

## Full House: All units sold at ‘truly outstanding’ 77 Mayfair scheme

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Rohit Chadha's luxury property development firm Luxlo has sold the final apartment in its hyper-prime resi project, 77 Mayfair.

This seventh sale went through just before completion on-site, and brings the boutique development's total tally to over £130m. Sales agents Wetherell and Knight Frank claim an average per square foot selling price “very close” to £5,500 – and a high “[within touching distance](#)” of £7,000 for the penthouse. The first six deals went

through within seven months of launch, in 2015.

Designed by architects Squire and Partners with interiors by Martin Kemp Design, the lavish high-ceilinged lateral apartments average nearly 4,000 square feet a-piece, and sit behind an original Edwardian Portland stone façade dating back to 1904.

New residents have access to “unprecedented” facilities for a boutique development; there’s around 3,000 square feet of Harrods Concierge-managed exclusive amenity space, including a spa, swimming pool, sauna, jacuzzi, treatment room, gymnasium, hair salon and secure storage – plus dedicated underground valet parking.



The developer claims that the project “has contributed to the employment of over 700 highly-skilled UK jobs since 2011”, including a pretty strong line-up of best-of-British artisan talent. Whatsmore, Luxlo paid a sizeable £4.2m contribution to affordable housing within the City of Westminster, as well as a voluntary £300,000 sum to public realm and streetscape improvements.



**Rohit Chadha, Managing Director at Luxlo:**

“Luxlo is proud to have successfully delivered 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 – an exclusive best in class offering – by partnering and working with some of the most talented minds the UK has to offer.

“We take this opportunity to thank our clients, our investors, sales agents, our lawyers Edwin Coe, our funding partner Coutts and most importantly the incredible dedication and skill of the hundreds of people involved in the build and design of 77 Mayfair under the watchful eye of Squires, Martin Kemp Design, Gardiner & Theobald, McLaren Construction, Ramboll’s, Hilson Moran, Lighting Design International and Nucleus AV. A special note of thanks must also go to Westminster City Council for the timely and professional help through both the planning and construction period as well all the neighbours of 77 for their understanding and patience.”

**Moreas Madani, Residential Development Partner at Knight Frank:** “The successful sales achieved at 77 Mayfair is testament to Luxlo’s meticulous attention to detail, design and quality of finish. As a result, the development has outperformed and fully sold shortly before completion.

“This is a stylish, boutique development ideally situated in an area where one can enjoy the tranquil walks of the Royal parks, the glamour and sophistication of Mayfair’s finest hotels, restaurants and bars, and the ceaseless energy of one of the world’s great cities. Residents will enjoy the benefits of a luxurious spa facility, including a pool, 24-hour dedicated concierge, and valet parking – features that are unprecedented in a development comprising just seven apartments.”

**Peter Wetherell, Chief Executive, Wetherell:** “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. for a boutique development.

“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 Philips and Christies, numerous iconic hotels including The Dorchester, The Connaught 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.”

[77mayfair.com](http://77mayfair.com)

[luxlo.co.uk](http://luxlo.co.uk)

