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GROSVENOR UNVEILS LONDON'S FINEST HISTORIC RESIDENCES

3-10 GROSVENOR CRESCENT, SW1



November 2011 Grosvenor unveils one of London's most important residential development restoration projects, 3-10 Grosvenor Crescent. Located in the heart of Grosvenor's London estate, the development is significant for its quintessential Belgravia location, quality and heritage. The striking refurbishment of a series of Grade II* listed townhouses into 15 exquisite apartments features architecture by Paul Davis & Partners and beautiful interiors dressed by Helen Green Design.

Working within the buildings' Regency heritage the developer, Grosvenor, has created some of London's most desirable residences. The architects have painstakingly restored the finer features of this period building and reconfigured the interior layout of the properties at 3-10 Grosvenor Crescent to create exceptional, graceful spaces appropriate for modern lifestyles, and with the most discerning buyer in mind. The necessary appliances for high-specification functionality are discreetly incorporated into the homes.

As stewards of one of London's most exclusive locations, with an estate covering 300 acres of Mayfair and Belgravia, Grosvenor has reinstated the architecture of a major part of Belgravia's finest crescent, returning it to its original 19th century glory. Jonathan



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Wyatt, Associate Director of London estate development, Grosvenor, comments: “3-10 Grosvenor Crescent sets a new benchmark for Grosvenor’s residential development offering in terms of exceptional quality of product and service at the highest level of luxury. Properties of this extraordinary quality and size in Belgravia are a rarity, and this development paves the way for Grosvenor to develop further luxury residential schemes of this calibre. These homes present true British heritage, this level of period character would be difficult to replicate in any new-build development.”

Ed Lewis, director at Savills, says: “3-10 Grosvenor Crescent represents a unique opportunity to live on one of the world’s most distinguished residential estates in the very heart of prime central London. Belgravia has been long established as one of the world’s most prestigious and valuable addresses, with the very best properties achieving as much as £4000 sq ft. The British architecture will appeal to international high net worth individuals as much as British based buyers. Inside the Grade II* listed facade the accommodation perfectly matches requirements for 21st Century living.”

Stuart Bailey, Knight Frank, adds: “Belgravia's beautiful garden squares, elegant world class restaurants and boutique shops continue to provide a sanctuary to the global wealthy. Property values remain underpinned by demand from international buyers and this is unlikely to change in the foreseeable future. For many, Belgravia represents a discreet address and a relative safe haven from the political and economic turmoil elsewhere in the world. Above all, and this is something that is regularly mentioned to us, Belgravia provides the ideal lifestyle for many international buyers as the area embodies all those qualities of 'Englishness' that is the very reason they choose buy homes here in the first place.”

The prime central London residential location of 3-10 Grosvenor Crescent has international appeal. To match the expectation of taste, cultivation and urbane sophistication, Grosvenor has been stringent in its application of exquisite craftsmanship, interior design and spatial planning.



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Of the 15 properties, there are five exceptional grand apartments arranged over three or four storeys measuring 4,570 to 10,800 sq ft. Seven lateral and duplex apartments range from 2,336 to 4,413 sq ft. A further three apartments form part of the restoration, ranging from 829 to 1,470 sq ft. Parking for 21 cars will be provided in a secure tiered underground garage, with a separate garage for one of the larger 'grand' apartments. All apartments will be serviced 24 hours a day by a discreet and highly trained concierge team.

British luxury interior design firm, Helen Green Design, is the sole designer behind the interior schemes. From the outset, Helen and her team have ensured the seamless integration of the original architecture with the interior specifications to complete the dressing of three turn-key apartments. The result is a fluid, refined cohesion of metallic and sumptuous tones with textured design features that are appropriate to the historic environment.

Helen Green, Director, Helen Green Design, says: "Our brief was to create elegant, sophisticated and comfortable living spaces that appeal to a well-travelled buyer who wants the quintessential 'London look' and a property that ultimately feels like home."

Key features include the restoration of lengths of intricate cornicing and en trumeau fireplaces, hand-embroidered and hand-painted wallpaper, bespoke chandeliers and joinery, artwork and upholstery by luminaries such as Valeria Nascimento, Aiveen Daly and Fenella Elms. The Regency architecture provides dramatically high ceilings, particularly on the first floor where they measure 3.8m / 12.5 ft. These rooms originally served as the grand entertainment rooms of the 19th Century and their opulence remains evident in today's design.

The apartments at 3-10 Grosvenor Crescent have a 999 year lease with share of freehold. Included in purchase is a year's membership to Belgrave Square Gardens and tennis courts from May 2012.



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Notes to Editors:

Group:

Grosvenor is a privately owned property group with offices in 18 of the world's most dynamic cities. It has four regional investment & development businesses in Britain & Ireland, the Americas, Australia and Asia Pacific; an international fund management business, which operates across these markets and in continental Europe; and a portfolio of indirect investments. As at 31 December 2010, the Group had total assets under management of £10.9bn. Unusually for a private company, Grosvenor publishes a full Annual Report & Accounts, available at: www.grosvenor.com

Grosvenor Britain & Ireland

Grosvenor Britain & Ireland's strategy emphasises the creation and management of successful places, with a particular focus on high-end residential and mixed-use. The core portfolio comprises 300 acres of Mayfair and Belgravia in London, which first came into the Grosvenor family in 1677. Ownership and active management of its London estate remains at the heart of Grosvenor Britain & Ireland's strategy. Investment assets comprise the largest part of its portfolio. Grosvenor Britain & Ireland also undertakes development across London, and in selected city centres around the UK. As at 31 December 2010, Grosvenor Britain & Ireland had assets under management of £3.5bn.