



# THE NEIGHBOURHOODS OF MAYFAIR

A WETHERELL GUIDE TO LONDON'S MOST FAMOUS DISTRICT

Wetherell highlights that the 279 acres that form Mayfair comprise nine distinct neighbourhoods, each with their own features, buyer profiles and top addresses.





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## MAYFAIR VILLAGE

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The true core of Mayfair, 'The Village' is the postcode en vogue for traditionalists looking for a home close to the best establishments in London. Transformed into a luxury destination in 2010, following an £80 Million investment into the area, Mount Street now attracts world-leading brands that bring the most exclusive shoppers to the traditional pavements of Mayfair Village.

In terms of residential sales, values along Mount Street have risen by 199% since 2005, with apartments on the iconic street selling on average for £3,227 per sq. ft. Boasting a host of unique addresses, Mayfair Village provides a village ambience in the heart of a bustling city. A local butchers, boutique delicatessens and independent print and stationery stores share space with the vast Phillips Auction House on Berkeley Square, whilst Mount Street Gardens is the equivalent of a village green in a quaint country setting.

## PARK LANE

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Occupying the entire west side of Mayfair, Park Lane remains the ultimate international destination. A car fanatics dream, the latest super cars are often gracing or parked on the streets, whilst the owners enjoy a meal at the Dorchester, a picnic in the park or in residence at one of the prime properties located alongside the famous Hyde Park.

Enjoying encapsulating views of the park, this area of Mayfair will always be a major draw for international buyers that crave a home on one of the best connected streets in London, reaching Marble Arch and Oxford Street to the north to Curzon Street and connecting to Piccadilly to the south, travelling to Park Lane by car is an essential convenience.

## THE LANES

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Located between North Mayfair and Mayfair Town, The Lanes attract a young crowd that want a break from the bars and night life to enjoy a peaceful coffee or bite to eat in one of the many boutique cafés and eateries located in the small pockets between the comfortable streets.

## MAYFAIR TOWN

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Located on the eastern most flank of Mayfair, bordering Regent Street, Mayfair Town has a city buzz that appeals to young professionals looking to take advantage of numerous buzzy bars, restaurants and cafés, as well as the benefits Crossrail will bring to the area.

The oldest neighbourhood of Mayfair, the area that comprises Mayfair Town first appeared on the map in the mid 17th Century. Named after King George I, Hanover Square was completed in 1719, making it the oldest prime garden square in Mayfair. The buildings surrounding the square and on nearby George Street were designed in a Germanic style to honour the new king, quickly becoming one of London's most fashionable addresses.

Fast-forward to modern day and whilst a few of the original 18th century buildings remain largely intact, the square has been redeveloped through time and is now almost entirely occupied by offices. Still an attraction for the high-profile and notable, Hanover Square is the home of a number of global businesses, including the London office of British Vogue and Condé Nast.



## GROSVENOR SQUARE

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Just a decade ago, prices and pound per square foot values in Grosvenor Square lagged behind rivals such as Eaton and Cadogan squares. Ten years on, the picture is very different and now values in Grosvenor Square have caught up with those in Eaton and Cadogan Square with a thrilling portfolio of £5,000 per sq. ft. plus developments of housing stock under development. Wetherell forecast that the new projects of Grosvenor Square and other locations will within the next decade, make Mayfair the number one address in prime central London.

First laid out in the 18th Century by Sir Richard Grosvenor, the square provides a safe and secure location in the heart of Mayfair. The current home of the US Embassy, Grosvenor Square is one of the most recognisable addresses in Mayfair and across the globe, and UHNW buyers have the desire to own a home in and around this famous garden square.

When it was built Grosvenor Square was the capital's second largest to Lincoln's Inn Field, but had no match for grandeur or popularity. Thomas Barlow, surveyor for the Grosvenor Estate, designed Grosvenor Square on an ambitiously grand scale, as a grid of straight, wide streets that meet at the centre of the noble square, which retains the ambience of a social sanctuary to this day.

## NORTH MAYFAIR

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Popular with professionals seeking quick access to the City via the Central Line at Bond Street, whilst retaining the desire to live the Mayfair lifestyle. The northern tip of Mayfair, bordering Oxford Street to the north, the area has recently undergone an extensive regeneration programme to bring the vast amount of period buildings up to modern standards.

Key streets such as Duke Street and North Audley Street provide some of Mayfair's finest homes, with residents enjoying easy access to Selfridges on Oxford Street, whilst being a short distance from the boutique luxury outlets on Mount Street and nearby Bond Street.

## SHEPHERD MARKET

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The original site of the 17th Century May Fair, from which the prominent prime central London area takes its name, Shepherd Market has a history of social gatherings, late night entertainment and debauchery. Now a busy piazza in south Mayfair, popular with young celebrities, professionals and socialites, the charming nest of narrow cobbled streets are lined with new stylish boutiques, fashionable restaurants and Victorian pubs.

