

100  
GEORGE ST  
MARYLEBONE W1



GEORGIAN  
SOPHISTICATION  
MEETS MODERN  
MARYLEBONE







100  
GEORGE ST  
MARYLEBONE W1





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VISION



## A HOME IN MARYLEBONE'S NEW URBAN VILLAGE

Introducing 41 exceptional residences designed by Hopkins Architects and complemented by comprehensive amenities and services, 100 George Street epitomises the allure of a prime Marylebone address. An integral part of Native Land and Derwent London's new Marylebone development, created in partnership with The Portman Estate, 100 George Street invites residents and visitors alike to savour Central London, the rich green havens of the Royal Parks and Marylebone's unique character inspired by its Georgian architecture and convivial, contemporary soul.





## CRAFTED FOR COSMOPOLITAN LIVING

100 George Street features a gracious, Georgian-inspired façade of handmade Yorkshire brick. The ground floor residents' entrance is flanked by best-in-class restaurants and retailers, while private rooftop terraces provide a verdant sanctuary for several of the apartments and penthouses.





- 1 La Fromagerie
- 2 Kensington Gardens
- 3 Portman Square Gardens

CONVENIENCE AND CHARACTER

100 George Street is situated in London’s most desirable neighbourhood. Adjacent to Mayfair and encircled by the Royal Parks, Marylebone is the very definition of an urban village. Characterful independent stores rub shoulders with stalwarts of retail and culinary excellence, all set against a backdrop of breathtaking architecture and enlivening greenery.



PROXIMITY TO NATURE

With Regent’s Park and Hyde Park just moments to the north and south, Marylebone is a dynamic, nature-ensconced neighbourhood boasting iconic garden squares. Centrally located between all these green spaces, 100 George Street seeks to respect the environmental legacy of this area of London, contributing leafy private terraces and an expansive, new, pedestrianised garden courtyard to be enjoyed by the whole community.





## COMMITTED TO THE FUTURE

100 George Street has been carefully designed to deliver elevated sustainability standards, inside and out. Each home is set to meet Home Quality Mark (HQM) 4\* thanks to reduced environmental impact, lower running costs, improved local air quality and the positive overall impact on health and wellbeing.

Outside, an extensive roofscape with biodiverse green roofs and bird boxes will support and enrich the local ecosystem. Meanwhile, a plethora of sustainable transport options, including electric vehicle recharging stations, secure cycle parking and a new Santander cycle docking station, will collectively contribute to a better and more balanced quality of life.



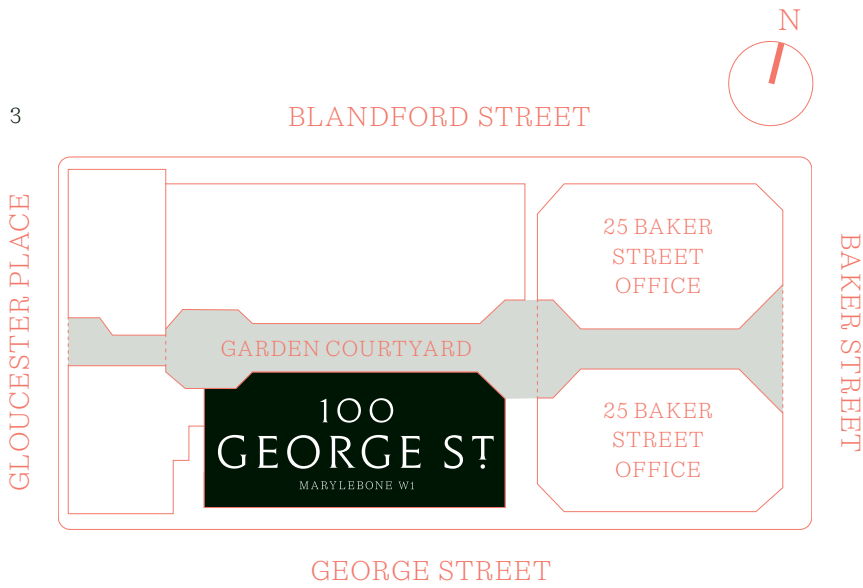




- 1 A verdant oasis for shopping, dining and gathering
- 2 Central retail courtyard
- 3 Location of 100 George Street within the development

## CENTRAL TO AN INSPIRED VISION

Residents of 100 George Street will have direct access to a curated selection of enticing retailers and restaurants opening onto a beautifully landscaped garden courtyard. Extending the entire northern length of 100 George Street, this vibrant pedestrian-only community space is the beating heart of Native Land and Derwent London's visionary new Marylebone development. Comprising 200,000 sq ft of prime residential, office and retail space on the historic Portman Estate, this new urban village will serve a community defined by its discernment and impeccable taste.





# A VISIONARY COLLABORATION

The notable British developers behind 100 George Street have reimagined contemporary urban living in one of London’s most historic neighbourhoods. Principal developer Native Land partnered with Derwent London to bring into being this new destination at the heart of The Portman Estate’s 110 acres.



Native Land has delivered a portfolio of £4bn since 2003, bringing forward high-quality, versatile developments across London, from NEO Bankside to Burlington Gate, the illustrious Holland Park Villas and Cheyne Terrace. With a cohesive, multi-disciplinary team, Native Land has the collective experience and expertise to deliver the best quality developments — from acquisition and planning through to development management and marketing. In addition to 100 George Street, future projects include the redevelopment of South Kensington Tube station, the extensive redevelopment of Kilmuir House in Belgravia, and the 5.5-acre site at Bankside Yards.





Derwent London is one of London’s most innovative office specialist property regenerators and investors and is well known for its design-led philosophy and creative management approach to development. Its well-established team draws on the expertise of a wide range of designers including architects, landscape architects, art galleries and specialist stone, metal and furniture suppliers. These skills and products come together to create finely crafted and detailed buildings that attract a range of tenants, including the creative industries.



The Portman Estate is a forward-thinking property company with an enduring heritage and a commitment to promoting and protecting the long-term success of Marylebone and London’s West End. It works in ongoing collaboration with tenants, residents and the broader community to develop and improve their properties and surroundings, while ensuring that they retain and protect the unique history, architecture, and heritage of the local area. The Portman Estate is proud to be the first estate to be awarded B Corp Certification; a reflection of the Estate’s 500-year stewardship of Marylebone.







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## AN ENHANCED LIFESTYLE

Life at 100 George Street will be as effortless as it is enriching thanks to the discreet concierge, dedicated management team and carefully considered suite of social, wellbeing and functional spaces. From underground car and bicycle parking to welcoming gathering areas and a state-of-the-art fitness studio, the rarefied world within 100 George Street is the perfect complement to the cosmopolitan whirl of Marylebone beyond.





## A COMFORTING FAMILIARITY

An impressive private entrance transports residents from George Street into a haven of refined elegance. The softly lit lobby and reception area are serenely appointed and provide a warm welcome to those fortunate enough to call 100 George Street home.





## A CONSTANT WELCOME

The lobby provides a moment's pause as residents approach the reception space with its striking marble design features. Here dedicated concierge and security personnel are on hand to ensure that every need is met.





## A QUIET RETREAT

The Library's design nods to the clubs of Georgian London, reimagined for the modern resident. A communal space for quiet retreat, it features a bar area and a curated selection of reading material, while also providing residents'-only access to the garden courtyard.



## EVERY DETAIL CONSIDERED

Curated with comfort front of mind, the Library is a sophisticated yet calming space in which textures, hues and a collection of thoughtfully placed objects d'art combine to instil a sense of tranquil timeout.







## A FOCUS ON FITNESS

The Fitness Studio combines cutting-edge equipment and sophisticated design to create a well-balanced and engaging workout experience. Expert trainers and fitness specialists will be on call to offer personalised private or group sessions as desired.





