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## Survival of the fittest: The luxury property gym developments causing a stir in the city



Yoga happens on Queen's Wharf roof terrace

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**F**itness spaces in London's luxury developments have taken on a life of their own. A shift in Londoners' lifestyles is driving big growth in the city's gym market, according to new research by Colliers International, which shows that Clerkenwell, Shoreditch and Victoria are among the areas with the greatest potential to support new gym openings.

There is growing appetite for new, luxury concepts in fitness too, from bespoke equipment to hypoxic chambers, says Ross Kirton, Colliers' head of UK leisure agency, who cites Jessica Ennis-Hill's forthcoming SYNC studios, with boutique interiors designed by Conran + Partners, as an example of the new gym concepts that are finding a big following in London.

Property developers are increasingly partnering up with cool gym brands too - and making their fitness spaces something to write home about. Islington Square, the redevelopment of a Royal Mail sorting office, is soon to have a 50,000-square-foot Third Space to service its 263 new homes (and the wider public) while Landmark Pinnacle in Canary Wharf boasts London's highest residential gym, set on the 56th floor.

“Landlords are all too keen to maximise value from their real estate, and we believe the gym market offers a long-term secure income that can be an attractive complementary use to many buildings,” says Kirton.

Here’s a look at some of the newest and best...

## **BOXING CLEVER**

The Chilterns, a new Galliard Homes development of 44 apartments in trendy, villagey Marylebone, got tongues wagging when a then still-harmonious Brad and Angelina viewed its penthouses soon after the development’s launch a few years ago.

There’s a far more current name associated with The Chilterns now, though, and that’s world heavyweight boxing champion Anthony Joshua, who opened BXR, London’s first boutique boxing-themed gym, there earlier this year.



BXR Boxing Gym at The Chilterns

As you'd expect in fashionable Chilterns territory (Chiltern Firehouse is just down the road and the street is full of chic boutiques), this is no spit-and-sawdust sweat pit. Its look is urban and industrial, and the staff look like off-duty models. The clientele has a high celebrity contingent and Joshua himself pops in to train now and again. Downstairs are three pay-to-train studios, including the country's first versa-climber class – think high-intensity spinning but on climbing machines, set to booming music in a darkened room.

Residents at The Chilterns – whose apartments surround BXR – get the joining fee waived and a marginal discount on the £180 monthly fee. But given the only property left is a two-bed duplex costing £5.4m, they are unlikely to be scraping around for spare cash. Other perks of living there include a residents' cinema, a gym where the BXR crew can come and train you and a David Bailey art gallery in the lobby.



The Chilterns Study in the last remaining duplex, by Galliard Homes CREDIT: GRANT FRAZER

## **HOLLYWOOD COMES TO HACKNEY**

MonoHaus London Fields promises 47 “industrial-style” apartments with polished concrete floors and Sonos smart home systems from £540,000 in the heart of east London hipster territory.

Joining this land of craft breweries, Nordic cafes and vinyl music shops is London’s first POPfit studio – the brainchild of Hollywood actress Kate Hudson and Royal Ballet School-trained dancer Stephanie Burrow. The studio opens in this new “lifestyle hub”, as MonoHaus is called, in January and the duo’s philosophy behind their fitness/dance space is: “No matter what you do to take care of your body and stay fit, you have to enjoy it”.

POPfit will offer music-based high impact work using dance and cardio, and classic strength training. No doubt there will also be plenty of opportunities to purchase Hudson’s Fabletics fitness-wear range.

## **BODY BEAUTIFUL**

James Duigan’s BODYISM lifestyle brand has become part of the staple diet of celebrities and the rich and body conscious from Hollywood to Holland Park. He’s the man who has sculpted the likes of Rosie Huntington-Whiteley and Lara Stone, and his Bodyism gym in Westbourne Grove is a temple to clean eating and holistic living.

