

PrimeResi

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By PrimeResi Editor

PrimeResi's essential review of the most significant luxury transactions of the year, from Chelsea to Hampstead.

If 2024 felt turbulent, prime London's property agents had even more headwinds to deal with in 2025. Unprecedented levels of uncertainty around potential tax changes meant that buyers were sitting firmly in the driving seat, as headlines sounded a powerful sense of dread.

The latest data (<https://primeresi.com/prime-london-property-market-heading-for-worst-year-since-covid/>) suggests there were no recorded property sales above £50mn this year – only the second time this has happened since 2011 – and transactions over £5mn fell 18% annually, putting activity at pandemic-era lows.

Albert Einstein once pointed out that “in the middle of difficulty lies opportunity”, and canny purchasers were able to secure some of the capital's finest real estate at prices not seen in many years. That's not the whole story of course: bidding wars were surprisingly common when genuinely best-in-class homes became available – while compromised stock was increasingly left behind.

In almost all cases, getting deals over the line required real persistence – and the best operators proved their mettle. “Tough times never last, but tough people do” (Robert H. Schuller) was another quote uttered amongst veterans of previous cycles.

Below is our pick of the high-value sales from the last year, from opulent mansions in St John's Wood to renovation projects on Cadogan Square; sleek penthouses in Kensington to Italianate trophies in Notting Hill...



Holland Park

£41mn



A Grade II listed villa in London's Holland Park neighbourhood achieved an impressive £41mn, according to Land Registry records.

Last sold in 2021 for £39mn, the freehold, detached pile has a prime spot backing onto the park and measures well over 10,000 sq ft – so we're talking solid £4,000 psf territory.

88 of these grand, stucco-fronted Italianate villas were built by Holland Park during the 1860s by the renowned brothers William and Francis Radford, as part of a project approved by Lord Holland. They were described at the time as “good, proper and substantial” residences, and remain some of the capital's most sought-after and valuable family homes.

Norfolk Road, St John's Wood

£39.6mn



move

A mansion on Norfolk Road in St John's Wood changed hands in another of 2025's biggest sales.

Records showed the handsome pile on the elite address running off Avenue Road officially transacted at nearly £40mn.

Planning records indicate that consent was granted for a full rebuild of the property around ten years ago, including a double basement.

Princes Gate, Knightsbridge

£28mn



A Grade II listed mansion on Princes Gate in Knightsbridge set another early 2025 benchmark after selling through Knight Frank for £28mn.

The “exceptional” 1840s property was sold in unmod condition to a prominent Middle Eastern buyer, who plans a full renovation before using it as a family home. The purchaser was introduced by Aaron Comfort of Hanson Estates and represented by Edward Allan of Boodle Hatfield.

Originally designed by Harvey Lonsdale Elmes, the 16,000 sq ft stucco-fronted stunner has a rare double-fronted rear aspect and a prime position in the terrace – directly overlooking Hyde Park and backing onto what many consider to be the finest communal gardens in Prime Central London.

The unusual layout allows for grand-scale entertaining, with impressive reception rooms on both ground and first floors. There are eleven bedrooms on the upper levels, including a principal suite with dressing room and park views. The lower ground houses a large swimming pool and additional reception area.

Former residents of Princes Gate include several US Ambassadors, Field Marshal Douglas Haig (Commander-in-Chief of British forces in WWI), Robert Baden-Powell (founder of the Boy Scouts), and the Kennedy family – most notably future US President John F. Kennedy.

Eaton Terrace, Belgravia

£28mn (guide price)



OB Private and UK Sotheby's International Realty reported the sale of an “exceptional” house in a secluded spot near Eaton Square in Belgravia, guided at £28mn.

Tregunter Road, Chelsea

£27.95mn (guide price)



A significant super-prime sale was also finalised on a top-tier address in Chelsea.

Luxury agency Beauchamp Estates sealed a deal on a “breathtaking” townhouse on Tregunter Road, priced at nearly £28mn.

