



Downsize in style

A NEW luxury development has launched, just off the Kings Road in Chelsea, SW3, with the pioneering concept of giving the 'vintage generation' a five-star lifestyle—the mantra is 'downsize to upgrade'. It's set to be completed in 2019 and, with prices starting at £3 million, buyers at Dovehouse Street will be able to enjoy cutting-edge technology, with a hydrotherapy pool, spa, cinema, wine cellar, beauty salon and pet parlour as well as 24-hour healthcare professionals on call.

The on-site restaurant will be led by consultant Seb Fogg, who helped The Delaunay, The Ivy and Soho House West Hollywood achieve their success, the gardens will be designed by RHS Chelsea Flower Show multiple-award-winning Andy Sturgeon and the interiors will be crafted by

Richmond International, responsible for The Langham and Beaumont hotels.

A limited number of the 55 one- and two-bedroom apartments are available for pre-sale and prospective buyers can visit the Auriens Studio on Culford Gardens, which gives an idea of what the apartments will be like. 'At Auriens, we want to change perceptions of later lifers, offering our customers the service of a luxury hotel, the care of a Swiss medical clinic and style of a private member's club,' explains co-founder Johnny Sandelson.

His business partner, Karen Mulville, adds: 'This isn't your average show studio. It's a test bed for the latest and most creative innovations for later-life living.' Visit www.auriens.com for further information.



In the swim of things

A MERE swimming costume's throw from Hampstead Heath, Novel House is the first new-build residential development in Hampstead Village for 20 years—and, given the area's space restrictions and high standards, it could be the last.

Set to be ready for the moving vans by early 2019, the 16 luxury apartments (offering between one and four bedrooms) plus one penthouse have launched to the market with Savills, starting at £995,000 (020-7409 8756). Many will have outdoor terraces and balconies and all will benefit from communal landscaped gardens.

Light, space, British craftsmanship and high-end living are at the heart of developer Linton Group's vision for Novel House, which is on New End, a two-minute walk from Hampstead High Street. For further information, visit www.novelhousehampstead.co.uk

I capture the castle



Lee Martin/Alamy; Marko Bukorovic

PERHAPS most famous as the birthplace of Charlie Chaplin, Elephant and Castle, in south-east London, is having a resurgence, kick-started by the demolition of the Heygate Estate in 2014. According to JLL research, as many as 3,644 building schemes were in the pipeline as of the third quarter of 2017 and the area's average price per square foot has almost doubled since 2010 (from £750-£800 to £1,200).

A number of the new developments fall into the build-to-rent category. For example, Realstar has launched UNCLE Elephant & Castle, which encompasses 279 high-spec homes that benefit from a 24-hour residents' gym and a sky lounge with panoramic views on the 45th floor. 'Many young professionals are attracted to the new developments here, which offer stylish living accommodation and an array of facilities, not to mention easy access to central London,' comments JLL's Hayley Peverley.

To meet demand, JLL has launched a 'virtual office' for the area and currently has apartments for sale at Oakmayne's Two Fifty One scheme (left), which has 270 private apartments and will be completed during the first half of 2018, on its books (from £410,000), as well as flats to rent in the UNCLE development. Visit www.jll.co.uk/residential or telephone 020-8104 1115.

Turkish delight

Giles Cook, head of residential at Belgravia agency Best Gapp, reports

a noticeable increase in demand from Turkish buyers for prime central London postcodes. He suggests that political instability in their country might be the reason behind them investing their money elsewhere.

