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The 100

CELEBRATING BRITISH FASHION BRANDS



What's in a name?

Nothing ups the desirability of a development like an association with an exclusive resort brand. Claire Pilton looks at new homes that flutter established labels of luxury and promise a high-end holiday lifestyle



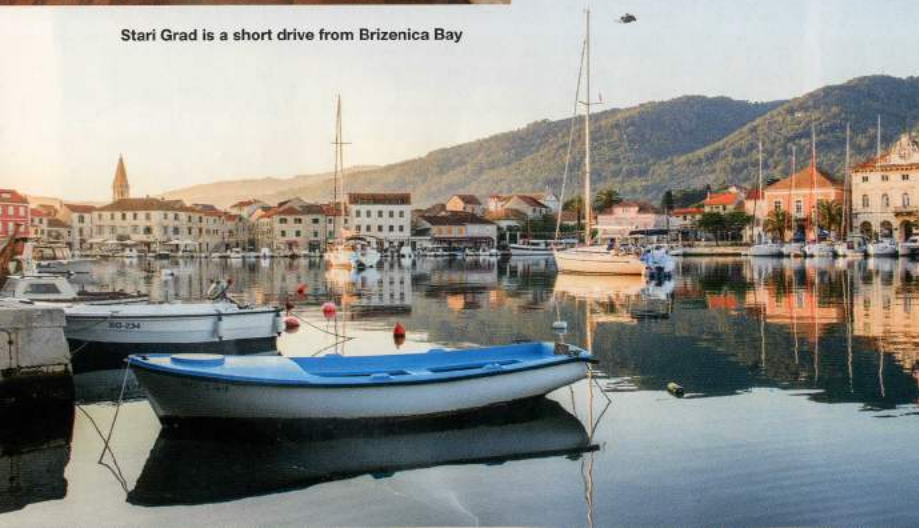
A pool with a view at a villa at Amanzoe



The outdoor covered terrace at Pearl Island

'IN A NEW, EMERGING MARKET, PEOPLE WILL FEEL MORE COMFORTABLE AND CONFIDENT INVESTING BEHIND A BRAND. DOWN THE LINE, BRANDED RESIDENCES MAINTAIN VALUE AT THE VERY LEAST, AND PROVE EASIER TO SELL THAN THEIR UNBRANDED COUNTERPARTS'

Next month, Four Seasons and Arqaam Capital launch Brizenica Bay on Hvar, the first project of its kind in Croatia. 'The quality and level of service synonymous with this brand leader doesn't currently exist here, but there is a life on the island you cannot enjoy anywhere else,' says sales and marketing director Beckett Tucker. He points to 'the exquisite scenery, glorious coastline, fabulous local produce, seafood and finest wines, friendly people and low security,' adding, 'you can leave your wallet in your bag while you swim.' Tucked away in a secluded cove on the sunniest island in the Adriatic, Brizenica Bay (+385 99 862 6382) is an hour by speedboat from Split airport or 15 minutes by seaplane, and just 10 minutes' drive along the waterfront to Stari Grad. Dating back to 384 BC, Croatia's oldest town has wonderful restaurants, local shops, a pretty harbour and terrific sailing. 'Today's buyers expect the experience. They want the local connection,' says Tucker, who explains how Arqaam Capital, a specialist emerging-markets investment bank, acquired several small olive farms to procure this tranquil 43-acre site. Come 2019 it will provide a village community under a forest canopy with views over and access to its own bay. Featuring waterfront cabanas, restaurants, bars and cafes, boutiques, a spa and fitness centre, a tennis club, swimming pools, water sports and a children's club, the 120-room resort will have 28 Four Seasons private residences with one or two bedrooms from €580,000 and 31 villas with three to five bedrooms, ranging from €1.8 million up to €5 million for the eight front-liners. All will sport swimming pools of 40 to 60 square metres, indigenous landscaping with lots of lavender and olive



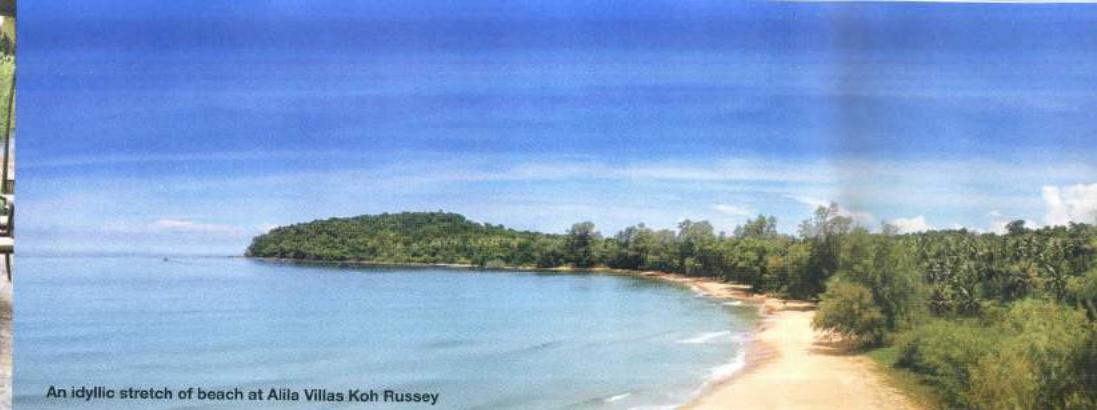
Stari Grad is a short drive from Brizenica Bay



