

CONDÉ NAST
BRITAIN | PROPERTY

THE HIGH LIFE

Enjoy a five-star lifestyle every day with these brand-new developments that have been created by some of the most iconic hoteliers around the globe



THE OWO RESIDENCES BY RAFFLES, SW1

The UK's first Raffles Hotel is also home to 85 private apartments, located in the historic environs of Britain's former war office. The six-year renovation project has created a set of unique homes, with high-quality finishes such as stone floors and bespoke cabinetry enhancing the stately surroundings. From £4 million. [theowo.london](#)

One of the most interesting property trends to emerge in the last few years has been the rise of developments that are devised, built and managed by some of the world's best-known luxury hotel groups. Their appeal is understandable

– they combine all the amenities, style and service of a five-star hotel with the comfort, convenience and privacy of having your own home.

‘As of 2023, there are 740 branded residence schemes in operation globally, totalling more than 100,000 units – an increase from 580 in 2021,’ says Charlotte Williams of Savills. ‘The rise shows outstanding demand as well as growing interest from operators,

brands, investors and developers. In future, this market is set to comprise over 1,100 schemes, not counting those that are yet to be announced.’

She also points out how this trend isn't confined to any particular city or continent – indeed, quite the contrary. ‘Year by year we see new locations entering the market. For example, countries such as Jamaica, Nigeria, Oman and Pakistan all have projects

IMAGE: DaeWha Kang



**THE SIX SENSES RESIDENCES
AT THE WHITELEY, W2**

Close to Hyde Park, the new Six Senses hotel and spa promises an oasis of tranquillity in the bustling heart of London. That in itself is surely enough to tempt buyers to the residential properties, but the soaring proportions, elegant interiors and attention to detail are the icing on the cake. From £3,025,000. savills.com

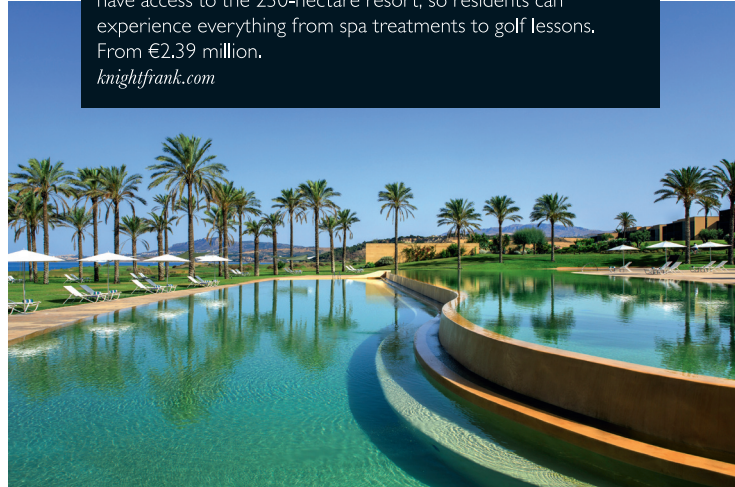
ROCCO FORTE PRIVATE VILLAS, ITALY

Overlooking a valley of olive groves on the sunny Sicilian coast, these villas are part of the five-star Verdura Resort, a Rocco Forte hotel. Homes range from three to seven bedrooms and have access to the 230-hectare resort, so residents can experience everything from spa treatments to golf lessons. From €2.39 million. knightfrank.com



THE ST REGIS RESIDENCES MIAMI, USA

Blending the aesthetic of traditional ocean liners with the appeal of contemporary architecture, this soaring new residential tower in Brickell, Miami, has a clever stepped design to create plenty of outdoor terraces; and each of the 150 properties has uninterrupted views of the sea. From \$3.5 million. miamisrr.com



**THE RESIDENCES
AT MANDARIN
ORIENTAL, BANGKOK,
THAILAND**

This penthouse is the star of the new residential scheme at the Mandarin Oriental, Bangkok, spanning two floors and 7,642 square feet. It's situated on the Chao Phraya riverside and adjacent to IconSiam, the city's top shopping destination, so buyers will have the best of Bangkok at their doorstep. £10,760,394. christiesrealestate.com

in the pipeline that represent their first venture into the branded residence space.'

