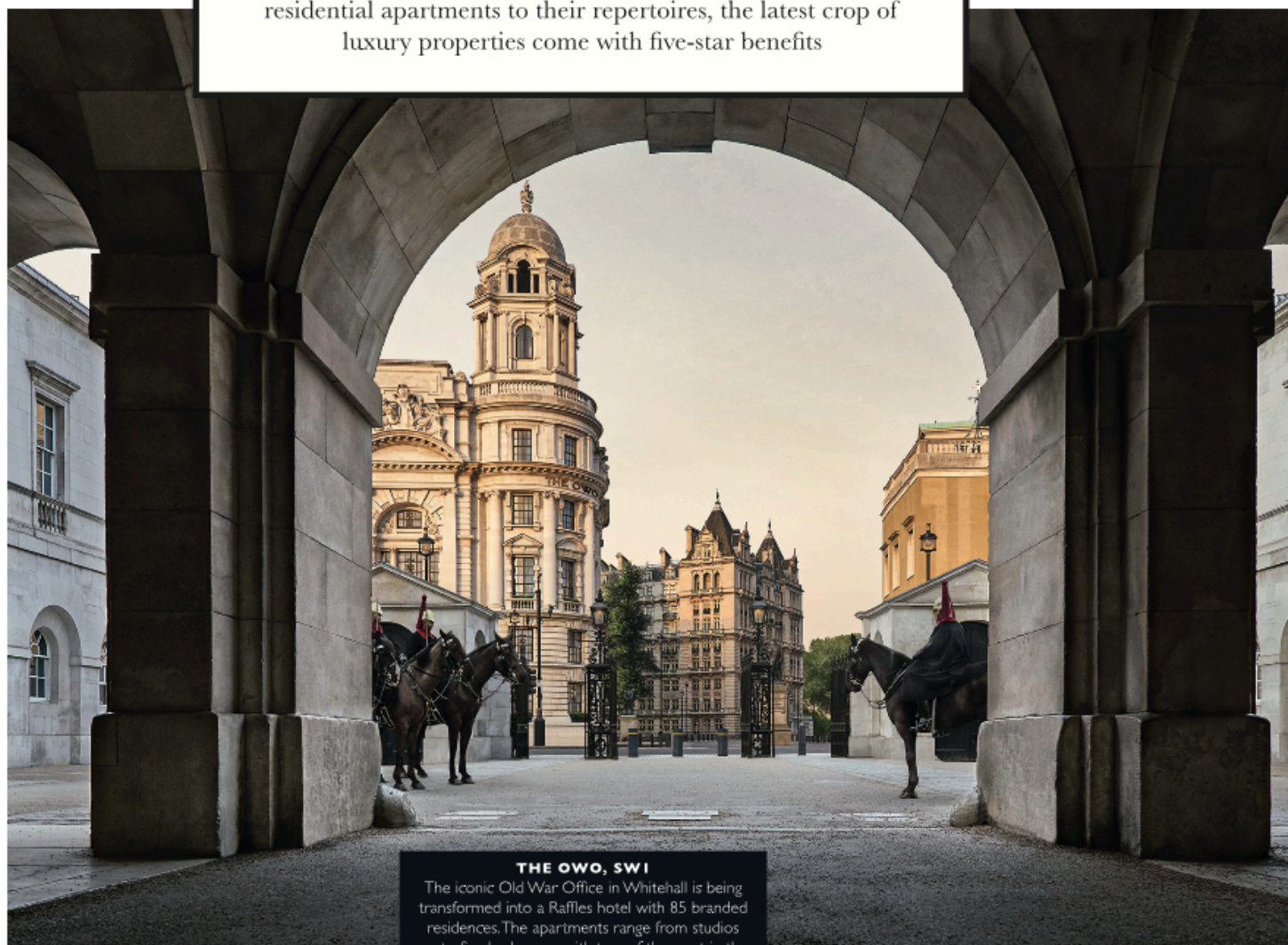


CONDÉ NAST
BRITAIN | PROPERTY

LIVING BRANDS

Now that some of the world's best hotels have added residential apartments to their repertoires, the latest crop of luxury properties come with five-star benefits



THE OWO, SW1

The iconic Old War Office in Whitehall is being transformed into a Raffles hotel with 85 branded residences. The apartments range from studios up to five bedrooms, with two of them set in the turrets that flank the imposing Edwardian building, providing bird's-eye views across London.

theowow.london

The last few years have seen a steady growth of branded residences – properties that are linked to a luxury hotel group, with owners having access to all the facilities and services that guests enjoy. This trend first emerged in New York during the 1920s, but didn't become popular until the 1980s, when Four Seasons began selling apartments that boasted all the conveniences of a hotel suite. Since then, the market has expanded, rapidly gaining momentum. 'Wide-ranging benefits for buyers, developers and operators alike have

driven exponential global growth in the sector over the past 20 years – not only in terms of quantity, but also locations and brands,' says Chris Graham, author of a leading report on branded residences. 'It's truly a "win-win" scenario.'

Yes, these properties come with a premium price tag, but the advantages are many. The most obvious is the access to a range of first-class amenities. From rooftop pools

to Michelin-starred restaurants, there's a tremendous breadth of facilities right on your doorstep. Few buyers are purchasing these apartments as their primary address, so the 'lock up and leave' aspect is particularly appealing, as is the fact that branded residences generally offer a higher level of security. There's also often the opportunity to rent out the property when you're not there, which can provide some extra income without the headache of having to manage it yourself. On top of all that, if the time comes to sell it on, these types of properties

MARTINHAL RESIDENCES, PORTUGAL

With several luxury resorts dotted around Portugal's hot spots, Martinhal is expanding its reach with a new residential project in Lisbon. Located in Park of Nations, it's designed with families in mind, with a kids' club, an outdoor playground, and indoor and outdoor heated pools.

