

INSIDE THIS ISSUE

P.03
Power Tools

P.06
Edge of Control

P.08
Texas BBQ's New Golden Era

P.14
Wellbeing Warriors



Taking things to new heights

With its upcoming expansion, The Ned City of London
will boast one of the biggest rooftops in the capital

WORDS: LUCY SCOTT

This spring sees The Ned City of London's Club rooftop become even bigger and better. To welcome our growing community and create even more space to connect, unwind and have fun, we've added an additional 2,000 sq ft and put Ned's Club on the map as being home to one of the capital's largest rooftops.

'We are always looking for ways to create additional spaces where like-minded people can connect, work and play,' says Gareth Banner, group managing director of The Ned. 'This expansion reflects our continued commitment to elevating the member experience. It will serve as a premium outdoor space for Club members to enjoy.'

We caught up with Alessandro Penna, principal architect at Soho House & Co, to find out more.

What inspired the design of the expansion?

The inspiration came from the British garden and the idea that it is wonderfully layered, with almost an effortless sense of charm. Rather than a single statement gesture, British gardens tend to build character through a series of moments: climbing plants softening walls and structures, seasonal planting that shifts in colour and texture and a balance between structure and looseness that feels both curated and natural. So what we've tried to capture is that layered, lived-in quality: greenery climbing across surfaces, soft shadows and a sense that the garden has grown into the architecture rather than being placed against it. It's less about perfection and more about creating a space that feels welcoming and quietly magical.

How important is lighting when designing a rooftop?

Managing both natural daylight and artificial lighting is extremely important, and we've incorporated several strategies to give the space plenty of flexibility throughout the year.

For natural daylight, the pergola structure plays a key role. A waterproof

layer above it reduces direct sunlight and provides rain protection, while a decorative fabric layer below softens the structure and diffuses the light. This fabric also provides shade for those seated in the booth areas. Extra shade is provided by parasols.

When it comes to artificial lighting, our aim was to enhance the atmosphere with subtly integrated fixtures. We've used a combination of carefully selected fittings: spike lights hidden within planters, decorative wall lights mounted on the pergola, pendant lights over the booth dining tables and table lights to create warmth and intimacy. The bar is also softly illuminated to ensure it remains a focal point without overpowering the space.

'It's less about perfection and more about creating a space that feels welcoming and quietly magical'

What materials can we expect to find in this space?

Texture plays a crucial role in shaping the character and atmosphere of the terrace. We approached the palette with warm, earthy tones – soft greens, muted oranges and gentle reds – ensuring the materials not only met the brief but also harmonised with the existing textures on the pool terrace and lower levels. Throughout the process, we worked closely with The Ned team to curate furniture and finishes that feel both refined and relaxed.

A key feature of the space is the booth seating, designed with a delicate timber frame and upholstered in a floral print that brings charm and softness. For the chairs, we selected a Maison Drucker woven rattan pattern, adding a timeless, handcrafted quality.

The dining tables combine decorative cast-iron and timber bases,

A TASTE OF SUMMER

As we step into the sunshine, Ned chefs have embraced the rhythm of warmer days and evolved the menu so it reflects the best ingredients the season has to offer.

The new menu sees lighter options take centre stage, including a classic shrimp cocktail, a cooling tomato gazpacho and fresh burrata. For those seeking something a little more substantial without straying from the roof, a perfectly crafted lobster roll offers the ideal poolside bite.

To complement these dishes, enjoy a new cocktail list inspired by the flavours of tropical islands, from a fragrant pineapple and rosemary mule to a crisp papaya and basil Collins – or opt for a signature Clarita as you watch the sun set.

Throughout the summer, a curated programme of events will roll out alongside the return of Pool Parties, Sunset Sessions and Takeovers.

Keep your eyes peeled for more details in our bi-weekly newsletters and on the N.APP

topped with iroko slats and a moulded-edge detail that introduces another layer of tactility. In contrast, the coffee tables feature a simple mosaic pattern that picks up the soft greens and cream tones of the wider palette.

Overhead, the pergola is dressed in a bold striped fabric to create rhythm and shade, while the parasols use a solid colour with a contrasting fringe for a playful, elegant touch.

Together, all of these elements – from natural timbers and woven rattan to patterned fabrics, cast iron structures, mosaic detailing and porcelain finishes – combine to create a diverse and inviting environment that feels both elevated and comfortably lived-in.

How have you maintained the sense of intimacy so vital within a private members' club?

The first part of our strategy was to orient the terrace inward, creating a sense of enclosure and privacy without compromising the sense of openness that the rooftop offers. We've done this by introducing a planted perimeter screen and arranging the seating so that views naturally turn towards the centre of the space rather than outwards. The pergola structure along the outer edge reinforces this inward focus. It frames the terrace, softens sightlines and creates a gentle threshold between the more private seating areas and the wider city skyline beyond. From a seated position, guests feel protected and comfortably tucked into the area, yet they can still enjoy expansive city views – which, let's face it, is ultimately one of the great pleasures of being on a rooftop.

Plants, trellises, parasols and the architectural structure all work together to create pockets of intimacy while maintaining the openness and atmosphere that make the terrace so incredibly special.

Want access to this spectacular rooftop? Turn over to find out how to become a Ned's Club member, so you can enjoy the many perks The Ned City of London has to offer

MEMBERSHIP



O I

Member spotlight: Garance Choko and Richard Murray

A conversation with two Ned’s Club members on
partnership, responsibility and long-term thinking

You both work at the intersection of power, resources and responsibility, albeit from different angles [Choko as CEO of Coda Societies and Murray as a wealth advisor]. Did you realise you shared a worldview when you met, or did it reveal itself over time?
Choko: Not immediately. We came from sectors with different languages and incentives, even when they were aiming at related outcomes. Finance has its own grammar; public and philanthropic institutions have another. We are also culturally different, shaped by distinct reference points and ways of reading the world. That made alignment less obvious.
What drew me in was not agreement, but curiosity. We were often speaking adjacent languages, testing each other’s assumptions and trying to understand how the other was reasoning across professional, cultural and institutional lines. It was intellectually electric. Over time, it became clear we were asking the same underlying questions about power, responsibility and who benefits from the way resources move. Beneath different conditioning – professional and cultural – we shared a discomfort with shallow answers. That is where I recognised a shared worldview. The attraction came from substance, not polish.
Murray: I agree. It revealed itself over time. We did not agree on everything early on, but we were asking similar questions about responsibility and consequences. That mattered more than alignment.
What became clear was a shared seriousness about how opportunity is held, structured and sustained. Financial decisions often extend across institutions and generations, and they carry ethical judgment as much as technical skill. We come at this from different professional angles, but the concern is the same: how choices made today shape what endures.

Richard, you often talk about helping people find purpose in their wealth. What is the moment when money stops being about security and starts becoming about responsibility?
Murray: That shift usually happens when someone realises that more money will not change how safe they feel, but it will change how much influence they have. At that point, the question becomes less about accumulation and more about stewardship. People start asking how their decisions ripple outward to communities and future generations. It also happens when people realise that money does not automatically create clarity or meaning. There is a moment when the question becomes, ‘What does this enable, and what does it obligate me to do?’ That is the point where money becomes a tool, not a goal.

Your work often touches the same societal issues from opposite sides [Choko shaping public infrastructure and institutions; Murray

advising those with capital and influence]. How do those perspectives challenge or sharpen each other at home?
Choko: My work is often about helping institutions translate values into governance, strategy and systems that can hold complexity over time, so I am usually invited in at moments of inflection: leadership transitions, governance stress, sudden capital inflows, or moments when ambition has outpaced structure. Those are the moments where values stop being aspirational and start being operational. That perspective carries into how Rich and I think together at home. I tend to focus on whether a structure is clear, resilient and fit for what it is meant to carry. He brings the discipline of individual decision-making under real constraints: risk, return, timing and consequence. Our conversations often test whether a choice works both at the human level and at the structural level. What that exchange gives us is clarity. We come at the same questions from different angles, but it keeps us grounded in how power is exercised, how responsibility is assigned and whether the systems we rely on can support the outcomes we expect.
Murray: Garance pushes me to think beyond the immediate decision and its technical merits. Since her work operates at the level of institutions and civic systems, she ends up sharpening my attention to how individual choices sit within broader structures. At the same time, my work brings those questions into very concrete relief. Drafting our prenup, buying our first home and joining our condo board as treasurer all reinforced that governance is not abstract. It shows up in budgets, reserves, accountability and trade-offs.