In London, Savills are the joint agents for The OWO Residences by Raffles. The Old War Office was once the workplace of many well-known names, from Winston Churchill to Ian Fleming – the latter was inspired to write the James Bond series after his time spent working there. It's likely you're already

familiar with this impressive building as it has made plenty of appearances on screen, including in a number of Bond films (naturally) and in *The Crown*.

Its transformation from a tired, yet iconic, office building into a hotel and residences is a perfect example of how a branded development can offer something extraordinary. As Raffles Hotels & Resorts' flagship location in the UK, the hotel offers a wealth of amenities, including nine new restaurants – Café Lapérouse, which offers quintessentially Parisian fare, is the latest to be announced. The 85 apartments include the recently unveiled penthouse – a remarkable space spanning 7,700 square feet, with its own private gym, sauna and cinema.

Further afield, there's an ever-expanding choice of residential offerings from the world's leading hotels to choose from, each offering a different style and atmosphere. There are contemporary villas in the Rocco Forte Verdura resort on the coast of Sicily; elegant apartments with an art-deco flourish at the Waldorf Astoria Residences in New York; and a glittering new Baccarat hotel and apartments currently under construction in Dubai.

While staying in a top-notch hotel is viewed by most people as a rare treat, the lucky owners of these branded residences can savour *la belle vie* as much as they choose – making every day feel like a holiday.



THE PENINSULA RESIDENCES LONDON, SW1
 Located in Belgravia, with views across Buckingham Palace Gardens and Wellington Arch, this collection of 25 apartments and penthouses sits alongside the new Peninsula Hotel, which offers fantastic amenities including a spa, restaurants, and a shopping arcade of luxury boutiques, POA.
peninsula.com



PENDRY RESIDENCES BARBADOS
 Set on the north-west coast of Barbados, these 46 new villas range from two to six bedrooms, with spacious layouts, plunge pools and private gardens. Owners get access to the amenities and services of Pendry Port Ferdinand, as well as a berth at the nearby marina. From \$2.5 million.
pendry.com



THE RESIDENCES AT MANDARIN ORIENTAL, MAYFAIR, W1
 Situated on Hanover Square, The Residences at Mandarin Oriental, Mayfair, are perfectly placed to enjoy everything the capital has to offer. The apartments and penthouses come with access to all the hotel facilities, such as in-residence dining and house-keeping, 24-hour concierge, valet parking and spa. From £1,999,000.
clivedale.com

THE TOWERS OF THE WALDORF ASTORIA, USA

The Waldorf Astoria has long been one of New York's most famous hotels, and now there's the opportunity to call it home, thanks to this new development.

The interiors are particularly impressive, having been created by the renowned interior designer Jean-Louis Deniot, and combine modern comfort with art-deco opulence. From \$1.8 million. waldorftowers.nyc | knightfrank.com



SHANGRI-LA RESIDENCES, CANADA

Occupying one of the tallest buildings in Toronto, the Shangri-La Residences are hard to miss, and sit above the five-star Shangri-La Hotel. This generously sized apartment is 4,440 square feet and has fantastic panoramic views. Residents can explore the hotel's many services, including the 24-hour gym and award-winning spa. £7,044,741. christiesrealestate.com



BACCARAT RESIDENCES, UAE

Baccarat's hotels are as glittering as its crystal, and its new residential complex in Dubai is set to shine particularly brightly thanks to the cutting-edge architecture. The 49 apartments are already being snapped up off plan since being launched by Luxhabitat Sotheby's International Realty earlier this year. From £4,590,000. luxhabitat.ae



ELOUNDA HILLS, GREECE

Crete's first branded residential resort is set in a bucolic spot amid the hills, and sustainability is firmly on the agenda, with plans for renewable energy, plastic-free zones, and 'fish-to-fork' dining. There'll be a marina and a private beach club, along with shops, restaurants and bars. The first phase is scheduled to complete in 2026, with sales launched now. From €495,000. eloundahills.gr