

# Luxury | Property & Architecture

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## Luxury property predictions for 2018



Aerial view of Television Centre which completes in April

**NATIVE LAND | HOLLAND PARK VILLAS**

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HOLLAND PARK  
VILLAS

KENSINGTON W8



By Zoe Dare Hall

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**Z**oe Dare Hall rounds up the most exciting new property developments at home and abroad, plus the interior design trends to watch for in 2018...

### London's best new launches

Stealthily notching up sales while being kept under wraps, some of London's most luxurious developments will reveal all in 2018. Knight Frank's head of prime new homes, Rupert des Forges, picks out the prime three to watch.



Holland Park Villas

Native Land's Holland Park Villas sits among woodland overlooking the West London park and has apartments from £3.65m for two bedrooms. "It is the first scheme to offer a fusion of residential and premium hotel-style services and amenities on the north side of Kensington High Street. Sales there are now on the home straight," he comments.



Master bedroom at Holland Park Villas

Then there's the Qatari Diar Group's Chelsea Barracks - which is 65 per cent sold and will deliver its first phase in late 2018. Prices there start at £3.75m through Knight Frank. "This is a very special scheme as it's very low density and will create six new garden squares. It will be a big talking point in autumn," des Forges assures.

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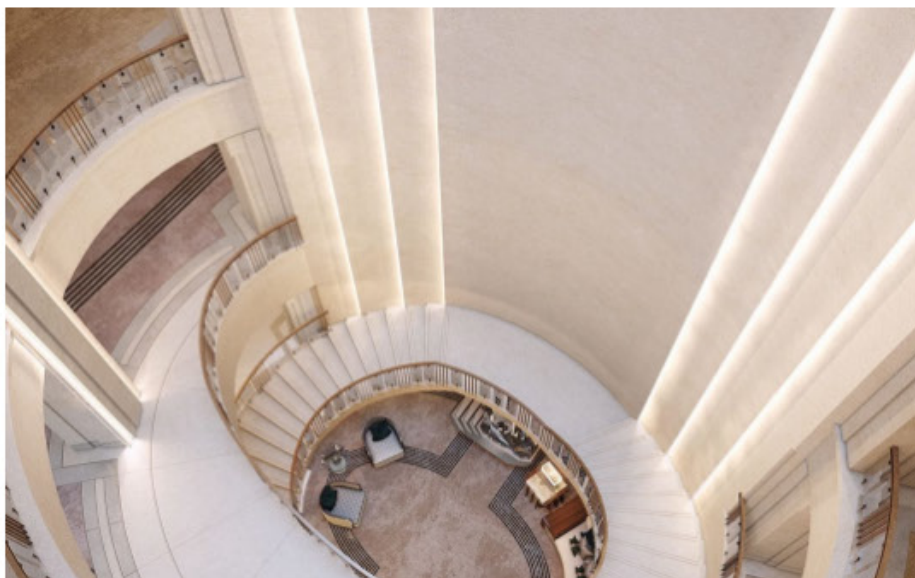




Clarges Mayfair elevation

His third choice is Clarges Mayfair, which completes in summer 2018. It's the first new mixed-use Mayfair development in years – and it's set on Ashburton Place, the first new street to open in Mayfair in 15 years.

Many of the 34 residences overlooking Green Park broke price records for the area when they went on sale in 2014 achieving more than £5,000 per square foot. One of the penthouses also just sold for a staggering eight-figure sum.



Grand Hall Stair of Clarges Mayfair

Staying in Mayfair, next year sees the launch of Clivedale London's Hanover Bond, the area's last big office to residential conversion. The 80 residences cost from £1.99m and will benefit from the services of a five-star Mandarin Oriental.

“The focus has been on creating luxurious but not excessive properties, likely to appeal to business professionals who travel a lot,” comments Peter Preedy, director of residential and investment at JLL.



Hanover Bond, Hanover Square

Look out in spring for Stanhope's Television Centre, the BBC's former HQ in White City, which will open completely by April, including 950 new homes, a new Soho House club and hotel, the Electric Cinema and a new outpost of Chelsea's Bluebird Café.

New phases next year will include premium apartments costing £3m-£8m through Savills and Bella's Penthouse, designed by Bella Freud, which will be unveiled in spring, priced at £3.8m.





Bedroom, Television Centre

And on Hyde Park Corner, a 1960s office block has been razed to the ground to make way for combined hotel/residences scheme The Peninsula, a joint venture between Grosvenor Britain & Ireland and The Hong Kong and Shanghai Hotels.

Its 24-28 luxury are apartments due for completion in 2020/2021. “It will be a landmark development which continues the trend for luxury homes with hotel room service,” comments Christian Warman, director of Tedworth Property.

In Hampstead, the Linton Group’s Novel House - the first new-build residential development in the village for 20 years - launches in February, with 16 apartments, and one penthouse, starting from £995,000 through Savills.

### What's hot overseas



New lakefront flats at Reserva in Quinta do Lago on the Algarve, from €2m

Portugal is scorching in the popularity stakes, and the Algarve’s super-rich mecca Quinta do Lago has a rare new offering to tempt.

Reserva is the largest new project in the resort’s 45-year history, with 26 apartments and penthouses – plus a private club, gym, pool, concierge service and tennis courts – in a prime spot overlooking the lakes and Ria Formosa dunes. Prices start from €2m ([quintadolago.com](http://quintadolago.com)), with completion set for Spring 2019.



