

THE PRIME
COLLECTION

LONDON

2018

WELCOME

The Knight Frank Prime New Homes team is responsible for the most comprehensive portfolio of schemes in London.

The team is led by Rupert des Forges and Ian Pidgeon, who between them have over 50 years' experience in helping UK and international clients buy homes across Central London, ensuring that the process is swift and stress-free. In addition, the team has a number of experienced brokers working closely with Knight Frank's global network.

This publication highlights a selection of our Prime New Home schemes, which provide a broad spectrum of property type, specification and levels of concierge service, in addition to multiple prime locations. All ensure that Knight Frank has the choice of exceptional properties that will suit the different requirements of all our clients.

Whether you are searching for your next home or an investment, up-to-date insight, or just require some advice, please contact us. We would be delighted to help you.

RUPERT des FORGES

Department Head and Partner
rupert.desforges@knightfrank.com

IAN PIDGEON

Partner
ian.pidgeon@knightfrank.com

The Knight Frank Prime New Homes team is the obvious first point of contact for a discerning purchaser to come into the market place, with the team being responsible for a broad spectrum of iconic schemes, ranging from completely new modern facades in the heart of Mayfair, through to refurbished Grade 1 listed luxury residences overlooking Regent’s Park. The quality of these developments, which includes globally renowned schemes such as Chelsea Barracks and both One and Twenty Grosvenor Square, is exemplary and rare.

“Due to our market share we are in the unique position to be able to provide unmatched levels of expertise on the various USPs of each scheme which ensure that the purchasers do not regret making the wrong decision” says Ian. The portfolio of schemes provides the broadest spectrum of type, levels of service, in addition to multiple prime locations that will ultimately suit most different requirements and nationalities.

The depth and authority that Rupert and Ian have in this market place has enabled Knight Frank to develop the strongest relationships with the prime developers, offering strategic advice and thought to how product is positioned and distributed through both the domestic and international markets providing clients with the greatest reach into the global pools of wealth. Rupert and Ian’s work is a reflection of Knight Frank’s reputation for excellence and integrity in everything they do. The relationships are about the long term with their clients, whilst also shaping how their immediate team deliver and manage the sophisticated global audience they are selling to.

The Prime New Homes team has an extensive network of personal contacts and recommendations working closely with the professionals in the wealth arena, ensuring that a buyer and any associated transaction is handled with thorough professionalism and on the basis that this team is always looking for further referrals and recommendations from successful outcomes. These key relationships with high net worth families and their advisors are developed for the long term and for repeat business through generations.

“WE HAVE THE ABILITY TO PLACE THE
FINEST PROPERTIES IN FRONT OF THE
WORLD’S BEST BUYERS”

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Partner
ian.pidgeon@knightfrank.com