O I
Choko and Murray have been married since September 2024

O 2
Choko is the founder and CEO of Coda Societies

HOW TO BECOME A NED’S CLUB MEMBER

1. SAY HELLO

Visit thened.com/neds-club and fill out the application form. Tell us about yourself and don’t rush it – we really want to get to know you and learn what you could add to The Ned community.

2. PHONE A FRIEND

To be in with the best chance of being accepted, find two existing Ned’s Club members to vouch for you. Your proposers will tell us why they think you’d be a great addition to the Club.

3. AWAIT THE RESULT

The Ned’s Club committee will review the application waiting list and let you and your proposers know if you’re successful.



THE NEWSROOM

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ILLUSTRATION
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You are both involved in civic and cultural organisations. How do you decide where to say yes and where to protect your time?
Choko: I start with responsibility and discernment. I ask whether I can bring real value, or whether my presence would add complexity without clarity.
I am also attentive to energy and alignment. I say yes when there is shared seriousness about purpose, decision-making and follow through. Protecting time is not about scarcity, it is about respecting the work and the people involved enough to engage only where that commitment is mutual.
Murray: Time is a form of stewardship.



O 2

I try to give it where accountability is shared and where the work is substantive rather than performative.
Choko: We both operate at full capacity, so time and attention are shared and finite. Before saying yes, we pressure-test opportunities from different angles. That joint lens is one of our strengths.

The Ned is a place built around conversation and connection. If you were hosting a dinner here, what conversations would you hope for around the table?
Choko: I would hope for a dialogue focused on consequential decision-making. The kind of conversation leaders have when they speak honestly about the choices they are facing, the constraints they are operating under and what it will take to move from intention to action. The Ned is uniquely suited for this because it brings together leaders from very different fields, whose decisions shape society at scale, often in parallel but rarely in the same room.
Murray: For us, conversation is not just professional. It is how we learn and stay connected, both to each other and to the world we are trying to engage responsibly. It is often in conversation that assumptions get tested, trade-offs become clearer and better decisions take shape.
I am drawn to small, substantive conversations around responsibility, wealth and long-term decision-making, often over a nice glass of wine. Creating space for people to ask questions they do not always ask publicly about obligation, consequence and uncertainty is where the most honest thinking happens. The Ned feels well suited to that kind of exchange. It brings together people operating across different domains who are navigating similar issues, even if they rarely happen to sit at the same table. Thoughtful dialogue without performance, and clarity without pretence, feels very aligned with the spirit of the Club.

BUSINESS



03



04

Power tools

Sage & Salt founder Corbin Chamberlin explains the transformative abilities at your fingertips

WORDS: AMBER GRAAFLAND

When Corbin Chamberlin founded Sage & Salt, he wasn’t trying to build a wellness brand, he was trying to solve a practical problem.

Working in fashion journalism, Chamberlin became acutely aware of how environments can affect performance, the pressure of deadlines, the emotional charge of offices, the invisible dynamics that shape decision-making. Traditional energy-clearing rituals didn’t translate to professional spaces (lighting herbs in an office simply wasn’t an option), so he created an alternative: a smokeless spray that retained spiritual intention but worked within modern life.

That product, Smokeless Smudge, became the foundation of Sage & Salt and the starting point for a brand that now occupies a category of its own. Sage & Salt officially launched in 2014, but the thinking behind it was rooted in Chamberlin’s ability to identify gaps before they were widely acknowledged. Wellness, at the time, skewed either deeply spiritual or aggressively commercial. There was little in between – nothing that spoke to high-functioning, design-literate consumers who wanted ritual without theatrics.

Clients quickly followed. Today, Chamberlin works with a deliberately limited roster of people, offering what he describes as an ‘energetic concierge’ service. This discipline has paid off. Sage & Salt recently launched in Mecca, often described as the Sephora of Australia and Singapore, where it is the sole brand offering crystals and energy supplies across 150 stores. For Chamberlin, the partnership wasn’t about visibility alone, but validation. ‘Scaling only works if the integrity of the product survives the journey,’ he says. ‘Sage & Salt isn’t about tapping into mass spirituality. The products are tools that people can actually use, in offices, homes and decision-heavy environments.’

The result is a tightly edited product ecosystem: energy-clearing sprays, talismans, stones and ritual objects, all designed with restraint and purpose. The brand remains niche and has deliberately avoided trend status – although Margot Robbie was recently spotted in Paris with the Evil Eye bag charm, an ancient symbol of protection. Every product is responsibly sourced and goes through a proprietary charging process, but the aesthetic and language remain subtle. The brand doesn’t shout, and that’s why it resonates.

Here, Chamberlin shares insight about the healing powers of crystals and how to harness them.

How did your career as a fashion journalist lead to energy work? Working in publishing, especially fashion, makes you hyper-aware of energy. You feel it in rooms, in deadlines, in hierarchies. I became aware of how heavy the atmosphere could feel. I was surrounded by bad energy. I couldn’t exactly light up a smudge stick [a wand of dried herbs used to cleanse energy with smoke] or burn herbs at my desk, so I created a spray instead. That was the beginning of Smokeless Smudge – and Sage & Salt.

So, the inspiration for Sage & Salt was to help alleviate work stresses? It was to give people the power to clear their own spaces. I began formulating Smokeless Smudge in 2010 and it took off in ways I hadn’t anticipated. For me, it wasn’t a return to spirituality; it was an evolution. I grew up in a witchy household in Arizona. We never called it witchcraft but our home was fluent in energy. My mum was reading tarot cards, blending tinctures and teaching me how to harvest herbs on the new moon. She guided women through fertility issues. We grounded before school. We were given crystals for clarity. It was spiritual, even if we didn’t label it. It felt very *Practical Magic*, long before anything like Goop existed.

You advise clients on energy. What does that involve? I work with just 12 full-time clients at a time. It’s designed to stay intimate. My clients are mainly founders, executives and C-suite decision-makers. We look at astrology and birth charts.



05

I clear homes and offices. I recommend stones for specific spaces and offer perspective on decisions that range from hiring to acquisitions. I become an additional voice in the room, one tuned to alignment. It’s about understanding what someone is trying to call into their life, and then creating a grounded, consistent plan to support that through daily check-ins, meditation, ritual and strategy. This isn’t scalable work, it’s relational.

What’s your advice for anyone buying their first crystal? When investing in your first crystal, clear quartz is particularly versatile, neutral, amplifying and responsive to intention rather than overpowering it. In professional settings, citrine can introduce warmth and brightness. If a space feels heavy or overstimulating, smoky quartz can help rebalance and ground it. Calmer stones, such as rose quartz, selenite and moonstone, tend to feel more supportive in spaces designed for rest. But it’s deeply personal – sensitivity varies.

Sourcing crystals is one of my favourite parts of the job. Hand-selecting and re-homing tens of thousands of pounds of stone each year

- 03 Chamberlain credits his mother with his spiritual awareness
- 04 Luna Absolute – a fragrance for reflection, release and clarity
- 05 The Evil Eye bag charms

never gets old. It’s not enough to simply source the stones and sell them. I cleanse them. They sit in salt for a few days. They’re smudged, both with smoke and Smokeless Smudge. Then we bury them in a vortex in Sedona.

The spike in crystal consumption is a problem, though. People are buying crystals that aren’t ethically sourced and come at great cost to the earth and to the humans who mine them. Research where your stones come from. Buy fewer but buy better.

How should you use crystals at home and in the workplace? Crystals can ease tension, clear stagnant energy, enhance communication and create a calmer atmosphere. Start with the entrance to your home or office – it sets the energetic tone and is where boundaries are quietly established. Black tourmaline works well here, as it’s traditionally associated with protection and grounding.

What are your manifesting must-haves? Candles, especially my Abundance Candles. I light them when I’m calling in expansion, hiring or planning what’s next. The real work, though, is getting quiet. Clarifying your intention. Visualising how it will feel when it arrives. That feeling becomes your anchor when things wobble.

How do you create good energy? People attract what they put out. You have to challenge yourself around what you think about. You can’t speak negatively and expect your life to unfold like a flawless storybook. Guard your thoughts. Guard what you say. When you speak, you’re casting spells, you’re putting energy into the universe. Watch what you say. You’re putting spells out there, and they rebound. They shape your reality.