Fairmont Marrakech, Sphere Estates

Marrakech continues to up the ante on the luxury front with the newly rebranded Fairmont Royal Palm, which soon launches private residences, including riads from around €550,000 and villas from €1m, and M-Avenue, an extension of the existing Four Seasons resort, “but with an urban twist, with all the apartments set above a long promenade of luxury retail outlets,” says Robert Green, founder of Sphere Estates, who will market both resorts in 2018. Apartments at M-Avenue will start at around €335,000.





Four Seasons Desroches three to five bedroom beach villa

Another rebranding, but this time in the Seychelles – Desroches, where William and Kate spent their honeymoon, officially reopens in a few months as a Four Seasons resort. The five-bed beachfront villas cost \$8.5m and are set on 5,000 square metre plots with 60 metres of beach frontage, also through Sphere Estates.



Four Seasons Desroches beach retreat bathroom

And coming to fruition in 2018 is One Thousand Museum in Miami, the late Zaha Hadid's first residential skyscraper in the Western hemisphere. Prices are as staggering as the views, ranging from S\$5.8m to \$49m through ONE Sotheby's International Realty, and the first residents move in later in the year. Their private amenities include a rooftop Aquatic Centre and helipad.



One Thousand Museum designed by Zaha Hadid in Miami

But where is likely to see the greatest price growth? Paris, says Knight Frank, which forecasts nine per cent growth in 2018, thanks to renewed confidence in the economy and President Macron.

## Design Trends

### Modular kitchens

What's the point of spending a fortune on a new kitchen if you have to leave it behind when you move home? It's an issue no more as leading kitchen designers, including Clive Christian and Lanserring, branch out into modular kitchens whose pieces are collector's items that you can take with you.





Sliding cabinet in Lanserring's Tradescant kitchen

“The foodie revolution is seeing the need to revisit how current trends in kitchen design have evolved. Increasingly our clients want specific, purpose-built furniture such as baking counters, charcuteries and herbariums, which harks back to more traditional freestanding furniture,” comments Lanserring’s co-founder Andrew Hays.

#### **Front doors that pack a punch**

No longer will the front door be the most overlooked feature of the house. Leading the way in the revolution is Urban Front, founded by husband and wife team Nabil and Elizabeth Assaf, whose supersized doors include a seven-metre tall solid oak model that costs around £50,000.



Pivot bronze doors start at £12,000 through Urban Front CREDIT: ANDY STAGG

Huge pivoting metallic doors are proving popular too. “It’s all about making a statement before you step inside – wearing your personality on the outside of your home. Clients want something daring, textural and as large as possible,” says Elizabeth Assaf, who is also author of *Door Couture: A unique perspective of contemporary Door Design*.

#### **Wellness at home**

The wealthy are moving away from having fully-equipped gyms in their home and opting instead for “holistic studio spaces” for meditation and yoga, according to Louisa Brodie, head of acquisitions at Banda Property.

“These are places for yoga, pilates and barre and they are more gender neutral spaces, taking their inspiration from plants and greenery outside,” she comments. Dedicated treatment rooms and salons are also gaining popularity. “I think the home salon is going to become the new home bowling alley,” says Brodie.



## Homes that blend in

Tactile materials and facades that sink below the floor at the touch of the button – so that thresholds are flush when the wall is open and frameless when closed – are design trends that will help us feel more at one with our surroundings.

“These trends maintain the desire for indoor-outdoor living. We’re seeing the resurgence of natural oiled or stained timber door and window frames to merge the demand for more textured materials with modern design,” says Rebecca Clayton from IQ Glass.



At one with nature with HIRT Swiss Descending Windows from IQ Glass UK CREDIT: ALEX BUSCHOR

## Two of everything

The "his and hers" trend continues apace, with separate master suites and dressing rooms now standard fare in super-prime properties.

Now buyers want two kitchens – one for entertaining, the other a commercial-grade one for proper cooking – and two wine cellars: “One for storing wine, the other a furnished reception area to enjoy with guests,” says Jonathan Hooper, MD of Garrington property finders.

Two entrances and two staircases are desirable too: one for staff and deliveries, the other for friends and family.



Interiors by 1508 London mixing metal and concrete CREDIT: MICHELE PANZERI

### More concrete and metal please

From kitchen worktops and sinks to floors and walls, concrete is the latest material of choice, according to interior designers 1508 London. “Its natural, light grey hues match the vast majority of décors and it adds an element of heightened design to any project,” comments Hamish Brown, partner at the company.

Mixing metals is also becoming a popular way to add visual interest and depth. “It isn’t all about hardware and finishings. Metallic textiles, artwork, picture frames and wallpaper are simpler alternatives,” adds Brown.





Books are back, a home library designed by Banda Property

## Books are back

We're tiring of our screens and turning back to paper, propelling Waterstones into profit once again. "Real books are on the rise again and in super-prime homes, the full-blown library is seeing a return to favour," says See-Beng Ng of Banda Property's Banda Design Studio.

And one that might catch on...

## The walk-in fridge

They're big in the US (no surprise) and largely the preserve of restaurants in the UK, but one can be seen in Bellis Homes' Mulliner House in Hadley Wood, on sale for £5.5m. Made in two parts - the box/room by Scandia and the refrigeration unit by Gamaway - this bespoke feature costs about £10,000.

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