

LCP founder's new venture promises 'a new alternative to renting'

Naomi Heaton's members' club & lifestyle brand, The Other House, will be launching 200 'club flats' at its first location in South Ken next year.

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More details have emerged about Naomi Heaton's new venture, which promises to "blur the lines" between hotels, serviced apartments and private rentals.

The founder of property investment house and buying agency London Central Portfolio recently announced plans to create a new members' club and lifestyle brand called The Other House.

The first location, a reworking of the old Harrington Hall Hotel in South Kensington, will be opening its doors next spring.

We now know the scheme will be delivering 200 fully fitted "club flats" - available to leisure travellers and corporate visitors with in-house services laid on.

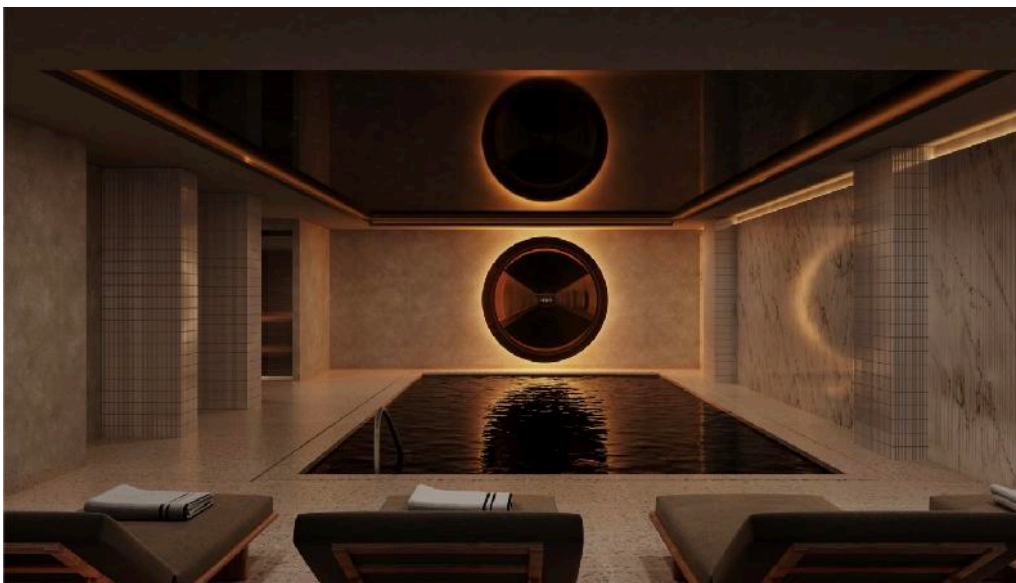
Units will range from 258 to 581 square feet, with two-, three- and four-bed options available.



Interiors are being created by Bergman Design House and will feature fully-fitted kitchens, living and sleeping areas. Communal areas will include a private club exclusively for residents and members with two bars, spa and fitness studio. An all-day bistro will complete the offering.



The idea is to create a “new alternative to renting” for long-stay guests, who can stay for any length of time (“from a day to a week to a month or year”) and treat the place as a “regular London pied-à-terre”. Along with access to the facilities, draws include around the clock security and clothes and luggage storage between trips.



The brand is planning to open bases in other ‘villages’ throughout central London by 2023, before rolling out internationally.

The South Ken site was acquired from Olayan in 2019; another - the Wellington Block in Covent Garden - was bought off Capco last year.

Co-owner and CEO Naomi Heaton: “The Other House caters to consumers looking for flexibility, style and greater personalisation and who embrace responsibility and slow travel. Our mission is to create spaces and use technology to enhance the overall guest experience and completely reinvent how people stay, providing a renewed sense of space, place, ownership and engagement.”