The 10,500 sq ft Victorian property recently underwent a bold reworking creating seven-and-a half-storeys of “haute luxe” behind the Italianate-style brick and stucco façade.

Particulars showed 11 bathrooms, art gallery-style living spaces and a below-ground leisure suite with 37 ft swimming pool, cinema and entertaining areas. The spec includes various rare and handcrafted materials, including white onyx staircases and sustainable woods.

Bells and whistles range from a sauna and treatment room to a wine room and passenger lift, and a separate “Zen-inspired” garden house – with access directly from the main house via the subterranean complex running under the garden. There’s also off-street parking behind the secure gates.

Knightsbridge Gate

£25mn (guide price)



A £25mn penthouse in Knightsbridge was quietly tucked away in a significant pre-Budget deal.

The marquee 6,214 sq ft residence at Knightsbridge Gate – a boutique super-prime scheme close to Harvey Nichols – prompted a flurry of suitors. We’re told offers came in from multiple interested parties, before an international buyer ultimately secured the keys.

UK Sotheby's International Realty, which did the deal, said the purchaser had previously lived in major cities worldwide and now intends to establish a permanent base in London. After initially focusing on Belgravia's period townhouses, they had been drawn to the building's "blend of historic architecture and modern luxury."

The transaction was led by UK SIR's Darcy Hunt and Tereza Kandelaki, and completed at close to the guide price. Exclusive membership at a local wellness facility was obtained via separate negotiation.

The scheme itself – designed by Dixon Jones and six years in the making – painstakingly reworked a 120-metre stretch of mixed-use Edwardian buildings between the Mandarin Oriental and the Berkeley Hotel (one of the longest façade retentions in the capital).

15 "best-in-class" apartments were delivered, fully fitted out "to the highest specification", with amenities including 24 hr concierge and security, and secure underground car parking. The project team also included MSMR Architects (interiors) and McAlpine (construction).

The Grade II listed building was originally designed by architects WD Caroe for the Church Commissioners, and dates back to 1902.

Notting Hill

£24mn (guide price)



One of W11's finest mansions sold off a guide price of £24mn, after becoming available for the first time in two decades.

The stucco-fronted, five-storey residence – on the summit of Notting Hill and backing onto the Stanley Crescent communal gardens – was a personal project of Thomas Allom, the renowned architect who helped design the Ladbroke Estate.

Described as a “showcase of 19th-century urban design”, the house was originally selected by Charles Henry Blake – the property developer who brought the Ladbroke masterplan to life and shaped the neighbourhood as we know it today – as his personal residence.

UK Sotheby's International Realty confirmed the sale.

Lansdowne Crescent

£24mn



Another big-ticket sale in Notting Hill went through during Q1.

The magnificent period pile on Lansdowne Crescent changed hands at £24mn, according to official records.

Our sources reliably inform us that Mark Hutton of boutique agency Hutton Bubeare marshalled the super-discreet transaction, one of the largest deals in the area over the last year.

Marketing materials from 2016, when the detached property was last sold (for £11.6mn), show seven bedrooms and various grand reception spaces, along with a private garden.

The houses on Lansdowne Crescent back onto one of the area's most sought-after set of communal gardens.

The terrace was developed in the early 1860s by the Wyatt family, and is named after Henry Petty-Fitzmaurice, 3rd Marquess of Lansdowne, a former Chancellor of the Exchequer, Home Secretary and Lord President of the Council.

The Bryanston

£24mn+ (asking price)



PCL developer Alamacantar reported the sale of a five-bed spread at super-prime scheme The Bryanston, priced at over £24mn.

Described as “one of the few of its kind in London”, the 5,000 sq ft unit came with 3m ceiling heights, far-reaching views of Hyde Park and the capital – plus a raft of perks.

The Rafael Viñoly-designed building lays on dedicated 24 hour concierge and security services, and a suite of amenities including a health spa, 25m indoor pool, state-of-the-art gym, cinema, children's play space and business suite.

