

London Fashion Week starts today, showcasing the best of British design. Yet bagging a seat on the front row is not the only way to get a slice of catwalk glamour. Plenty of properties on the market are tailor-made for style mavens, from Victoria Beckham's former design studio to converted clothes factories. So how can you track down a home with an ultra-chic pedigree this season?

Jazmin Atkins, of Prime Purchase, the buying agency, says the fashion change their favoured addresses as often as their handbags. "London has a fluidity that you don't find in any other European or US city; it allows what is cool and what is not to evolve on a regular basis. No one would have been seen in Notting Hill 20 years ago, but it is now one of the most fashionable parts of London."

Arthur Lintell, a partner at Knight Frank's Notting Hill estate agency, says the area remains popular with tastemakers because of Portobello Road market and a cluster of designer studios established there by Stella McCartney and Alice Temperley. Notting Hill is also bucking property trends in prime central London, having enjoyed a 112 per cent rise in demand last year (the best in the capital). A two-bedroom flat off Portobello Road, on the market for £2.15 million with Strutt and Parker, would be fit for any fashionista.

Carnaby Street and the Kings Road also seem like obvious choices; both were at the heart of some of the most iconic fashion movements of the 20th century. However, properties in swinging Soho, where Mary Quant first set up shop, are hard to come by. Simon Burgoyne, an agent at Knight Frank's Mayfair office, says: "We have seen a big increase in demand for Soho properties from a younger crowd. It's a sure investment for the coming years." A four-bedroom house with a lift and terrace is for sale in Covent Garden for £6.5 million with Knight Frank.

Atkins believes that Chelsea is *passé* in fashion circles, even though house prices keep soaring higher than Jimmy Choo heels. Burgoyne disagrees. "Kings Road has always been regarded as one of the most fashionable residences in the world. Luxury lovers will be drawn to the Chelsea Arts Club, with three-bedroom apartments on sale for £5.7 million with Aylesford International.

David Lee, the head of sales at Pastor Real Estate, says prime central London will never lose its reputation for high fashion and haute couture.

"Mayfair, Belgravia and the neighbouring areas have long attracted fashionistas due to their central locations and access to Harrods, Harvey Nichols and Selfridges, along with the boutiques lining Mount Street, New Bond Street and the Kings Road." Mount Street in particular is a hotspot for designer stores with Christopher Kane, Céline and Balmain opening last year. Harvey Cyzer, the head of Knight Frank's Mayfair office, says: "Mayfair has averaged an annual price growth of 2.6 per cent so far in 2016 and we are confident this will continue."

A key hangout for London Fashion Week is the restaurant 34 Mayfair in Grosvenor Square, which has developed a champagne cocktail with Kate Moss to celebrate her 40th birthday. Above the restaurant is a three-bedroom apartment from Knight Frank for £11.5 million. Further along, towards Picadilly, Jermyn Street is known for its upmarket men's tailors. Sitting above the menswear



Fashion week: in Milan (above) property prices fell last year, while in London (right) they rose



On Camden Road you can buy the designer Ashley Isham's former home, a tram shed converted into a dynamic loft space. It is £4.35 million through Sotheby's

Best addresses for followers of fashion

emporiums is Beau House, a smart development from Dukelease Properties. Apartments start from £2 million, but the penthouse is expected to go for £15 million through Carter Jones.

Another area that will never go out of style is Camden, which has retained its cool edge. On Camden Road you can buy the former home of the designer Ashley Isham, whose clothes have been worn by Lady Gaga and Kylie Minogue. This former tram shed is now a dynamic loft space. It is selling for £4.35 million through Sotheby's.

In west London, style trailblazers are heading south of the river towards Battersea. The area is becoming increasingly affordable amid a glut of slow-selling developments. Average property prices dropped 16 per cent in SW8 between 2014 and 2015, according to Foytons, the estate agency. The designer Vivienne Westwood set up her studio in the new Creative District, while Victoria Beckham chose Battersea

for the global headquarters of her label. Her former studio at Ransomes Dock is now two spacious loft flats, both on sale for £3 million with Knight Frank.

Atkins tips Highgate as the new Primrose Hill, famously home to Cool Britannia icons such as Kate Moss.

In east London buyers are moving away from overpriced Shoreditch into Dalston and the borough of Hackney continues to enjoy growth with the average cost of homes reaching £600,000. Perhaps the best-known fashion venue in east London is the Old Truman Brewery, hosting the Elle Style Awards and catwalk shows by Gareth Pugh and Fashion East. Get close to the action with a pad at 30 Old Street. Two-bedroom flats from start at £1.25 million from Residential City Fringe.

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You can buy this flat above the trendy restaurant 34 Mayfair, in Grosvenor Square, for £11.5 million through Knight Frank. Inset, flats in Dukelease Properties' Beau House start at £2 million, but the penthouse could fetch £15 million (Carter Jonas)