

Launchpad: Join the club



by Ajay Teli

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WHETHER it's a gym or community space, you're getting more for your buck with a new-build home these days, but it's the private membership-style lounges that are proving to be the most popular offerings — and why wouldn't they?

There's nothing like the exclusive comfort offered by private members' clubs to give you that warm, cosy feeling. Traditionally, your only way into this rarefied world was forking out a few grand for an annual pass.

But with savvy developers providing similar lounges for free, you won't face any club membership waiting list — and you certainly won't need a cab to get home.



Regal London has recently unveiled two super-cool show homes to mark their collection of 184 new homes at Shoreditch Exchange. Situated on Hackney Road, it's perfectly located for the City and east London. Due for completion by next summer, the scheme has been designed by internationally acclaimed architects AHMM and Scott Brownrigg.

The development is spread across a series of attractive mid-rise blocks, with spacious and light-filled one, two and three-bedroom apartments, complemented by a first-class collection of residents' amenities — including a landscaped roof terrace with panoramic views, a state-of-the-art gym, cinema room and 24-hour concierge. But it's the Club Lounge (main picture) that really shines in this development. Sumptuous finishes such as Herringbone wood floors, zoned areas with an eclectic mix of art deco furniture and a billiards table are to die for. As are the elegant works of art and industrial-style ceiling lights...

■ Prices start from £785,000 for a one-bedroom apartment, [shoreditch-exchange.co.uk](https://www.shoreditch-exchange.co.uk)

The Makers

Nile Street, N1



Landmark Pinnacle

Westferry Road, E14 9DB



Reaching a height of 239 metres, this is set to become Europe's tallest residential tower, boasting 752 new homes and two roof terraces with awe-inspiring views across London. The apartments have floor-to-ceiling windows, with minimalist design for uninterrupted vistas. All residents will benefit from access to a full-floor garden square, private cinema, media rooms, gym, fitness studio, golf simulator, putting green, arcade room, two private dining areas and of course a lounge bar, which will be one of the funkiest places to relax.

■ From £425,000 for a studio, landmarkpinnacle.co.uk