## TIME-OUT COVERED

The Residents' Lounge is ideal for private screenings and relaxed gatherings, whether a movie night, book club or a catch up with friends. As inviting as it is comfortable, the space feels like the reception room of a gracious home and features a 98-inch, ultra-high-definition screen with a state-of-the-art surround sound system.





# SEAMLESS DAY-TO-DAY LIVING

A private car lift and separate bicycle lift allow easy access from street level to the secure underground car park. This features electric recharging points in every bay and dedicated bicycle storage. Several multifunctional storage units are also available in this spacious, well-lit, basement-level facility.



# ACCOMMODATING BUSINESS & PLEASURE

Adjacent to the Residents' Lounge is the Meeting Room, equipped with a 65-inch screen, teleconferencing and hyperoptic broadband. Elegantly furnished, this serene space can also serve as a private dining room, offering residents an alternative to entertaining at home.







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RESIDENCES

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## A TIMELESS CANVAS FOR CONTEMPORARY LIFE

Set above the exceptional communal amenities of 100 George Street are the 41 residences enabling a fortunate few to claim this enviable address. Each a private sanctuary reflecting the storied spirit of Marylebone, these generously proportioned, lateral homes combine classical Georgian features with modern materiality and supreme comfort, offering up to four bedrooms and immersive views. Interiors, also by Hopkins Architects, showcase a masterful dedication to quality and craft, providing a timeless canvas for contemporary life.





## INVITING LIVING SPACES

Bright and inviting living spaces create the perfect environment to unwind or entertain, with natural materials of extraordinary quality thoughtfully selected throughout for tactility and longevity. The reception rooms of penthouse residences on the top floor open onto their own expansive rooftop terraces with breathtaking views across London's cityscape.





"PARED-BACK INTERIORS WITH ECLECTIC DETAILS CELEBRATE THE HISTORY AND SOUL OF THIS PART OF LONDON, ADDING WARMTH AND ATMOSPHERE."

SOPHY TWOHIG, HOPKINS ARCHITECTS







## A HOME FOR ALL SEASONS

Several residences feature cosy fireplaces with striking Arabescato marble surrounds accompanied by Juliet balconies overlooking the central garden courtyard or George Street itself. Catering for every season, these perfect pieds-a-terre are designed with urban village living in mind.





## COMBINING BEAUTY WITH PURPOSE

Bulthaup B3 kitchens, with sawn oak natural timber veneer and grey Quartzite worktops (Silver Travertine in advanced specification apartments), are beautifully equipped with Miele appliances (Sub Zero in advanced specification apartments). Every detail is considered, from the inclusion of a wine fridge and instant hot water tap to the Bauhaus-inspired island pendant.



“THESE ARE SPACES DESIGNED  
FOR MODERN LIFE, GROUNDED  
IN GENEROUS SCALE AND  
THOUGHTFUL PROPORTIONS.”

SOPHY TWOHIG, HOPKINS ARCHITECTS







## A SERENE HAVEN

A sense of calm pervades each light-filled bedroom, heightened by the abundance of space and serene colour palette. Broad oak floors extend throughout the primary suites, their warmth enriched by the textural appeal of linen, wool and other natural fabrics.





"THERE'S A FEELING OF ELEGANCE  
AND LUXURY IN THE SPACES  
WE CREATE, BUT NEVER AT  
THE EXPENSE OF COMFORT."

SOPHY TWOHIG, HOPKINS ARCHITECTS





## WHERE FORM MEETS FUNCTION

Spacious bathrooms elevate the everyday with Silver Travertine walls and vanities, white porcelain floors and dark bronze fittings. Little embellishment is needed with the stunning patina of the natural stone unifying each bathroom's complementary elements.





## ALFRESCO LIVING

Select residences offer private terraces, which afford residents additional space to entertain and connect with nature under Marylebone skies. Sensitive landscaping for privacy and sustainability, each offers alfresco living and dining areas to maximise time spent outdoors.





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HOPKINS ARCHITECTS



## PIONEERING BRITISH ARCHITECTURE

A global great with an acclaimed international portfolio, Hopkins Architects is nonetheless grounded in the history of English architecture, making it the natural choice for 100 George Street. The site and its setting amid Marylebone's historic Georgian gems inspired Hopkins to play with the symmetry, balance and proportion of 18th-century English architecture while reflecting a modern way of living. The result is a classic yet subtly contemporary masterpiece, its façade of handmade Yorkshire bricks striking in its combination of soaring lines and bronze-framed picture windows.





1 The Hopkins team  
2 Hopkins House

# HOPKINS ARCHITECTS

A pioneering British architectural practice founded in 1976, Hopkins Architects has stayed true to its founding principles for almost half a century, proving consistently that clear and logical design thinking, an honest expression of materials and purpose, a respect for context and the desire to do more with less will result in award-winning work.

The practice’s rigorous approach has seen it build a portfolio of ground-breaking buildings – no two of which are the same – spanning four continents. Each project is a unique expression of its circumstances framed by its own singular story. With the firm’s global headquarters in Marylebone, 100 George Street is a project with special resonance.





“RESPONDING TO THE ELEGANT  
SIMPLICITY OF GEORGIAN  
DESIGNS, WE CHOSE A LIMITED  
PALETTE OF THE FINEST GRADE  
MATERIALS, CAREFULLY DETAILED  
AND ASSEMBLED.”

MIKE TAYLOR, HOPKINS ARCHITECTS



HARMONIOUS INTEGRATION

Scale and proportion were paramount in the design of 100 George Street, with early sketches leading to detailed modelling to ensure the structure’s harmonious integration into Marylebone’s architectural, cultural and social landscape.







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VILL  
AGE

NEIGHBOURHOOD



## A TRUE URBAN VILLAGE

Moments from Mayfair and a stroll away from the Royal Parks, Marylebone is a neighbourhood that benefits from effortless access to both the energy and tranquillity of London life. An enviable location in which to live, work and enjoy the countless cultural, gastronomic and leisure pursuits that make this historic neighbourhood so distinctive, 100 George Street enables an elevated urban lifestyle with all the breathing space and organic ease of village living.



A WORLD OF CHOICE

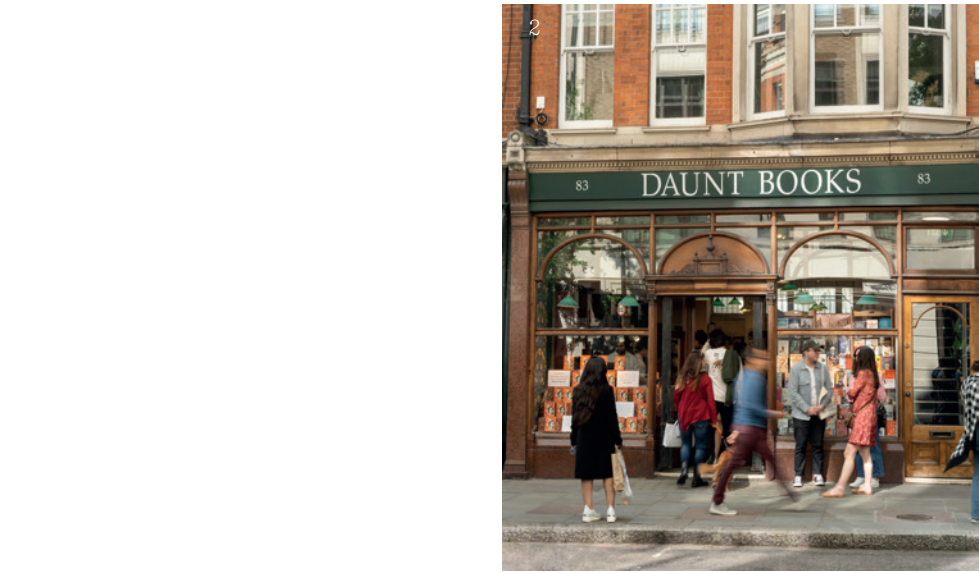
Marylebone offers an endlessly eclectic mix of independent shops and iconic establishments, with renowned art galleries, restaurants and medical and educational institutions discreetly dotted around its streets and squares. With excellent connectivity across the capital and beyond, here residents can enjoy the best of local and global living, just minutes from Mayfair and a host of inviting green spaces.