How do you protect your own energy? I take a salt bath every night. My belief in the purifying qualities of salt is how this all started. Then, at the end of each day, I consciously detach. Sounds easy, but it isn’t always. Then I seek joy: I bake, I watch something funny, I scroll 1stDibs and look at six-figure Birkin bags. You can’t exist in a constant spiritual state. It’s not healthy. Stay grounded. Be playful. Live normally. Balance... that’s the real practice.

sageandsalt.com

NEWS



01

Los Félix lands at Cantina Malibu

The MICHELIN-starred restaurant from Miami pops up at *The Ned City of London* this summer

Los Félix, the MICHELIN-starred, sustainable Mexican restaurant in Florida known for its commitment to heritage corn, natural wines and a buzzy atmosphere – complete with live music performances and a high-energy playlist you can download – is coming to London. Founded by entrepreneur Josh Hackler and chef Sebastián Vargas, the Miami restaurant has an in-house molino (mill) where chefs grind maize daily to ensure the tortillas are as fresh as possible, while the menu features favourites like pork cheek carnitas and seasonal seafood.

Since opening in 2021, the restaurant has become one of Miami’s most sought-after reservations, thanks to its immersive approach to dining and deep-rooted storytelling. Its residency at The Ned City of London marks a rare opportunity to experience its ingredient-led philosophy outside the US.

Sustainability is a pillar for the restaurant, which also holds a MICHELIN Green Star thanks to its commitment to preserving biodiversity and supporting traditional farming practices. ‘We source fish with a minimum weight requirement of 25 pounds per fish to support population sustainability and exclusively use grass-fed/grass-finished meats and heritage pork,’ explains Vargas.

Named as a nod to ‘the grandmothers who carried the fire of ancestral wisdom, the mothers who preserved ceremony and the female trailblazers who embodied the fierce and the tender, by way of iconic muse Maria Felix’, the team will be at The Ned City of London’s Cantina Malibu in June. Expect flavour served up family-style, delicious drinks and an atmosphere you can’t beat.

For more details about the pop-up, keep an eye on thened.com



02

Sweet treats at The Ned Doha

Opening just in time for the summer season, the Cake Shop at The Ned Doha is a celebration of top-quality pastry artistry coupled with refined flavours. The concept blends classic European traditions with vibrant, regional inspiration to create a sophisticated destination for any time of day.

ELEVATED MORNING CLASSICS

The journey begins with freshly baked Viennoiserie, featuring signatures like the almond-chocolate Berliner, ‘Ned-Tella’ profiteroles and the pistachio croissant.

HANDCRAFTED CONFECTIONS & PÂTISSERIE

There’s a gallery of edible art featuring delicate macarons and deluxe chocolate bonbons alongside a blend of petits gâteaux, French-style pastries and signature entremets, each designed with a contemporary flair.

SIGNATURE ICE CREAMS & SORBETS

To embrace the Doha summer, indulge in a range of homemade ice creams. Available in both individual and sharing sizes, the collection includes distinctive flavours such as Oriental Brew, Tropical Essence and Perfect Date.

HANDCRAFTED JAMS & SPREADS

The shop also features a curated collection of artisanal products perfect for gifting. This includes a variety of jams, such as Mango & Passion Fruit, and premium spreads like our signature Ned-Tella and Pistachio Praliné.

Visit [The Ned Doha](https://thened.com) to find out more

01
Los Félix’s grilled day’s catch, roasted pumpkin seeds beurre blanc, miso grilled corn, kohlrabi and epazote

02
The Cake Shop’s Perfect Date ice cream

03
Novikov has been Washington, DC’s head of bars since 2024

Five minutes with Ned’s Club Washington, DC’s head of bars, Vlad Novikov



03

Tell us what the wine menu is like at Ned’s Club Washington, DC? Does it change seasonally or stay the same?

We focus primarily on Old World wine regions, along with domestic producers. Our members especially enjoy wines from France and California. We update the master wine list at least once a month, as we often have allocated or small-production wines listed that we want to promote and get people excited about. The wines-by-the-glass list remains the same for most of the year.

What’s meant by the term ‘fine wine’? It’s meant in the way that fine art or fine jewellery are made for creative or aesthetic reasons, unlike commercial art or mainstream, off-the-peg fashion. Similarly, you could say that fine wine is a winemaker’s creative expression of terroir, compared to more commercial wines that are produced to appeal broadly and be consistent. We love fine wine here in DC.

Tell us which is your favourite vineyard in the US and why?

It’s hard to choose just one but I’d say L’Aventure Winery in Paso Robles, California. It’s no-nonsense production at the highest level, and brings together Old World traditions and quality with New World terroir. The Côte à Côte is not to be missed – I describe it as being like a Châteauneuf that studied abroad in California.

What should we order at Ned’s Club Washington, DC?

That’s a tough one. I think right now I’d recommend the Champagne Thiénot Cuvée Immersion 2017. It’s a rare vintage with generous yet subtle richness, featuring aromas of ripe stone fruits and hazelnut. I recommend this one because Champagne goes with everything, and we’re the only bar or restaurant in the whole country offering it, so you can’t try it anywhere else.

Book your table by emailing restaurants.dc@nedclub.com



We sit down with Ned’s Club Washington, DC’s new head chef at Kaia, *Regie Populi*

Tell us about your career journey
My career started with learning the fundamentals of professional cooking and understanding how different flavours and techniques come together. For more than two decades, I have worked in hotels and restaurants across five countries and become more involved in menu planning, creating specials and helping manage kitchen operations. Through these experiences, I developed my knowledge and skills as a chef with a passion for Asian-inspired cuisine. I enjoy leading teams, maintaining high standards and making sure every dish that leaves the kitchen represents quality and creativity.

What is it you love about being a chef?
I believe cooking is not just a job, it’s a passion. Food has the power to bring back memories of love from the past and to make people feel cared for and appreciated.

Do you change your menu seasonally?
My plan for the menu is to keep the core dishes that guests already love while introducing new ideas and creative specials. I believe a menu should evolve while still maintaining its identity and consistency. Yes, I believe in regular changes. Using seasonal ingredients keeps the menu fresh, improves quality and allows us to highlight the best flavours available throughout the year. I also enjoy creating seasonal specials that give our guests something new and exciting to look forward to.

What food trends should we look out for in 2026?
We’ll see more cross-cultural fusion dishes where Japanese and other Asian techniques meet global flavours to balance creativity with authenticity. Overall, menus in 2026 will combine sustainability, bold flavours, Asian – especially Japanese – culinary traditions and storytelling, offering guests experiences that are both delicious and meaningful.

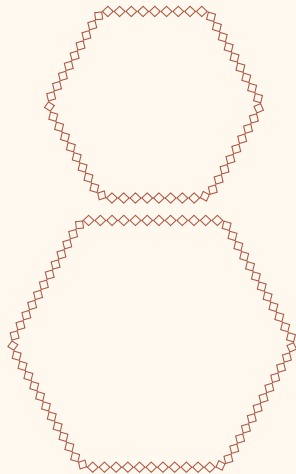
What’s your favourite thing to cook at home when you’re tired and back from a shift?
A Filipino dish I love is sinigang, a sour soup, and adobo [typically pork or chicken cooked in garlic, vinegar and soy sauce]. These dishes remind me of my grandmother, who always cooked for me. Watching her cook inspired me from a young age. One day, I cooked for her and when I saw how happy she was, it made me realise how powerful food can be in bringing joy to others. That was the moment I knew I wanted to be a chef.

Book your table by emailing restaurants.dc@nedsclub.com

03

Garden party in a glass

The Ned NoMad’s newest tipples arrives on menus



HIVE MIND
RECIPE

- INGREDIENTS**
- 1.5oz Barr Hill gin
 - 0.75oz Doladira
 - 0.75oz Joto Umesu plum liqueur
 - 0.25oz Acid celery distillate
 - 0.25oz Amaro Sfumato Rabarbaro
 - 0.75oz Aplós Ease
 - Beeswax, melted

METHOD
Combine all ingredients except the beeswax, stir and batch freeze. When ready to serve, swirl the beeswax in your glass, pour away before it hardens, then add the cocktail mix.



Hive Mind served at Little Ned in The Ned NoMad is the only thing we’ll be sipping this season. ‘This gentle garden-inspired cocktail contains a blend of fruit and vegetables, accented by a beeswax finish,’ explains head of bars Tristan Brunel. ‘It features unique ingredients including a rhubarb-based aperitivo from the Dolomites, ume plum wine, Chinese rhubarb and a local zero-waste celery distillate. These layers of fresh and herbal notes are rounded out by the sustainably sourced beeswax and honey-flavoured gin from Barr Hill in Vermont.’

