



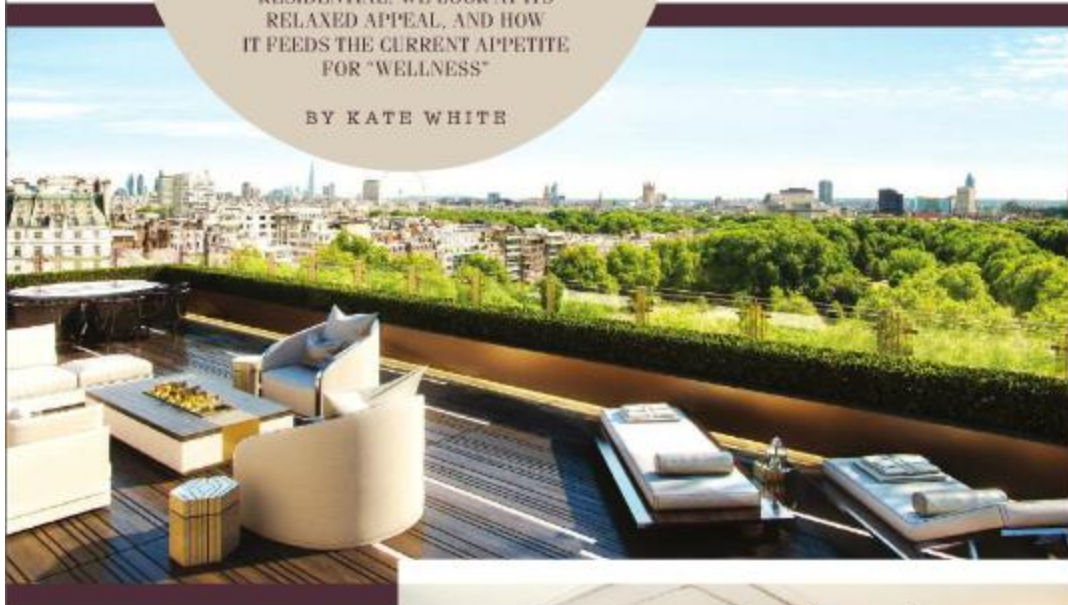
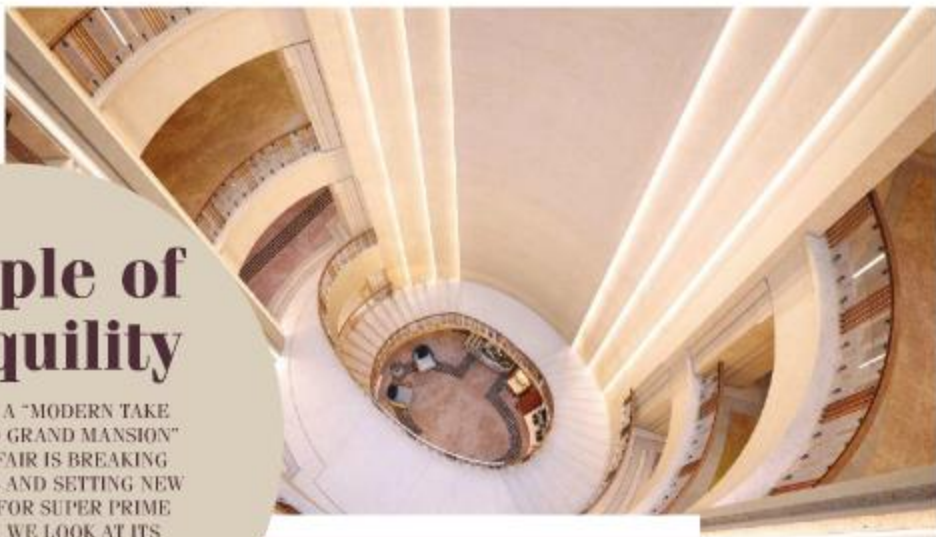
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*MEN'S STYLE SPECIAL: Patrick Grant  
and the best of British  
PLUS: Young entrepreneurs,  
and how cycling is streets ahead*

## Temple of tranquility

DESCRIBED AS A "MODERN TAKE ON A DETACHED GRAND MANSION" CLARGES MAYFAIR IS BREAKING SALES RECORDS AND SETTING NEW BENCHMARKS FOR SUPER PRIME RESIDENTIAL. WE LOOK AT ITS RELAXED APPEAL, AND HOW IT FEEDS THE CURRENT APPETITE FOR "WELLNESS"

BY KATE WHITE



**TOP:** The grand spiral staircase evokes palatial homes of the past  
**MIDDLE:** The penthouse terrace  
**BOTTOM:** The pared-back design provides a calm environment  
**OPPOSITE:** An imposing staircase inspires the "sensations you have when you visit a stately home"

**B**ritish Land's super-prime development Clarges Mayfair broke residential property price records when the first apartments were released in 2014. But the landmark scheme has also redefined the whole concept of luxury living in central London.