- 1 Diners outside Chiltern Firehouse
- 2 Invigorating beauty staples from Aesop
- 3 Lunch at Lina Stores
- 4 Unrivalled access to outdoor pursuits







- 1 The Wallace Collection
- 2 The original Daunt Books
- 3 Marylebone's historic skyline
- 4 Convivial eateries and coffee shops abound



- POINTS OF INTEREST

1Harley Street

2Regents Park

3Hyde Park

4Portman Square

5Manchester Square

6Oxford Street

7Chiltern Street

8Bond Street

9Marylebone High Street

10St Christopher's Place

11The Wallace Collection
- FITNESS & WELLNESS

12Third Space

13BXR

14Kobox

15Club 51

16Virgin Active

17Melior Clinics

18The Aesthetic Surgeons

19Smile Architect

20The Harley Street General

21Cosmetic Skin Clinic

22Rachel Clarkson
- FOOD & BEVERAGE

23Locanda Locatelli

24KOL

25Trishna

26Orrery

27Lurra

28Chiltern Firehouse

29Nobu

30Lina Stores

31St. John Marylebone

32Dinings

33Donostia

34Ivy Café

35Boxcar Bar & Grill

36Fischer's

37Iberica

38Monocle Café

39WatchHouse
- EDUCATION

51London Business School

52Royal Academy of Music

53Royal Institute of British Architects

54Regents University

55University of Westminster

56London College of Fashion

57Regent College London
- TRANSPORT

58London Paddington Station

59Edgware Road

60Marylebone Station

61Baker Street

62Marble Arch

63Bond Street

64Oxford Circus
- RETAIL

40Daunt Books

41The Conran Shop

42Selfridges

43Rococo Chocolates

44The Ginger Pig

45Daylesford Organic

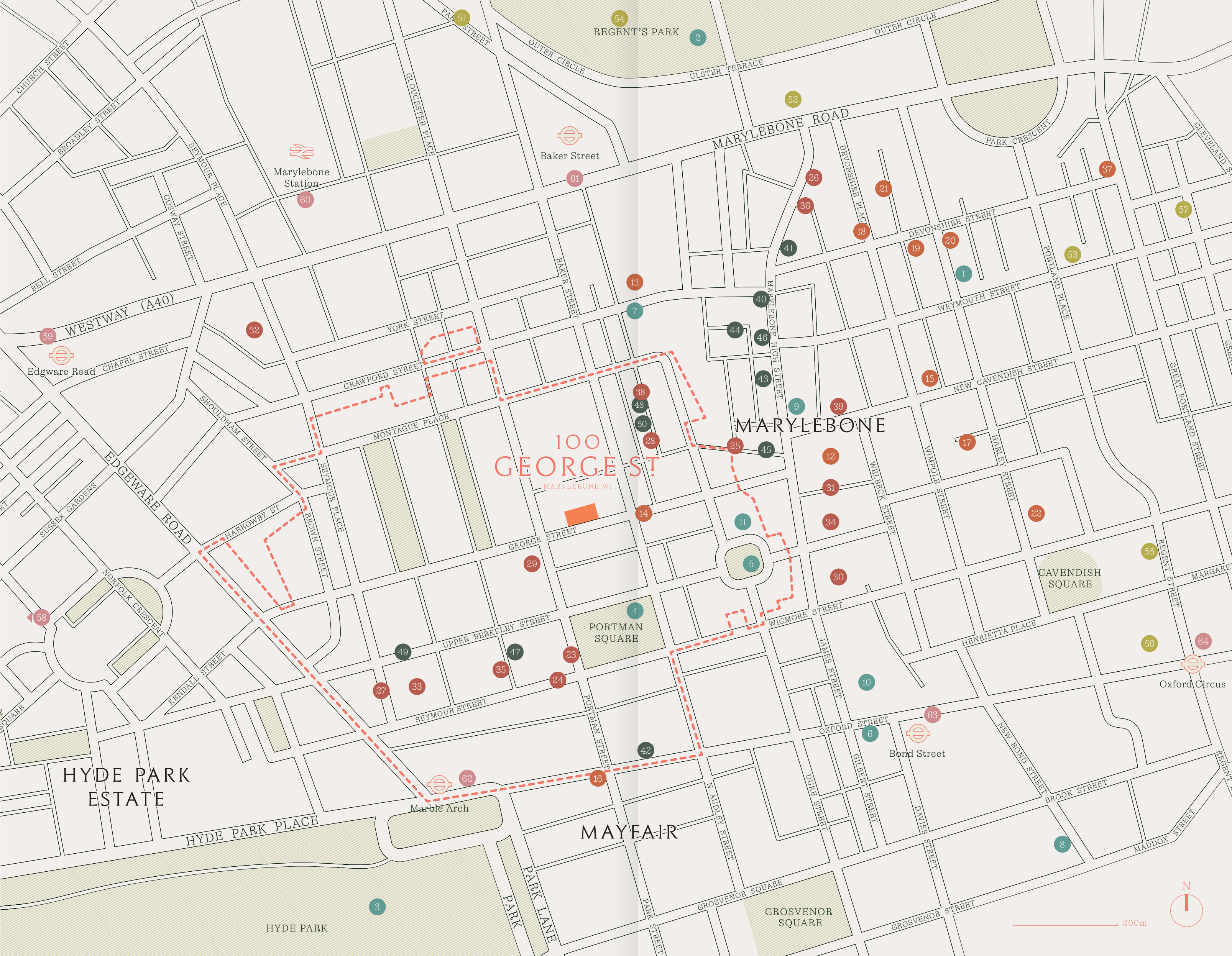
46Le Fromagerie

47Suzannah

48Grandirosa

49Fratelli Greci

50Sunspel



One Michelin star

The Portman Estate



ON YOUR DOORSTEP

Bond Street and Oxford Street lie just moments to the south of 100 George Street, enabling easy access to luxury retailers ranging from Cartier and Burberry to Selfridges. World-class restaurants in the neighbourhood include Nobu, Iberica and Chiltern Firehouse, while educational institutions nearby range from the London Business School to the Royal Academy of Music.



1 Burberry, New Bond Street  
2 Serpentine Galleries, presenting pioneering contemporary art since 1970



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## A GEORGIAN SENSE OF SCALE

No matter the season, the attractions of Marylebone promise a stimulating and varied day to day existence. At home, residents of 100 George Street will enjoy an ease of living governed by faultless placement, proportion and flow. All amenities are housed on the ground and lower ground floors, while the 41 residences comprise 35 large, lateral apartments and six lateral and duplex penthouses spread over the six upper floors. Nine of the residences offer their own private terraces.