One Kensington Gardens

£24mn (guide price)



A huge park-facing apartment at One Kensington Gardens sold off a £24mn guide price.

The 5,500 sq ft lateral at the Sir David Chipperfield-designed development in W8 was bought by an international purchaser, in a lightning-fast deal brokered by Strutt & Parker.

Overlooking Kensington Palace Gardens, the “outstanding” five-bed spread is one of 97 units at the super-prime scheme, which provides residents with access to a 24-hour dedicated concierge, valet parking, a spa, 25m indoor swimming pool, health and fitness centre, and private treatment rooms.

Strutts said the deal – exchanged just a week after terms were agreed – was settled in US dollars, underscoring the currency's continued strength in the capital. The buyer was already familiar to the team, having completed a previous purchase through the agency.

9 Millbank

£24mn (guide price)



A series of mega-deals were concluded at London's super-prime 9 Millbank development.

The final three residences in the "Heritage Collection", including the flagship penthouse, had a combined asking price of over £50mn.

The transactions were led by Will Pitt, a Senior Sales Director at UK Sotheby's International Realty, working with the developer St Edward.

Dating back to the late 1920s, the Grade II listed neo-classical building – originally designed by Sir Frank Baines – was once the headquarters of ICI.

Marketed at guide prices of £24mn, £17.5mn, and £11.95mn respectively, the marquee units were pitched as offering “exceptional craftsmanship, voluminous proportions and panoramic views of the capital's iconic skyline, including the famous Westminster Palace and Big Ben.”

The largest of the three, The Astor (9,582 sq ft), came with five bedrooms, six bathrooms, a roof terrace, and a vast reception space topped with gilded domes – once the ICI Chairman's boardroom.

The Conrad (7,219 sq ft) offered a five-bed layout, a 98-ft private stone terrace, and a double-height reception with a dramatic spiral staircase.

The Gainsborough (4,536 sq ft), a four-bed with covered terrace featuring soaring double-height columns, had been kitted out with an interior by the award-winning designer Katharine Pooley.

UK SIR said completing the trio of top-end sales marked “a significant milestone for the Westminster market.”

Penthouse, Holland Park Gate

£22mn



Super-prime developer Lodha revealed it sold over £50mn worth of luxury homes during August, including one of the marquee units at its flagship project in Kensington, Holland Park Gate.

PrimeResi hears the £22mn penthouse was picked up, in shell and core condition, by a locally-based family. The sixth-floor apartment (3,800 sq ft) is laid out with four bedrooms, and an open-plan kitchen and dining area. There are three terraces totalling 1,500 sq ft, including one overlooking the entrance to Holland Park, and another facing south across the scheme's courtyard gardens, designed by Andy Sturgeon. The interiors will be completed by Lodha's in-house team, Studio Lodha.

The package of perks available to residents of the scheme also includes a health club and spa with a 25-metre pool, gym, treatment rooms, private dining room, and library – along with a restaurant, boutique cinema, and flexible workspace.

Park Street, Mayfair

£22mn (asking price)



A mystery UHNWI splashed out on a lavish £22mn mansion in Mayfair.

The transaction involved a near-7,000 sq ft former embassy on Park Street.

Luxury agencies Beauchamp Estates and Clifton Property Partners collaborated on the deal.

The five-storey Edwardian building was originally designed by Wimperis and Simpson in 1913, with construction completed between 1924 and 1925 by local firm George Trollope & Sons – the same builders behind Claridge's.

It first served as the London residence of Robin Vane-Tempest-Stewart, Viscount Castlereagh – an aristocrat, MP, and former chairman of Arsenal Football Club – before becoming the Icelandic Embassy and Ambassador's residence, a role it held for nearly 60 years. As the global financial crisis

took hold in 2008, the collapse of all three of Iceland's major banks triggered a deep recession that reverberated through the country's institutions. The downturn was so acute that the Icelandic government was forced to sell the building, relocating operations to shared premises on Hans Street in Knightsbridge.

