



Purple *paradise*

Forget the Hurlingham - the hottest new members' club is for children. Purple Dragon founder Sharai Meyers tells **Laura Johnston** why parents can't get enough of it

Imagine there being a luxury sanctuary where you can take your little ones and they will be entertained for hours with state of the art gadgets while your husband plays a round of golf at Wentworth and you have the option to join in the fun or sit back and relax and do a bit of online shopping on a new iPad.

It sounds like a fantasy for many busy Mums and Dads but Purple Dragon, the exclusive members' club for children aged 12 and under, is moving to Grosvenor Waterside in Chelsea, and the flagship club aims to be a luxurious place parents can come with their kids and everyone will be entertained.

Its founder is the beautiful and savvy businesswoman Sharai Meyers, who was formerly business partner and fashion muse of the designer Roland Mouret, and began the club in Battersea after she fell pregnant and realised how unfriendly the capital was.

The mother of two says that although there are great parks and museums in London, she was shocked to realise there wasn't a place parents could just come and hang out with their kids that wasn't a dusty church hall. "I wanted to create a space where you could drop in and there would always be something fun happening, which worked around your

schedule,” she says. “Somewhere relaxed, effortless, clean, light and bright, where you didn’t have to bring a whole load of stuff with you.”

And so Purple Dragon was founded and it ticks all the boxes on Meyers’ wish list and so much more. After unprecedented success in Battersea the existing club has now been transformed into a kindergarten and day nursery and the new 12,000 sq ft Chelsea premises will be home to the flagship members’ club.

Meyers’ creativity has led to a child’s fantasy playground, a lavish space boasting all the entertainment gadgets and education tools you could dream of. There are touch screen Macs for children to play on, an interactive floor, a dinosaur cave and a customised Hornby train set with global landmarks, to name just a few.

New to the Chelsea club is a swimming pool. Called Beach Bums, the area includes a wet play zone and the design is inspired by 1940s and 50s English seaside towns. Water babies will be able to take swimming lessons, play waterpolo, learn life saving skills and even take scuba diving lessons.

Then there’s the pro golf simulator. “We had to ask Dads to get off the Wii because there were crowds of small children

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forming,” laughs Meyers. “The golf simulator is a fantastic addition and will be a great interactive experience for parents and kids.

“The whole concept is about coming in, hanging out and having a nice time,” says

Meyers. “You can choose to do things with your children, whether that’s swimming, pottery, or playing golf, but you also know that your children are going to have fun if you want to relax.

“The social element of Purple Dragon is so important. It can be quite isolating when you have had your first child and it’s nice to be in an environment where it’s not just kids the whole time and you can talk to other adults similar to yourself.”

The entrepreneurial mum is setting up links with companies to ensure Purple Dragon has the brightest and best entertainment on offer and Meyers is also planning a pop-up shop at the club which will rotate on a monthly basis. Now plans are underway to open in New York, LA and Moscow and there is a huge waiting list in Hampstead, St John’s Wood and Primrose Hill with parents desperate for Meyers to open a Purple Dragon in their area. What are you waiting for?

Get on the list!

Purple Dragon Chelsea opens its doors in September and will be open from 9am-7pm daily. It welcomes children from birth to 12 years and their parents. The club offers several membership options ranging from Premier Membership, which includes unrestricted use of all the facilities at all times, to an Out of Towner membership, which entitles members to 32 visits a year.

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