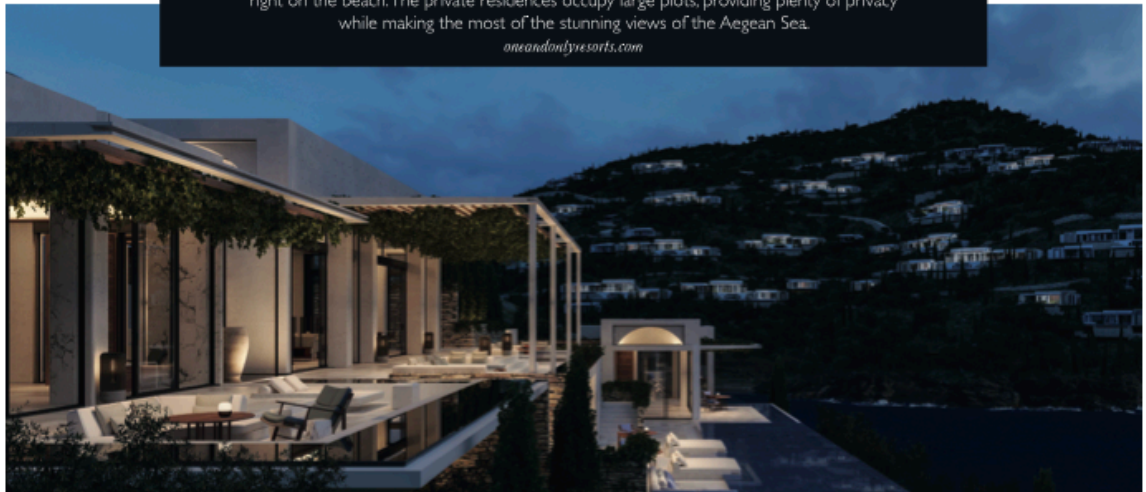
martinhalresidences.com



ONE&ONLY KÉA ISLAND, GREECE

The unspoilt Greek island of Kéa is the location for a new One&Only retreat, which sits on 65 hectares right on the beach. The private residences occupy large plots, providing plenty of privacy while making the most of the stunning views of the Aegean Sea.

oneandonlyresorts.com



LES BORDES, FRANCE

Home to one of the world's top golf courses, Les Bordes has long been a popular holiday destination.

A new Six Senses hotel with 70 residences is set to open in 2024, further enhancing the appeal of the estate's existing properties, a selection of which are currently on the market.

sphereestates.com





MANDARIN ORIENTAL, WI

Occupying a prime spot in Mayfair's Hanover Square, the new Mandarin Oriental Mayfair includes a number of private homes. Owners will have access to the world-class restaurant, rooftop bar and excellent spa, as well as in-residence dining and housekeeping.

mo-residencesmayfair.com

FOUR SEASONS PRIVATE RESIDENCES, MADRID

Located in the Canalejas Centre, an ornate, historic building in the heart of Madrid, the new Four Seasons includes 22 private apartments, with residents able to avail of the hotel's many amenities, including an indoor pool, 24-hour gym and hair salon.

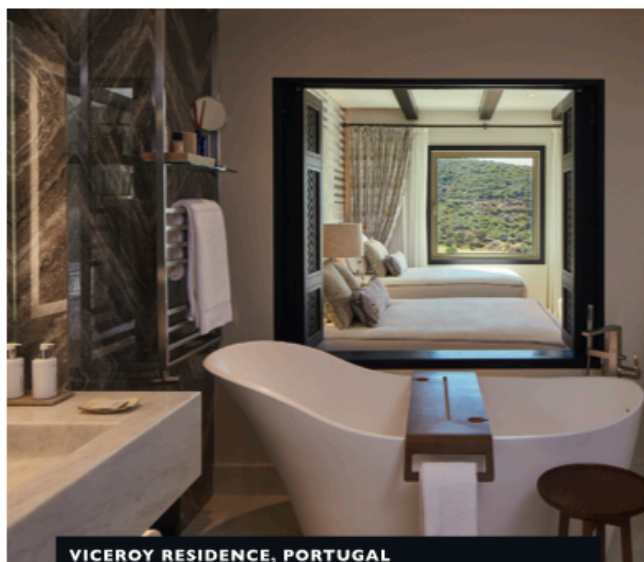
fourseasons.com



generally hold their value better than many other luxury developments.

Currently under construction is one of London's most exciting new ventures – the transformation of the former Old War Office in Whitehall by the international luxury hotel group Raffles into a 125-room hotel, with a collection of nine restaurants and bars, a spa and a number of branded residences. The apartments are impressively grand, with ceiling heights of up to 4.4 metres, soaring

floor-to-ceiling windows, and plenty of original features, from oak panelling to mosaic flooring. Once Winston Churchill's headquarters during World War II, it's shrouded in secrecy and glamour, and has featured in many James Bond films over the years – hardly surprising, since the author Ian Fleming once worked there. Due for completion in 2022, with apartments now available to buy, it's set to be London's most sought-after new address.



VICEROY RESIDENCE, PORTUGAL

Managed by Viceroy Hotels & Resorts, the one- and two-bedroom apartments at Ombria Resort are fully serviced and managed, and come with a guaranteed rental income. Just a 20-minute drive from Faro airport, there's plenty to enjoy, including an 18-hole golf course and five restaurants.

spherestates.com