RUPERT des FORGES
Department Head and Partner
rupert.desforges@knightfrank.com

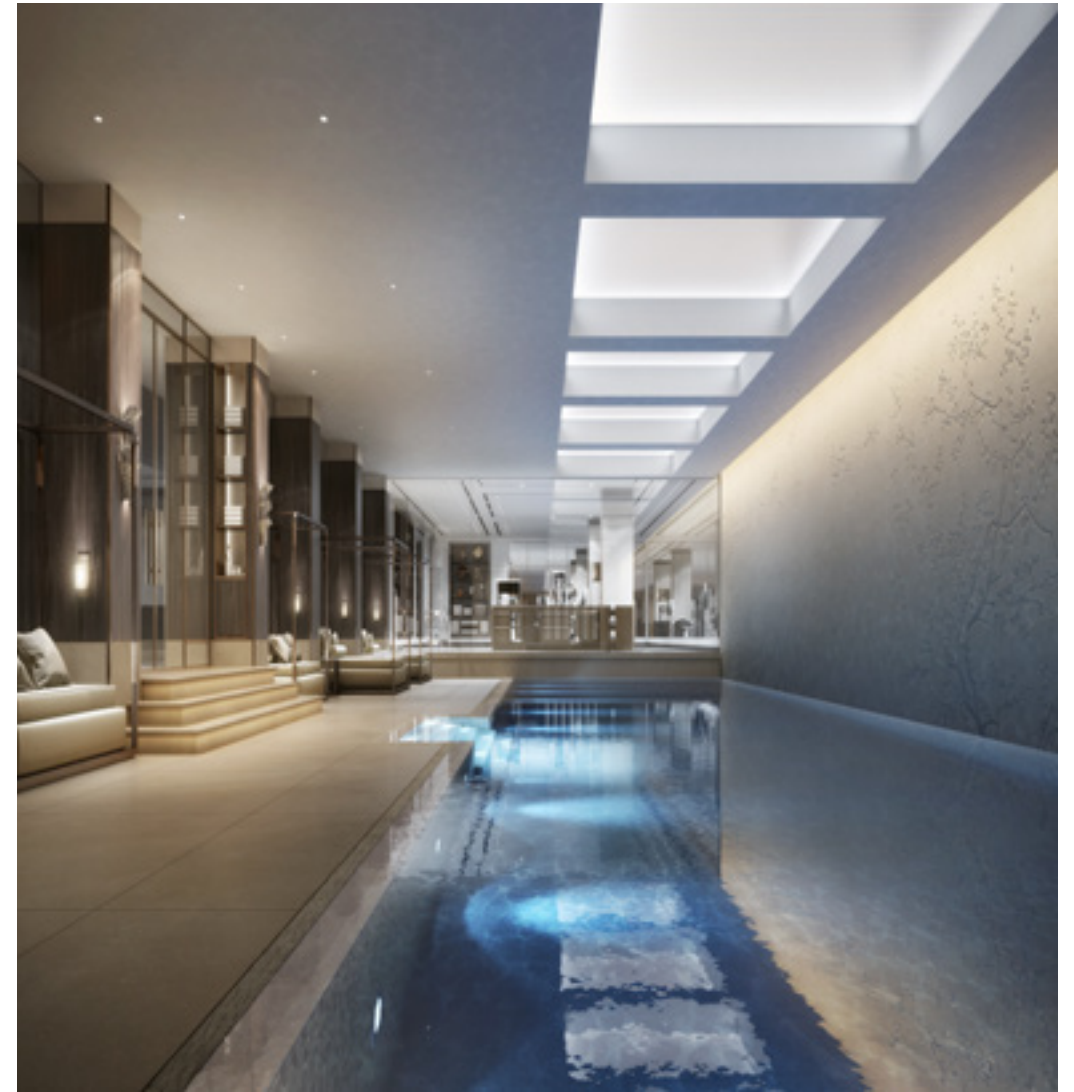
The buyer landscape has changed enormously in recent years and there is no pattern to where purchasers may come from; Knight Frank as an institution sold to over 75 different nationalities in 2017. The Prime New Homes team is underpinned by the Knight Frank brand, with its mature and wide reaching global network across 60 countries, which facilitates the promotion and marketing of luxury schemes throughout the world. “To put it succinctly, Knight Frank has the ability to place the finest properties being built in London in front of the world’s best buyers and their close advisors” says Ian.

“This collaborative approach across our many service lines and the ethos of teamwork that transcends from Knight Franks partnership structure is central to our culture and fosters the highest levels of integrity, knowledge and professionalism” says Rupert.

This is why both our clients and our purchasers keep returning to this firm.

“THE QUALITY OF THESE DEVELOPMENTS, WHICH INCLUDES
GLOBALLY RENOWNED SCHEMES SUCH AS CHELSEA BARRACKS
AND ONE GROSVENOR SQUARE, IS EXEMPLARY AND RARE.”

RUPERT des FORGES



TWENTY GROSVENOR SQUARE

MAYFAIR, W1

Twenty Grosvenor Square, Europe's first standalone Four Seasons Private Residences, completes in spring 2018. Located on one of the world's grandest garden squares, it is a home of historical significance and comprises 37 private residences including three penthouses. Twenty Grosvenor Square has been masterfully designed by Finchatton to combine exceptional elegance with legendary hotel-style living by Four Seasons, delivering an unrivalled level of quality and service to homeowners.

