



THE TIMES

A healthy design for living

Wellness is part of the deal when you buy in this luxe Notting Hill scheme, says David Byers

What helps to sell a luxury development in a challenging market? Location, decor, exclusivity, but also the promise of wellness. This pledge is part of the offer at Holland Park Villas, a £600 million scheme in Notting Hill — an area between Notting Hill and Kensington that retains its reputation as the capital's hippest upmarket location — by the developer Native Land.

Buyers have the chance to improve their muscle tone in the scheme's gym, where the personal trainers come from Bodyism, a holistic wellness company, whose clients include the singer Rita Ora, Pippa Middleton and David Beckham. The Beckham family are probably the area's most famous residents. Bodyism was set up by James and Christiane Duigan, the Australian couple behind the Clean and Lean diet. A premium membership is said to cost £22,000 a year.

The health centre at Holland Park Villas features a 20m swimming pool, hot tub, gymnasium, private studio for Pilates and yoga, and, of course, a spa. Yet this is not the only avenue for exercise in the area. The development has Holland Park, a 54-acre green space, on its doorstep and Kensington Gardens is a ten-minute walk away. The 68 apartments and four penthouses at Holland Park Villas sit within two acres of landscaped grounds, with woodland walks and a children's playground.

A series of star interior designers have been involved in the project, including Jonathan Reed of Studio Reed, who designed the development's communal areas, which contain textured glass with brass inlays, and timber and Purbeck stone floors.

Rose Uniacke, who was involved in the multimillion-pound renovation of the Beckhams' Holland Park mansion, has designed one of the five-bedroom



Homes in Holland Park Villas start at £1.675 million (Strutt & Parker). Below left: Portobello Road, Notting Hill

flats, which is on sale for £17.25 million. Uniacke used some of her own pieces, against a background of marble and limestone slabs. Another

three-bedroom apartment, designed by Sophie Ashby of Studio Ashby, which sold for £8 million, features carefully selected pieces of modernist furniture alongside bold colours, antiques and contemporary art.

Ian Pidgeon, a prime new homes partner at Knight Frank, says that Native Land has bucked the London luxury downturn trend with this development. The scheme was completed in February, but already contracts have been exchanged on 55

of the 74 homes. He says Native Land's strategy was to aim the development at families, particularly those with young children at schools near by and in the neighbouring suburb of Hammersmith. The children's play area is a nod to the younger generation living within.

The development has a community feel and there are plenty of amenities, which mean that staying in can be as much fun as going out, such as a climate-controlled wine cellar, library and private club room.

Naomi Heaton, the chief executive of London Central Portfolio, a property finder, says that the sale of 14 homes in the development for between £10 million and £33 million each, since November, have helped to boost average house prices in prime central London. This kept the average price above £2 million for the fourth consecutive month, despite a wider slowdown.



Tastemakers

Lucy Barlow

Lucy Barlow, 32, studied fashion before attending the Inchbald School of Design in London. She worked for Mark Gillette, an interior designer, on large country houses in the north of England before taking on her first independent project, the interior design of four luxury flats in central London. The apartments were a chance for her to showcase her design style, which features a fun mix of rich interiors, bold colour and patterns. She started her own business, Barlow & Barlow, in 2013, pairing up with her brother Max, a lighting designer. Barlow lives with her boyfriend in a flat in Notting Hill, west London.

► **What is your biggest source of design inspiration?** I absorb so much from interior design magazines and Instagram is an incredible source of inspiration, as are travel and visiting grand houses.

► **Chintz or minimalism?** Chintz. There is nothing minimalist about the way I live or see the world.

► **What is your design essential?** Buy and work with what you love. Colour, pattern, warmth, beautiful lighting... all tools to make you feel happy at home.

► **Your favourite interior design "quick-fix"?** A fresh lick of paint can transform a tired-looking room.

► **Your prediction for the next big interior design trend?** Maximalism and English country house style are having a moment.

► **Design pitfall to avoid** Buying everything new, at the same time, from a limited selection of stores, which leaves your home looking like a showroom/Pinterest board.

► **If you could live in anyone's house whose would it be and why?** No 1 London [Apsley House]. It's the ultimate Georgian London townhouse, steeped in history having been built for the Duke of Wellington after winning the Battle of Waterloo.

► **When decorating what do you splurge on?** I love antiques. They are wonderful things to own and pass on.

► **What would you save on?** Boost your storage by buying inexpensive divan bed bases with drawers.

► **The best piece of design advice you have received?** When buying anything of consequence, measure it once, twice and thrice, for good luck.

► **What is your favourite room in your home and why?** My sitting room, where I've paired a Scane Britain fabric with Pierre Frey wallpaper and sumptuous upholstery. Anna Temkin

Stay home, get toned

Wellness is increasingly playing a role in the sale of luxury developments, as the affluent seek top-of-the-range fitness facilities in iconic locations.

One of the most spectacular gyms can be found at the 75-storey Landmark Pinnacle. This development, on the west side of Canary Wharf in east London, contains London's highest private residential gym on the 56th floor and has extraordinary views. Prices start from £542,750.

One of the most luxurious gyms can be found at Kingwood, a development in Knightsbridge, west



The hot tub in the Star & Garter in Richmond, southwest London

London, where properties start from £19 million. Its ten apartments overlook Hans Place, the most prestigious garden square in Kensington and Chelsea.

One with plenty of room to move is The Star & Garter, a refurbished grade II listed landmark in Richmond, southwest London. Properties start from £2.45 million and the development, which has stunning views, is a stone's throw from Richmond Park. Its ground-floor leisure suite has a pool, hot tub and a spa and treatment room.



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