

The Telegraph
LUXURY

Property trends for 2020: from London's hottest launches, to healthy homes and overseas gems

Save



The new pool at Embassy Gardens in London

Planning to invest in a new property in 2020? These are the new projects catching the attention of the super-rich now.

Brand power

From MGallery to Mandarin Oriental, Four Seasons to Six Senses, branded residences are booming – and this coming year will see 70 new schemes, including some new players taking branding in a different direction.

The glitz of names such as Armani and Aston Martin will make way for more sustainable brands, thinks Penny Mosgrove, CEO of Quintessentially Estates. And Savills is working with Conde Nast on their first launch in the branded sphere.



LUX La Baraquette in Marseillan*

“They will offer curated living experiences to buyers, with an emphasis on art, culture, design and fashion, without being tied to a single product or brand,” says Savills World Research director, Paul Tostevin.

The shifting focus should attract brand-agnostic millennials, who “value experiences and individuality over material goods,” he says.

LUX* La Baraquette, which will bring branded luxury to the beautiful southern French coastal town of Marseillan, has a similar ethos, with “relaxed and unfussy” LUX* branded suites and villas priced €275,000-€3.6m, says Jean-Francois Garneau, from the developer Propriétés & Co.

Plug and play properties

The demand for new turnkey homes – fully-furnished and ready to go, down to the designer bathrobes and fully-stocked wine fridge – suits the dual desires of instant gratification and uniqueness. “They benchmark the homes in which they live against the hotels in which they stay. And we don’t see this changing in 2020,” says Moreas Madani, Knight Frank’s head of Prime Central London developments.



The Seahouse in Puerto Andratx, Mallorca

Buyers should consider “plug in and play properties” surrounding Marylebone High Street, thinks Martin Ballantine, partner at Carter Jonas. “We are confident that investing in a turnkey property as central as possible is what will deliver some of the highest capital gains over the next five years in prime London.”

Designer turnkey properties are also emerging in Mallorca. “High net worth individuals want to buy multi-million euro villas complete with all furniture, art, gadgets and top interiors. They don’t have time to shop around,” says Engel & Volkers’ Hans Lenz. The Seahouse, a new six-bed villa in Puerto Andratx, on sale for €13.7m – is a prime example. The 4,500 sq ft house has been furnished entirely by Minotti, “and the Minotti family flew over for its launch,” says Lenz.

Healthy homes

Wellness will continue to play an ever more important part in the design of luxury property. Air quality tests are now a standard request by buyers before they commit, and pollution monitors and filtration systems are fitted before they move in, says Simon Garcia, partner at Quintessentially Estates.



A villa at ill Bimini Resort and Residences in the Bahamas

In this new era of Extinction Rebellion and Greta Thunberg, “look out for developers lauding their green and ethical credentials in using recycled, carbon-neutral or 'natural' resources in their developments,” adds Nick Green, a cross-border investment specialist at Trowers & Hamlin.

At the “beachfront eco-chic resort” of illa Bimini Resort & Residences in the Bahamas, which breaks ground in Spring, owners will be encouraged to digitally detox and “unplug” from the strains of hectic daily life. “From the landscape, individual villas, materials to services, we designed a holistic retreat with environmental sustainability and community development at the forefront,” says Chad Oppenheim of Oppenheim Architecture + Design.

London’s hottest launches

With a year to go until the grand unveiling of Battersea Power Station, there’s a sneak preview coming up with the launch of the first dressed penthouse in the iconic Grade II* listed building.

The transparent sky pool at Embassy Gardens will be a talking point for 2020 Mayfair Park Residences, the first ever branded residences by the Dorchester Collection, is also due for completion in late spring/early summer. The Clivedale London development next to the 45 Park Lane hotel has 25 apartments and townhouses starting from £4.25m, and an eight-bed penthouse with a rooftop pool, all fully serviced by the Dorchester Collection. Residents’ perks will include a chauffeur-driven Rolls Royce and 24/7 hotel services, including CUT, Wolfgang Puck’s first European restaurant.

At Chelsea Barracks – now into its fourth phase - London’s most opulent new-build townhouses will see a 2020 launch. Spanning six storeys, with a swimming pool, gym, spa and cinema in their double-storey basements, they are priced from £38m.

And finally to what will doubtless be one of 2020’s greatest photo opportunities, the summer opening of the long-awaited, transparent sky pool at Embassy Gardens, which floats 35 metres up between two buildings. Flats there start at £960,000 for one bed.

Overseas hotspots

Antonio Banderas will be happy. Savills tip his hometown of Malaga as the best place to invest in Spain in 2020. “The city has undergone a transformation and is a destination in its own right, but prime residential values are one of the lowest in the Savills World Cities Index at €2,600 per sq ft,” says Savills’ Hugo Thistlethwayte.

Picasso Towers – a new beachfront scheme of three towers that counts Banderas as its ambassador – is the city’s first luxury residential development, with apartments from €350,000 to €4.5m, concierge services and four swimming pools.



Spend €2.15m or more on a Cypriot property and you can get European citizenship too

Menorca is the top European tip, however, for Penny Mosgrove, CEO of Quintessentially Estates. “It’s attracting more and more second home-buyers due to excellent stock and plenty of space to build – and it represents excellent value compared to Ibiza and Mallorca.”

Or look at St Barths, she suggests, “which has achieved the highest prices in the Caribbean in 2019 and looks set for an even better 2020. It attracts a range of buyers from UHNW financiers to royalty and celebrities.”

The super-rich are also setting their sights on Limassol in Cyprus, where Limassol Marina – whose luxury villas come with super-yacht moorings – is due for completion in September, soon after the opening of Europe’s biggest casino resort.

Also launching is Blu Marine, whose three seafront high-rises tower over the city, with apartments costing from €1.138m through Leptos Estates. Spend €2.15m or more on a Cypriot property and you can get European citizenship too.

Do any of these properties take your fancy? Where would you like to invest in the new decade? Let us know in the comments section below.

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