A private villa at Brizenica Bay



The restaurant overlooking the pool at Pearl Island



An idyllic stretch of beach at Alila Villas Koh Russey

trees, large terraces, and terracotta roofs teamed with creamy limestone façades inspired by the vernacular architecture.

Two hours from Athens, on a hilltop overlooking Porto Heli, Amanzoe nods to its classical counterparts with concrete columns and pared-down pediments. Within four years of opening its six-star resort, Dolphin Capital Investors (+30 210 3614 255) has sold 15 villas and plots to the tune of €80 million. The latest offerings, which will meet an increased demand for family suites, are two-bedroom villas. Priced from €3.5 million, each one has a shaded terrace and a 25-metre swimming pool. Residents will have access to the resort facilities, including a 2,850-square-metre Aman spa, a library, boutiques, bars and restaurants, together with an exclusive beach club, where four villa lots with unobstructed sunset views are for sale.

With over €1.8 billion of assets up its sleeve, Dolphin Capital Investors is also developing Pearl Island, 45 miles south of Panama City, in a 60/40 joint venture with Grupo Eleta. With the initial 100 plots all but sold out, a 47-berth marina and a private runway (with international intentions) already in place, this spring sees the first release of eight Ritz-Carlton Reserve residences. Ocean fronting, with extensive three- and four-bedroom accommodation, they cost from \$3 million. The 123-acre resort will have 80 suites and sprawls across two of Pearl Island's best beaches, Playa Don Bernardo and Playa Mague. There are another 12 beaches, lagoons, tropical forests and an existing fishing village on this naturally biodiverse 3,500 acre-Pacific island, less than 35 per cent of which is being developed as an exclusive and sustainable five-star hideaway.

Alila Villas Koh Russey is Cambodia's first international branded resort, with a low building density of 15 per cent that underlines the ecological credentials of this 61-acre scheme. Prior to the 48-suite hotel opening in July, active marketing of 132 detached villas starts this month. Offering one, two or four bedrooms, every residence takes full advantage of the ocean and cape views and comes with a private pool. Prices range from \$550,000 to \$2.46 million, including VAT and furniture. According to Robert Green of Sphere Estates (020 3617 1360), 'The resort's managed rental programme offers a 6 per cent guaranteed yield for three years on the one-bedroom villas, with 42 days owner usage per annum, and there are optional rental programmes for the larger residences. Even the super-

wealthy rarely buy purely for lifestyle; they want a property that generates enough income to cover ownership costs and their personal use. In reality most spend no more than three to six weeks a year in residence, especially at long-haul destinations. In a new, emerging market such as Cambodia, people will feel more comfortable and confident investing behind a brand. Premiums can vary from 15 to 40 per cent, depending on the brand and location. Down the line, branded residences maintain value at the very least, and prove easier to sell than their unbranded counterparts.'

In Dubai, eight years after the Disney-esque Atlantis The Palm opened, the Investment Corporation of Dubai and Kerzner International is launching the neighbouring Royal Atlantis Resort & Residences, hailed as the city's first super-prime development. Prices start from AED7.65 million for the 231 two-, three-, four- and five-bedroom sky courts, garden suites and penthouses that boast views of both the Arabian Gulf and the Dubai skyline. Due for completion in autumn 2019, on-site amenities will include a Givenchy spa and a 90-metre-high sky pool. Those who would take the plunge should contact Knight Frank (+971 4 426 2888).

Branded Residences: An Overview by Graham Associates (020 7420 3550) sums up the buyer benefits. On top of the 'trophy status', prime locations, cutting-edge interior design, technology and architecture, professional management, hassle-free ownership and premium lifestyle, many offer residents' discount cards, access to the operator's properties in other locations, higher rental income, stronger resale values – and like-minded neighbours. Small wonder discerning HNWIs make the best brand ambassadors.



The view from a terrace at Alila Villas

The exterior of the Royal Atlantis Resort & Residences

