

# PLATINUM

resident

Spring/Summer 2017

## PENTHOUSE PERFECTION

Why now's the time to buy your dream city home

## LONDON PRIDE

STARRING

Sadiq Khan  
Stephen Webster  
Aaron Simpson

## DIAMOND LIFE

How coloured gems became a gift for smart investors

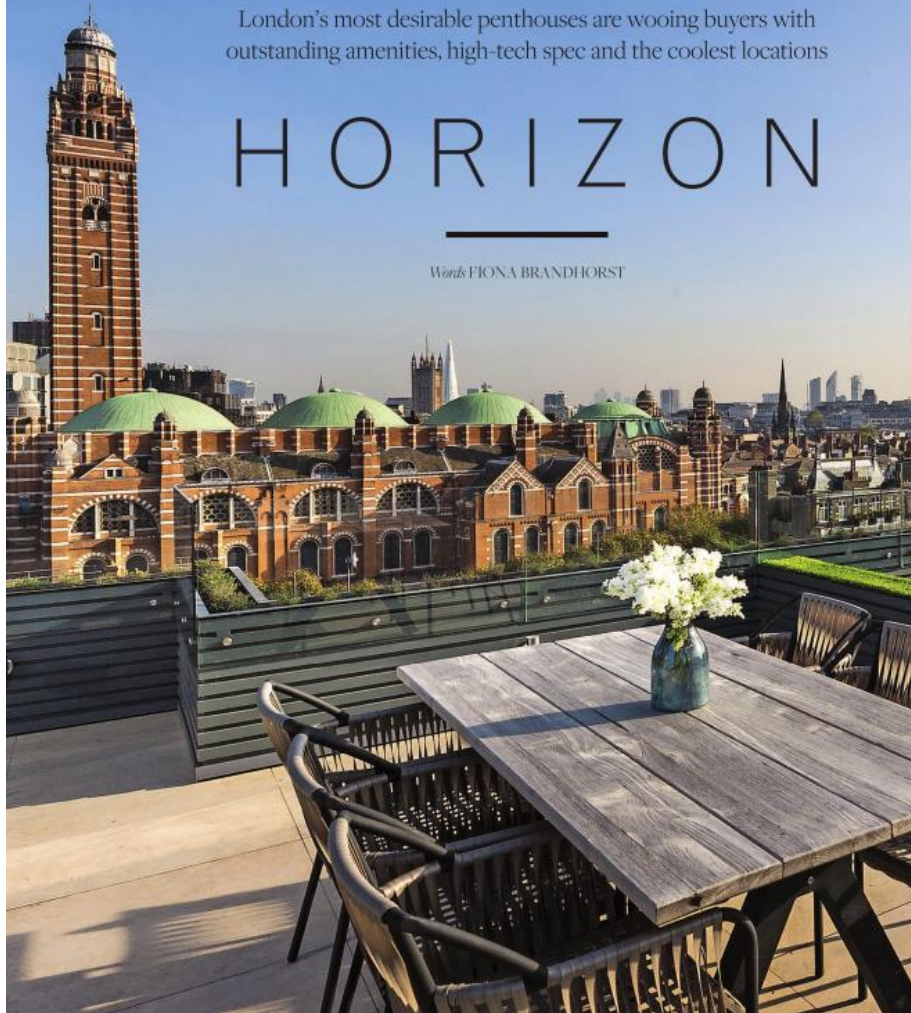


# EYES ON THE

London's most desirable penthouses are wooing buyers with outstanding amenities, high-tech spec and the coolest locations

# HORIZON

Words FIONA BRANDHORST



**I**t's quite possible to get carried away with a property wish list when you see what's on offer in the capital. If a penthouse is the ultimate pad in question the choice can literally take your breath away. Your own unique bird's-eye view of London is included in the price and brand new penthouses are competing floor to floor with state-of-the-art period conversions.

'A true penthouse is often considered a best in class property exuding luxury in every element of design and build; it holds its value and will always command a premium, making it an extremely profitable investment,' says Simon Tollit, Director of Central London Sales at United Kingdom Sotheby's International Realty.

Once such home with interiors created by internationally-acclaimed designers Accouter Group is Buckingham Penthouse at the heart of Victoria featuring a large private roof terrace with stunning views of Westminster Cathedral and floor to ceiling windows throughout. It's available at a guide price of £3.995m through Sotheby's International Realty.



Wake up every day to a stunning view of Westminster Cathedral at the Buckingham Penthouse in Victoria. Guide price £3.995m

## INVESTMENT



### APPRECIATING ASSETS

'Good penthouse stock is limited so they hold their value and will be eternally popular,' says Shaun Drummond, Director, Harrods Estates. 'And while they are not always the fastest growing asset, they are certainly a secure one.'

Strutt & Parker's latest research shows that despite last year seeing twists and turns both domestically and overseas, London remains a world city and global financial hub.

'Currency advantages and a reduced supply chain in Prime Central London (PCL) point towards a positive outlook for 2017,' adds Mark Dorman, Partner, London Residential Development and Investment. The agency also notes an increase in cash purchases of almost 55% on 2016 compared to 46% in 2015.

Matthew Smith, Partner and Head of Knight Frank Riverside comments: 'The price tag attached to penthouses is 25% more pounds per sq ft than an average apartment and they tend to appreciate more in value, depending on market conditions. There's a real appetite for lateral living with penthouses on a single floor usually having higher ceiling heights. Some buyers prefer duplexes where the bedrooms are on a separate floor.'

The buyer of this three-bedroom duplex penthouse in Battersea will enjoy stunning river views. £7 million with Knight Frank

Good penthouse stock is always limited so they hold their value

### A GROWING WISHLIST

Most new developments have a penthouse available off-plan and buyers have a choice of river, rooftop or city views which can all be enjoyed adds Smith. The growing wish list for buyers includes high ceiling heights, private parking, a high specification, access to a range of amenities and the all-important concierge.

