



“The Ritz is my home”
 Coco Chanel once
 declared. The fashion
 guru lived 37 years of her
 remarkable life in five-
 star luxury at Paris’s
 chicest hotel with a view
 of Place Vendôme and
 incomparable 24-hour
 service. She wasn’t alone;

Sarah Bernhardt and whisky baron Sir Thomas Dewar
 resided at London’s Savoy, the Vanderbilts at the
 New York Plaza. All as lessees.

These days it’s not only the famous or eccentric who
 enjoy the year-round services of an elite hotel. Property
 developers are partnering with luxury hotels in major
 cities and holiday locations alike to create residences
 where owners can, say, have a cheeseburger delivered
 on silver at any hour of the day (as did Elvis Presley
 at the Beverly Wilshire) – but actually own their slice
 of hotel life, and be free to decorate and furnish
 their hotel-branded homes as they please.

For the hotel companies and developers it’s win-win.
 Hotels get their brand marketed throughout the lengthy
 property sales and marketing process, while gaining
 extra income from selling their brand licence to
 developers. They also have a built-in clientele paying
 towards the hotel communal facilities, who spend
 money in its bars, spas and eateries. Developers get the
 stamp of approval from prestige brands, which helps to
 push their sales, without the outlay on leisure facilities,
 as these are built and offered by the hotel.

And what do home buyers get from this business
 synergy? David Forbes, head of Savills Private Office, says:
 “The days when people were fighting over crumbling
 villas in Tuscany, or wonderful panoramic sights in Bali,
 where they could build a villa and it would be theirs and
 theirs alone, are waning. More and more, people are
 looking for gated communities where they have 24-hour
 security.” At the top of the tree, he notes, is One Hyde
 Park with the ultimate Mandarin Oriental branded
 residences (pictured on final page), offering 24-hour
 service and 66 staff for the 86 apartments, including 14
 penthouses. Despite annual service charges reaching
 about £250,000 – and Mandarin Oriental prices for every
 additional service – Forbes notes that, for some, that

One of 33 private
 villas at Amanresorts’
 newest venture,
 Amanzoe, in the Greek
 Peloponnese at Porto Heli

Luxury residential developers and five-star hotel brands are
 collaborating on full-service homes across the globe. Sue Chester
 reports on the benefits – and trade-offs – for buyers

SERVICE INCLUDED