TRAVEL



Edge of control: why the modern traveller is chasing the elements

Exciting experiences are luring us from our loungers
and redefining what we want from a holiday

WORDS: LUCY SCOTT

The appetite for adventure travel is maturing into a mainstream preference, with a global market size projected to grow from \$468.19 billion in 2025 to over \$1.8 trillion by 2034, according to the Adventure Travel Trade Association (ATTA). From climbing alpine ridgelines to sailing on the open water, a growing number of us are structuring our calendars around holidays that demand nerve, skill and endurance. Mountain-biking holidays in the Dolomites, heli-assisted descents near Whistler, yacht regattas in the Mediterranean and guided surfing in the Pacific are no longer niche indulgences. They now sit squarely within the realm of high-end travel.

‘Immersive travel has become the new luxury because people don’t want to be spectators anymore, they want to be the main event in their journeys,’ explains Alistair Walls, managing director at award-winning travel company Far & Wild. ‘While many are still going for the traditional fly-and-flop holidays, adventure travel is striking a chord with more and more people,’ he says.

What unites these pursuits is not spectacle but immersion – travel like this becomes more than a holiday because it places you in the centre of the landscape. In an era defined by abstraction and screen time, this return to physical reality has obvious appeal – it’s tricky to send an email while bouncing around in the back of a safari Jeep, and there’s definitely

no wi-fi 3,000ft up in a hot-air balloon. ‘More and more, people are understanding that you only get one shot at this life, so doing something special and unique with loved ones is an amazing way to make memories that will last a lifetime,’ says Walls.

Apart from memory-making, what are the other benefits of adventure travel? ‘Bragging rights!’ laughs Walls. ‘But in all seriousness, we live busy lives and are surrounded by technology that tells everyone where we are and what we’re doing. This type of travel is a detox from people. When you’re standing on a mountain top, having no one else around is such a bonus.’

Adrenaline is not the sole objective, but it plays a role. In a managed environment, it sharpens perception and reinforces memory. A technical descent or challenging crossing becomes a narrative anchor, a marker of competence gained. ‘I don’t think immersive travel has to be about adrenaline in the typical sense,’ says Walls. ‘I think you can have a rush from escaping the big resorts and really immersing yourself in another culture. Take the time to go slow and really understand what it’s like to be in that country. Sample regional dishes, spend time with local families, hike unbeaten trails. It brings a new authenticity into your life.’

There’s also huge psychological appeal to travel with physical benefits – as more of us are becoming health-conscious, taking a trip where you

build endurance (skiing), develop core stability (sailing) or learn disciplined breathing (diving) means you return stronger and fitter, rather than with extra pounds from the free buffet.

These trips demand preparation such as training plans, mobility work and nutritional awareness, so sleep, recovery and injury prevention become priorities rather than afterthoughts. There is also social capital in capability. To navigate a mountain trail or helm a yacht under pressure is to demonstrate self-reliance. In professional circles increasingly defined by virtual output, tangible skill carries weight. ‘The journey of actually getting to your destination is also a huge part of the adventure,’ says Walls. ‘You’re not just jumping on a flight, landing and lying for a week, there’s planning, mapping and travelling via planes, boats and mopeds – you’re immersed in your destination,’ he concludes.

As daily life grows more mediated, the desire for direct encounter with terrain and tide will persist. What has changed is the framework: higher standards of safety, greater environmental awareness and a clientele that approaches risk with preparation rather than bravado.

In that balance – between exposure and control, effort and reward – lies the enduring draw of adventure travel. The only question is, where will you go next?

farandwild.travel

Adventure with Ned’s Club

After the success of the last Far & Wild trip, we’re taking Ned’s Club members to new heights with three immersive adventure expeditions...

Firstly, the hot-air balloon is back. Experience all the magic of an African safari experience – from the air. There’s also a Moroccan motorbike trip with Charley Boorman, which will see members drive through the Atlas mountains to the Sahara Desert. Lastly, head to Iceland for a trip focused around ice and fire, where you’ll experience the magic of volcanoes, glaciers and ice caves.

To book one (or all) of these incredible adventures, keep an eye on *The N.APP*. To find out more about bespoke trips, visit *farandwild.travel*

IN THE KIT BAG
Zeiss Monocular,
£379



Swarovski Optik AX
Visio Binoculars,
£3,695



Flextail Power Bank,
£49



Oakley Custom Clifden
Prizm Polarised Sunglasses,
£205



Pentax WG1000 Waterproof
Camera, £250



Where will your 2026 adventure travel take you?

MOUNTAIN-BIKING IN MOAB
Mountain-biking has become a billion-dollar global industry and there are now purpose-built trail networks that draw riders to regions that once depended solely on winter tourism. Head to five-star resorts like Italy’s Finale Ligure and USA’s Moab for meticulously mapped routes, professional guides and technical coaching.

SKIING (AND SNOWBOARDING) BEYOND THE PISTE
The call of the mountains remains strong for millions of people for large periods of the winter. Sure, you can ski at traditional alpine resorts, but

the cool kids have moved away from the manicured pistes for ski touring, splitboarding and backcountry guiding where they can find untracked snow and solitude.

RETURN TO SEA(MANSHIP)
Sailing is enjoying a renaissance. While high-profile events like the America’s Cup capture attention with their blend of engineering and athleticism, the broader revival of sailing lies in hands-on participation. From corporate regattas in the Solent to blue-water passages in the Caribbean, travellers are choosing to learn the craft of sailing rather than simply charter a boat with crew.

WATER SPORTS IN RAJA AMPAT
If sailing represents dialogue with the elements, water sports like scuba-diving and surfing offer something more direct. They require literal immersion – and plenty of equipment. Australia’s Great Barrier Reef and Indonesia’s Raja Ampat have both invested heavily in conservation and high-end live-aboard fleets to attract divers looking for biodiversity, while curated surf breaks in places like Biarritz and Malibu, draw an international clientele, many of whom arrive via retreats that combine coaching, fitness and recovery.



FASHION

Good sport

Footballer-turned-designer Rav Matharu’s new fashion brand is celebrating British street culture through an exquisitely tailored sports aesthetic. And he’s onto a winner

WORDS: LYNDSEY HEFFERNAN



01

While fashionable footballers are nothing new, one former pro is taking things a step further with a new menswear venture that fuses the coolness of sportswear with the precision of high-end tailoring. Savile Row Sports Club, the latest project from former Leeds United player Rav Matharu and his wife Parv, builds on the success of their original label, clothsurgeon – founded in 2012 and worn by the likes of Drake and A\$AP Rocky – but takes a more contemporary, rebellious direction, ‘bridging the gap between sports grit and tailoring grace’, explains Matharu.

The journey to Matharu becoming one of British menswear’s most interesting disruptors began with a Fashion & Technology degree from Leeds College of Art and Design. He then moved to London and created clothsurgeon. The label, which marries luxury craftsmanship and streetwear cool (think ‘a cashmere tracksuit that makes you feel as good as wearing a tailored suit’) earned Matharu industry recognition: in 2022, he became the first South Asian designer to open a bespoke streetwear store on Savile Row, while 2024 saw him named Game Changer at the Walpole British Luxury Awards.

With Savile Row Sports Club, he is nodding to the ‘nostalgic emotion’ of sport and the culture that surrounds it: the memories, references and silhouettes that have travelled from pitch to pavement.

This nostalgia is underpinned by the same attention to cut and fabrication that made clothsurgeon a success. Matharu brings the two worlds together through tailoring fabrics shaped into contemporary sports silhouettes, and classic athletic pieces refined with bespoke construction. It’s a ‘constant dialogue’ between sport and tailoring, working in harmony.

The result is a collection that feels particularly relevant, as people increasingly

demand clothing that can adapt to modern life: smart enough for lunch, comfortable enough for a long-haul flight, polished enough for dinner, practical enough for a busy day. Savile Row Sports Club taps into that need for versatility, but delivers it with sophistication.

Matharu possesses a natural instinct for what works. For travel, he recommends a softly tailored jacket, double-pleat trousers, long coat, elevated tracksuit and layering pieces such as fine knits and crew-neck T-shirts. ‘A leather jacket,’ he says, ‘is always useful’, while footwear and accessories such as jewellery or a neckerchief are important finishing touches that make a look work.

For active travel, his formula is even simpler: ‘a technical jacket layer, a wool-suiting track pant and a merino knit,’ he suggests – clothes designed to cope with varying climates, dress codes and itineraries, while keeping the wearer effortlessly stylish.

If he had to pick one ultimate item no man should be without? ‘A tracksuit,’ Matharu says, in whatever form that may take: French terry, wool or even cashmere – whatever will take you seamlessly ‘from court to club’.