The first batch of homes from Clarges were quietly offered to a select group of high-net-worth individuals and were snapped up off-plan for an average price of £11.6 million each, exceeding Mayfair's previous price record of £5,000 per square foot.

The building, which has been interior designed by Martin Kemp, is described as setting a "new international benchmark for residential development in London". However, its appeal goes far beyond marble bathrooms and luxury kitchens.

British Land's James Taylor, who is project managing the scheme, says: "We wanted to deliver a calming space, a space for reflection that is sophisticated and gives people time to think, with an approach to technology that supports that.

"We felt there was some interior design out there that had reached a boundary of opulence, with a huge amount of different marbles, different metals, and we just felt that actually, rather than try and beat that, we wanted to pull it back."

The result is 34 super-prime properties arranged over ten floors, which have been "very well-received", says Taylor. Indeed, 22 apartments have sold so far for a total of £259 million, with the remaining 12 homes set to come to market mid-2017.

The scheme will include one of the best private wellness spas in London, with a 25-metre swimming pool and gymnasium. Other features include a private cinema room, 24-hour concierge and security, and one of Mayfair's largest outdoor terraces.

The building, which is approached by a driveway (practically unheard of in central London) and a grand, gated entrance, boasts panoramic views from the upper floors, of Buckingham Palace and beyond.

"There's something quite nice about a view from the sixth, seventh, eighth, ninth or tenth floor of a building,

rather than from the top of a skyscraper," says Taylor. "You feel detached enough but also quite engaged. You can see people sitting in their deck chairs in Green Park in the summer."

Clarges Mayfair is described as a "modern take on a detached grand mansion", and is partly inspired by the palatial stately homes of the past. "I tried to get the team to imagine all the sensations you have when you visit a stately home," Taylor says. "You might see grand gates for example, and we do have two pairs of grand gates. Then we have a sweeping drive, and grand doors opening into a 13-metre hall with a beautiful embellished dome at the top."

It was important for the design to have a "dialogue with Mayfair", he adds. "That's the people of Mayfair, the architecture of Mayfair, all the wonderful amenities and the cultural, retail and gastronomic elements you have in Mayfair. The human scale of Mayfair, the fact that you can walk between places, is partly what keeps the area so special. We wanted to maintain all those characteristics of Mayfair but also create something forward-looking."

Some elements of the Clarges design are inspired by the rich culture of craftsmanship in Mayfair – the watchmakers, tailors and perfumers – and the bark of the local plane trees. In other words, says Taylor, it was about capturing the "essence" of Mayfair.

Knowing who would purchase the properties was "hard to predict", but those who have bought are "two thirds British or British-based", he says. "Quite a few people already had a home in Mayfair. There were a whole range of ages. Often they were people in their 40s and 50s thinking about the next three or four decades of their life. Being on a lateral floorplate with views was something that appealed to them."

Taylor says discretion was crucial when it came to offering the properties to a select group of buyers: "We approached a lot of low-key, philanthropic, highly sophisticated but very straightforward people."

High-net-worth individuals now want more than just a trophy asset when it comes to buying property, he believes – a philosophy that has been borne out by the success of Clarges Mayfair. So what do they look for? "It's about ease of life and creating a space that's relaxing," says Taylor. "Everyone's talking about wellbeing at the moment, and that's something we've thought about a lot as well. Helping people feel at home is very important."

[www.clargesmayfair.com](http://www.clargesmayfair.com).  
Contact Wetherell (020 7529 5599, [dev@wetherell.co.uk](mailto:dev@wetherell.co.uk)) or Knight Frank (020 7861 5499, [resdev@knightfrank.com](mailto:resdev@knightfrank.com)) for sales.

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