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Hanover Bond, by Clivedale



Hotel-style living makes its mark

FOR SOME SUPER PRIME BUYERS, PURCHASING A HOME WITH ALL THE PERKS OF A TOP HOTEL IS PROVING TO BE THE BEST OF BOTH WORLDS

BY HARDEEP SANDHER

The latest wave of luxury living is being redefined by international five-star hotels teaming with residential developers to ensure that every need of its residents is taken care of day or night in a “hotel-style” servicing concept.

The latest tie-up between hotels and developers is no surprise given the growing demand for services that go above and beyond the option of a porter in reception. Indeed, more hotels are choosing to offer five-star residences and have teamed up with high-end developers in locations such as Mayfair and Boston.

“Hotel-like servicing has become vitally important for super prime buyers,” says Fred Scarlett, director at Clivedale London. “In locations such as Mayfair, there has always been an expectation as to the level of service some business or leisure travellers might expect to receive if they were staying here in a hotel. People expect more from their residences as well.”

Clivedale is a developer that has partnered with international hotel investment and management company Mandarin Oriental Hotel Group and the globally renowned Dorchester Collection respectively, in London, to offer just that at two separate schemes.

In W1K, Clivedale is set to deliver an exclusive collection of 25 apartments and townhouses as part of the Mayfair Park Residences, which will be fully serviced by the Dorchester Collection.

The Dorchester Collection is a portfolio of the world’s foremost luxury hotels in Europe and the US, each of which reflects the distinctive culture of its destination. However, its venture with Clivedale

is unique for a number of reasons. The development is the first time the Dorchester Collection has lent its name to a residential development. The project, which sits adjacent to London’s Hyde Park, will offer a range of one-, two-, three- and four-bedroom homes as well as an eight-bedroom penthouse with roof-top pool. The Dorchester Collection will also provide a 24/7 valet service, in-residence dining and sommelier expertise, grocery service and pet care to name just a few of the services on offer.

Scarlett says there is a “110 per cent” focus on service within the residences, and the Dorchester Collection’s expertise in this area fits perfectly with Clivedale’s aims for the scheme as well. It is one of two serviced residence schemes the developer is working

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Fred Scarlett, director at Clivedale



Mayfair Park Residences, by Clivedale

on. The second, located on Hanover Square, is called Hanover Bond and the development will include 80 luxury Mandarin Oriental residences for purchase, which will sit above a fully integrated Mandarin Oriental hotel with 50 guest rooms. According to Scarlett, this project is the first truly integrated hotel and residences to be delivered in central London.

Those living in the residences will be able to access the hotel's roof terrace bar and fine-dining restaurant, although Mandarin Oriental is also providing a dedicated 24-hour residential concierge, in-residence dining and housekeeping.

Clivedale is working with an array of high-profile partners across the schemes – PLP Architecture and interior designer Jouin Manku at Mayfair Park Residences, and Rogers Stirk Harbour + Partners and interior designer Thomas Juul-Hansen at Hanover Bond. "It is a pretty big statement to have these names on board such exciting projects that will redefine both the area and luxury living," says Scarlett.

A few roads away, developer Finchatton has partnered with Four Seasons to launch a multi-million pound development that will offer the "most exceptional homes" in the heart of Mayfair.

Residents of Twenty Grosvenor Square will be serviced solely by Four Seasons in a partnership that is the first of its kind in the world. Alex Michelin, co-founder of Finchatton says: "Twenty Grosvenor Square is such a unique opportunity in a historically important location, that it made sense for us to approach Four Seasons Hotels and Resorts. They are without doubt the hotel brand which delivers the best level of service consistently across its portfolio". Michelin believes the quality and

servicing that will be available at Twenty Grosvenor Square has simply not been seen in London before now, with the development setting a "new bar."

"There'll be 24-hour concierge carried out by Four Seasons staff, and residents can order in-residence dining which will be delivered by Four Seasons' white-gloved waiters. We have designed the services to cater for all the resident's needs including housekeeping, turn-down service, laundry, pet care, child care in the onsite crèche, and a myriad of other services as well.