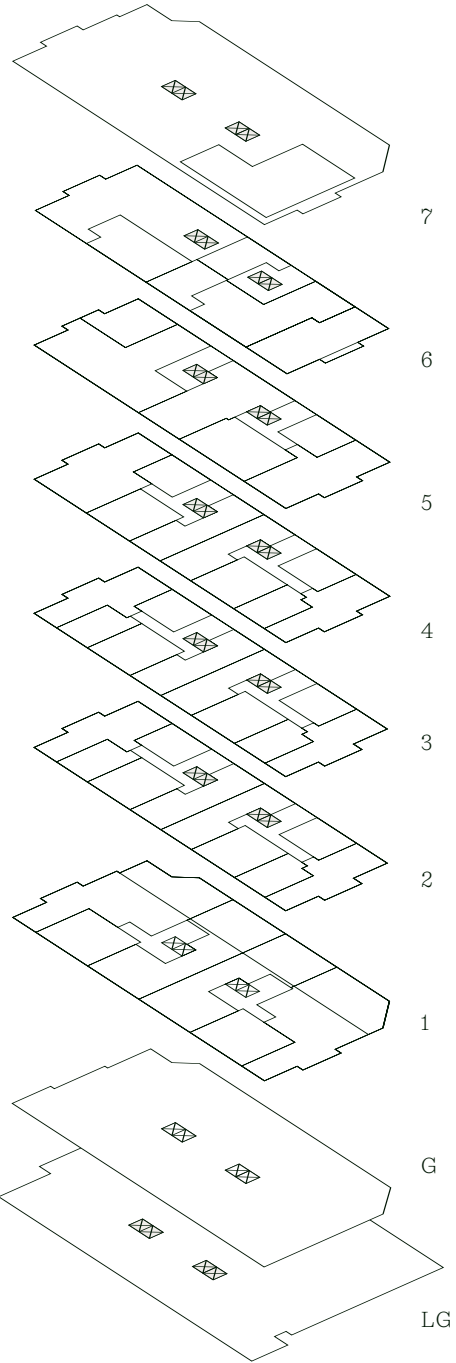
DETAILS

Lobby, reception and lounge on ground level with separate residents’ entrance to garden courtyard.

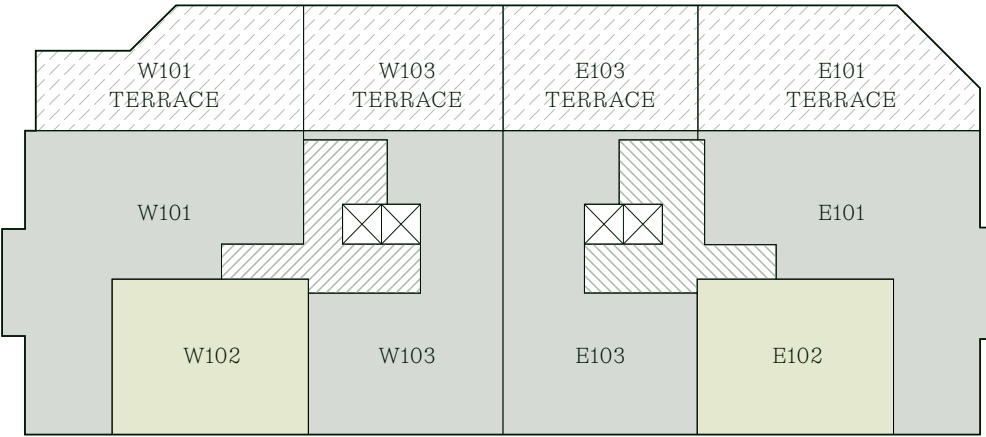
- 1 BED RESIDENCES
- 3 BED RESIDENCES
- E202
- E205
- W202
- W205
- E302
- E305
- W302
- W305
- E402
- E405
- W404
- E503
- E101
- E103
- W101
- W103
- W401
- E502
- W501
- W502
- E601
- 
- 2 BED RESIDENCES

4 BED RESIDENCES

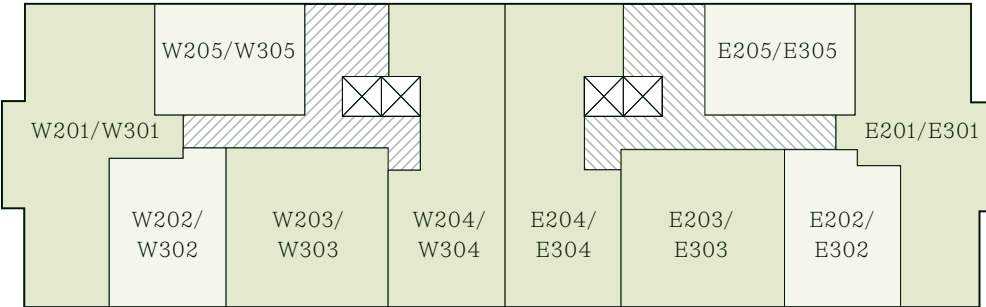
- E102
- W102
- E201
- E203
- E204
- W201
- W203
- W204
- E301
- E303
- E304
- W301
- W303
- W304
- E401
- E403
- E404
- W402
- W403
- E501



