

# The Telegraph

## Inside the holiday homes catering to the super-rich quest for ultra wellness



**P** rivate cryotherapy pods, lighting in tune with your circadian rhythms, bespoke juicing stations and in-duct aromatherapy.

Where many of us might congratulate ourselves on buying toxin-free paint and occasionally dusting off the NutriBullet, the globe's superwealthy, in their zeal to hit peak wellness, are now factoring in such features at the mood board stage of home design.

Take “The Wellness Apartment”, as it is being billed, which lifts health-conscious home life to new heights.

Jessica and Jason Karp – the impossibly glossy-limbed and bright-eyed founders of hip vegan, soy and sugar-free New York eatery and snack brand Hu – spent three years on the design and build of the 4,300 sq ft apartment, perched high above Manhattan’s Upper West Side on the 35th floor of the Park Millennium building.

The Karps used only sustainable and contaminant-free materials throughout, alongside hypoallergenic textiles, a triple-osmosis water filtration system, UV-light blocking windows and a whole-house humidification system.

They are now creating a second home in Austin, Texas, focused on a bespoke fitness complex with Olympic-size swimming pool and yoga facilities, and selling up in Manhattan for \$20.95 million (£16 million) through Sotheby's International Realty.

While it's true that this paleo power couple need a particularly moneyed buyer with, dare we say, an obsessive focus on health, there's no doubt that the demand for "wellness property" – until recently viewed as a bit of a gimmick – is finally hitting the mainstream.

According to the US-based Global Wellness Institute, this sector is set to be worth \$198 billion worldwide by 2022, a figure that takes in residential property with healthful elements hard-wired into building materials as well as any special amenities on offer.

Nowhere is the effect more evident than in the world of the upmarket holiday home. Whether a house is bought as part of an ultra-high net worth individual's global portfolio of luxury property, or simply as a dream second home in the sun, selling points such as golf courses and aromatherapy massage facilities have now been relegated to passé, Nineties-style perks.

"More and more, developers are [building homes that] enhance healthier, more eco-conscious lifestyles," says Hugo Thistlethwayte, head of global residential operations at Savills.

"The luxury retreat element has to be there, of course – no-alcohol bars, vegan-only food and icy-cold plunge pools are not going to take off.

But access to cutting-edge beauty, fitness and medical-grade wellness treatments are now hard-wired into business models. It's about coming home feeling completely indulged, but that few pounds lighter, and clearer-eyed."

Here's our pick to help you hit "peak you" in 2020 – but be warned, the price tags are healthy, too.

## **The adventure hunter**

If ultimate fitness means Bear Grylls-style survival manoeuvres, look no further than the Snake River Sporting Club. This outdoor adventure playground near Jackson, Wyoming, is bordered by a 3.4 million-acre protected wilderness.

Heli-skiing, tubing, dog-sledding, rafting, fly-fishing and cross-country skiing are all on offer, as well as trapping and shooting. Live out your Wild West fantasies in a four-bedroom cabin, starting at £1.925 million.