Following the sale, the Park Street property was returned to private resi use and last changed hands in 2011.

Inside, there are four reception rooms spread across the ground and first floors, along with seven bedrooms in total. Key features include a grand staircase, passenger lift and private roof terrace garden. The turnkey interiors were created by award-winning Dutch designer Marcel Wanders of Marcel Wanders Studio. The new owner will also have direct access to the coveted Green Street Gardens.

Yahya Swallem of Beauchamp Estates introduced the buyer, and Robert Windsor of Clifton was instructed by the vendor.

ESCA House, Bayswater

£21mn



Topland Vintage, in joint venture with Concept Bespoke, completed the sale of ESCA House, a fully consented prime resi development opp in Bayswater.

The approved scheme includes demolition behind the retained façade and a two-storey roof extension, delivering 17 private resi apartments.

Knight Frank and Savills advised Topland Vintage and Corvus Invest advised the buyer on the transaction.

Hamilton Terrace

£20mn (guide price)



The sale of a £20mn trophy home in St John's Wood prompted brokers to herald "robust" super-prime activity despite "ongoing challenges in the market".

The Georgian house on Hamilton Terrace sold "within a few months of instruction," said UK Sotheby's International Realty.

The house spans 7,487 sq ft across five storeys, providing six bedrooms, seven bathrooms, a southeast-facing garden, and a self-contained one-bedroom flat. There is also an indoor swimming pool, games room, and off-street parking.

Beaufort Gardens, Knightsbridge

£19.1mn (asking price)



An international buyer exchanged on a brace of freehold buildings on Beaufort Gardens in SW3.

The 1860s blocks at Nos. 17 & 27, around the corner from Harrods, measure a combined 12,000 sq ft and contain a total of 14 apartments. The total asking price was £19.1mn.

Locally-based boutique agency Maskells delivered the off-market sale, in collaboration with NVP, who represented the buyer.

Maskells described the unusual proposition as a “fantastic investment opportunity”, highlighting scope to refurbish the properties and uplift the rental income.

Ilchester Place

£18.75mn (asking price)



A chunky transaction was also finalised on one of Holland Park's most exclusive streets at the beginning of the year.

The 6,500 sq ft freehold townhouse on Ilchester Place was being offered at £18.75mn, and came with its own cinema, gym and games room.

PCL agency Russell Simpson, which marshalled the deal, said the "exceptional" property had attracted strong demand; the purchase price was undisclosed.

Particulars described a large-scale reception space on the ground floor, leading out to a private garden, and a total of seven bedrooms, including a full-width principal suite. Positioned at the quiet end of the street, it is also one of the few houses along Ilchester with a side entrance, giving extra privacy.

The leafy W14 address regularly makes it into the top five of Britain's most expensive addresses, and topped Lloyds Bank's rankings in both 2018 and 2019.

Cadogan Square, Knightsbridge

£17.5mn (guide price)



An 8,500 sq ft renovation project on Cadogan Square sold off a guide price of £17.5mn as the year drew to a close.

The 19th century stonker on the prestigious Knightsbridge garden square was picked up by a European family “seeking a restoration opportunity”.

Knight Frank’s Private Office and Knightsbridge sales teams collaborated on the deal, with the former’s Alex Robinson introducing the buyer. The firm said a luxury reworking could potentially create one of the borough’s finest residences.

There’s already some very grand reception spaces on the first floor, and planning was recently approved for a “comprehensive” transformation involving a subterranean swimming pool and spa area, a recreation room for various games and leisure activities, and re-integrating a building on Clabon Mews to the rear.

One of the big selling points is right at the top of the building, however: a huge roof terrace (one of two) with an outdoor kitchen and views across the capital.

Built in 1889 as part of a terrace of three red-brick buildings, the ornate property takes up five of seven storeys and is Grade II listed.