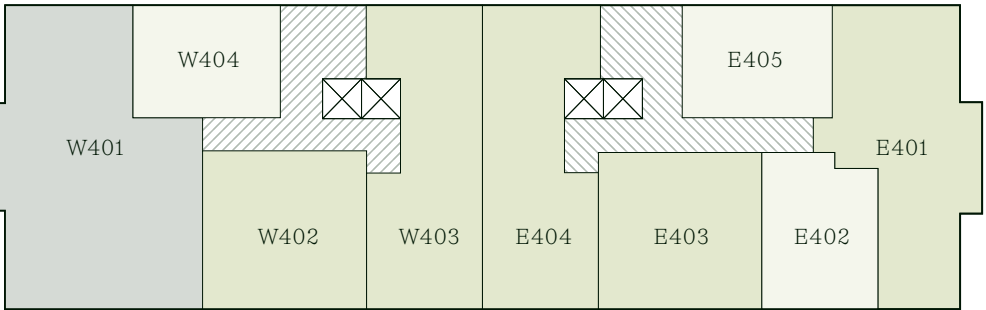
FIRST FLOOR



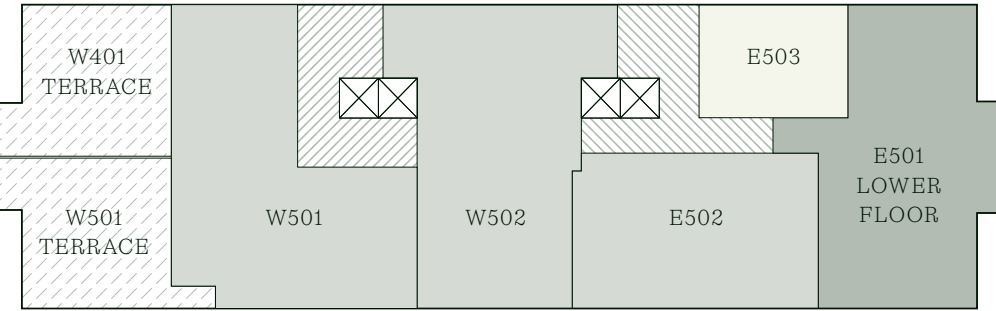
SECOND & THIRD FLOORS



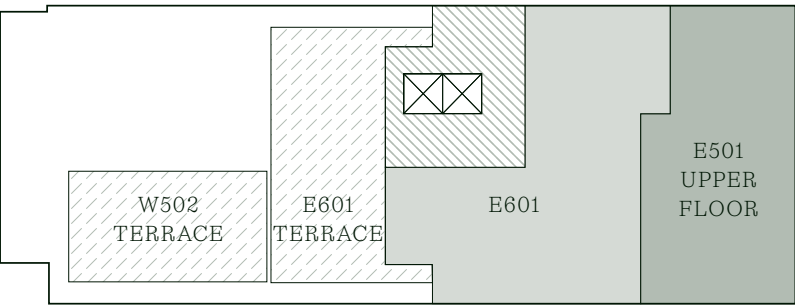
FOURTH FLOOR



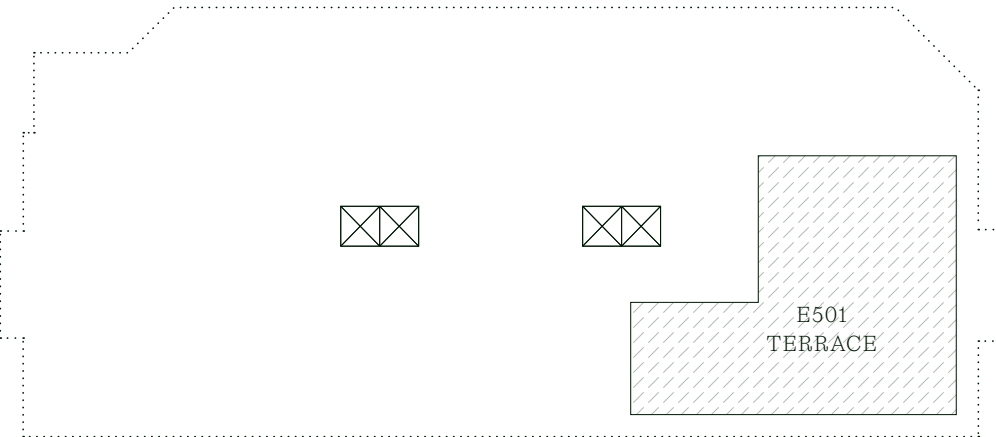
FIFTH FLOOR



SIXTH FLOOR

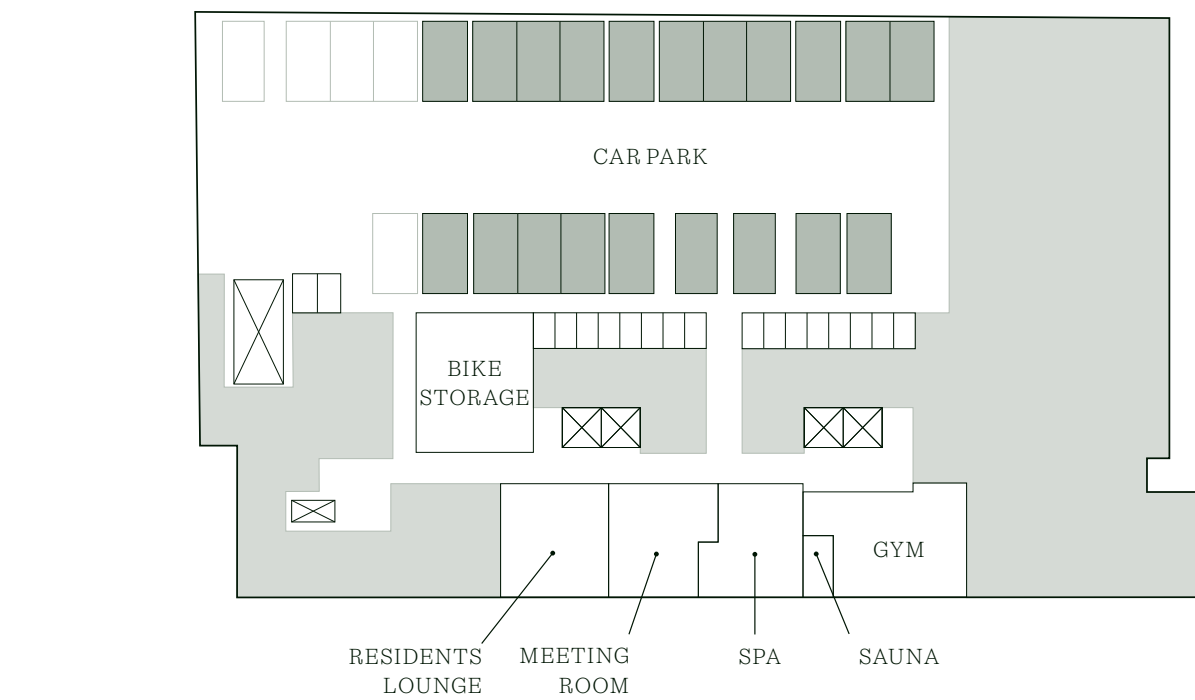


ROOFTOP