Estimated completion Q4 2018.

DEVELOPMENT INCLUDES:

- World-class Four Seasons hotel servicing with 24 hour concierge & secure underground valet parking
- Extensive amenities including 25 metre pool, luxurious spa, gym, garden library, cinema room, private garden & terrace, business centre & meeting room, games & function room, wine cellar, crèche & storage facilities

PRICE ON APPLICATION

IAN PIDGEON

ian.pidgeon@knightfrank.com

+44 208 033 9668





Computer generated images for indicative purposes only.



KINGWOOD

KNIGHTSBRIDGE, SW1

Kingwood is a new build collection of ten exceptional residences designed by Finchatton, and facing south over Hans Place Garden.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- 3 & 5 bedroom apartments remaining
- Secure underground residents' parking
- Extensive amenities include:
Gym, media room & wine cellar
- Professional catering kitchen & staff facilities
- 24 hour concierge

PRICE ON APPLICATION

IAN PIDGEON

ian.pidgeon@knightfrank.com
+44 208 033 9668





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HOLLAND PARK VILLAS

KENSINGTON, W8

Hidden from the clamour of the metropolis, overlooking London's most charming park, you will find a private, gated development of 68 elegant apartments and four exceptional penthouses, set within a landscape of exquisite woodland walks and secluded courtyard gardens.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- 5 star hotel-style concierge services with 24 hour security and secure underground parking
- Extensive amenities including club room, cinema, library, wine cellar, 20 metre swimming pool, spa, yoga room & gym

PRICE ON APPLICATION

IAN PIDGEON

ian.pidgeon@knightfrank.com
+44 208 033 9668





ONE KENSINGTON GARDENS

KENSINGTON, W8

A collection of 97 luxury apartments on Kensington Road, opposite Kensington Palace Gardens. Offering a selection of exceptional one to six bedroom spacious apartments with a variety of world-class amenities.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- 1 - 6 bedroom apartments
- 24 hour dedicated concierge
- Valet parking
- Health spa & fitness centre
- 25 metre indoor swimming pool
- Underground parking

FROM £3,350,000

MOREAS MADANI
moreas.madani@knightfrank.com
+44 208 128 1244





VICARAGE GATE HOUSE

KENSINGTON, W8

An exquisite new development designed by leading London architect, Eric Parry. Perfectly positioned between the convenience of High Street Kensington, the fashionable shops of Notting Hill and adjacent to Kensington Palace Gardens.

Completed and ready for immediate occupation.

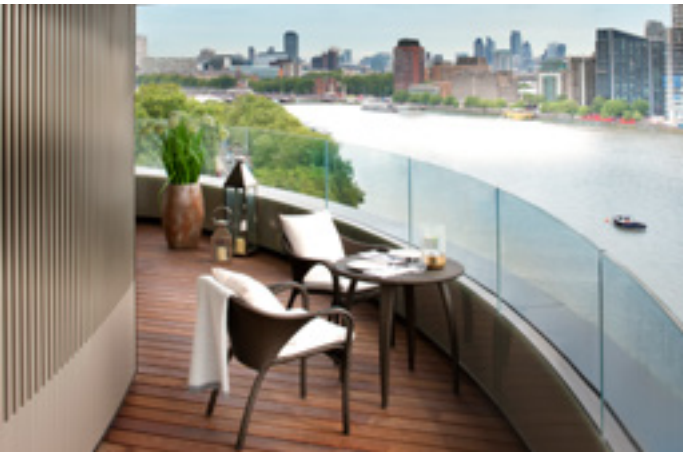
DEVELOPMENT INCLUDES:

- 4 bedroom apartment
- Private terrace
- 4,299 sq ft
- Amenities include:
Fully equipped gymnasium,
underground car parking,
24 hour concierge & security,
999 year lease

