


# Comfort Zone



OFFERING TURNKEY CONDITIONS AND FIVE-STAR SERVICE, THE POPULARITY OF BRANDED RESIDENCES AMONG UHNIs IS SKYROCKETING. MORE THAN 500 COLLECTIVE SCHEMES HAVE ALREADY LAUNCHED AROUND THE WORLD, WITH SOME 400 MORE CURRENTLY IN THE PIPELINE. THESE ARE THE TOP CRASH-PAD-CUM-HOTELS COMING TO THE CAPITAL

Words: **Anna Solomon**



**THE OWO RESIDENCES  
BY RAFFLES**

With its completion now imminent, The Old War Office is one of the most hotly-anticipated branded residences in the capital. The Whitehall building was completed in 1906 and served as an administrative centre for the British Army until 1967. The Haldane Suite, named after the war secretary at the time the building went up, has hosted Kitchener, Churchill and Profumo. The War Office sat largely derelict until 2016, when the MoD handed it to the Hinduja conglomerate, which, in partnership with Raffles, has converted it into 120 suites and 85 residences. All residents will have privileged access to Raffles' 'six star' services and amenities, including a spa and a collection of nine restaurants and bars.

*Apartments from £3.95 million,  
struttandparker.com*



**THE PENINSULA  
RESIDENCES BY THE  
PENINSULA HOTELS**

The Peninsula Residences is the other big opening on the horizon, looking to welcome guests from early 2023. At that point, 25 exclusive residences will join 190 guest rooms and suites, all enjoying a privileged location in the heart of Belgravia, overlooking Hyde Park Corner and the Wellington Arch. The development comes with a suite of amenities, including destination restaurants, a spa providing wellness and beauty treatments, and a ballroom. The Peninsula Residences will also feature a one-storey arcade with over 1,100 sq m of shopping space – property owners will benefit from access to all of this, at the same time as having their own dedicated facilities.

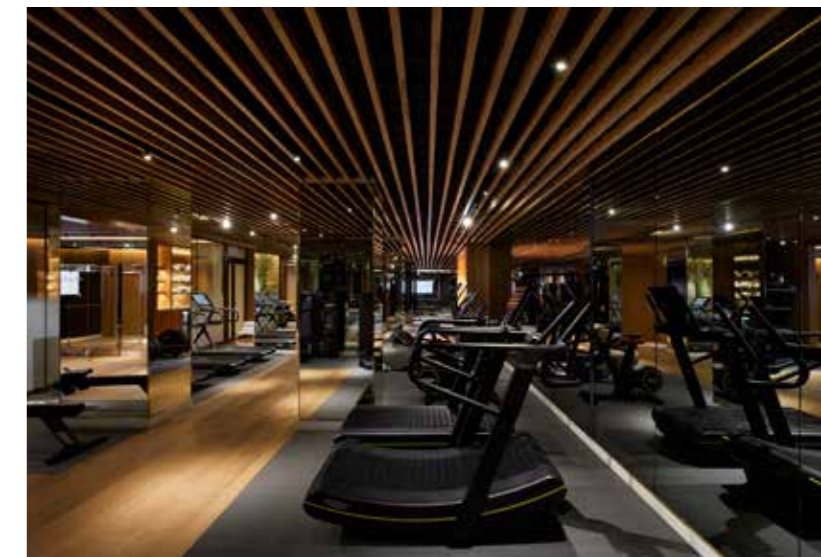
*Apartments from £12,937,500,  
knightfrank.co.uk*



**MAYFAIR PARK RESIDENCES BY THE  
DORCHESTER COLLECTION**

Located in the heart of Mayfair, boasting views over Hyde Park, lies Mayfair Park Residences, a Dorchester Collection branded residence – it adjoins 45 Park Lane and is a minute's walk from the group's namesake hotel. The development blends the heritage of The Dorchester and the innovation of 45 Park Lane: its Georgian façades are juxtaposed by a third building crafted from white travertine stone. Inside, interiors are the work of Jouin Manku, who has blended historical references with custom details. Amenities range from a dedicated concierge, to use of the spa and access to bars and restaurants at both 45 Park Lane and The Dorchester, where you simply charge the bill to your apartment.

*Apartments from £4.25 million, savills.com*





**TWENTY GROSVENOR SQUARE  
BY FOUR SEASONS**

The residences at Twenty Grosvenor Square are managed by Four Seasons Hotels and Resorts, whose staff maintain 37 homes of three to five bedrooms. Residents are, again, privy to all the services offered by the group, including 24-hour concierge, valet parking, a cinema, a fitness centre, and housekeeping. Property owners at Twenty Grosvenor Square also benefit from a dedicated sommelier, valet laundry and dry cleaning delivered directly to their walk-in wardrobes, plus embassy-grade security. There is a 'garden library', a landscaped courtyard, and a 25-metre pool with adjacent vitality pool, sauna and steam rooms.

*Price on application, savills.com*



**THE SKY RESIDENCES AT  
ONE BISHOPSGATE PLAZA  
BY PAN PACIFIC**

Living at One Bishopsgate Plaza means experiencing the hospitality of Europe's first Pan Pacific Hotel. This branded residence in the Square Mile boasts stunning interiors by Yabu Pushelberg, as well as five levels of amenities, including private dining rooms, a heated 18.5 metre infinity pool, a state-of-the-art gym, a mindfulness studio and treatment rooms, multiple meeting rooms and a ballroom for hire. The restaurants, bars and private dining spaces – Ginger Lily, Straits Kitchen and The Orchid Lounge – are also worth a mention.

*From £1.325 million, savills.com*

**THE WHITELEY BY SIX SENSES**

William Whiteley Limited may not have garnered the same fame as Selfridges, Liberty or Harrods, but it was, in fact, London's first department store. After its closure, it changed hands various times, before being bought by developer Meyer Bergman in 2013, which is converting 1.1 million sq ft of historical real estate into luxury residences. The Whiteley will comprise 139 high-specification homes alongside a Six Senses hotel with 110 rooms, plus 14 branded residences, whose owners will have unfettered access to the building's cafés, restaurants, cinema, gym, spa, and members' social and wellness club. The project is set to complete in late 2023, and could also prove a savvy investment: it is part of a £3 billion landowner investment in Bayswater – the least expensive of the neighbourhoods around Hyde Park.

*Apartments from £1.5 million, knightfrank.co.uk*