The world's first residential BODYISM gym, however, opens soon in Native Land's Holland Park Villas, a highly exclusive new development of 72 apartments set in a four blocks overlooking Holland Park. Prices range from one-beds for £2m to five-bed apartments for £16m through Knight Frank, and there are show apartments by Rosa Uniacke, Studio Ashby and Studio Reed.

There's a Bodyism gym, 20-metre pool and spa available to residents, who also have access to one-on-one training sessions - including Bodyism's unique Blueprint class - in the Westbourne Grove club. Most people join a waiting list to become part of the cult of Bodyism, but you leap straight to the top if you own a place at Holland Park Villas.

Duigan has partnered up with Native Land in all of their schemes, including Burlington Gate in Mayfair. "Residents will have unique and unprecedented access to our world-leading approach to luxury wellness," he comments.

## HERE COMES THE SCIENCE BIT...



Gym run by Bodyspace at Kingwood CREDIT: JULIAN ABRAMS

At Kingwood on Knightsbridge's Hans Place, 50 metres from Harrods, four townhouses have been turned into huge, lateral apartments by developers Finchatton. There are six principal apartments, costing £19m-£31.5m through Knight Frank, and four one-beds, most likely snapped up as extra accommodation for children or staff.

Residents here can also boast about having a fitness first: a private gym run by BodySpace, the lifestyle company founded by former pro cricketer Stephen Price. He also runs BodySpace at luxury hotels including The Berkeley and The Corinthia.

The main gym is packed with the latest Technogym equipment, and a more specialist training room is the place for one on one sessions. “Our method is all evidence-based. We use technology such as Firstbeat to back up our training programme and to tell users when the optimum times are for them to train,” says Bodyspace manager Ross Gillanders.

### **IN A SPIN**

Among the emerging new "village" of independent shops, cafes, restaurants and entertainment spaces alongside Circus West, the first phase of apartments to near completion at Battersea Power Station, is Boom Cycle, a boutique spinning studio run by husband-and-wife team Hilary and Robert Rowland, who are among the first residents at Circus West.

The adrenalin-charged party on a bike takes place among low lights and high decibel music. There’s a free protein shake for every rider, a café, beauty bar and a studio stocking the latest in spin-wear.

Resale apartments at Circus West start from £550,000. Current off-plan apartments at Battersea Power Station include those in Frank Gehry’s Prospect Place from £1.33m for two bedrooms, and in Foster + Partners’ Battersea Roof Gardens from £2m.



## HOMES FOR YOGA BUNNIES

For those who like their fitness to be a little less intense, yoga spaces are popping up in luxury developments all over the place – but for downward dogs with a view, it's hard to beat Mount Anvil and FABRICA's Queen's Wharf in Hammersmith, where the remaining few apartments cost £1.185m-£2.7m and will all be ready to move into by Christmas. Buy the three-bed show flat for £2.5m and you'll get similar views from your bed too.

The Thames-front building – which houses the rebuilt Riverside Studios, with a theatre and cinema – sits on the Surrey Bend, a spot well-known among boat race lovers, with uninterrupted views across the green and gold sweep of Hammersmith Bridge. Crowning the eight-storey building is a yoga terrace with space for 25 yogis per class.



Dickens Yard roof terrace

“Queen’s Wharf was designed to buck the trend of a traditional London development with its low-rise architecture and podium gardens. The yoga terrace is an extension of that originality and a reflection of West London lifestyles that are defined by health consciousness and cultural enrichment,” comments Rosie Nesbitt, sales and marketing director at FABRICA by A2Dominion.

Yoga fans will also find a home from home in Berkeley St George’s new Dickens Yard development in Ealing, where Triyoga is opening later this month, with three studios offering 120 sessions a week.

Prices at Dickens Yard range from £960,000-£2 million, with apartments and penthouses set among retail and restaurants, soon to include Balans, Skinny Kitchen and Ealing Artisan, a new weekly food and craft market.