£13,450,000

CHARLES DAVIS

charles.davis@knightfrank.com
+44 203 641 5928



RIVERWALK

WESTMINSTER, SW1

Riverwalk offers 116 highly specified apartments in two elegant buildings by award winning architects Stanton Williams. The residences rise up from a landscape setting, offering the apartments outstanding panoramic views of the river, Westminster and beyond.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- 1 - 5 bedrooms
- 24 hour concierge and security
- Residents' gym
- Valet parking
- Underground car park
- 999 year leases

FROM £1,200,000

MICHAEL STEWART

michael.stewart@knightfrank.com
+44 207 861 1737



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CHELSEA BARRACKS

BELGRAVIA, SW1

This world-class estate comprises a rare collection of apartments, penthouses and townhouses woven naturally within 12.8 acres of traditional garden squares. Designed to redefine luxury living, Chelsea Barracks celebrates British heritage and craftsmanship, whilst creating a legacy for future generations to come.

Estimated completion Q1 2019.

DEVELOPMENT INCLUDES:

- Luxurious apartments by Squire & Partners
- A collection of grand townhouses by Paul Davis & Partners
- Landscape architecture by Kim Wilke & Gustafson Porter
- 5 acres of garden squares
- Unparalleled array of amenities

PRICE ON APPLICATION

RUPERT des FORGES

rupert.desforges@knightfrank.com
+44 208 022 4808

LARS CHRISTIAANSE

lars.christiaanse@knightfrank.com
+44 208 022 1476





THE PARK CRESCENT

REGENCY'S PARK, W1

Twenty magnificent two to five bedroom apartments within four exclusive buildings, set within a beautiful Grade I listed John Nash-inspired crescent. The Park Crescent is an exciting example of Regency architecture with a contemporary design.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- Exclusive access to 8 acres of private gardens
- Grass tennis courts (available from June-September)
- Terraces & courtyards to select apartments
- Dedicated concierge service available
- Dedicated off street parking space available by separate negotiation
- Up to 4 metre ceiling heights

REGISTER YOUR INTEREST FOR PHASE II

MOREAS MADANI
moreas.madani@knightfrank.com
 +44 208 128 1244





CHILTERN PLACE

MARYLEBONE, W1

A landmark 15 storey development of just 55 private apartments and one townhouse designed by PLP. Architects and developed by Ronson Capital Partners.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- 1, 2 & 3 bedroom apartments available
- Private residents' gym, lounge & meeting room
- 24 hour concierge and security
- Underground car parking spaces available
- Luxury specification
- Highly sought-after residential location

FROM £2,000,000

MOREAS MADANI
moreas.madani@knightfrank.com
+44 208 128 1244



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THE W1

MARYLEBONE, W1

15 luxury apartments, three stunning penthouses and five townhouses. This exclusive development occupies a prime location on Marylebone High Street behind a historic, retained facade. The W1 London is perfectly positioned with Regent's Park to the north and Oxford Street and Mayfair to the south.

Estimated completion Q1 2018.

DEVELOPMENT INCLUDES:

- 2 - 4 bedrooms
- 1,378 sq ft - 4,338 sq ft
- 24 hour concierge
- Secure underground parking
- Designed by Darling Associates

FROM £4,100,000

MOREAS MADANI
moreas.madani@knightfrank.com
+44 208 128 1244



ST JAMES'S HOUSE

ST. JAMES'S STREET, SW1

St James's House is located within a magnificent British period residence superbly located in the heart of London's most prestigious and historic district. Its proximity to royalty makes St James's House truly unique. Bordered by St. James's Palace, close to Buckingham Palace, and with direct views of the main entrance to Pall Mall, this landmark Grade II* listed building offers residents an exclusive address with impeccable credentials.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

