

# P R E S S   R E L E A S E

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## **LUXLO ACHIEVES SALES IN EXCESS OF £100 MILLION AT LANDMARK 77 MAYFAIR DEVELOPMENT**

- *Luxlo has confirmed the exchange of six of the seven apartments at 77 Mayfair within seven months totalling over £100million*
- *77 Mayfair has contributed to the employment of over 700 highly-skilled jobs since 2011*
- *Mayfair agent confirms apartments above street level set to achieve an average of nearly £5,500 per sq ft and a highest price within touching distance of £7,000 per sq ft, both record numbers for the area*
- *Designed by award winning London based architectural practice Squire & Partners*
- *Interior design by leading British designer Martin Kemp Design*
- *First new residential apartment building to complete in Mayfair for over 15 years*

**London, Friday 24 July, 2015: Residential developer Luxlo has confirmed the exchange of six of the seven apartments at its residential development 77 Mayfair.**

Set in the heart of Mayfair in South Audley Street, next to Hyde Park and overlooking the world-famous Dorchester Hotel, 77 Mayfair has set the benchmark for residential property in one of the country's most prestigious and exclusive locations.

Designed by Squire and Partners, each of the lateral apartments which average almost 4,000 sq ft will sit behind the signature design which has become synonymous with the multi-award winning practice, coupled with an original Edwardian Portland stone façade dating back to 1904. The interiors have been further complemented by Martin Kemp Design, meticulously crafted to enhance and celebrate the unparalleled high ceilings and unique lateral living space that 77 Mayfair provides, thereby creating the finest selection of residential properties in the capital.

On completion, residents at 77 Mayfair will be able to enjoy dedicated underground parking together with around 3,000 sq ft of exclusive resident amenity space, including a luxury leisure spa, swimming pool, sauna, jacuzzi, treatment room, gymnasium, hair salon and secure storage, all of which will be managed by Harrods concierge 24 hours a day.

Set to complete in summer 2016, 77 Mayfair has contributed to the employment of over 700 highly-skilled jobs since 2011. By bringing together an array of highly experienced construction, architecture, design and manufacturing knowledge, 77 Mayfair continues to showcase the very best of British talent and expertise, coupled with a £4.2million contribution to affordable housing within the City of Westminster.

Rohit Chadha, Managing Director at Luxlo commented:

“Luxlo is proud to be delivering this project in the heart of Mayfair, our favourite location in arguably the world’s favourite capital city. 77 Mayfair is a unique boutique residence that showcases what we set out to achieve – a best in class offering – by partnering and working with some of the most talented minds in design, architecture, engineering, construction and market knowledge the UK has to offer.

Richard Cutt, Partner, Knight Frank commented:

“77 Mayfair is undoubtedly one of London’s finest boutique developments. The scheme’s success is testament to Luxlo’s meticulous attention to detail, design and quality of finish. Residents will enjoy luxurious spa facilities, concierge and underground parking; unprecedented in a development comprising just seven apartments.

“Due to the proliferation of listed buildings in Mayfair, new build developments are a real rarity. With demand continuing to outstrip supply for high quality new build homes, the market remains very strong. As we look to the future, Mayfair is beginning to regain its crown and number one spot, driven largely by the current phase of new developments and infrastructure improvements with 77 Mayfair set to complete next summer.”

Peter Wetherell, Chief Executive, Wetherell commented:

“The Mayfair market has witnessed significant changes throughout the last century and it is only since the 1990s that this world famous location has seen an influx of residential provision returning its status as the best address in London and everything this world-class city has to offer.

“To find a collection of just seven apartments which all enjoy the exclusive use of the luxury facilities that 77 Mayfair enjoys, means that the highest premiums have been achieved. Not only have we seen each of those apartments above ground level achieving an average of nearly £5,500 per sq ft but also creating a Mayfair record of nearly £7,000 per sq ft. These truly outstanding numbers are a clear reflection of Luxlo’s experience, visionary planning and formation of a world class professional team, who have collectively contributed to creating this rare and exceptional opportunity.

“Within a short walk of 77 Mayfair, residents will be able to enjoy some of London’s most prestigious international art exhibitions and auction houses including Sotheby’s and Christies, numerous iconic hotels including The Dorchester and Claridge’s, luxury retail which can be found on nearby Mount Street and Bond Street, and an array of private members Clubs such as Harry’s Bar and Annabel’s, making 77 Mayfair arguably one of the best placed residences in the capital, today.”