What sets Savile Row Sports Club apart is its ability to translate the codes of traditional tailoring into something more fluid and wearable. There’s an ease to the silhouettes that speaks to modern lifestyles, yet nothing feels compromised – every seam, fabric choice and proportion is considered. It’s this balance of discipline and informality that gives the brand its edge, appealing to a generation of men who want their wardrobe to work hard without losing its sense of identity.

If clothsurgeon established Matharu as one of the most original voices in modern British menswear, Savile Row Sports Club is the next step, blending nostalgia, craftsmanship and an understanding of timeless trends. The result is refinement without rigidity; modern pieces made for people in motion.

Find out more at savilerowsportsclub.com



02



03

01
Award-winning fashion designer Matharu

02 & 03
Savile Row Sports Club fuses street-style sportswear with luxe tailoring

Football’s coming home

We’re celebrating the FIFA World Cup 2026 with a series of events taking place across our locations...

THE NED NOMAD

Select matches will be screened for members in the Club’s Library, where you can enjoy the delights of a dedicated food and drink menu. The Club will also host a Don Julio-partnered yacht celebration exclusively for Ned’s Club members during tournament week (sign-ups via the N.APP). The hotel is around the corner from Penn Station, which offers direct access to MetLife Stadium.

Meanwhile, the official FIFA Fan Village will take over Rockefeller Center from 4-19 July, transforming the rink into a football pitch with live screenings, interactive experiences and cultural programming across the campus.



THE NED CITY OF LONDON

In the Grand Banking Hall, select matches will be shown on big screens at the Electric Bar & Diner – meaning you can steady your nerves with a cheeseburger and a milkshake while you watch the drama unfold. Select matches will also be shown around certain member areas, and we’ll be welcoming Sky Sports presenter Julia Stuart, who’ll be in conversation with a panel of ex-footballers for a discussion around the beautiful game. Check the N.APP for details nearer the time.

NED’S CLUB WASHINGTON, DC

In the host nation, things will kick off with a streaming party on Friday 11 June for the first of the USA matches. After that, select matches will be shown throughout the tournament.

The Club will also be joining forces with The Ned NoMad to host a Don Julio-partnered yacht celebration exclusively for Ned’s Club members during tournament week (sign up via the N.APP).

ILLUSTRATION: AYANG CEMPAKA

TRAVEL

Texas barbecue’s *new golden era*

Eating With Tod’s guide to the Lone Star State’s best dishes

WORDS: EMMA LEDGER

If you’re not already planning a culinary pilgrimage to Texas, you should be. As the global epicentre of barbecue culture, the state’s booming restaurant scene was compelling enough to draw the MICHELIN Guide there in 2024, when it awarded stars to three barbecue restaurants. But when every smokehouse claims to be the best, where should you eat?

Step forward Toby Inskip, aka @EatingWithTod, who has amassed more than 1.2 million followers on TikTok thanks to his high-energy devotion to the world’s most pleasurable bites.

Barbecue is one of his greatest passions – and one that led him to co-found Fume Festival (fumefestival.com), the four-day celebration of fire-cooked food taking place in Twickenham between 11-14 June in partnership with The Ned.

Here, he shares his definitive guide to the Austin spots that are the real deal, and the dishes you shouldn’t miss. Expect to queue.

Follow @eatingwithtod

ILLUSTRATION: AYANG CEMPAKA

INTERSTELLAR BBQ

No trip to Texas is complete without a visit to this MICHELIN-starred restaurant. Expect bold, smoke-led flavours and the kind of low-and-slow cooking that rewards patience in every bite. The peach tea-glazed pork belly and pulled lamb shoulder are highlights, but the entire menu pays reverence to the alchemy of flame, great meat and time. Plus, it’s BYO. Founded by pit masters John Bates and Brandon Martinez, InterStellar will host a second residency at The Ned later this year.

theinterstellarbbq.com

TERRY BLACK’S BARBECUE

Not to be confused with the original Black’s Barbecue, Terry Black’s is a modern offshoot from the same legendary family. It sells three tonnes of Angus brisket a day – that’s 300 cows. I had the best short rib I’ve had in my life here, and the juiciest turkey. Plus, all the sides – such as creamy potato salad, tangy coleslaw and perfectly seasoned beans – complement the meats perfectly. Don’t leave without stocking up on its own-brand sauces and rubs.

blacksbbq.com

LEROY AND LEWIS BARBECUE

‘New school BBQ, old school service’ sums up the ethos at this MICHELIN-starred whole-animal barbecue joint. Expect unexpected cuts, executed with precision. If it’s your first time, order a two-meat plate with beef cheeks and whole hog, Frito pie and an L&L burger. Don’t miss pit master Evan LeRoy’s grandmother’s recipe of all-beef chorizo mixed with fried red potatoes, topped with cheddar and jalapeño salsa. On Saturdays, you can get bacon ribs with the belly still attached.

leroyandlewisbbq.com





Sightseeing in Austin

Here, Visit Austin shares the top places to see when you visit. From acclaimed restaurants to fabulous sightseeing spots, Austin is just a flight away, thanks to British Airways’ two daily nonstop flights from London Heathrow.

Follow @visitaustintx

visitaustin.org

CONGRESS AVENUE BRIDGE BATS

From March to October, North America’s largest urban bat colony emerges at sunset, creating a stunning ribbon of black across the sky. Visitors can view the spectacle from the Congress Avenue Bridge, the banks below or the water via a guided cruise, kayak or paddleboard. It’s a quintessential Austin experience that blends the city’s natural wildlife with its urban architecture. Arrive early – it’s one of the city’s most popular nightly rituals.

SOUTH CONGRESS AVENUE (SOCO)

This vibrant district serves as a bustling cultural hub, featuring an eclectic mix of boutiques, colourful street art and local eateries. Strolling down the avenue offers a perfect view of the Texas State Capitol, providing a picturesque backdrop for photos at the famous ‘I love you so much’ mural. Whether you’re hunting for cowboy boots at Allens Boots or grabbing a bite at Home Slice Pizza, the energy here is unmatched.

BARTON SPRINGS POOL

Fed by underground springs, this three-acre natural pool maintains a crisp temperature of about 20°C all year round. It serves as a gathering spot for locals and visitors looking to relax, and is as much a social hub as it is a place to cool off, with a steady stream of swimmers, sunbathers and regulars who return day after day. The pool’s grassy banks are perfect for observing the diverse Austin community.

TEXAS STATE CAPITOL

Standing taller than the US Capitol in Washington, DC, this pink granite masterpiece is a testament to Texas-sized ambition and history. Visitors can explore the rotunda to see the Goddess of Liberty statue and admire the intricacy of the historic legislative chambers. The beautifully landscaped 22-acre grounds provide a peaceful retreat for a walk or a picnic right in the centre of the downtown bustle.

While in town head to Soho House Austin or The LINE Austin where chic rooms, rooftop vibes and live music blend with the city’s historic charm.

KG BBQ

Kareem El-Ghayesh left behind his corporate finance career in Egypt to move to Texas and follow his passion for barbecue. After learning from some of the best pit masters, he set up KG BBQ to serve barbecued meats with a Middle Eastern twist, and soon became known as the Egyptian Cowboy. The pomegranate -glazed pork ribs with fenugreek and coriander are so good, and save room for dessert: the rice pudding with pistachio butter and mascarpone is incredible.

kgbbq.com

FRANKLIN BARBECUE

Founded by smoke wizard Aaron Franklin, you have to get here early as crowds stand in line for hours to get a taste of his mouthwatering brisket. What started out as a BBQ food truck in 2009 is now a restaurant with enormous smokers at the back, and you order your meat by the pound. Take a bite of the world famous brisket and it erupts with flavour, and the pork ribs are straight out of a movie. Just perfect.

franklinbbq.com

LA BARBECUE

Native Texan Ali Clem has devoted her career to perfecting the craft of barbecue, and her MICHELIN-starred institution is one of only a few that are female-owned and run. It’s a no-frills setting, but the focus is where it should be: on exceptional food. The brisket is tender and fatty in all the right ways – so good you’ll consider moving to Texas just to be close to it – and the pork ribs are fall-off-the-bone delicious. The mac and cheese and the pickled jalapeños deserve a mention, too.

labarbecue.com

STYLE

The *holiday* list

Heading abroad? Staying in the city?
Whatever your travel plans, let us take away the stress
of packing with these elevated wardrobe essentials

