

[GLOBAL PROPERTY INVESTMENTS]

CAPITAL WHITEHALL

Whitehall has traditionally been the location of the heart of government in London, says Eugene Costello, with very little residential inventory – until now with a former government ministry now converted into super prime apartments and possibly the best address currently available in the capital



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ONE CAN SCARCELY think of a more prestigious address than that of the new Corinthia Residences in London. Housed in the Corinthia Hotel on the corner of Northumberland Avenue and the Embankment, overlooking the river Thames and under five minutes from the Houses of Parliament, Trafalgar Square and Whitehall, the adjective ‘super prime’ might have been coined for this opulent new development.

Developers IHI is at pains to point out that the 12 residences are, in fact, contained within an adjoining building to the hotel that is standalone, with a superb penthouse commanding 360° views of London from its very epicenter. All the residences do, though, have access to the hotel and its facilities, such as the spa.

Ten Whitehall Place is marketing the properties through Knight Frank and Savills as joint agents; Nabila Kazi, Investment Manager at Frontiera, spoke to us about this hugely prestigious development. “The Corinthia Hotel developed the residences and we purchased 11 of the residences, the Corinthia retaining the penthouse. Having purchased the 11, there are now nine of them still available as we have on-sold two of them.

The apartments were designed and developed by the same team who worked on the refurbishment of the Corinthia Hotel itself. Martin Goddard, working with GA Design, was responsible for the interiors and fittings. Two of the apartments are being offered to market fully furnished; one has been done by Goddard Littlefair (Martin and colleague Jo Littlefair), the

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opposite: the Corinthia residences are situated at one of London’s most prestigious addresses; five minutes walk from the Houses of Parliament, Trafalgar Square and Whitehall.

other by luxury design house 1508 London.

The residences have been developed as a reflection and extension of the Corinthia itself, hence Goddard’s involvement, a conscious decision to carry the same design ethos from the hotel into the apartments. Says Kazi, “Obviously, the Corinthia is an internationally renowned luxury marque, and a global brand, so the theme has to convey the message that these residences offer the same depth of luxury that you would expect from this world-leading five-star hotel group.”

The residences range from two-bedroom apartments up to four-bedroom ones. Currently available are two two-beds, four three-beds and three four-beds. Worth a hefty premium given its central location so close to the halls of power and with the ►



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► West End on your doorstep is secure subterranean parking that comes with the apartments.

Kazi adds that there is a floor of storage for the residences, with each apartment allocated its own storage area for any overflow. She also points to the fact that each apartment has its own separate service area that allows owners to avail of all the services one expects of a five-star hotel — “from laundry to catering, and with everything else in between”. One suspects that the kind of clientele who might blanch at the cost of à la carte dining via room service is probably not the key demographic Ten Whitehall Place is looking to attract.

There are different service levels, says Kazi. “The kind of client we envisage that will be looking to secure this type of property is likely to be a very high net worth individual that is a citizen of the world, and who might spend a lot of time abroad, whether as an investor active in numerous global markets or for leisure, say, on a yacht in the Med or Caribbean. So they may wish to take up full housekeeping services while they are away, from ensuring the fridge is stocked to arranging floral displays when the owner is likely to return.”

As with so many luxe categories these days, over the past decade and more concierge services are beginning to be taken as read by the elite. Says Kazi, “The basic concierge services that one expects from a leading five-star hotel come at no extra costs to residence owners. Just as if they were hotel guests, they can ring down to the concierge desk and freely avail of their know-how. But you can also take out agreements to cover whatever extra level of service you want.”

Another big lure is the spa, says Kazi. “All of the residences have their own private access down to the spa, which is the biggest in London. As well as a swimming pool and the usual

accoutrements, there is a hair and nail studio and a state-of-the-art sleep studio that is very well endowed.”

Asked about the kind of client they are seeking to attract, Kazi is not coy: “Let’s be honest — these apartments are very luxurious, what we call ‘superprime’. Possibly the best address currently available in London and the cachet is hugely increased by the fact that there is only a handful of them. So, while we are not targeting a particular group or nationality, we know that the Middle East has a strong affinity with the Corinthia brand, and this has been borne out by the fact that we have strong interest from the Middle East. That said, we are also getting a lot of interest from Eastern Europe and the Far East as well, so we are very open-minded.”

It is a sign of their confidence in the quality of the offering that Ten Whitehall Place is not targeting overseas expos to push prospectuses, or are investing in market-specific PR campaigns, says Nabila: “As I say, we only have a handful and the sheer luxury of the build and fitting is such that, without wishing to sound presumptuous, we are confident that once interested parties come through the door, these residences will speak for themselves.” ■

The Corinthia Residences are being sold by joint agents Knight Frank (020 7861 5195) and Savills (020 7409 8756)

opposite: of the 11 original residences, only nine are still available for sale, two of which are being offered to the market fully furnished; one by Goddard Littlefair and the other by luxury design house, 1508 London.



• The Corinthia Residences comprise 11 apartments ranging from two-bedroom to four-bedroom properties
 • Sizes range from: 2,519 sq ft to 4,273 sq ft
 • Prices range from: £8.56m to £15.66m

