

EYE / LIFESTYLE

## Inside The Ranch Hudson Valley, the East Coast Expansion of the Malibu Wellness Favorite

After 14 years of wellness in Malibu, The Ranch will open a second location in the Hudson Valley.



After 14 years of bringing **wellness**-seekers from all over the world to Malibu for seven or nine days of reset, The Ranch is opening its second property, The Ranch Hudson Valley, less than an hour's drive from **New York** City.

Officially opening April 15, The Ranch Hudson Valley will offer a similar approach to its Malibu formula, including starting the day with the option of a two- or four-hour hike, followed by afternoons of strength training, yoga and a daily massage. The East Coast version will offer shorter stays of three- or four-night programs, more in tune with the rat-race pace of East Coast lifestyles.

The property in Sloatsburg, N.Y., is sprawled across 200 acres with a more than 40,000-square-foot estate that was built in 1902 by J.P. Morgan for his daughter as a wedding gift when she married the great-grandson of Alexander Hamilton. It will now serve as home base for 25 guests on a mission to devote themselves to their health and **wellness**, ever the growing **travel** category today. Rates start at \$3,275 per person Mondays to Thursdays during high season April 15 to Nov. 30, rising to \$5,675 a person Thursdays to Mondays.



The Ranch has long had clients come to Malibu from the tri-state area, and had been looking to come east.

“The Hudson Valley really kind of woke up and came on the radar screen during COVID[-19] when a lot of people wanted to escape the city,” says Alex Glasscock, cofounder and chief executive officer of The Ranch, on a Zoom call from the West Coast, where it’s so early the sun has yet to rise behind him. “When we found the Lower Hudson Valley region near Tuxedo Park, we saw the drive from Manhattan to Tuxedo Park was so beautiful. And we wanted a really special property.”

Yoga and fitness classes will take place in the mansion’s ballroom, where recently the view has been of snow falling. The availability of seasons — something less prevalent in Malibu — was another part of the appeal to The Ranch team.

“When I was there two weeks ago, we had 14 inches of snow. I was with the staff training, and instead of going outside first thing in the morning, because it’s snowing two inches an hour, we had a fitness class where the backdrop was the snow coming down. And then when the snow stopped we went and created a toboggan run. Because we had to see, ‘is this just play or can we actually get some exercise out of it?’”



Come summer there will be water activities on the semi-private lake in their backyard, with stand-up paddle-boarding and relay races. Year round, guests can supplement their fitness and food journeys with an infrared sauna, Kneipp pool, colonics, cryotherapy and energy healing.

“The clientele is really somebody who’s self caring, who wants to have a reset or basically a pattern interruption in the way they take care of themselves,” Glasscock says. “That could be someone wanting to learn about better nutrition; having sleep issues; going through a life change — like a graduation, a divorce, a new job, getting over a material illness — or you’re taking years off your life by your habits. If you line up Ranch guests, you couldn’t pick them out of a lineup. It’s more the mindset of the person who just wants to improve the quality of their life.”

