

101^{ON} CLEVELAND

LONDON W1

CUSTOMER NEWSLETTER

Welcome to the first 101 on Cleveland quarterly newsletter, a new landmark London development by Art-Invest Real Estate, Dukelease and ECE. As the build gets underway, we are excited to bring you updates covering site progress, key milestones for the scheme and local activity in the Fitzrovia area.

Issue 1. March 2020

KEY MILESTONES

- Start on site for McLaren Construction
- Our new Marketing Suite opened on Cleveland Street
- Visited B&B Italia kitchen and wardrobe factory in Milan

MARKETING SUITE

The marketing suite for 101 on Cleveland launched on 10th October 2019. The suite is directly opposite the site and features design and specification samples of the apartments as well as a model and large interactive screen.

The suite provides a relaxing atmosphere where those interested in the development can take a virtual tour of the development on the interactive screen and also see and touch the high quality finishes. The marketing suite is perfectly located to commence a tour which showcases all that the Fitzrovia neighbourhood has to offer. Our appointed agents will happily provide this tour for visitors upon request.



CONSTRUCTION UPDATE

We are very pleased to have appointed McLaren to lead the construction of 101 on Cleveland. Their experience supports our vision to create a development that will mark a new era of life for Fitzrovia, and we're looking forward to seeing it take shape in the coming months.

We are happy to report that we are on programme with the build and expected to deliver the complete scheme on time. The site is already making good progress: the foundations for the structure have been put in place, including the decking and framework for the scheme, and in the coming weeks the concrete cores for the first two blocks will be poured. Construction is progressing well, and we're excited to see this continue to move forward.



LOCAL NEIGHBOURHOOD OPENINGS AND ACTIVITY

Fitzrovia has enjoyed a busy few months with a wealth of openings and launches across the area.

THE WING

October saw the opening of The Wing, a women's only private members club founded in New York. This is the first of its kind to open in the UK and provides women across the country and globe a place to gather together to work, connect, and thrive.



POLLOCK'S TOY MUSEUM

The iconic Pollock's Toy Museum hosted a special exhibition in November, which featured 14 artists showcasing a unique collection of dolls, teddy bears and toy theatres – exciting news because the historic toy shop nearly disappeared completely only a few years ago.



GAUCHO

In addition, the popular restaurant chain Gaucho celebrated its 25-year anniversary and showcased their bold new vision for its restaurants, which was exhibited in the relaunch of its original Charlotte Street site on the 9th December.



OKLAVA BAKERY + WINE

2020 is set to see Fitzrovia raise the bar even higher, adding to its well established drinks and restaurant scene. Celebrity chef Selin Kiazim has transformed her Turkish Cypriot restaurant Oklava Bakery + Wine, in Grafton Way, into a bakery by day and wine bar by night, which opened at the beginning of the month.



SALES UPDATE AND OPPORTUNITIES

Following the Conservative Party's election win as well as the UK leaving the EU, there is strong evidence to suggest that the London property market is bouncing back with a strong level of demand from buyers. Please do get in touch with us should you or any of your family or friends wish to discuss any purchasing opportunities within 101 on Cleveland.

For any further enquiries, please contact:

101onCleveland.com



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