

The rise of the wellness social club

This New York members' club prioritises health over hedonism, combining spaces for social connection with the latest treatments



AS THE NUMBER of people drinking alcohol continues to decline, a health-conscious generation is looking for a new setting for socialising.

Enter Remedy Place, the 'social wellness club' where members mingle over bone broth, IV drips and cold plunges.

With sites already operating in LA and New York, Remedy has just opened its largest club to date in New York's SoHo. Boston is next, and the company is planning new clubs annually.

"It's a luxury club destination where guests can socialise and connect while prioritising their wellbeing,"

explains Jonathan Leary, founder and CEO of Remedy Place.

Group experiences include a 'contrast suite', which has a traditional sauna and ice bath complete with a mini bar serving healthy drinks and snacks, and a sunken, communal living room for blissed-out chats.

In SoHo, new treatments include AI-powered bodywork, a deep tissue massage, a customisable infrared sauna suite and an IV library where guests can work or read while getting their fill of vitamins. Non-members can also book traditional treatments, such as acupuncture and massages.



SELF-CARE
Meet and mingle beside a cosy fire or in a detoxifying sauna at the new social wellness hub

IMAGES PAUL JORDAN, BLACKPOINT DESIGN LIMITED; COURTESY OF ZEM WELLNESS ALTEA

THAT'S WYLD
Liverpool gets a taste of a Finnish floating sauna



The UK's first floating sauna makes a splash

Liverpool welcomes Nordic traditions with a modern sauna experience at Princes Dock

BRITAIN'S BOOMING sauna scene is showing no signs of slowing down and it now has its first floating variation. The elegant Finnish-style Wyld Sauna opened at the end of November in Liverpool's Princes Dock, capable of holding up to 30 people, with four ice baths alongside. Sauna-goers can also plunge into the chilly waters of the dock, which have an 'excellent' water quality rating and are tested fortnightly. "Our mission is to bring the best

of the Nordic sauna tradition to Liverpool and the UK, where anyone can come, unwind and reconnect – and this location gives us the perfect blend of city energy and natural calm," said Jon Miller, co-founder of Wyld Sauna.

For those keen on visiting the ancestral home of the sauna, head to Helsinki to enjoy the recently opened Uusi Sauna – complete with saunas, steam rooms and a large bar and bistro next door to cool off.

Hotel healing

THE ZEM WELLNESS CLINIC ALTEA, opening in January in the Spanish city of Alicante, aims to boost wellbeing through its programmes based on high-end medical principles. Its setting is relaxing and luxurious, offering sea views, fruit and vegetables sourced from a local organic farm, an extensive spa, pools and ample surrounding nature. When it comes to treatments, consider the 'Pro-Ageing' programme which includes medical tests, consultations, treatments and holistic therapies to "embrace the passage of time". You can also add on 'boosts' – mini treatments targeting a range of health concerns, from sexual wellbeing to sleep and hair loss. The region itself is becoming a destination for hotel healing, with the clinic's CEO Franck De Weerdts hailing from the renowned SHA Wellness just 25 minutes away.

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Did you know?
The number of saunas is doubling on an annual basis in Britain