WHAT TO PACK FOR A STAYCATION



CASHMERE CARDIGAN | £250
falconeri.com



LINEN-BLEND SHIRT | £55
chelseapeers.com



FLATS | £950
Alaïa at mytheresa.com



DRESS | £175
jigsaw-online.com

WHAT TO PACK FOR AN ADVENTURE



HERITAGE BACKPACK | £895
mulberry.com



BELTED DRESS | £2,220
Saint Laurent at net-a-porter.com



ROUTE CARGO SHORTS | £150
belstaff.com



WILDEDGE SWEATSHIRT | £64.95
passenger-clothing.com

WHAT TO PACK FOR A BEACH BREAK



MIA BEADED SWIM | £195
hunzag.com



WILD SAVANNAH DRESS | £1,060
johannaortiz.com



SWIM SHORTS | £145
paulsmith.com



TOR SUMMIT SNEAKERS | £175
Hoka at mrporter.com

WHAT TO PACK FOR THE KIDS



APOLLO VEST | FROM £75
shrimps.com



TARTINE ET CHOCOLAT SET | £120
harrods.com



RASIME JACKET | FROM £335
moncler.com



SWEATSHIRT | £345
gucci.com

DESIGN

Raising the bar:
how club culture
is shaping the
modern home

WORDS: SARAH GRAHAM

Members’ clubs have long understood how to create environments where people want to linger. At the centre of many of these spaces sits the bar – the place where a room comes alive and the evening begins to take shape. Well before hospitality design became a discipline in its own right, the bar served as the social anchor of a room, quietly shaping how people gather.

Across The Ned’s global locations – London, New York, Washington, DC and Doha – that understanding informs the design of each Club’s bars. For Marcus Barwell, managing director of Soho House Design, and his team whose projects include The Ned’s global sites, the goal is always to strike a careful balance between liveliness and comfort. ‘It’s really about ease and energy at the same time,’ Barwell explains. ‘We want a space that feels lively, but also somewhere people can relax and stay for a while.’

At The Ned City of London, the layout of each bar is carefully considered so guests can move through the room and settle wherever they feel most comfortable. ‘Good bars tend to have a mix of seating,’ Barwell says. ‘Stools at the bar, tables, banquettes, so people can choose how they want to spend time there.’ Some guests gravitate towards the bar itself, while others prefer the quieter vantage point of a banquette – something Barwell admits he enjoys from the banquettes at Millie’s Lounge in the City of London Club, where it’s possible to sit back and watch comings and goings.

It isn’t layout alone, however, that is responsible for defining the mood of a space. There is more at play when it comes to perfecting the subtle chemistry that develops once the evening begins. ‘The other key thing is atmosphere,’ Barwell notes. ‘That comes from lighting, music, materials and how busy the area feels. When those things are balanced well, the room feels welcoming and people naturally settle in.’

Lighting plays a defining role in shaping how a bar feels throughout the day and into the evening. Rather than relying on bright overhead fixtures, Ned bars favour a layered approach designed to create warmth and depth. ‘Lighting is probably the single most important element in creating atmosphere,’ Barwell explains. ‘We try to keep it cosy rather than relying on bright overhead lights. In our bars, there’s usually a combination of ambient lighting, table lamps and accent lighting.’

Earlier in the day, he notes, the room may feel brighter, gradually softening as the evening unfolds. ‘It’s also one of the easiest things



01

to borrow from hospitality design,’ Barwell adds. ‘Subtle lighting or table lamps can make a room feel much more relaxed when people are there in the evening.’

Material choices play an equally important role in shaping the character of a bar. Surfaces must withstand the constant movement of a busy space, but they also contribute to how the room feels, both visually and physically. ‘In a bar, you often see materials like marble, brass or stone because they bring a sense of character and durability, especially in high-traffic spaces,’ Barwell says. ‘It’s important to balance those with softer elements like leather, timber or upholstery, so the space still feels warm,’ he adds. ‘That mix of texture makes the room feel more relaxed and lived-in, rather than being overly polished.’

The character of each Ned bar also reflects the building it inhabits. In the City of London venue, the Club’s spaces lean into the grandeur of the former Midland Bank headquarters, where brass and marble evoke the glamour of 20th-century hotel lounges. In Doha, the tone shifts. Housed within the former Ministry of Interior building overlooking the Gulf, the Club takes a lighter, more contemporary approach, shaped by modernist architecture and a culture of outdoor hospitality. In New York and Washington, DC, the bars sit comfortably within their urban settings, drawing on both the character of their buildings and the energy of the cities around them. Across locations, the details may change, but the underlying intention remains the same: to create spaces where people gather with ease.

That instinct has long made bars and pubs the backbone of communities. Before the language of third places entered the cultural lexicon, these were the spaces where neighbours met, stories were shared and relationships quietly formed. In an era increasingly defined by digital communication, their social importance arguably feels even greater. The bar remains one of the few environments designed specifically for spontaneous human interaction – a place where conversations begin with strangers, where colleagues become friends and where the rhythm of a room can spark unexpected encounters.

The most successful communal spaces understand this instinctively. Rather than directing behaviour, they



02

create environments where people settle naturally. ‘Hospitality spaces are designed around how people usually behave,’ Barwell says. ‘People like having options: somewhere lively to sit, somewhere quieter to talk, somewhere to stand with a drink.’

It’s perhaps no surprise, then, that the influence of hospitality design is increasingly finding its way into domestic interiors. As entertaining at home becomes more intentional, many people are borrowing ideas from club environments, creating bar areas, cocktail corners or cosy snugs next to drinks cabinets that act as natural gathering points within the home.

More than anything, Barwell suggests, the lesson from hospitality design is about how a space makes people feel once friends arrive and the evening begins. ‘It helps to think about how people move and sit in a space,’ he says. ‘A mix of stools, chairs, maybe a small bar or console, makes it easier for people to gather without everyone feeling stuck.’

Even small material details can elevate the experience, giving a home bar a quiet sense of occasion. ‘Little touches like a stone surface or a metal tray area for drinks can give a home bar a bit more character,’ Barwell notes.

In many ways, the appeal of the home bar reflects the same instinct that has always shaped the most successful hospitality spaces – in that the best rooms rarely have to announce themselves, they simply make people want to stay.



Bags of style

Take a piece of The Ned home with you this summer with our ultimate tote bag. Whether you need an elegant holdall to transport your gym kit around in or a sturdy bag for getting your goodies home from the local farmer’s market, this pretty-but-practical tote has you covered.

Tote bag, £24.99, available from Ned’s Club Spa London

BEDROOM OFFER

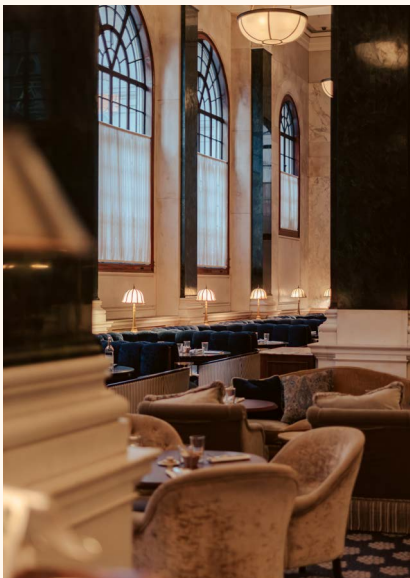
NEDCATION

Stay in a cosy room or bigger and enjoy freshly made cocktails, plus we’ll give you breakfast and credit to spend in our restaurants.



London from £480 a night*
Doha from QAR1500 a night
NoMad from \$575 a night*

*Offer based on a minimum two-night stay



03

WELLBEING

A toast to the groom

Looking one’s best is no longer solely a female pursuit.

Thanks to Ned’s Barbershop, male guests can keep their dapper demeanours impeccably maintained at all times

WORDS: OLIVIA ADAMS



01

The rules of men’s grooming are changing. Traditionally limited to shaving and haircuts, modern establishments are normalising a comprehensive routine that prioritises long-term skin health and self-care as well as appearance.

‘We’ve noted a big change in men’s attitudes towards grooming,’ says Tom Harrigan, head barber at Ned’s Barbershop. ‘While the demand is still there for a haircut or wet shave that’s quick and practical, the majority of our clients are interested in the full treatment. We’ve teamed up with luxury New York-based fragrance house Le Labo to create a facial involving a relaxing hot-towel cleanse and bespoke lymphatic-drainage massage with gua sha stones. Meanwhile, the Le Labo Experience incorporates a facial, traditional wet shave or a full beard reshape with a cut throat. Le Labo uses only the highest quality raw ingredients, which is important for our clients, and I return to its Basil Face Scrub repeatedly.’