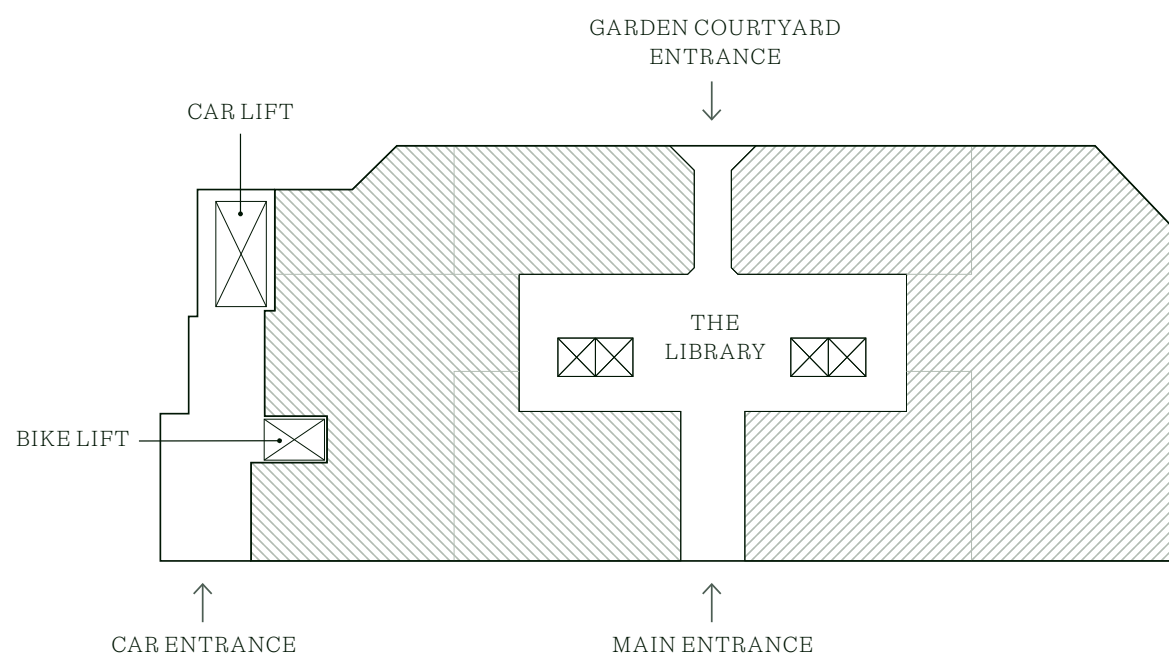




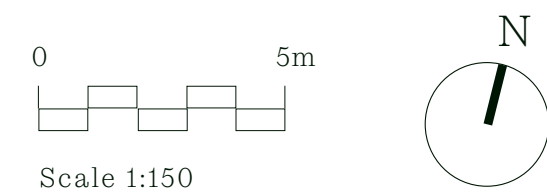
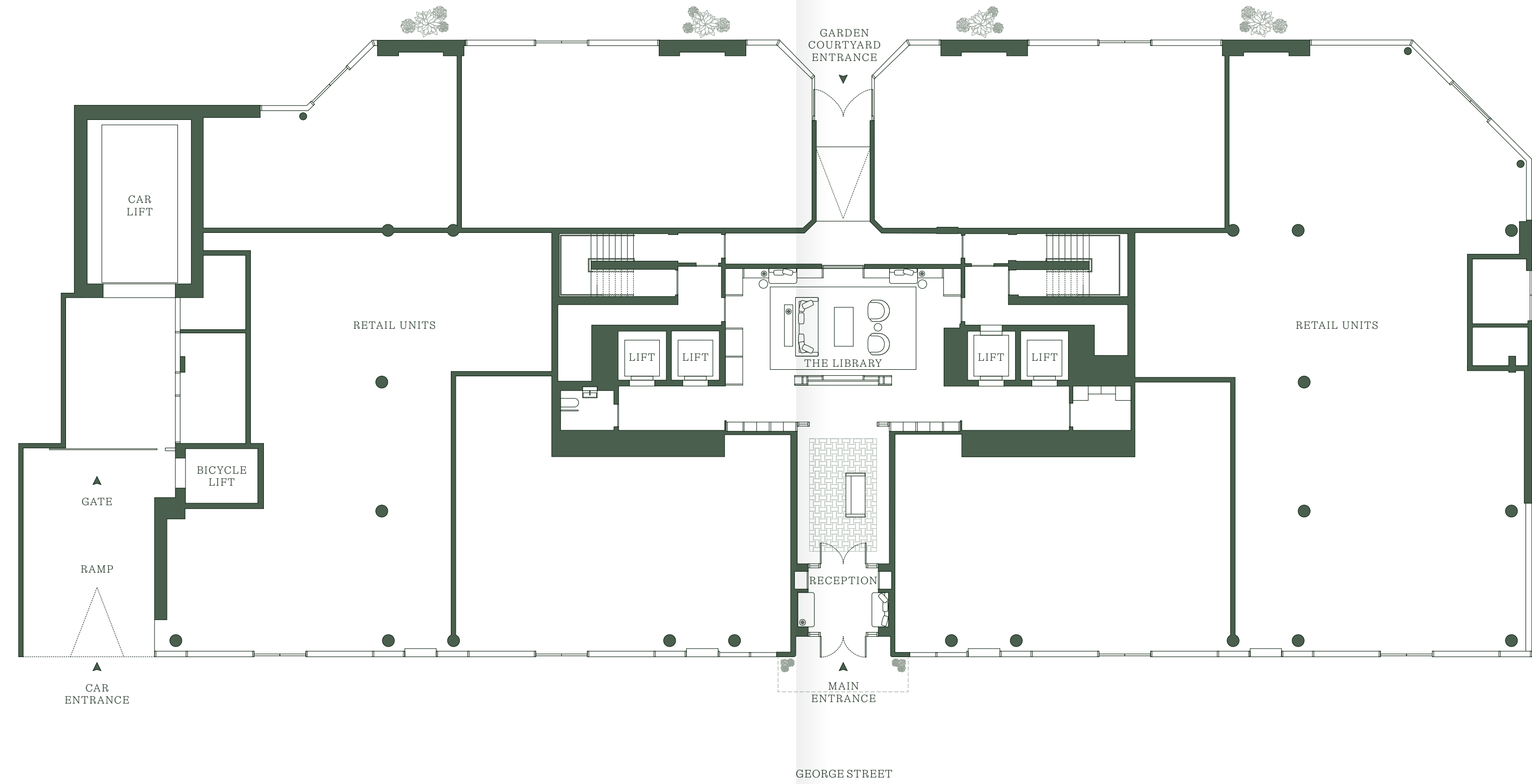
LOWER GROUND FLOOR



GROUND FLOOR



GROUND FLOOR

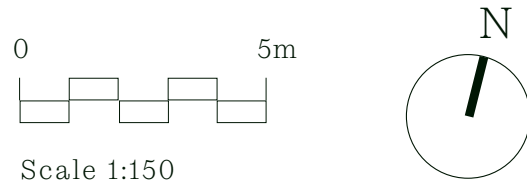




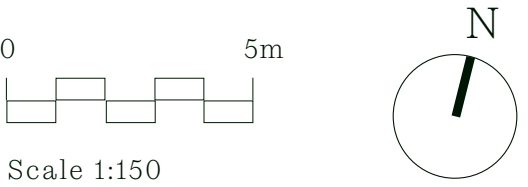
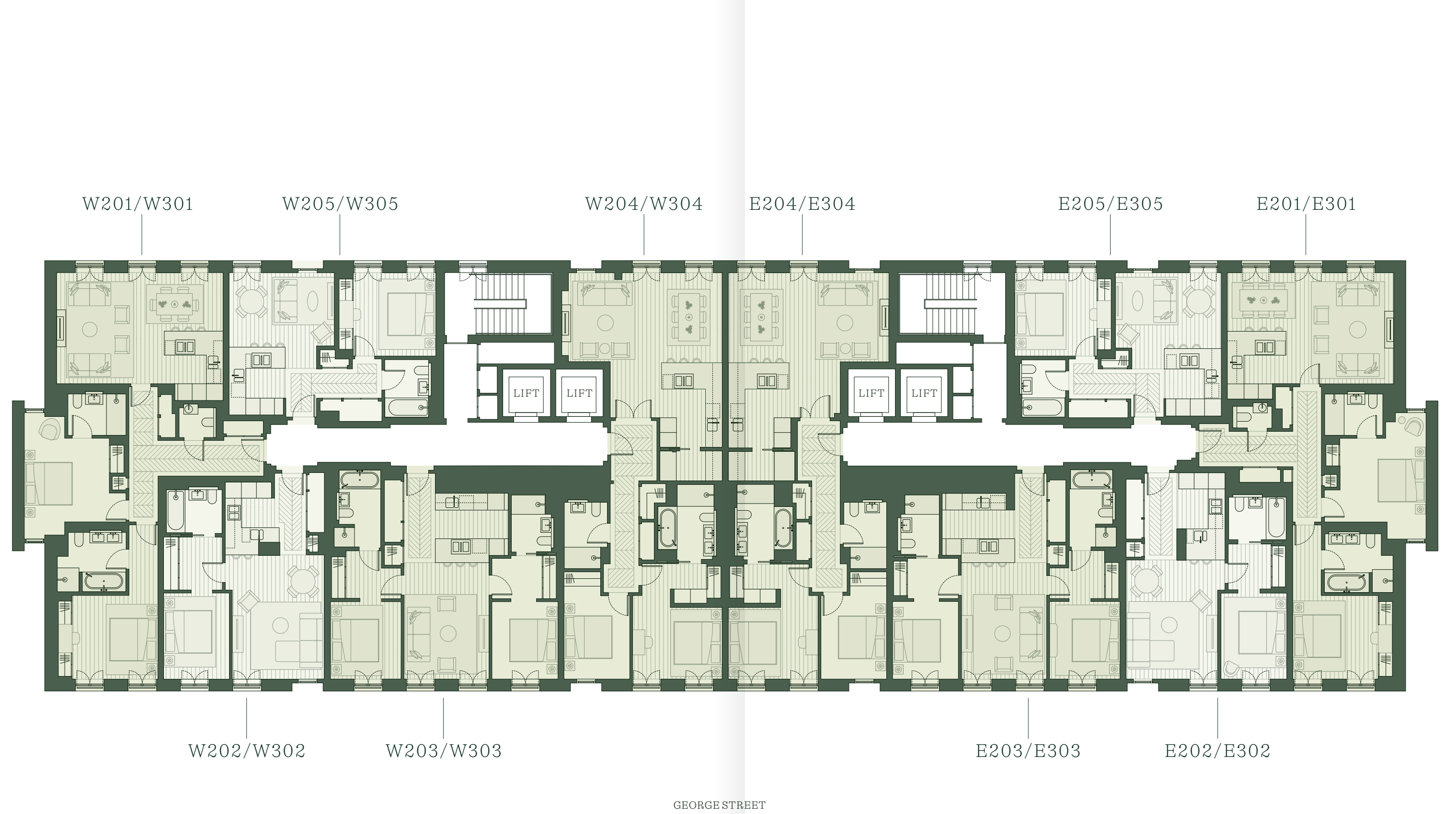
FIRST FLOOR