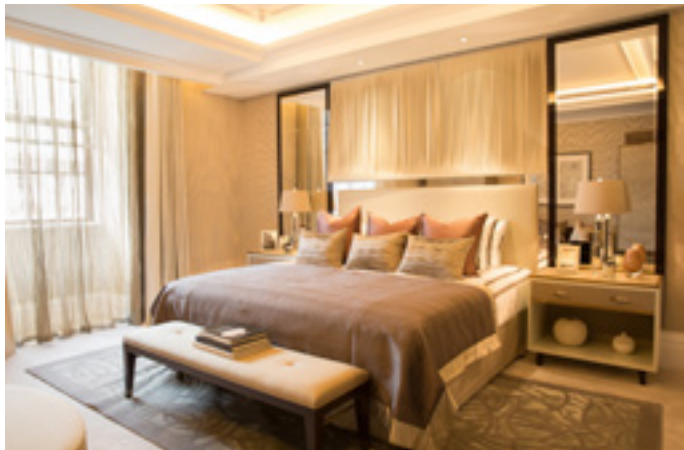
- 1 - 4 bedroom apartments
- 24 hour concierge & security
- State of the art underground car parking system & valet parking
- Direct lift access
- Residents' gym, pool & spa

PRICE ON APPLICATION

IAN PIDGEON

ian.pidgeon@knightfrank.com
+44 208 033 9668





THE CORINTHIA RESIDENCES

WHITEHALL, SW1

A unique development of 11 lateral apartments of uncompromising quality, ranging from 2,519 - 4,230 sq ft. The residences offer access to the spa and 24 hour service of the adjoining Corinthia Hotel.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- Around the clock concierge and security
- Use of spa, gym & swimming pool
- Secure underground parking
- Hotel-style living provided by the Corinthia Hotel

£7,650,000 - £11,250,000

CHARLES DAVIS
charles.davis@knightfrank.com
+44 203 641 5928



HAMILTON DRIVE

HAMILTON DRIVE, NW8

A stunning collection of ten Georgian style townhouses. An extraordinary and unique gated residence where privacy and security can be enjoyed with the highest quality surroundings.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- 4 & 5 bedroom townhouses
- Private underground parking
- Media room and gymnasium
- Bespoke concierge and security service

PRICES FROM: £10,750,000

MOREAS MADANI
moreas.madani@knightfrank.com
+44 208 128 1244



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CENTRE POINT RESIDENCES

CENTRAL LONDON, WC1

Centre Point is one of the great works of modern architecture in London. Now it is entering a new chapter: reinvented as a series of 82 luxury apartments, designed by Conran & Partners and enjoying unparalleled views across London.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- Above ground 30 metre swimming pool, gym, spa, treatment rooms, screening room, & business facilities
- 5 star service ethos with 25 staff providing 24 hour concierge and security
- A new public square on your doorstep with multiple retail and restaurant offerings
- Travel to Heathrow in under 30 minutes & Canary Wharf in 12 minutes with the arrival of a new Crossrail station in 2018

FROM £1,825,000

CHARLES DAVIS

charles.davis@knightfrank.com
+44 203 641 5928





THE BRYANSTON

MARYLEBONE, W1

54 residences enjoying a spectacular location and breathtaking views. The Bryanston offers two floors of first class health and business facilities to rival that of a 5 star hotel.

Estimated completion Q2 2020.

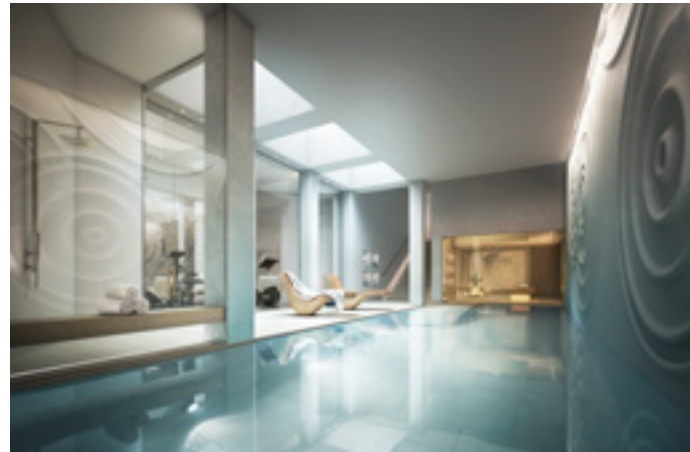
DEVELOPMENT INCLUDES:

