

Gone shopping: how Oxford Street's east end is changing fast

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61 Oxford Street

Designed by AHMM architects for Dukelease Properties and BA Pensions Trust, the recently completed 61 Oxford Street is a multifunctional building on a prominent corner of Oxford Street. The undulating glass tower designed to mirror the continuous glass shopfronts of Oxford Street stands out as a modern landmark.



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The glass-fronted office spaces offer spectacular views over Soho and Oxford Street



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The development will house offices, retail and apartments - the project's residential element is entitled 11 Soho Street



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Part of 61 Oxford Street, these luxurious and modern apartment interiors have been designed by Edward Philips

Online shopping may offer a tantalising alternative, but London's Oxford Street remains one of Europe's busiest retail districts. While the famous stretch's west part and borders with the high end Bond Street and Marylebone areas are looking fresh and polished - including work from Future Systems, DSDHR and O'Donnell and Tuomey amongst others - the east end of Oxford Street has been slightly slower in catching up. This is about to change.

Enter a number of new schemes on both the north and south sides of the street that are currently in development, set to completely transform the area. The Crossrail station at Tottenham Court Road is the neighbourhood's landmark infrastructure project and while it won't be finished before 2017, the tube's new entrance and ticket hall by Hawkins\Brown, featuring artwork by Daniel Buren, is already making waves.

61 Oxford Street is one of the first larger scale new mixed-use properties on the eastern end of the retail strip to reach completion. Designed by AHMM for Dukelease Properties, it draws on the form of the 1930s Aalto Vase, by Alvar Alto, who provided the inspiration for its striking curved glass skin. More, such as Derwent's proposed One Oxford Street, are currently in the pipeline.

Meanwhile, the re-launch of the 1966 Richard Seifert-designed Centre Point tower will be another milestone in this part of town. Currently in construction for Almacantar and aiming to receive its first tenants in 2017, the listed building is being masterfully revamped by Rick Mather Architects and Conran and Partners.

Here, you can tour our pick of some of the area's brand new offerings.