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The ‘Whimsymaxxing’ Trend Has Made Its Way to Luxury Real Estate—See Which Funky Amenities Developers Are Brewing Up

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Ronto Group, Continuum Company

Offbeat home updates are officially trending—and for now, they won't hurt your resale value.

“Whimsymaxxing” is the latest viral lifestyle movement. Items that have no business being bedazzled are suddenly being covered in rhinestones and minimalism is taking a backseat to maximalism.

Naturally, this whimsical mindset has made its way to home interiors, with influencers showing off their eclecticy-thrifted residences. But it seems as though the trend is also having an impact offline, where luxury buyers are seeking out amenities beyond what’s typically offered in high-priced homes.

While gyms, pools, and spa-like bathrooms were once enough to knock buyers off their feet, a new crop of lavish listings in Florida suggests they’re ready to level-up.

Offerings such as private bowling alleys, unique sports courts, and even custom DJ booths are really turning heads these days, like in these listing with most playful features currently available or soon to come to the luxury market.

The West Palm Beach Spot for those with a competitive streak



Nora House is targeted for a 2029 completion, and will be a great place to live for anyone who likes to get competitive. RONTA GROUP



Funky decor and playful amenities, such as a full bowling alley, are certainly more whimsical than what's available at most high rises. RONTO GROUP



A billiards lounge and golf simulator are great ways to enjoy an exciting night in. RONTO GROUP

Targeted for a 2029 completion, [Nora House](#) in [West Palm Beach](#) will be an ideal home for anyone who likes to get a little bit competitive.

The 117-residence building will include a series of luxury rooftop amenities, including a bowling alley planned to look like a retro den, a golf simulator, pickleball courts, two pools, and a sports and game lounge.