSACTIONAL SERVICES

- Capital Markets
- Global Capital Markets
- Industrial and Logistics
- Occupier/Landlord Strategy and Solutions
- UAE Retail

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