For more information please visit: [www.77mayfair.com](http://www.77mayfair.com) and [www.luxlo.co.uk](http://www.luxlo.co.uk)

**-ENDS-**

**DEVELOPMENT IMAGERY**



*CGI of 77 Mayfair by Luxlo*



## ***CGI of 77 Mayfair by Luxlo***

### **Notes to editor:**

#### **About Luxlo**

Mayfair based Luxlo has been specialising in the design and development of prestigious London properties since 2007. The company has earned a reputation as a leading luxury developer in London. Their aim is to create the most exquisite homes in the most sought after locations. Luxlo's expertise lies in developing sophisticated interiors tailored to reflect their surroundings. Their developments combine beautiful interiors with a personal approach, showcasing meticulous attention to detail and characterised by impeccable designs and state-of-the-art technology. These projects all have their own individual specifications and style, ensuring each remains as inspiring as it is unique.

#### **About Knight Frank**

Knight Frank LLP is the leading independent global property consultancy. Headquartered in London, Knight Frank, together with its US alliance partner, Newmark Grubb Knight Frank, operate from 370 offices, in 55 countries, across six continents and has over 12,000 employees. The Group advises clients ranging from individual owners and buyers to major developers, investors and corporate tenants. For further information about the Company, please visit [knightfrank.com](http://knightfrank.com).

#### **About Wetherell**

Mayfair estate agents Wetherell specialise in Mayfair property, advising clients on the finest residential sales, lettings, investments and new developments in this world-renowned address. Established in 1982 and lead by CEO Peter Wetherell, supported by a senior team of highly experienced professionals, Wetherell advises on over £1 billion worth of residential instructions and is the influential market leader for Mayfair property with a 42% Market Share.

#### **About Squire & Partners**

Squire and Partners is an award-winning architectural practice best known for designing and executing buildings on key sites in London and internationally for over 35 years. The practice's approach to design assumes that every site has its own history, character and needs. Derived from a sense of place, buildings respond to underlying themes of materiality, scale and proportion which are common to their locations, whilst revealing a commitment to contemporary design. Key projects cover a range of sectors, from small bespoke fit outs to large-scale masterplans: Offices include award-winning headquarters for the iconic British fashion brand Reiss and Britain's largest public trade union UNISON, prominent Central London developments at 5 Hanover Square and 11 Baker Street, and bespoke interiors at the Stratton Street offices in Mayfair. Masterplans include One Tower Bridge, Chelsea Barracks, West India Quay, and recently the Shell Centre on the Southbank. Hotels include the 5 star Bulgari Hotel in London with Antonio Citterio Patricia Viel & Partners, the boutique Rockwell Hotel and the Hilton Liverpool. Squire and Partners has designed many of London's "Prime Residential" developments including The Knightsbridge Apartments, the Clarges Development, Ebury Square & 77 Mayfair. Other projects include an education center for the British Council in Nairobi and Howick Place, an arts based hub for designer tenants including Tom Ford, Marc Newson and a gallery for Phillips de Pury.

## About Martin Kemp Design

Martin Kemp Design is a highly creative design studio, producing some of the world's finest solutions for interiors, developments, architecture, yachts, private jets, cars, furniture and product. Our focus is largely within the super-prime residential market but also embraces peripheral fields such as high-end retail, office and restaurant design. The company is known as a luxury brand attracting individuals accustomed to luxury service or able to afford an aspirational lifestyle. The studio has no fixed design style, rather Clients choose MKD for our ability to embrace 'their' chosen language whether minimalist or highly decorative, classic or futuristic. In all cases, Clients expect an extremely high level of sophistication and finish. MKD are revered as one of the leaders of style and originality, with our skills in demand amongst the world's elite. Our bespoke solutions can range from understated country elegance to dynamic city chic, showcasing the very best in creativity with a diverse range of styling blending seamlessly into every design. Such original thinking is further enhanced through intricate attention to detail, married with fine craftsmanship sourced both locally and internationally. We strive to maintain an approachable personality as a business, our philosophy always to be respectful, polite, flexible and accommodating, with conviction in our design solutions. We enjoy the design experience and encourage our Clients to do the same, working closely with them as much or as little as desired.