

# WHERE POWER LIVES NOW TOWN & COUNTRY

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## LOOKING GLASS

### Members & MEDITATION ONLY



*Now that conspicuous self-care is a status symbol, the most sought-after clubs come with reiki masters, not golf caddies.*

BY GARRETT MUNCE

As human beings, we have a fundamental desire to surround ourselves with those who have similar values. Country club culture has always been built on the idea that certain people need a place to socialize with their equals. Golf courses, tennis courts, and swimming pools are all amenities that help justify membership, but the real draw is the members themselves. Iconic institutions like Augusta National or the Palm Beach Bath & Tennis Club traffic in an unspoken assurance: that by being part of their inner circle you gain social clout.

But these days clout looks different. Modern indicators of status aren't things like whom you play golf with but how serious you are about self-care—who your acupuncturist is, how often you meditate, how ayurvedic your diet is. Wellness has become currency, and the Goop generation doesn't want lobster dinners, it wants reflexology.

The Well, a new private club in New York City, has all the trappings of a classic club, including a restaurant and a gym, but it adds a 10-room crystal-infused spa, meditation

classes, facial cupping, and a full-time staff of practitioners overseen by wellness guru Dr. Frank Lipman. The \$375 monthly membership comes with a personal health coach to manage your wellness program, which might include yoga, mindful movement classes, and all the housemade bone broth you can drink. Special events run from book launches and trunk shows to support groups and lunar gong baths. Within three months of opening, the Well had 500 members and “thousands more who expressed interest,” co-founder Sarrah Hallock says. Unlike some other clubs that require a lengthy application process, Hallock says membership to the Well is inclusive, provided candidates are committed to their wellness journey. [THEWELL.COM](http://THEWELL.COM)

Membership at **Remedy Place**, a new “social self-care” club in Los Angeles, is decidedly less inclusive. “Right now we’re only allowing 200 members total,” says founder Jonathan Leary. As at the Well, members have their own health coach to help formulate a wellness plan from the club’s “holistic technology” offerings, such as cryotherapy

tanks, hyperbaric chambers, infrared saunas, and classes in everything from paired breathing to ice bath plunges. There are day passes and à la carte appointments available to the public, for now, but the \$495 monthly fee gets members first dibs on appointments as well as access to screenings, alcohol-free Friday night parties, and “Listen and Drips,” where they can enjoy live music while getting an IV treatment. “Los Angeles is all about exclusivity, but the younger generations are not partying as much and are more into self-care,” says Leary, who conceived Remedy Place as an antidote to the “isolation” that can sometimes come from wellness. [REMEDYPPLACE.COM](http://REMEDYPPLACE.COM)

No one understands isolation better than **Lanserhof**, the world-renowned Austrian medical clinic where patients typically spend weeks by themselves, which is why it has now partnered with the uber-exclusive Arts Club in London to open its first urban resort-style facility in the English capital. Upon paying the \$8,500 annual membership and \$1,900 joining fees, members receive a comprehensive health assessment, which includes an MRI,

a 3-D body scan, and cardiac testing. Then a bespoke health plan is created that includes access to personal training and studio classes in spinning, yoga, and Reformer Pilates. In addition to regular events like nutrition classes and skincare talks with Augustinus Bader, there is a members-only restaurant that serves Lanserhof-approved cuisine. Most members are treating this new club as a one-stop shop for all their medical needs, according to Nils Behrens, chief marketing officer for Lanserhof, though medical appointments cost extra, as do special treatments like cryotherapy, physiotherapy, and Butler services. [LANSERHOF.COM/LONDON](http://LANSERHOF.COM/LONDON)

The draw of these new clubs is having a variety of wellness services under one roof, which takes away much of the guesswork (and scheduling and travel time). But more tellingly, these clubs claim that being surrounded by other “like-minded people who are interested in health and wellness,” as the Well’s Hallock puts it, helps keep members accountable on their paths to wellness. Accountability, it seems, is worth the price of admission. **T&C**