Blomfield Road, Little Venice

£17.5mn (guide price)



Knight Frank also reported the sale of an “exceptional” mid-19th century linked detached villa on Blomfield Road in Little Venice, opposite Regent’s Canal.

The property, said to be one of the finest houses in the neighbourhood, came with a glorious private garden backing onto Little Venice Gardens. The property had a guide price of £17.5mn, and Ian Green Residential was the joint agent.

Frognaal, Hampstead

£16.95mn (guide price)



There was a run of significant sales in London's Hampstead neighbourhood in early 2025.

Notable deals included an "iconic" residence on Frognal, guided at £16.95mn. The sprawling 14-bed (6,000-plus sq ft) has a blue plaque commemorating former owner Sir Harold Gillies, a New Zealand otolaryngologist known as the father of modern plastic surgery.

Features include a gym, cocktail bar, off-street parking for four cars, wraparound landscaped gardens and heated outdoor swimming pool. We hear it went to a family who had been looking for over a year.

Knight Frank did the deal.

Branch Hill House, Hampstead

£16.4mn



Bentry Capital snapped up a prime development site in Hampstead, with designs on a potentially game-changing luxury apartment scheme.

The investor-developer – a relative newcomer on the scene – confirmed acquiring Branch Hill House for £16.4mn in a speedy deal (13 working days) finalised just before the Budget.

Dating back to the Edwardian era, the 23,456 sq ft freehold mansion – most recently used as a care home – was being marketed for sale via Savills with a guide price of £14mn. We hear it received “considerable interest” from developers looking to progress the originally consented scheme (granted in 2021 but now lapsed).

The new owner likens the Baroque-flavoured architecture to Sandringham House, which was remodelled around the same time. A less-successful modern wing was added by Camden Council in the 1960s.

The team – which includes heritage specialist Stanhope Gate Architecture – is said to be taking cues from One Hyde Park for the project, aiming the collection of homes squarely at top-end buyers. Proposals provide for a total of around 50 units set in 1.7 acres of landscaped grounds, less than 500 metres from Hampstead Heath.

Now going by the name No.1 Hampstead, the gated enclave looks likely to comprise a mix of one-, two- and three-bed laterals, plus a standalone townhouse, all served by a concierge housed in a central foyer. An official launch is slated for early 2028, with Savills appointed as preferred agent. Construction will be led by Bentry's in-house arm, Mellior Group, with works expected to take around three years.

The unlisted property stands on the site of an 18th-century manor house built for judge Sir Thomas Clark, Master of the Rolls. The current mansion was completed in 1901 by Ernest Flint to designs by Henry Flitcroft for banking tycoon John Nivison, 1st Baron Glendyne.

Elsworthy Road, Primrose Hill

£15mn (guide price)



Knight Frank's St John's Wood office sold a picturesque detached home on Elsworthy Road, in an off-market deal.

The property had been in the same family ownership for half a century, and retains many of the original features. Along with its own private garden, the new owner will have access to 3.5 acres of landscaped communal gardens.

Clarges Mayfair

£15mn (guide price)



A 3,300 sq ft park-facing apartment at Clarges Mayfair, one of the capital's most exclusive developments, sold for "well above" its £15mn guide price, after a number of wealthy international buyers went head-to-head.

Bids came in from a range of UHNWIs around the globe, confirmed Savills, which marshalled the four-week off-market sales campaign.

Knight Frank introduced the successful purchaser, who snapped up the tenanted residence sight unseen.

The three-bed unit has direct views across Green Park and access to some of the best amenities of any PCL scheme in London, including a gym, 25m swimming pool, treatment rooms, cinema and meeting rooms.

The layout includes a kitchen, living/dining room, study, and three bedroom suites. There's also a separate utility room and cloakroom.

Designed by Squire & Partners and developed by British Land, Clarges Mayfair houses a total of 34 super-prime apartments. A number of price records were broken when sales first launched just over a decade ago, and a penthouse went on to fetch an eye-watering £55mn in 2019. The building was completed in 2017.

