

DREAM HOMES FOR MAKING HOLIDAY MEMORIES WITHOUT THE STRESS

Scarlett Conlon steps inside a luxurious family retreat that can be yours to return to year after year – but without the weight of ownership – as August’s Prime Collection makes fantasy a reality

When you dream of family holidays, do you imagine your grandchildren playing on the same swing that your children did a generation before? Strolling to the bakery where the owner greets you as an old friend? Or are those dreams tainted by the thought of remotely managing staff, maintenance and pool cleaning? The perfect family holiday home would consist only of memory making; any scheduling that must take place should be limited to the perfect poolside spot, deciding when to wine and dine and agreeing when games hour begins.

Alas, the luxury of a holiday home comes with the stress of management, with precious

relaxation time bookended by hours of preparation and problem solving. For many owners, they also come with the obligation to return, rather than try new destinations.

August has the perfect solution. Each of its curated Collections brings together four or five exceptionally designed and decorated holiday homes across Europe. A single share grants families co-ownership of each home in the Collection. Families will have, on average, 12 weeks each year, spread across the homes however they choose, in any season.

The model has proven popular. A growing community of homeowners now holds shares across one or more Collections, with



Pool your resources

The pool and grounds of the 300 sq m villa in the hills above Mougins, where Picasso spent his last years, left



Scan the QR code to explore the Prime Collection’s four astounding properties



everything from acquisition and renovation to housekeeping, gardening and ongoing maintenance taken care of by August’s teams in a manner akin to a five-star concierge.

It leaves owners to relax in the lead-up, on arrival and on departure, without having to ensure that roofs are intact after a blizzard or that gardens have survived a dry spell in between visits (if you know, you know).

The Prime Collection raises the bar in terms of location, amenities, design and service. Each has been sourced off market in the South of France, Tuscany, the French Alps and Mallorca, in locations so coveted they are practically impossible to find on the open market. With easy access to the local gastronomic and cultural scene, each will deliver joy for years to come.

In keeping with other August collections, it comprises a compendium of properties that fuse the warm familiarity of a second home with the high-touch preparatory service of a luxury hotel. The Prime Collection’s four properties will be co-owned by 16 homeowners (other collections have 21), allowing for plenty of precious time in each luxury setting. Each home has room for 10 guests and comes with wellness amenities, generous entertaining spaces, high-tech touches, high-spec finishes and incredible vistas from expansive private grounds.

RODRIGO RIZE

The first of these four Prime residence tells us everything we need to know about the calibre on which August sets its sights: a 300 sq m Provençal villa in the hills above Mougins. Just 15 minutes from Cannes Mandelieu Airport and 25 from Nice Côte d’Azur Airport, it is a secret haven set in an orchard of ancient olive trees and features five bedrooms (including two masters suites), a gym, outdoor kitchen, saltwater pool framed by stone, petanque court, and a covered terrace for bright breakfasts, long

Suite retreat One of the well-appointed bedrooms in the Mougins villa, below; a light-flooded living room that opens up to the terrace, left; the kitchen, above left



lunches and dinners that define the al fresco European dream. And, of course, breathtaking views of Mougins and the sea.

As with all of August’s properties, the architecturally informed restoration incorporates cutting-edge technology and remains sensitively in keeping with local artisanal details, working with local craftsmanship and sourcing exclusive pieces from antique markets. Here, for example, the interior features limestone finishes, handmade ceramics, French wicker and quiet, considered art.

‘BEAUTIFULLY MADE, THEY ARE THE KIND OF HOMES YOU COULD SPEND A LIFETIME RETURNING TO’

The other Prime Collection homes have been chosen and designed with the same sense of place and space, finessed to provide an outstanding setting for homeowners to proudly call their own, with authentic idiosyncrasies. In Tuscany, the Chianti region plays host to a beautifully appointed traditional villa complete with olive groves, vineyards and a professionally equipped

wine cellar. In the French Alps, a stunning chalet in Megève is a home for all seasons, with sweeping vistas of the mountainscape. And in Mallorca you’ll find a finca in the hilltops surrounding the village of Cas Concos des Cavaller, exuding authentic Balearic charm with a saltwater pool and sensational sundowner views.

“The homes we chose for Prime are the ones a family could have grown up in and grow old in,” says Mélie Dunod, August’s co-founder and chief executive. “Perfectly placed, beautifully made – they are homes you could spend a lifetime returning to.”

There is an unrivalled sense of calm and delight when you have a second home without the responsibility of running it; holidays should not come with a spreadsheet. August takes the hard work out of holiday homes so that you can concentrate on spending your time how it matters most. Let’s call it enjoying August in your Prime.

Shares in the **Prime Collection** start at €1.8 million. For more information go to **augustcollections.com**

August