



BRAND  
ATLAS™



ATLAS  
COLLECTIVE

MEMBERSHIP GUIDE

BRAND-ATLAS.COM



## Atlas Collective

Atlas Collective is a curated community for those at the forefront of the fast-evolving branded residences sector — from world-class architects and designers, operators, marketers, and makers — Atlas Collective connects, inspires, and elevates those shaping the future of branded living.

Whether you're an established name or an emerging force, Atlas Collective is your gateway to showcasing your expertise to leading developers and brands in this most dynamic sector of luxury real estate.





Atlas Collective is the only global platform dedicated to promoting leading suppliers and professionals to the branded residences sector.

Our membership comprises world-leading suppliers and professionals across a broad range of categories, encompassing every stage of a branded residence's lifecycle. From masterplanning and architectural design to interior studios, visualization & film makers, and marketing & PR expertise, our members span across operators, legal advisors and more. Our members share a common goal: to provide exceptional products, services and experiences for the branded residences sector, catering to the refined tastes and demands of an affluent, discerning clientele.

Discover more at:  
[www.brand-atlas.com/atlascollective](http://www.brand-atlas.com/atlascollective)



# What we do: Promote, connect and collaborate

As a member, you join a highly selective community promoted directly to developers and brands through the Brand Atlas platform – our dedicated Developer Hub is where developers and brands discover best-in-class partners for every phase of their branded residence project. Atlas Collective members are profiled as the go-to resource for world-leading expertise and delivery.

**Put simply: membership is a gateway to visibility, credibility and new business opportunities in the branded residences space.**







## Membership Benefits

### Visibility

Featured in Atlas Collective on **brand-atlas.com** – the reference point for sourcing project teams – where developers and brands can contact you directly to enquire about your products or services

Invitations to appear in Brand Atlas Journal and other editorial showcases

Speaking and spotlight opportunities at industry events and roundtables

### Intelligence Lab

Access to trend briefings, reports, research and case studies

Insights from leaders in luxury, design, hospitality and real estate

### Collaboration

Invitations to be part of Atlas Advisory's 'Super Teams', when developers and brands approach our Atlas Advisory team for consultancy recommendations for specific projects

Curated introductions to fellow members, collaborators and potential clients

Access to Atlas Advisory and curated RFP opportunities

### Advocacy

Promotion of best practice and innovation in the branded living sector

Use of Atlas Collective member mark across digital and print communications



# Atlas Collective: An always expanding group of categories

## ARCHITECTURE & CONSTRUCTION

Acoustic Consultants  
Architects  
AV Suppliers  
Construction  
Energy Efficiency Providers  
F&B Consultants  
Flooring  
Home Automation Technology  
Ironmongery  
Joinery and Cabinetry  
Kitchen Suppliers  
Landscape Designers and Architects  
Lighting Designers  
Lighting Suppliers  
Living Wall Providers  
Main Contractors  
Marble and Stone  
Mechanical, Electrical, and Plumbing Engineers/ MEP  
Professional & Business Services  
Retail  
Sanitaryware and Bathrooms  
Security Systems  
Spa and Wellness  
Specialist Contractors  
Stone and Marble  
Stone Masonry  
Structural Engineers  
Surveyors  
Sustainable Construction  
Sustainability Consultants  
Windows

## INTERIOR

Acoustic Consultants  
Artisan Craft  
Art Curators  
AV Suppliers  
CGI Agencies  
Energy Efficiency Providers  
Fabric Suppliers  
Film and Video  
Flooring  
Furniture Suppliers  
Home Automation Technology  
Interior Design  
Ironmongery  
Joinery and Cabinetry  
Kitchen Suppliers  
Landscape Designers Architects  
Licensing  
Lighting Designers  
Lighting Suppliers  
Living Wall Providers  
Marble and Stone  
Professional & Business Services  
Sanitaryware and Bathrooms  
Sculptures  
Security Systems  
Soft Furnishings  
Spa and Wellness  
Specialist Contractors  
Specialist Decorators  
Stone and Marble  
Stone Masonry  
Windows

## LEGAL AND PLANNING

Energy Efficiency Providers  
Legal Advisors  
Licensing  
Main Contractors  
Planning Consultants  
Professional & Business Services  
Specialist Contractors  
Structural Engineers  
Surveyors  
Sustainable Construction  
Sustainability Consultants

## DESIGN & MARKETING

AI  
Animators  
Branding Agencies  
CGI Agencies  
Developers  
Digital Agencies  
Film and Video  
Interior Design  
Landscape Designers  
Lighting Designers  
Lighting Suppliers  
Living Wall Providers  
Marketing Agencies  
Marketing Suite Designers  
Photographers  
PR Agencies  
SEO Agency

## SALES

Brokers  
Buying Agencies  
Letting Agencies  
Professional & Business Services

## SERVICES & MANAGEMENT

Facility Maintenance  
Hospitality Management Firms  
Property Management Firms  
Specialist Contractors



## Membership Criteria

To qualify for Atlas Collective membership, applicants must demonstrate how they meet or exceed the following criteria:

The company must have or be a brand with a product or service of relevance to the branded residences sector, and has demonstrable experience working in luxury residential real estate or hospitality sectors

The company is outstanding in its field and exemplifies the highest standards in terms of quality, creativity, service and innovation

The company endorses Brand Atlas's purpose and will actively support Brand Atlas's aim to create a single source of reference for developers and brands in the branded residence sector

The company is well established in its field and can provide a reference if asked to do so by Brand Atlas

The company has the capacity to designate a member of staff to champion the Brand Atlas relationship





## Joining Process & Membership Fees

1. Once you have completed the membership enquiry form on our website, our membership team will review your enquiry and answer any questions you may have.
2. Once your enquiry for membership is accepted, you will receive an application form by email which includes a membership agreement for signature.
3. Once your Membership Agreement is signed, you will receive a link to upload your member profile content to your showcase page on Atlas Collective, along with details of named contacts.  
The membership team will then:
  - Schedule your kickoff meeting
  - Announce your joining on the Brand Atlas Journal and social platforms
4. The membership team will schedule regular check-ins to ensure you are getting the most out of your membership.

### Membership Fees 2025

During our initial launch phase, membership of Atlas Collective will be offered on a complimentary basis, allowing early members to benefit from full access and visibility as we build global momentum.

Founding members of Atlas Collective receive full membership privileges with no fees throughout 2025 — our way of recognising your early support.

Annual membership fees will apply from 2026.

When applicable, fees will be tiered based on your company's category and the level of services offered, ranging from \$350 to \$1,000 per month.

You will receive 60-day's notice prior to any fees being applied, along with a direct debit mandate for payment setup. At that point, you may choose to continue as a member or request removal from the platform with no obligation.



## Contact

For general enquiries please email  
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