\* Residence with advanced specification



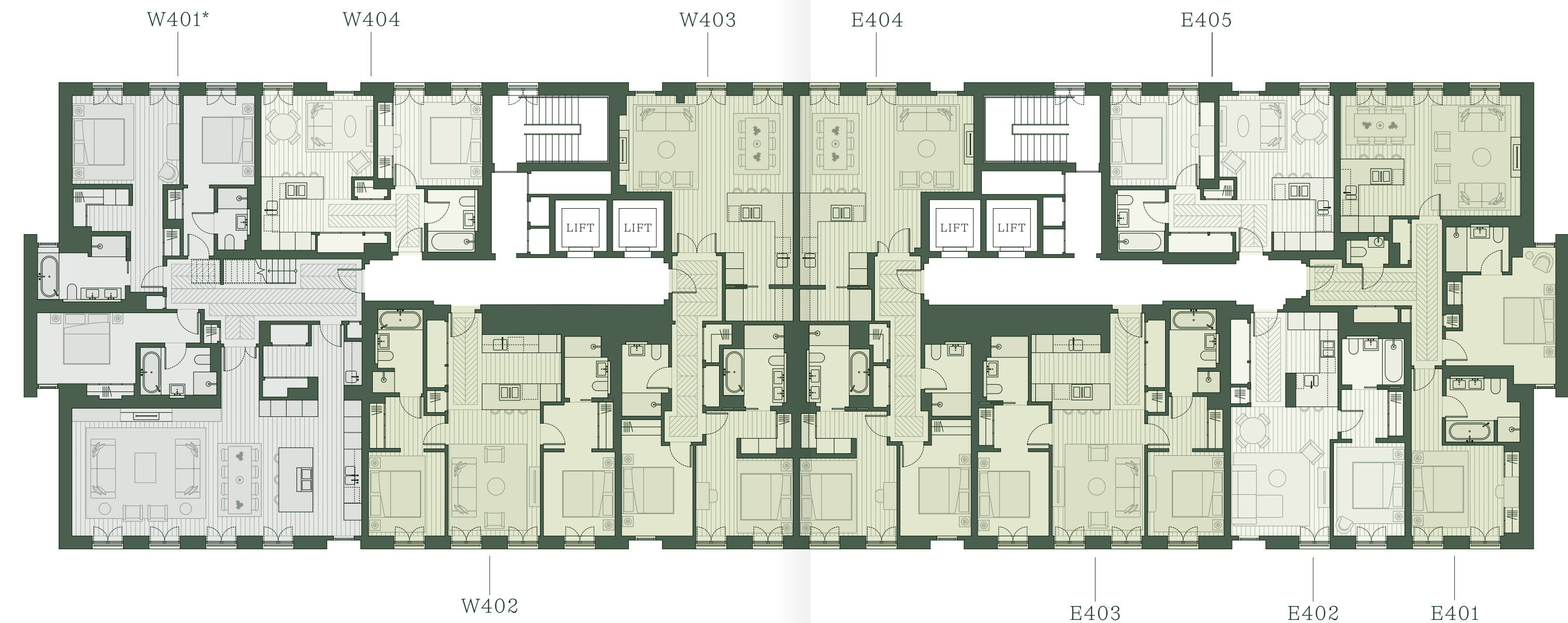
SECOND & THIRD FLOORS





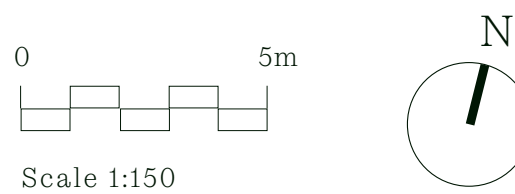
FOURTH FLOOR

○ 1 BED   ● 2 BED   ● 3 BED



GEORGE STREET

\* Residence with advanced specification



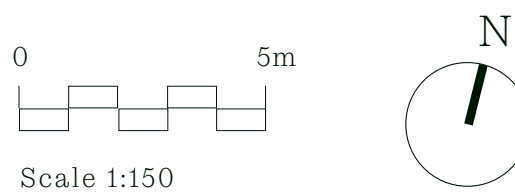
FIFTH FLOOR

○ 1 BED   ● 3 BED   ● 4 BED



GEORGE STREET

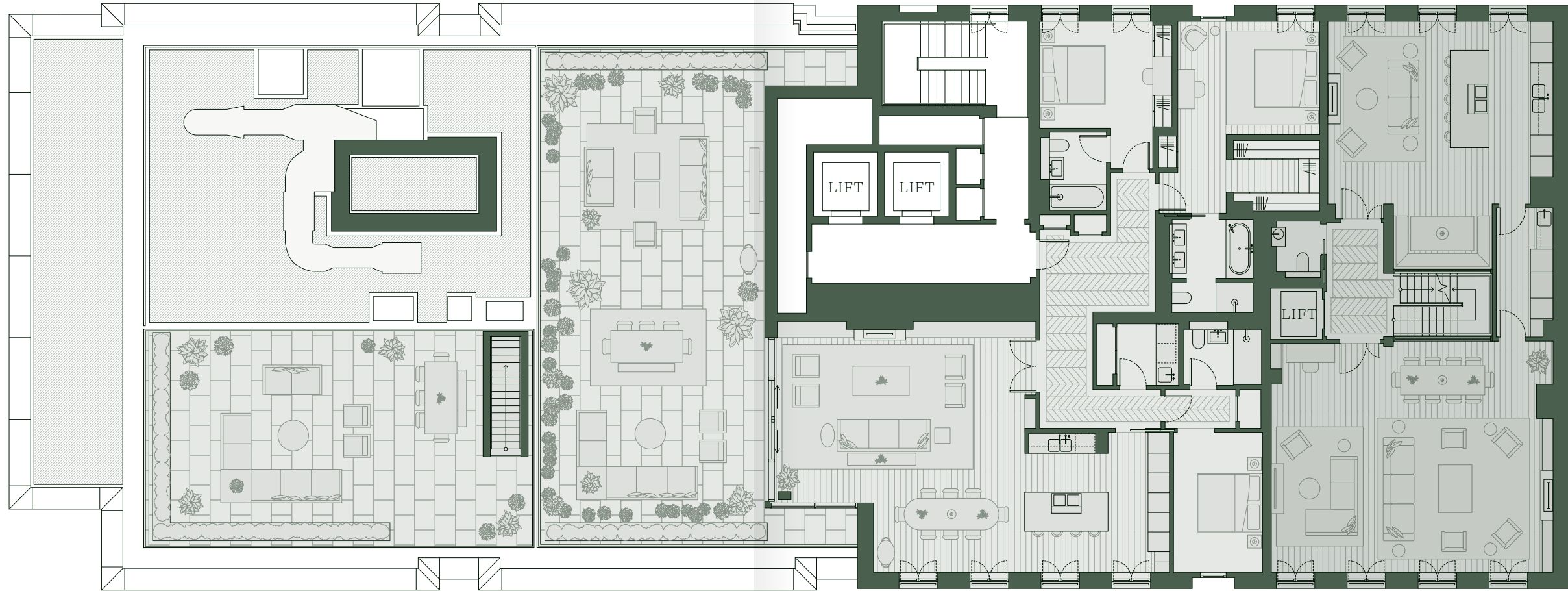
\* Residence with advanced specification