To further up the ante, Ned’s Barbershop introduced a six-week hair-restoration programme at the beginning of the year. Calemim Serum aims to stimulate hair growth by activating hair follicles, and, according to participant feedback, increased follicle production by 16–24% by the end of the treatment. ‘We know hairlines and hair loss can be an insecurity for men, and I can genuinely see real results,’ Harrigan says. ‘Hair transplants cost thousands of pounds; this is £300. We do the first treatment in-house, then you continue at home. It’s safe for everyone to use, even if you have had a hair transplant.’

One of the key drivers behind the growth of men’s grooming is self-care, as men now see a skincare routine as an investment in health and self-confidence, and as an essential way of de-stressing from modern life. Positively, this is proof that the traditional ‘no-maintenance’ masculine ideal is being replaced by a

‘Men now see a skincare routine as an investment in health and self-confidence, and as an essential way of de-stressing from modern life’

more accepting attitude towards men investing time and money in their appearance and wellbeing.

While men tapping into the skincare industry is a relatively new behaviour, sitting in the barber’s chair is familiar territory. So what will they be asking for in 2026? ‘Medium-length hair styles are back, we’re moving away from clipper cuts and we’re now looking at classic layers – also known as the Hollywood flow. The hairstyles on the actors we’re looking up to, from the likes of Timothée Chalamet to Pedro Pascal, require true scissor craft,’ Harrigan explains. ‘My expert team of trained hairdressers is well equipped to take on the new trend – as long as your hair is long enough.’

For decades, beauty was formulated and marketed through an unapologetically female lens. But survey data from B2B digital platform Cosmetic Business found that spending on male beauty products has increased 77% year on year, spurring on male-focused skincare ranges. A market leader is Mythos Men. Gaetan Leroux launched the brand in July 2024, saying, ‘I built it out of necessity. I couldn’t find anything that matched my standards. Mythos is Swiss-made, clean and powerful. No artificial fragrances, plastic-free and full of active ingredients like copper peptides, which work by rebuilding your skin from the inside out.’

Men’s skin is typically around 20% thicker than women’s and contains more collagen, meaning it behaves – and ages – differently. With grooming increasingly recognised as an important part of self-care and wellbeing, products and treatments tailored to men are fast becoming an essential part of the modern gentleman’s routine.

Book your treatment at thened.com/london

01 & 02
Ned’s Barbershop

03
CurrentBody Skin LED Kit

04
Infrared saunas could prove popular in the future

05
Some people find cold water immersion energising



02



03

THE FUTURE LOOKS BRIGHT

LED face masks are the clever tech tools taking skincare to the next level

For men who want to do more, these top-tier gadgets have been designed to help in the at-home anti-ageing quest. Infrared wavelengths are not visible to the human eye, but they go beneath the skin’s surface to help brighten, firm and improve the appearance of lines and wrinkles. CurrentBody is a leader in the LED space, and at Ned’s Barbershop, Harrigan and the team use the Series 2 LED Red Light Therapy Face Mask as a 10-minute add-on to facial treatments or a barber service. Clinical studies by the brand report up to a 35% reduction in wrinkles in just four weeks. Very impressive.

Ned’s Barbershop, sub-level two in Ned’s Club Spa London. Open Monday to Sunday, 8am to 8pm

NED’s
club spa

Spa Day Pass

Treat yourself to a Spa Day Pass at Ned’s Club City of London. Pamper yourself with massages, facials and more and, if you spend a certain amount on spa treatments*, you can enjoy the rest of the day relaxing and unwinding in our pool, sauna and steam room.

***Monday-Friday £250:**
redeemable against spa treatments

Saturday-Sunday £350:
redeemable against spa treatments

Treatment bookings can be made online
or by calling us at 020 3828 2000



WELLBEING

Lessons in longevity

The hotel spa is evolving into a next-generation wellness lab designed to keep you operating at peak performance for years to come

WORDS: LUCY SCOTT



04

Biohacking is no longer confined to Silicon Valley labs or niche wellness circles – it has quietly made its way into one of the most indulgent corners of travel: the hotel spa. Once defined by scented candles and Swedish massages, today’s luxury spas are evolving into high-tech sanctuaries where data meets relaxation. From cryotherapy chambers and infrared saunas to IV nutrient drips, hotels are reimagining wellness as something measurable, customisable and increasingly geared towards longevity.

For travellers, this is excellent news. Whether the goal is to beat jet lag, boost energy or simply reset after a journey, these treatments aim to deliver benefits that go beyond the surface.

‘Longevity in general, but specifically biohacking technology treatments are definitely the new frontier in the hospitality sector,’ says Dr Vern Neville, managing partner at ESP Wellness. ESP collaborates with architects and interior designers to craft environments that support both physical and mental wellbeing using state-of-the-art products – including at The Ned.

‘The main reason longevity is such a hot topic is because people, particularly ultra-high-net-worth individuals, want to perform at a higher level for longer. It’s not necessarily about adding years to your life, but about maintaining physical, mental and cognitive performance throughout those years. That’s become the key driver.’

The technology is evolving so quickly that it can be difficult to separate what has strong scientific backing from what is simply the latest trend. Here, Dr Neville breaks down some of the most talked-about biohacking treatments.

LIGHT

Light has a remarkable effect on our sense of wellbeing – just think how much better you feel after time spent outside on a sunny day. Its benefits go far beyond helping the body produce vitamin D. Light is made up of a spectrum of colours, each with its own wavelength, and these different wavelengths can have different effects on the body. That is one reason red light therapy has become increasingly popular in both skincare and recovery. Red light is able to reach deeper into the skin than other visible wavelengths, where it interacts with the cells beneath the surface. Within these cells are mitochondria, which act as tiny energy generators, helping the skin to function, repair and renew itself. As we age, this process naturally becomes less efficient, which can contribute to familiar signs of ageing such as fine lines and a loss of firmness. Red light therapy is believed to help support cellular activity, encouraging the skin’s natural rejuvenation process.

ENVIRONMENTAL TEMPERATURE

The environment is fundamental to our performance and one of the key factors is temperature. When the body experiences extremes of temperature, it activates a range of responses to maintain balance. It’s this response that is thought to underpin many of the potential benefits.

When it’s very hot, your heart rate increases and blood vessels dilate to help regulate body temperature. And when it’s cold, blood vessels constrict to conserve heat and protect vital organs. Exposure to both heat and cold is increasingly being explored for its potential health benefits. One thing we encourage is pairing heat and cold experiences together – for example, an ice bath alongside a sauna – which can also create a more social, communal wellness experience. It builds camaraderie and is something we’re looking to introduce at Ned’s Club Spa.

Regular sauna use, for example, has been linked to improved cardiovascular health in some studies, while cold exposure may help stimulate circulation and increase alertness. Cold exposure may also activate brown fat, a type of fat involved in helping to regulate body temperature. As well as ice baths, cryotherapy chambers expose the body to very cold temperatures – but more gradually. Many people report feeling energised afterwards, and these treatments are often used to support recovery, as well as overall wellbeing.



05

OXYGEN

Oxygen is vital for keeping our cells and organs functioning properly. In the wellness space, this has led to growing interest in hyperbaric and hypoxic oxygen treatments.

In a hyperbaric oxygen chamber, you breathe oxygen in a pressurised environment, which increases the amount of oxygen carried in the blood. There is strong clinical evidence for its use in certain medical conditions, including wound healing and specific types of infection, and it is now being explored more broadly in wellness settings.

Meanwhile, hypoxic oxygen therapy takes a different approach, simulating high-altitude conditions by reducing oxygen levels before reintroducing higher concentrations. Typically, this is done using a mask in short cycles, designed to challenge the body’s efficiency in using oxygen. The idea behind this approach is to encourage the body to adapt and optimise how it uses oxygen. Some users report improvements in energy, focus and recovery, but outcomes can vary.

While promising, both approaches are best undertaken with professional supervision, particularly as research into their long-term benefits continues.

For more information, visit [esp-wellness.com](https://www.esp-wellness.com)

COMING SOON...

‘There’s a clear shift in how people think about their wellbeing today,’ says The Ned City of London hotel director Mairead Gleeson. ‘Guests are no longer simply looking to relax and unwind, they want to take their wellness to the next level and actively invest in living longer, healthier lives. Longevity has become a defining movement in modern wellness and we’re excited for The Ned to join the movement. Keep an eye on Ned’s Club Spa London for details about when these incredible treatments will be available.’

