



THE TIMES

LUXURY

# A healthy design for living

Wellness is part of the deal when you buy in this luxe Notting Hill scheme



Homes in Holland Park Villas start at £1.675 million (Strutt & Parker)

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.



Rose Uniacke has designed one of the five-bedroom flats



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.



Portobello Road, Notting Hill  
GETTY IMAGES

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.



The development has amenities including a climate-controlled wine cellar, library and private club room

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



A master bedroom overlooking the central courtyard



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, which has been aimed at families, has a community feel

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.



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

### **Fitness on the doorstep**

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 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.