

**Holistic:** If this guy isn't fixing up your chia shakes and massages then you're not doing it right

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**Next-level:** Jordana Brewster, Rosie Huntington-Whiteley, Megan Fox and Taylor Swift all have personal wellness concierges

# PERSONAL TRAINERS RIP

It's time to splash out on the ultimate fitness babysitter, says **Helen Croydon**

**W**HAT a stress. I need to go to the gym, get a sports massage, get my legs waxed, source chia seeds for breakfast smoothies, all in between a busy work and home life. First-world problems? Sure. But the desire to stay healthy, fit and groomed has taken hold so much, it's given rise to a new market of services promising to coordinate health chores – the personal wellness concierge (PWC).

The PWC will fix you up with a personal trainer at any location if you're not near work or home, book your massages, arrange a beautician to come to your home should you lose a gel nail miles from any beauty salon, arrange healthy meals to be delivered and tell you off when you drink too much.

It makes the humble personal trainer passé. They might be good for making you smash out ten HIIT circuits until your heart is beating harder than an EDM bassline but who's going to buy your BCA (branch chain amino) supplements, download the perfect guided meditation or find a physio after 10pm?



**Celebrity concierge:** Simone de la Rue

The PWC trend is nothing new in celeb world. Taylor Swift and Rosie Huntington-Whiteley follow healthy lifestyles set by holistic guru Simone de la Rue. Megan Fox and Jordana Brewster swear by the input of Harley Pasternak, who provides exercise physiology and nutritional science.

But now it's par for the course for anyone cash-rich and time-poor. Tate Wellness (from £225 a month, [tatewellness.com](http://tatewellness.com)) is one company enjoying the boom. It launched three years ago and says demand has doubled over the past year. It has partnerships with fresh-food delivery companies, personal trainers, out-of-hours physios and, for the super-stressed, it can organise a 'private yin session' – that's relaxation, for the uninitiated – to your living room before bed. Health and fitness brand consultants Welltodo have worked with PWCs while concierge firms such as Ellidore and Sigillus have optional wellness packages.

Of course, there's an irony in being so busy that you need to pay someone to improve your lifestyle. If your day is so hectic you're palming these decisions off, you don't need to assess your health – surely you need to assess your life itself.

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15 STRONG LANGUAGE



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**Poppy days:** With Pedro Pascal in *Kingsman 2* (top); with Sienna Miller at Glastonbury (above); and with her sister Cara at her wedding to James Cook



# Poppy's blossoming as acting career gets reel

**G**ETTING to wear a crown – that was pretty epic!’ enthuses model/actress/socialite Poppy Delevingne of her first film role, Queen Igraine in Guy Ritchie’s *King Arthur: Legend Of The Sword*. Small beer, you might think, for a girl who grew up scampering around a real palace (Kensington) – Poppy’s granny was lady-in-waiting to Princess Margaret. No wonder this 31-year-old Chanel ambassador has always adored playing dress-up. ‘When we were kids my poor parents had to sit and endure

**When we were kids my poor parents had to sit and endure hours of plays and productions by us**

hours and hours of hideous plays and productions by us,’ she says. ‘It was definitely a theatrical household. Still to this day we play mind-boggling hours of charades. It’s like, who can be the loudest person in the room?’ That title typically went to Cara, Poppy’s supermodel sister, who she describes as ‘bonkers and brilliant’. Both sisters are intent on making that tricky model-to-actress transition. ‘I definitely started auditioning

She wore a custom-made Chanel wedding gown but model-turned actress Poppy Delevingne tells **Larushka Ivan-Zadeh** that at home she’s just a slob

before Cara but she got the roles before me,’ Poppy explains. Watching your little sis waltz into everything from blockbusters like *Valerian And The City Of A Thousand Planets* to prestige dramas like the upcoming *Tulip Fever* can’t be easy. But Poppy insists: ‘We are both very supportive of each other and we are six years apart so luckily we never go for the same role.’

Poppy was first bitten by the acting bug at Bedales, the famously groovy Hampshire boarding school that also educated the likes of Lily Allen, Kirstie Allsopp and Daniel Day-Lewis.

‘I played Queen Gertrude in *Hamlet* and loved it but then I fell into modelling,’ she says.

Campaigns for the high-end likes of Anya Hindmarch, Louis Vuitton, Marc Jacobs, Matthew Williamson (she’s his muse) and Burberry quickly followed, with 1.2million Insta followers watching her every fashion move. ‘I am a massive slob

when I am not going out,’ she protests. ‘I take about two minutes to get dressed in the morning.’

Her motto, according to



**Glam couple:** Poppy, with ex-model husband James Cook, got the acting bug at boarding school Bedales

Twitter, is ‘luck is believing you’re lucky’ though rarely has a life seemed so blessed. The Delevingnes are one of London’s most connected families. Poppy, Cara and their older sister Chloe grew up in Belgravia and are among the capital’s most sought-after party guests. Three years ago, when Poppy married the equally gilded and beautiful James Cook (a former model himself), her gown was custom-made Chanel. Genetically gorgeous children will doubtless follow, after Poppy’s established her new acting career.

One day she’d love a crack at doing theatre, like her former flatmate, Sienna Miller. Until then she’s scored a small but memorably raunchy role in *Kingsman: The Golden Circle*. Her all-time favourite film, meanwhile, remains Tony Scott’s *True Romance*.

‘I’ve watched it like a million times!’ she says. ‘Alabama is just such a hardcore powerful woman. I wish she was my best friend!’ If Alabama existed, she probably would be.

*King Arthur: Legend Of The Sword* is out on Blu-ray & DVD September 25, or download now

## POPPY ON...

**How to be a great guest**  
Bringing great music on your phone so you can get up and DJ whenever you want. Anything by the Rolling Stones gets me on my feet.



**If she was Queen for the day**  
I would have to take advantage of one of those beautiful palaces and throw a huge day party that goes into a night party.

**Which piece she picks at Monopoly**  
Always the dog, I don’t know why. And I always want to be banker.

**Her current must-have accessory**  
I am completely obsessed by a pair of black cowboy-esque buckled boots by Tabitha Simmons.

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