## CLARGES

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Bordering Piccadilly to the south and Shepherd Market to the west, Clarges is soon to be the location of London's most prestigious development. Providing ultra prime, ultra modern residences, the Clarges Mayfair development will attract a wealth of high-profile buyers looking to call Mayfair's equivalent of One Hyde Park, home.

## ARTISAN DISTRICT

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In 1837, London's first truly luxury hotel, Brown's opened on Albemarle Street, and the influx of wealthy merchants, businessmen and visitors to the hotel started the street's association with luxury boutiques, restaurants and antique shops. In 1905 the cabinetmaker Mellier & Co opened a flagship building at No. 26 Albemarle Street on the site of St George's Chapel. The cabinetmaker was replaced by a showroom for luxury Buick and Cadillac motorcars.

Move forwards to the present day and Albemarle Street is home to a range of high profile brands including Paul Smith, Garrard, Graff and Globetrotter. The street is also known for chic restaurants including Hix, Sumosan and Gymkhana, and art galleries including Coll & Cortes, Agnew's and Marlborough Fine Art.

With nearby Bond Street, Conduit Street and Savile Row now amongst the world's leading addresses for luxury brands, the upmarket repositioning of Mayfair's Artisan District is continuing apace, attracting a loyal art-loving bohemian crowd. More luxury brands including Alexander Wang, Cartier and Boodles are opening up, providing strong competition to Mount Street as a world-leading high-end retail quarter.



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Figures from Wetherell and Dataloft/Lonres show that Mayfair is the home to 5,118 permanent residents, over 42 nationalities, with over 42% aged between 25-44. In terms of sales, Mayfair has achieved on average £2,256 per sq. ft. recording a premium of 39.5% over the rest of prime central London.

Peter Wetherell, Chief Executive of Wetherell said: "This is a groundbreaking piece of research that is the first true in-depth analysis of the neighbourhoods that make up the international district of Mayfair. Each neighbourhood has its own characteristics and attractions that draw certain types of buyers to them. We have looked at the best addresses, key developments and analysed distinct buying habits that give each area its own personality, each contributing to Mayfair's special character."

Throughout history, Mayfair has been an exclusive address that represents a way of life, whether buyers look for the feeling of community and peaceful ambience of Mayfair Village, the buzzy bars and restaurants of North Mayfair, the boutique cafés of The Lanes or illustrious Hyde Park views along Park Lane, Mayfair offers something for everyone.

### NORTH MAYFAIR

Home of the Selfridges addicts who love the commercial buzz of one of the world's greatest high streets

#### BEST ADDRESS

Duke Street, Green Street, North Audley Street

#### WHO BUYS

Popular with professionals seeking quick access to The City via The Central Line

#### FLAVOUR

Newly finished public realm works and a burgeoning Men's Fashion Quarter

#### LANDMARKS

Beaumont Hotel, Brown Hart Gardens

#### FEATURED PROPERTY

First Floor One Bedroom Pied-à-Terre. Duke Street. £1,300,000

### PARK LANE

Made famous by the Monopoly Board, Park Lane has international fame

#### BEST ADDRESS

Park Lane Place, Avenfield House, Fountain House

#### WHO BUYS

International Mayfair, those that want to be seen and have a superstar address

#### FLAVOUR

Hyde Park views and super car spotting

#### LANDMARKS

The Dorchester, Grosvenor House Hotel, The Hilton, Four Seasons

#### FEATURED PROPERTY

Five Brand New Apartments  
The Fountain House Collection. From £2,250 per week

### GROSVENOR SQUARE

Historic location of many Embassies and home to many international residents

#### BEST ADDRESS

Grosvenor Square

#### WHO BUYS

Large Middle Eastern, Indian and Greek contingent

#### FLAVOUR

Classic Mayfair homes as lateral apartments

#### LANDMARKS

US Embassy, Italian Embassy

#### FEATURED PROPERTY

Five Windows over Grosvenor Square  
£10,000,000

## THE LANES

Tucked away from the principal streets are a collection of little gems and a host of boutiques

### BEST ADDRESS

South Molton Street, Bruton Place

### WHO BUYS

City workers and socialites

### FLAVOUR

Boutique coffee shops, pubs and cocktail bars located on quiet streets and corners

### LANDMARKS

Handel House Museum, Lancashire Court

### FEATURED PROPERTY

Immaculate Low Build House with Pool  
Bourdon Street. £18,000,000

## MAYFAIR TOWN

Eastern most flank of Mayfair with a mainly commercial feel

### BEST ADDRESS

Sackville Street, Maddox Street

### WHO BUYS

The canny buyer who loves the city vibe and is looking for the uplift that Crossrail will provide