A budget of £7m will buy a three-bedroom penthouse across the ninth and 10th floors at Albion Riverside, the Foster & Partners dramatic contemporary building in Battersea. Knight Frank is marketing the property with breathtaking views of Albert Bridge and the Thames westward. Set on the 5th and 6th floors of another exclusive riverside building, the sought-after Icon Apartments on the North Bank, Savills is selling a four-bedroom penthouse with a large roof terrace and uninterrupted views of the river. It has a guide price of £5.5m.

Harrods Estates notes that interest from wealthy buyers remains largely unchanged for penthouses with the market being led by buyers seeking properties in super-prime locations in the best apartment blocks with large lateral space, concierge services, the latest home technology and a high level of security.

Find this luxe 4-bedroom penthouse in Knightsbridge, 531m with Knight Frank

Penthouses in London offer lucky buyers a choice of river, rooftop or far-ranging city views





### RARITY VALUES

Harrods Estates is selling Wellington Court, a spectacular six-double bedroom penthouse with over 1,000 sq ft of private roof terraces and balconies, including a covered dining area for 12, and 10,000 sq ft of interior-designed accommodation. Overlooking Hyde Park from Knightsbridge, the elegant Edwardian portered apartment block has a price tag of £35m. 'The rarity value of a penthouse within a building, especially if it is the only one, will no doubt result in an increase in profit. With the market in a state of flux as a result of stamp duty changes and Brexit there has never been a better time to purchase a luxury property, especially in a new development,' adds Peter Preedy, Associate Director for Residential at JLL.

British Land's Clarges development in Mayfair overlooks Green Park and Buckingham Palace and achieved the highest price per square foot for the area when it was launched off-plan. Now Knight Frank is marketing the second triplex, five bedroom penthouse, price on application. The master bedroom features two en-suites and two dressing rooms and the buyer can enjoy the residents' wellness spa with swimming pool, hydrotherapy pool, private treatment rooms and dedicated female sauna and steam room. This is

Overlooking Hyde Park, Wellington Court is a six double bedroom deluxe penthouse. \$35m with Harrods Estates

£10m  
will buy you a  
penthouse in  
Westminster

uber-luxury, hotel-style living.

The rise of new build apartment towers has seen a resurgence in the luxury penthouse market according to Savills. 'As well as occupying the top one or two floors of the building, buyers expect a large lateral footprint, great volume, incredible views and generous outside space,' reveals Charles Lloyd, Head of Savills Mayfair. 'Our buyers are looking for exclusivity and privacy, which might even include having a private lift up to the apartment. Penthouses offer a prestigious lifestyle that other apartments can't usually compete with.'

### PALATIAL PROPORTIONS

At the heart of Westminster in Victoria Street, the four-bedroom, three-bathroom penthouse apartment at the top of Kings Gate has stunning double height rooms, a roof terrace and balcony with views of Buckingham Palace and the skyline of central London. On the market with Strutt & Parker for £10m with concierge and underground parking.

Knight Frank is selling the impressive duplex Prospero Penthouse at landmark One Tower Bridge by Berkeley Homes with palatial proportions and contemporary interiors for £13.25m. Spanning over 3,900 sq ft of living



space, it features an open-plan kitchen, dining and living area, a media room and three bedrooms with en-suite bathrooms and dressing areas. A striking spiral staircase leads onto an impressive wraparound roof terrace, 30 per cent larger than the internal space, making it one of the largest in London.

Only the most exquisite materials have been used in the highly anticipated Beau House penthouse in Jermyn Street at the heart of St James's. Eucalyptus wood veneer, shagreen surfaces and the finest marble are just some of the interiors featured by super-prime designer Oliver Burns. Developer Dukelease has installed discreet integrated technology and lighting systems to suit the requirements of 21st century living. Expect to pay in excess of £15m through Knight Frank and CBRE.

#### TAKE IN A VIEW

Buyers seeking a sophisticated, boutique style of living with all the attributes of a five-star hotel should head for St Edward's four-bedroom 4,456 sq ft penthouse in Millford House at 190 Strand. Located on the seventh floor, the large roof terrace boasts iconic views of St Paul's Cathedral, The Shard and Tower Bridge, for an asking price of £17.3m with Knight Frank.

Expect plush furnishings of the Beau House penthouse in Jermyn Street in St James's. £15m with Knight Frank and CBRE

**4,456** *sq ft*  
of spacious living  
at a luxe penthouse  
in the Strand

The last remaining penthouse at Renson Partner's Riverwalk on the North Bank opposite the M16 building has just been launched for £25m, with Savills and Knight Frank. Spanning the 16th and 17th floor accessed by two private lifts, its sheer size and specification boasting 6,000 sq ft of interior space plus 2,500 sq ft of outside space with a south-facing roof terrace and balcony, landscaped by Chelsea Flower Show winner Stephen Woodhams, sums up just some of its opulence. The sweeping staircase and rotundas at either end of the apartment mirror the buildings curvaceous façade bringing light and views into the heart of the home. Just a short walk from Harrods, the international design and development firm Finchatton has released a four-bedroom duplex penthouse on the top two floors of the Kingswood apartments in Hans Place, priced at around £31.5m with Knight Frank.

Andrew Dunn, Co-Founder of Finchatton concludes: 'If you're buying in central London the further you are from street noise, the more peace and quiet you can expect. The best penthouses will be less affected by market volatility and can command a 5-10% premium when compared to similar floorplates elsewhere in a building. And there's always that feeling you get when pressing "Penthouse" in the elevator!'