SIXTH FLOOR

● 3 BED ● 4 BED



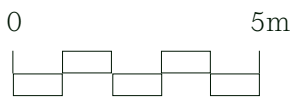
W502\*  
TERRACE

E601\*

E501\*  
UPPER FLOOR

GEORGE STREET

\* Residence with advanced specification

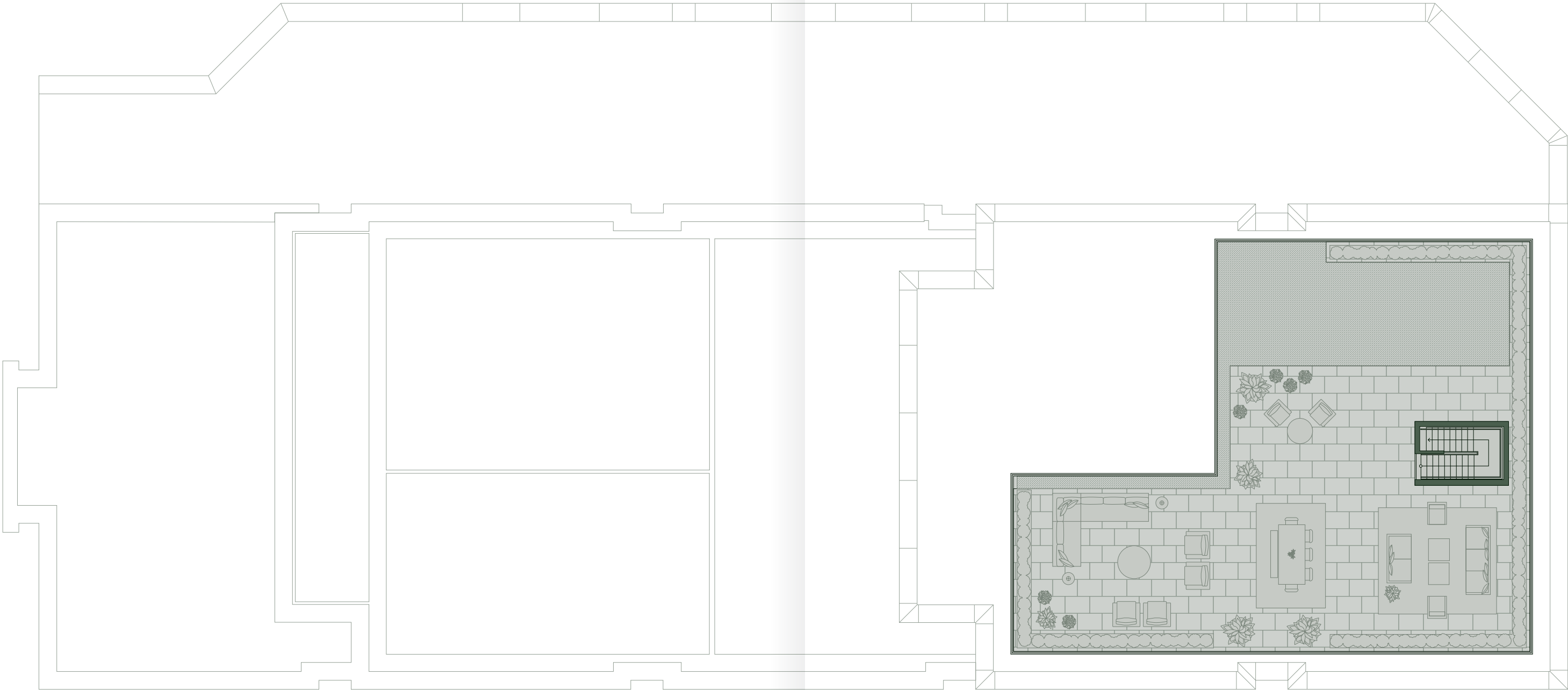


Scale 1:150



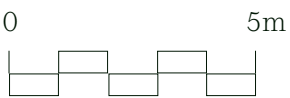
ROOFTOP

● 4 BED



GEORGE STREET

\* Residence with advanced specification

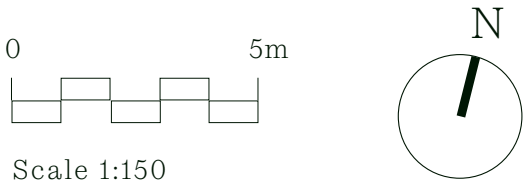


Scale 1:150





LOWER GROUND



RESIDENCE SPECIFICATIONS

EXTERNAL SPECIFICATION

- Handmade Yorkshire brick facings
- Reconstituted stone lintels and copings
- Dark bronze PPC aluminium window and door frames
- Dark bronze PPC aluminium balustrades and planters
- Limestone paving to terraces

AMENITIES

- Dedicated concierge service at reception and 24-hour on-site security
- Elegantly designed lobby, reception, and library at ground floor
- Sophisticated suite of multi-purpose and meeting rooms for residents at lower ground floor
- Private gym with changing room, treatment room and sauna directly accessible from lift
- Dedicated cycle storage with direct lift access from street
- Secure car lift to access the basement car park
- A number of car parking spaces available by separate negotiation
- A number of storage units within the car park area available by separate negotiation
- Separate resident's access to high-end retail courtyard to the north

WALLS, FLOORS, CEILINGS

- Party walls are double stud partitioned with high-strength Habito plasterboard
- Skim and painted finish to party walls and interior walls
- Bespoke painted timber skirting throughout
- Ceilings are set plasterboard on metal framework with skim and painted finish
- Floor to ceiling heights in reception rooms and bedrooms are generally 2.7m and in bathrooms, hallways and kitchens are 2.5m
- Premium grade timber floors to entrance, hallways, reception rooms, kitchens, and primary bedrooms
- Secondary bedrooms carpeted
- Natural stone walls and porcelain tile flooring to all bathrooms
- Floor boxes with matching floor finishes in reception rooms for all 3-4-bed residences and dual aspect 2-bed residences
- AV, telephone and hyper-fast broadband
- Network cable fitted throughout
- Power sockets with integrated USB/USBC outlets
- Video intercom interface located at residences entrance

JOINERY

- Dark veneered front doors with dark bronze ironmongery and trims
- Built-in wardrobes with light textured oak veneered doors and vanity counter with recessed dark bronze metal handles
- Wardrobe interior carcass to be finished in linen melamine with polished stainless-steel clothes rail and hinges
- Electric bioethanol fireplaces with bespoke surrounds for selected residences

LIGHTING

- Low-voltage LED lighting throughout
- Recessed LED down-lights installed with additional feature lighting in joinery
- Cabling provisions for decorative pendant luminaries in living-dining areas
- 5 amp light switch controlling and 5 amp sockets for table-free standing luminaries

HEATING, COOLING AND VENTILATION

- Underfloor heating system in all principal rooms and bathrooms
- Active comfort cooling in all principal rooms
- High efficiency home ventilation system with background trickle and boost modes
- Operable windows for maximum natural ventilation

KITCHEN SPECIFICATION

- Bulthaup B3 kitchen units with natural timber veneer and feature lighting
- Grey Quartzite worktop and splash back for all kitchens and connecting utility rooms
- Kitchens include Miele (or similar) appliances:
  - Induction hob and concealed or surface mounted extractor
  - Oven
  - Combination microwave
  - Warming drawer (to larger apartments)
  - Fridge-freezer
  - Dishwasher
  - Wine fridge
  - Washing machine and Tumble Dryer or Washer Dryer
  - Franke sink
  - DornBracht or Quooker instant hot water tap
- Bulthaup B3 kitchen units with lacquered doors and composite worktops to separate utility rooms

BATHROOM SPECIFICATION

- Primary bathroom walls finished in Silver Travertine
- Guest bathroom walls finished with white marble
- Porcelain tiles to bathroom floors
- Brassware, fixtures and fittings in dark bronze finish
- Bathroom fittings by Duravit, DornBracht, Bette, Matki, Bard & Brazier and CP Hart (or similar)
- De-mister on all bathroom cabinets
- Half height Silver Travertine powder rooms in W201, W301, E201, E301 and E401

ADVANCED SPECIFICATION

The advanced specification outlined below will be found in the following residences: W101, E101, W401, W501, W502, E601, E501

- Aluminium and oak Bulthaup B3 cabinet finishes, silver travertine kitchen worktops, splash backs and islands
- DornBracht hot and cold water taps to the kitchen
- Sub Zero full height fridge, freezer and wine fridge
- Ocean Blue Travertine (or similar) walls and floors in the primary bathrooms
- Half height Silver Travertine powder rooms in E501, W502, W101 and E101

Important Notice:  
Please note that all aspects of the design and specification for the development at 100 George Street are continuously reviewed and Derwent London George Street Limited reserve the right to make alterations to the design without notice.



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Design & Art Direction  
Noë & Associates

DESIGN DEVELOPMENT

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IMPORTANT NOTICE

Please note that design development of 100 George Street is ongoing and items of the specification will be liable to change without further notice. All images are indicative only. April 2024.

A DEVELOPMENT BY      IN PARTNERSHIP WITH      SALES REPRESENTATION

 NATIVE LAND

 DERWENT LONDON

 THE PORTMAN ESTATE

 Knight Frank

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