### FLAVOUR

City buzz with tranquil pockets and café culture

### LANDMARKS

Vogue House, Momo, Hanover Square

### FEATURED PROPERTY

Large One Bedroom Apartment  
Maddox Street. £1,400,000

## MAYFAIR VILLAGE

The Heart of Mayfair and home to the iconic Mount Street

### BEST ADDRESS

Mount Street, Charles Street,  
Upper Grosvenor Street, Upper Brook Street

### WHO BUYS

Mayfair traditionalists, fashion crowd, Internationals

### FLAVOUR

The heart of Mayfair with a village ambience and excellent shopping and dining

### LANDMARKS

Mount Street Gardens, The Connaught, Scott's

### FEATURED PROPERTY

First Floor Luxury Apartment  
Mount Street £7,150,000

## ARTISAN DISTRICT

The original Mayfair; sprung from the mansions of old Piccadilly

### BEST ADDRESS

Albemarle Street, Old Burlington Street, Albany

### WHO BUYS

The art and fashion crowd alongside the traditional Mayfair bachelors

### FLAVOUR

International brands and heritage craftsmen surrounded by Royal institutions

### LANDMARKS

The Royal Institution, The Royal Academy of Art, Burlington Arcade

### FEATURED PROPERTY

Four Brand New Apartments  
The Mellier from £18,000,000 to £30,000,000

## SHEPHERD MARKET

The historic location of 'The May Fair' and one of the buzziest areas

### BEST ADDRESS

Curzon Street, Hertford Street

### WHO BUYS

Young crowd and professionals who need the transport links of Green Park

### FLAVOUR

Celebrity crowd at 5 Hertford Street and after-work drinks at the local pubs

### LANDMARKS

5 Hertford Street, Curzon Cinema

### FEATURED PROPERTY

The Metropolitan Apartments  
Serviced Apartments £3,150 per week

## CLARGES

Soon to be home to one of London's most prestigious residential developments

### BEST ADDRESS

Clarges Mayfair

### WHO BUYS

Top secret buyers

### FLAVOUR

International luxury with Green Park views

### LANDMARKS

The Ritz, Green Park

### FEATURED PROPERTY

Clarges Mayfair  
Mayfair's No. 1 Development

MARBLE ARCH

BOND STREET

OXFORD STREET

OXFORD STREET

DAVIES STREET

DUKE STREET

NORTH AUDLEY STREET

GREEN STREET

GREEN STREET

PARK STREET

PARK LANE

BROOK STREET

UPPER BROOK STREET

GROSVENOR SQUARE

GROSVENOR

CULROSS STREET

UPPER GROSVENOR STREET

ADAM'S ROW

CARLOS PLACE

MOUNT ROW

REEVES MEWS

MOUNT STREET

MOUNT STREET GARDENS

FARM STREET

SOUTH STREET

SOUTH AUDLEY STREET

HILL STREET

HAY'S MEWS

PARK LANE

HYDE PARK

CURZON STREET

HYDE PARK CORNER





OXFORD STREET

OXFORD CIRCUS

HANOVER SQUARE

NEW BOND STREET

MADDOX STREET

CONDUIT STREET

REGENT STREET

STREET

BOURDON STREET

BRUTON PLACE

BRUTON STREET

NEW BOND STREET

CLIFFORD STREET

SAVILE ROW

OLD BURLINGTON ST

VIGO STREET

BERKELEY SQUARE

PICCADILLY CIRCUS

CHARLES STREET

BERKELEY STREET

ABLEMARLE STREET

OLD BOND STREET

PICCADILLY

JERMYN STREET

BOLTON STREET

CLARGES STREET

ST JAMES'S SQUARE

GREEN PARK

ST JAMES'S STREET

DUKE STREET ST JAMES'S

KING STREET

SHEPHERD STREET

HALF MOON STREET

PICCADILLY

GREEN PARK

PALL MALL

# FEATURED PROPERTIES



## PARK LANE



Five Brand New Apartments  
The Fountain House Collection. From £2,250 per week

## THE LANES



Immaculate Low Build House with Pool  
Bourdon Street. £18,000,000

## MAYFAIR TOWN



Large One Bedroom Apartment  
Maddox Street. £1,400,000

## NORTH MAYFAIR



First Floor One Bedroom Pied-à-Terre  
Duke Street. £1,300,000

## MAYFAIR VILLAGE



First Floor Luxury Apartment  
Mount Street. £7,150,000

## ARTISAN DISTRICT



Four Brand New Apartments  
The Mellier from £18,000,000 to £30,000,000

## GROSVENOR SQUARE



Five Windows over Grosvenor Square  
£10,000,000

## SHEPHERD MARKET



The Metropolitan Apartments  
Serviced Apartments. £3,150 per week

## CLARGES



Clarges Mayfair  
Mayfair's No. 1 Development

For further information on sales, lettings and new developments in Mayfair contact:



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NO-ONE KNOWS MAYFAIR BETTER THAN WETHERELL