Academy Gardens

£14.5mn (guide price)



A notable deal was also reported in a prestigious apartment scheme in Kensington.

The “trophy” asset in Academy Gardens sold in an off-market transaction marshalled by boutique agency Harwood Advisory. Off-market really did mean off-market, as there was no advertising or marketing. The buyer was introduced by Stroud Fuller Lurot.

The converted Grade II listed building on the Phillimore Estate was originally built in 1914 as Queen Elizabeth College, the Ladies’ (later Women’s) Department of King’s College, London, to designs by H. Percy Adams and Charles Holden. It houses a total of 67 units, all of which are unique.

Upper Brook Street, Mayfair

£14mn



Two adjacent penthouses in a glorious period building on Mayfair's Upper Brook Street sold as a pair for £14mn.

The top-floor, fully-renovated duplexes – with a combined square footage of 3,346 sq ft – both went to the same buyer, one for use as London base, the other as private family office and extra accommodation.

Local agency Wetherell did the deal.

The OWO

£13.95mn (guide price)



More big-ticket sales were concluded at The OWO, including a turnkey lateral guided at £13.95mn.

The 2,630 sq ft residence at the Grade II*-listed Edwardian baroque landmark on Whitehall was bought by an unnamed UHNWI, and came fully-dressed and finished “to the highest specification”.

Knight Frank, which handled the sale, described the three-bed unit as “remarkable”. The entertaining space revolves around a bespoke Smallbone kitchen with built-in banquet seating, and a large open-plan dining and reception area, while the main suite came with a private dressing room and “opulent” bathroom.

Hamilton Terrace

£13mn (guide price)



A hefty sale was finalised just after the Budget on one of St John's Wood's most exclusive streets.

Discreetly marketed since September for about £13mn, the 10,875 sq ft detached pile on Hamilton Terrace sold via Aston Chase for substantially above its asking price, following a bidding war between two "very determined" international buyers.

Particulars described an unusually large plot, and six floors of luxury accommodation, including grand ground-floor entertaining spaces, nine bedrooms, a lower ground indoor swimming pool with poolside entertaining area, a gym – plus two gated off street parking areas for multiple cars. It also offered scope to extend, or even have a second house built on the plot, subject to consent.

Victoria Road, Kensington

£12.95mn (guide price)



Strutt & Parker sold a super-prime family house on Kensington's Victoria Road over the summer. The extra-wide five-storey residence came with off-street parking and a large west-facing garden.

Walpole House, Richmond

£12mn (asking price)



One of West London's most admired heritage homes sold in a landmark deal for the area.

Walpole House, described as the "largest and finest" mansion on Chiswick Mall, was on the market asking £12mn.

The Grade I listed specimen was being offered via RBKC agency Russell Simpson, who said the super-prime proposition had sparked competitive bidding, but didn't reveal the final sale price or further details on the transaction.

Originally dating back to the 16th century, the c.9,000 sq ft building was re-fronted in 1730 and has half an acre of private gardens to the rear – plus another garden giving direct access to the Thames.

Inside, there's eight bedrooms, along with five reception rooms, including a corker on the first floor with views across the river.

The house is named after Hon Thomas Walpole, nephew of former British PM Sir Robert Walpole, who lived there from 1798 until 1803. Other notable occupants over the years have included Barbara Villiers, Duchess of Cleveland and Mistress of King Charles II; William Thackeray

Makepeace (who was educated at the property when it was a boarding school, and is thought to have taken inspiration for Miss Pinkerton's Academy in *Vanity Fair*); the designer Jasper Conran; and the renowned conservation architect Jeremy Benson.

Chelsea Barracks

£12mn (guide price)



A turnkey apartment in Qatari Diar's Chelsea Barracks development near Sloane Square sold after just one viewing, becoming one of only a handful of resales in the super-prime scheme.