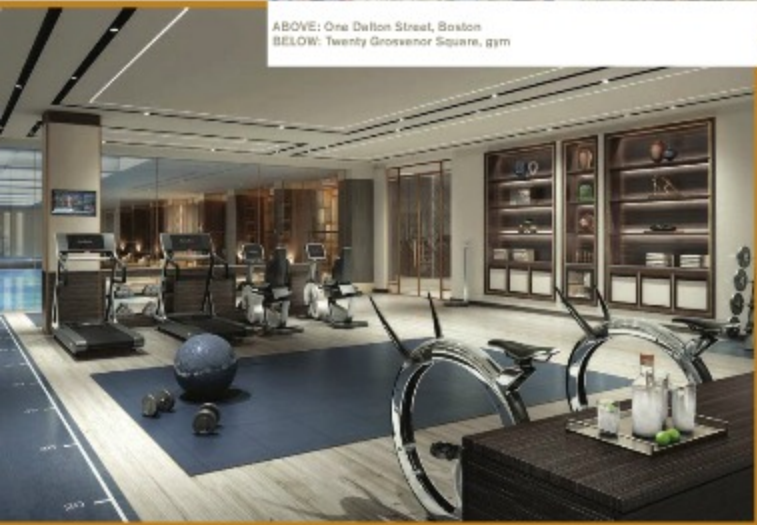
"The amenities within the building are quite simply the best to have ever been built in any residential scheme in London, with a 25-metre swimming pool and vitality pool, spacious state-of-the-art gym with a separate private functional training room, a luxurious spa with sauna and steam room where you can have massages, manicures and other treatments. There's also an 18-seat cinema for residents and their guests, a humidity and temperature-controlled wine room complete with tasting table, and a business suite."

Michelin adds that the partners have worked together closely for more than two years in order to ensure each detail of the scheme is discussed fully: "We've worked closely on all aspects of the scheme from the back-of-house areas through to the marketing materials to ensure everything met the highest of standards. We've also appointed a director of residences, Annabel Shaw, from Four Seasons Park Lane where she was hotel manager." For hotel operators such as Four Seasons, working with developers such as Finchatton is part of a wider plan to increase residential portfolios in the coming years.

Paul White, president of residential at Four Seasons



ABOVE: One Dalton Street, Boston
BELOW: Twenty Grosvenor Square, gym



Hotels and Resorts says the group's residential portfolio is expected to double in five years, with 80 per cent of its development pipeline including a residential component.

"Twenty Grosvenor Square, a Four Seasons Residence, will be our first standalone residential project separate from a hotel or resort," says White. "In partnership with Finchatton, we are converting the historic former home of US Naval Forces in Europe into 37 exclusive luxury residences at London's best address. This is an incredible property, and it is an exciting milestone as we continue to grow our residential offerings". White says that there are many benefits to working with developers on mixed-use projects, including economic and operational

considerations. Within a mixed-use development, residents are not only immersed within the service and amenities of the hotel or resort, but also have convenient access to the dining, shopping and office space that might also be part of the development.

"The residential component is becoming increasingly important to Four Seasons as more and more people choose to live with us," he says. "Four Seasons offers a lifestyle whereby residents can own some of the best real estate in the world, with access to hotel-inspired amenities, serviced by Four Seasons employees.

"We have seen great success with our residential projects. Most recently, one of the penthouse units at our upcoming project in Boston, One Dalton Street,

became the most expensive condominium in Boston's history, selling for approximately \$40 million."

Dick Friedman is CEO of Carpenter&Company, and the developer behind One Dalton Street in Boston, which will be one of the tallest buildings in the city.

He says: "We have not been surprised by the demand for condominiums in this project because the demand for luxury and fully serviced, hotel-style living is increasing. In a project like this, there is no need to buy a three-bedroom apartment if you do not need three bedrooms. There is a hotel downstairs able to accommodate [guests]. The synergy of this partnership is important, and the logistics of having a fully functioning hotel in your building is something that is very special for those that live here."