- 24 hour concierge and security
- 25 metre swimming pool
- Fully equipped gymnasium & spa
- Secure underground car parking
- Business suite & cinema

PRICE ON APPLICATION

IAN PIDGEON
 ian.pidgeon@knightfrank.com
 +44 208 033 9668





THE KINGS LIBRARY

CHELSEA, SW10

A period revival of an elegant Edwardian school on Chelsea's Hortensia Road by Tenhurst, comprising 18 bespoke apartments (1,598 - 6,167 sq ft) with generous ceiling heights and natural light. Fusing period architecture with cutting edge interior design.

Estimated completion Q4 2018.

DEVELOPMENT INCLUDES:

- Grade II listed building
- 24 hour concierge
- Secure underground parking
- 999 year lease
- Interior design by Helen Green

FROM £3,100,000 - £18,000,000

CHARLES DAVIS

charles.davis@knightfrank.com
+44 203 641 5928

YEOMANS ROW

KNIGHTSBRIDGE, SW3

Knighton Place is a contemporary development of five townhouses and four apartments on Yeoman's Row. Designed by Finchatton, each residence is spacious and perfectly proportioned, with handcrafted period detailing alongside the very latest technology.

Completed and ready for immediate occupation.

DEVELOPMENT INCLUDES:

- 4 & 5 bedroom townhouses
- State of the art underground parking
- Dedicated lift serving all floors
- Concierge

PRICE ON APPLICATION

IAN PIDGEON

ian.pidgeon@knightfrank.com
+44 208 033 9668

CONTACTS



RUPERT des FORGES
Partner, Department Head
+44 208 022 4808
+44 7879 434 046
rupert.desforges@knightfrank.com



IAN PIDGEON
Partner
+44 208 033 9668
+44 7918 562 182
ian.pidgeon@knightfrank.com



MOREAS MADANI
Partner
+44 208 128 1244
+44 7825 782 615
moreas.madani@knightfrank.com



LARS CHRISTIAANSE
Associate
+44 208 022 1476
+44 7971 067 990
lars.christiaanse@knightfrank.com



NATALIA KASHIRINA
Associate
+44 207 861 1737
+44 7770 012 341
natalia.kashirina@knightfrank.com



CHARLES DAVIS
Associate
+44 203 641 5928
+44 7525 175 274
charles.davis@knightfrank.com



MICHAEL STEWART
Site Sales Negotiator
+44 207 828 3007
+44 7967 834 466
michael.stewart@knightfrank.com

OUR EXPERTISE

THERE'S A HUMAN ELEMENT IN THE WORLD OF
PROPERTY THAT IS TOO EASILY OVERLOOKED.

At Knight Frank we build long term relationships, which allow us to provide personalised, clear and considered advice on all areas of property in all key markets. Personal interaction is a crucial part of ensuring every client is matched to the property that suits their needs best – be it commercial or residential. Operating in locations where our clients need us to be, we provide a worldwide service that’s locally expert and globally connected.

We believe that inspired teams naturally provide excellent and dedicated client service. Therefore, we’ve created a workplace where opinions are respected, where everyone is invited to contribute to the success of our business and where they’re rewarded for excellence. The result is that our people are more motivated, ensuring your experience with us is the best that it can be.

WORLDWIDE RESIDENTIAL OFFICES

INDEPENDENT, INTERNATIONAL, RESIDENTIAL, COMMERCIAL.
LOCALLY EXPERT, GLOBALLY CONNECTED.

GROUP HEADQUARTERS

+44 207 629 8171
55 BAKER STREET
LONDON W1U 8AN
UNITED KINGDOM

EUROPE

AUSTRIA
BELGIUM
CYPRUS
CZECH REPUBLIC
FRANCE
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