The deal was done by Knight Frank's Belgravia team, which listed the three-bedroom property with a £12mn guide price, and secured a premium on the original new-build selling price.

Hamilton Terrace, St John's Wood

£11.5mn



An “ambassadorial” Grade II listed townhouse in St John’s Wood sold after a multi-million pound price cut.

The Victorian property on Hamilton Terrace was pitched as “possibly the best value home in the area” by Ian Green Residential (joint agents with Knight Frank) after £3.25mn was removed from its £14.75mn price tag.

The 22% drop had the required effect, and the 8,200 sq ft pile changed hands at £11.5mn (a very competitive rate of £1,371 psf).

Particulars highlighted some grand reception rooms, a coach house, cinema room and gym, along with off-street parking and a garage – and scope to transform the residence into one of the neighbourhood’s finest.

Chester Terrace, Regent’s Park

£10.95mn



A near-£11mn mansion in Regent's Park sold "within minutes" of the Chancellor's Budget address in November, as HNW buyers reacted to the softer-than-expected property tax package.

The UK buyer had been ready to exchange on the Grade I listed 4,185 sq ft property two weeks before the fiscal event, but asked to pause until the Budget outcome was known. Once Reeves had delivered her measures, the purchaser – relocating from the Home Counties – instructed Beauchamp Estates to proceed immediately.

The transaction could have unravelled if more onerous real estate taxes had been introduced, the firm said, declaring it as "the first post-Budget super-prime deal".

The five-bed house on Chester Terrace was built by James Burton in 1825, and has some grand reception rooms, a passenger lift, cinema room and private roof terrace – along with some notable provenance: during the Edwardian era it served as the London residence of MP A. G. McKenzie, and played a role in political discussions during the Home Rule Crisis.

Albert Hall Mansions, Kensington

£10.75mn (guide price)



Harrods Estates reported its “sale of the year” was a grand four-bed apartment in Albert Hall Mansions. Guided at £10.75mn, it sold to an overseas buyer relocating to London full time, and set a record price per square foot for the building.

On the second floor of the renowned Grade II listed mansion block directly facing Hyde Park, the c.3,500 sq ft flat has two vast reception rooms with 4.1-metre ceilings, along with an entrance hall, four ensuite bedrooms and two terraces with uninterrupted park views. Modern upgrades include air-con, home automation, bespoke joinery and a retractable cinema screen.

The deal proves a “perfectly refurbished period property can rival the newest branded residences,” said the team.

The red-brick block, right by the Royal Albert Hall, is often described as the capital's first "true" luxury apartment building. Designed by Norman Shaw and completed in the 1870s, its spacious, elegant flats debuted with modern conveniences such as lifts and electric lighting – and marked a significant shift in British attitudes towards apartment living.

100 Kensington

£10mn



A Middle Eastern buyer snapped up the entire penthouse floor at a new development in Kensington for £10mn.

The deal at 100 Kensington is believed to be the largest off-plan transaction in London this year – and the timing was significant.

It's understood that the buyer wanted to exchange before the Budget announcement and is now the owner of two duplexes atop the 29-storey "Oria" tower, measuring a combined 3,540 sq ft.

Each unit has a large private roof garden and full-height windows – and could potentially be combined into a six-bed spread with an open-plan triple reception room.

The scheme is being delivered by developers SevenCapital and MARK Capital Management, with Savills and JLL handling sales. It is billed as the only new "vertical village" in RBKC and will eventually deliver 462 new homes on the 1.7-acre site on West Cromwell Road, including 276 market-sale apartments.

Amenities will include rooftop gardens and terraces, a pavilion building for cinema screenings and events, a health club with gym, 20-metre swimming pool and fitness studio, and a concierge service.

The design team includes John McAslan & Partners, Corstorphine & Wright, Conran & Partners, and landscape architects IDP. Construction started in 2020, and completion is now on track for 2027.

Marylebone Square

£10mn (guide price)