



W1 PLACE

A rare new build development has made its debut on London's iconic Great Portland Street, as the highly anticipated **W1 Place** officially opens its doors.



In contrast to the slowdown reported across the wider London market until just last month, the prime location and rarity of W1 Place has maintained significant demand with an impressive 70% of the new apartments already sold off-plan.

Now complete, W1 Place boasts 36 bespoke apartments across eight storeys, featuring a mix of one, two, and three-bedroom homes. The building, designed by E8 Architects, features a classic Portland stone façade that pays

homage to the architectural heritage of its historic setting, detailed with lantern bay windows and unique cast aluminium balustrades inspired by Japanese porcelain.

Each apartment is meticulously designed to the highest standards, blending modern finishes with luxurious details. The floor plans, ceiling heights, and window placements are thoughtfully crafted to create flawless layouts, offering bright, open-plan living spaces with stunning views of central London.

Despite recent turbulence in the

property market and uncertainty surrounding the election, W1 Place has experienced strong sales activity and significant global interest from US, Asian, and Turkish buyers, alongside steady demand from local British buyers.

The ground floor features 4,400 square feet of custom-designed retail space with open frontages on three sides, introducing a prominent new hub that complements Great Portland Street's bustling food, drink, and retail scene. »

“W1 Place is ideally located for both education and healthcare, with top universities like UCL, SOAS, and Imperial College London nearby, as well as prestigious medical institutions such as Portland Hospital and Harley Street just minutes away.



Set where Marylebone meets Fitzrovia, W1 Place offers residents the best of both. Marylebone is known for its village-like atmosphere, with charming streets lined with luxury boutiques, popular spots like Chiltern Firehouse, and everyday essentials such as delis and florists. Whilst Fitzrovia, in contrast, is celebrated for its lively culinary scene, home to renowned establishments like Ottolenghi's ROVI, Nuno Mendes's Lisboeta and the new Chez Rouz at The Langham, alongside global brand headquarters like Estee Lauder and Avison Young.

Residents also benefit from proximity to cultural landmarks including the Wellcome Collection Museum, the Royal Academy of Music, and the Wallace Collection. Nearby green spaces like Regent's Park, Fitzroy Square Garden, and Cavendish Square Gardens offer tranquil retreats while the shopping and leisure of Marylebone High Street, Selfridges and Oxford Street are an equally short walk. W1 Place is ideally located for both education and healthcare, with top universities like UCL, SOAS, and Imperial College London nearby, as

well as prestigious medical institutions such as Portland Hospital and Harley Street just minutes away. The development also boasts excellent connectivity. Great Portland Street station is a three-minute walk, offering access to Paddington and Kings Cross. The Northern, Bakerloo, and Victoria lines are also within a 10-minute walk, ensuring easy travel across London. ■ Prices at W1 Place start at £1,590,000 for a one-bedroom apartment. For more information, visit www.w1.place.com



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