WELLNESS



01

Wellness warriors

Ned’s Club Spa at The Ned City of London offers everything from manicures to massages and a range of top skincare products, such as those created by female founders Hollie King and Dr Alexis Granite. Here, they reveal the inspiration behind their beauty brands, ahead of members’ events later this year

WORDS: LUCY SCOTT



02

SWEET BEE ORGANICS

Hollie King is the founder of Sweet Bee Organics, a Somerset-based wellness brand offering organic, handmade products like magnesium butter and herbal remedies designed to encourage sleep. Founded in 2018, the company grew from King’s desire to create safe sunscreen for her children, and her holistic healing experience following a cancer diagnosis.

Tell us how your journey began?
I started Sweet Bee when I couldn’t find a suncream for my little boys. I had no money, but took a risk, taught myself Facebook ads and it took off from there. In 2019, I was diagnosed with cervical cancer. I made a vow that should I survive it, I would expand my offerings. Shortly after my surgery, I began creating other products and the brand was born.

How would you describe Sweet Bee Organics?
It’s a modern organic apothecary. We sit at the intersection of wellness and beauty because the two are inseparable. Skin,



sleep, hormones, immunity, nervous system regulation – they’re all connected. Our products are made with certified organic ingredients and designed to support the body in a way that feels intuitive and natural: magnesium for sleep and nervous-system support; botanical skincare that works with the skin rather than forcing it; functional mushrooms that nourish from within. We are very focused on purity, transparency and effectiveness. If something is going on your skin or into your body, it should be something you feel good about using. For us, beauty is really the external expression of internal balance.

What’s the most rewarding part of your career?
Hearing how our products improve lives. When someone finally sleeps through the night after years of struggling, it affects everything: their mood, relationships, energy, skin. We hear from parents, people with anxiety, women going through menopause, people dealing with stress. Building a business that helps people feel better is not something I take for granted.

And the most challenging?
Scaling a wellness company while staying true to your principles. There’s a lot of pressure to cut corners, reduce costs or make exaggerated claims. We have always been very disciplined about staying organic, transparent and responsible.

How does the beauty landscape look for 2026?
Beauty is becoming far more holistic. Consumers are more aware that things like sleep and hormonal balance affect how they look, so it’s no longer just about creams or treatments, it’s about daily rituals that support the body. For me, the future of beauty is about helping people to feel better. The glow is the result.

Why is The Ned such a good fit for Sweet Bee?
Our customers are interested in beautiful spaces, thoughtful experiences, wellness and quality. They want places where they can slow down, connect and take care of themselves. The Ned really embodies that. Our brand sits comfortably in that environment because it’s about rituals – small daily practices that help people feel grounded and well. That alignment between wellness, experience and elegance is where our customer feels most at home.

sweetbeeorganics.co.uk

- 01
Sweet Bee Organics has a range of products that combine wellness and beauty
- 02
Founder King sees the beauty industry becoming more holistic
- 03
Granite named Joonbyrd in honour of her beloved grandmother



03

JOONBYRD

Dr Alexis Granite is the founder of Joonbyrd, a luxury body-care brand that bridges clinical dermatology with joyful self-care. Combining 20 years of expertise as a dermatologist with her grandmother’s legacy, Joonbyrd offers clinical-grade technology for improved skin health.

Tell us how your journey began?
I come from a family of doctors, so grew up around science. But I’m also a life-long beauty lover. I was inspired to create Joonbyrd in a bid to unite dermatological science with sensorial rituals. Traditional bath and body products don’t always feature active ingredients, or you have very medicinal body treatments but nothing that has the beauty of both. The name Joonbyrd is a nod to my grandmother, who was Persian and a proponent of self-care even before we had the term. In Farsi, Joon is a term of endearment – she would call me Lexi Joon.

How would you describe Joonbyrd?
Think of us as a facial for your body.

What’s the most rewarding part of your career?
I love creating every product from scratch. The active ingredients are usually found in facial skincare but we bring them to the body to really lean into the connection between the skin and the mind.

And the most challenging?
The creation of the brand is rewarding but so hard. I know skin and ingredients and science but combining them into a brand has been a real challenge.

How does the beauty landscape look for 2026?
I’m excited to encourage people to think about their body in the same way they think about their face. We have two new products launching this year: one is a longevity range that looks at the effect of products at a cellular level; we’ll also launch functional fragrances, scientifically proven to boost mood.

What is your favourite product and why?
That’s like asking me to choose between my children, but the Daydreamer Firming Serum. It took 100 samples to get it right.

joonbyrd.com



‘The future of beauty is about helping people to feel better. The glow is the result’

HOROSCOPES

What lies ahead

SPRING/SUMMER

This season, the dreamy shapes on the horizon are finally starting to crystallise into something recognisable and actionable. Gain solidity and strength from knowing that the steps you take and the moves you make are feeding the future you in very real time

WORDS: BESS MATASSA



ARIES

21 March – 19 April
You come first in the zodiac for good reason, and this season wants you to exercise both your right and responsibility to be here before us. Know that nothing is bigger than you right now or happening ‘to you’. Your world can be powerfully remade only by taking your full place within it.

Magic Words:
I exist at the absolute centre of any situation.

TAURUS

20 April – 20 May
Rather than curdling into the staleness of security, your urge for comfort can actually be wielded as a radical act of staying with what is. Take this season to expand your appetite and let the assimilation of whatever is present become an engine of organic transformation.

Magic Words:
Fully snacking on this moment nourishes my next iteration.

GEMINI

21 May – 20 June
You’re one of the zodiac’s most treasured instigators, who understands the inherent potentiality that is just waiting to be lifted out of life. This season, step fully into your role as a joyful unsettler of existence who awakens natural gifts and latent possibilities out of their slumber.

Magic Words:
I am the breeze who breathes it all on its way.

CANCER

21 June – 22 July
You hold life’s history books and memory boxes so close to your true heart. This season, trust that an even greater history is being penned through you. Sense into what stops and starts with only you, and shed the ancestral shell of accumulated matter like it was a silky slip-off gown.

Magic Words:
What didn’t start with me can move right through me.



LEO

23 July – 22 August
You’ve got both the jungle cat and the house cat inside of you and, this season, it’s time for a paw-to-paw tango with the two. Call on the kind of courage that commits to acting from the heart no matter what, and watch your ferociousness become the force that re-warms your world.

Magic Words:
There is no opponent who can extinguish my love for this life.

VIRGO

23 August – 22 September
Your penchant for complexity can sometimes lead you down rabbit holes that increase your anxiety rather than fortify your inner knowing. This season, harness your capacity for detail to reveal only the signs of support you need to forge your truest course.

Magic Words:
Attuning to life’s most insistent signals assures me it’s all unfolding for me.

LIBRA

23 September – 23 October
Your capacity to fix a high point on the horizon and move towards it is unparalleled. This season, keep your eyes on the prize to meet terrain as it emerges. Releasing your singular focus lets your goals tailor to fit a more spontaneously daring version of you.

Magic Words:
My dreams grow more dazzling when I dare in real time.

SCORPIO

24 October – 21 November
There is something you’ve attempted to think through from every angle. And now it’s time to give it up to the gods and submit to a solution that can’t be masterminded. Release your wiliness, and be open to letting the bigness beyond your brain show you another way.

Magic Words:
Dissolution paves the path to the right solution.



SAGITTARIUS

22 November – 21 December
Your intrepid honesty can inspire others to make the boldest of moves. This season, see if you can temper your revelations to respond to the particularity of each human in their moment. Encouraging loved ones to reckon with reality happens best when you stand right by their side.

Magic Words:
Bearing witness to others’ truths is its own form of truth telling.

CAPRICORN

22 December – 19 January
While you’re often considered the cave-aged wine of the cosmos, this season wants you to embrace a sprout-like status. You’ve got a freshness of spirit and a song to sing for the first time in a long while. Trust that the wonder of your inner child wants to move into the world.

Magic Words:
Sharing notions that aren’t quite baked is the way towards bounty.

AQUARIUS

20 January – 18 February
One of your greatest gifts is your width, and this season wants you to increase your tolerance. While this doesn’t mean putting up with what you shouldn’t have to take, it does invite you to neutralise your response to the sticky stuff, then send it on its way without a second thought.

Magic Words:
Only a part of what’s unfolding deserves my consideration.

PISCES

19 February – 20 March
You’re an infinite being who often operates off the clock and beyond the limits. Yet this season, you’re invited to consider the chronology of your commitments. Noticing the hours you’ve contributed and what’s been reaped helps you wrangle exactly what’s worthy of your time.

Magic Words:
Embracing the finite frees up more of my precious life force.

ILLUSTRATION: PENELOPE COORAS

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