

JAYNE'S

LUXURY RENTALS

BILLIONAIRE'S & BIOPHILIA:

WHY NATURE-FIRST DESIGN IS SHAPING THE FUTURE OF ULTRA-LUXURY TRAVEL

Rooted in nature, elevated by design- inside Ontario's elite lakefront estates that are redefining wellness, architecture and the art of escape.



[Images](#)

London: First coined as a term in the 1960s, biophilia refers to “the human tendency to connect with nature and other living things”. Leading on from the wider concept, biophilic architecture is a specific design approach that incorporates natural elements and principles into buildings to foster a closer connection between people and nature.

The benefits are clear. by bringing nature indoors and creating environments that mimic natural settings, it improves well-being, reduces stress and enhances sustainability. Research shows that guests spend 36% more time in hotel lobbies featuring natural design elements and that 90% of guests report higher satisfaction levels in biophilic spaces*.

Biophilic design has been shown to boost wellbeing by up to 200%*. Wellness tourism, an industry largely centred around nature immersion, is valued at \$650 billion globally and projected to grow by 16.6% annually. Reconnection with nature is no longer optional for affluent travellers; it's a priority.

For the discerning traveller seeking authentic reconnection, Muskoka delivers an elevated biophilic escape. Set in Ontario's 'cottage country', the region is renowned for its log and timber lakefront homes, scattered across a landscape of 1,400 lakes and vast expanses of dense woodland.

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Jayne McCaw, founder of Jayne's Luxury Rentals, has already tapped into the growing interest in biophilic architecture, hand-picking properties that embody the concept at its best and working closely with architects whose ethos aligns with nature-first design.

Among Jayne's Luxury Villa's trusted collaborators is **Simon Hirsh**, a Canadian architect who, alongside his team of highly skilled woodcrafters, has been designing and building log and timber homes for over 25 years. Using premium British Columbia timber species, Western Red Cedar and Douglas Fir, Hirsh Log Homes fuse time-honoured artistry and impeccable craftsmanship with bold, natural design. The result is a portfolio of properties that effortlessly blend structure and natural setting.

Signature homes in the Jayne's Luxury Villa's collection include [Rosseau Manor](#), a six-bed, six-bath log cottage with a matching two-bed, one-bath boathouse on the shores of Lake Rosseau. Set on 324ft of frontage, the estate features a sandy entry, sauna, outdoor shower and an abundance of water toys- and has previously hosted Drake among other high-profile guests.

Over on north Lake Joseph's exclusive Billionaire's Row, [Westwood](#) is a striking eight-bed log home with a boathouse, cinema room and hot tub, nestled within a secluded, forested backdrop. Hirsh's latest design, [Rhinestone](#), is an expansive 7+2 bed property on Lake Muskoka offering total privacy, all-day sun, and convenient access to the towns of Port Carling and Bracebridge.

Also bringing a distinct architectural lens to the Jayne's portfolio is **Alex Foreshe**w, whose studio is based in Port Carling. Known for his purposeful and technically precise designs, Foreshe takes a contemporary approach to traditional lakeside living. His properties are characterised by full-height glazing, natural materials and thoughtful integration with the land.

Standout properties include [A Modern Moose Lodge](#) on Lake Rosseau, where expansive windows maximise light and lake views, earthy tones anchor the interiors, and the structure itself is carefully embedded into the rocky shoreline. At the rear, granite stairs cascade down to the boathouse- a striking slice through the landscape that echoes Foreshe's refined, elemental aesthetic. His signature style continues at [Bal Harbour](#), a custom-built, recently renovated cottage filled with bespoke details and all-new furnishings, designed to reflect the serenity of its natural surroundings.

Each of these properties offers more than luxury, they offer immersion. In a region defined by its lakes, forests and granite cliffs, these homes are crafted not just to sit within nature, but to celebrate it.

Others in the collection:

[Renew](#)

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[Islandview Haven](#)
[Pearson's Pastures](#)
[Bunker Ridge.](#)
[Muskoka Bay Lodge](#)

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Notes to Editors

High res images available to download [here](#)

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About Jayne's Luxury Rentals

The pioneer of luxury lakeside property rentals in Muskoka, Jayne's Luxury Rentals has been delivering a five-star hotel experience across cottage rentals since 2013.

Offering over 300 properties within three hours drivetime of Toronto, the majority are in Muskoka with most having private lake frontage. From initial enquiry to the duration of their stay, guests are personally looked after by a member of Jayne's handpicked team. The full-service guest experience includes luxury linens, housekeeping and concierge service for knowledgeable and trusted local recommendations.

Founded by Jayne McCaw in 2014, Jayne created an entirely new luxury market in Ontario's Cottage Country regions. Starting with Muskoka high end waterfront cottages, Jayne's has expanded into Lake Simcoe, Georgian Bay, Haliburton/Kawarthas as well as chalets and country estates in the Collingwood area. In 2019, Jayne was awarded the Canadian best female CEO of a Start-Up Business, sponsored by RBC, Canada's largest bank.

Experience the breathtaking beauty of Canada's scenery, surrounded by nature while cocooned in secluded luxury.

www.jaynescottages.com

*References:

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