

NIKKI [™] BEACH
RESIDENCES
Antigua



BUYER'S GUIDE / THE NIKKI BEACH LIFESTYLE

THE NIKKI BEACH LIFESTYLE

AN INTERNATIONAL PRESENCE. A CONSIDERED ALIGNMENT.

ORIGINS AND EVOLUTION

Nikki Beach was established in 1998 by Jack and Lucia Penrod as a tribute to their daughter, Nicole. What began as a single beachfront café in Miami has evolved into a globally recognised luxury lifestyle and hospitality group. Today, the portfolio spans beach clubs, resorts, branded residences and refined dining concepts across some of the world's most sought-after coastal destinations.

Despite its international reach, the brand remains family owned, ensuring continuity of vision and stewardship. Expansion has been measured and selective, favouring destinations of enduring global appeal rather than scale alone. This disciplined growth has allowed the brand to mature without dilution, maintaining a clear and consistent identity across continents.

A DISTINCTIVE CULTURAL POSITION

Nikki Beach is recognised for its integration of music, dining, fashion, art and design — expressed through its enduring “Celebration of Life” philosophy. Each location balances ease with energy, creating environments that feel both relaxed and socially assured.

This sensibility has attracted an international community of globally mobile travellers whose loyalty extends across destinations. The experience is recognisable yet adaptable, evolving with its setting while maintaining a consistent point of view.

Continued innovation, including ventures such as Lucia, reflects a commitment to refinement rather than reinvention, with expansion that adds depth while preserving coherence.

AN ESTABLISHED GLOBAL FOOTPRINT

Nikki Beach Hotels & Resorts are situated in Saint-Tropez, Monte Carlo, Saint Barth, Ibiza, Santorini, Porto Heli, Koh Samui, Dubai and Marbella, with further expansion underway in Muscat, Baku and Ras Al Khaimah. These destinations are united by established international wealth flows, mature second-home markets and sustained global visibility.

Within this network, each property reinforces the presence of the others. Recognition travels across regions, linking the Mediterranean, the Middle East, Asia and the Caribbean within a single, interconnected hospitality platform. The strength of the whole lends quiet weight to each individual location.

ANTIGUA WITHIN THE PORTFOLIO

Nikki Beach Resort & Spa Antigua forms part of this evolving international constellation. Its Caribbean setting extends a portfolio developed over more than twenty-five years, situating Antigua within a recognised global context rather than apart from it.

As the network expands, the collective resonance of the brand deepens. Antigua benefits from this established presence — aligned with a hospitality group defined by continuity, discernment and measured international growth.

Ownership here is therefore connected to something broader: a residence woven into a longstanding international platform, shaped by heritage and quiet recognition. Its reputation is not emerging but established — carried across continents, understood within the world's most discerning circles, and refined over time.