

Clockwise,
corner living room;
exterior of No. 1
Grosvenor Square;
dining room with
hand-painted wallpaper;
the Oval Room



IN THE HEART OF MAYFAIR

**Magnificent apartments, exceptional services:
in No. 1 Grosvenor Square, Lodha has created the most
desirable address in London**



Private homes do not come in more prestigious locations than No. 1 Grosvenor Square. Occupying a west-facing corner of the garden square that has, since the 1720s, been the most desirable place for influential figures to establish their London presence, this elegant building has a unique history that culminates today in the most exquisite of 21st-century residential developments. Reconstructed brick by brick, the listed facade discreetly encapsulates 44 of London's finest apartments, designed with higher proportions for a modern lifestyle. Each unit can be purchased fully decorated by an in-house design team or as a skeleton property ready to be dressed in a resident's unique style.

The building would have been visited by a young JFK when his father Joseph P. Kennedy was US ambassador to the UK in the 1930s. This seat of global power was also a wartime embassy – with its own Oval Office – and the

Canadian High Commission. Today, it stands as a unique opportunity to live in sumptuous comfort in the centre of the sophisticated world of Mayfair restaurants (Scott's, Hakkasan, George), exclusive members' clubs (Mark's Club, Annabel's) and casinos – not to mention the boutiques of Bond Street, Mount Street and Savile Row, and the world-respected gallery scene.

Residents enjoy access to a private boardroom, cinema and games room. Health benefits are emphasised in the sanctuary of the 10,000sqft wellness zone, which features a 25m swimming pool, female-only and mixed sauna and steam rooms, vitality pool and a gym overseen by personal trainers. The sense of a personal oasis is enhanced by embassy-level security services, a Bond-style automated parking system and the warm and attentive 24/7 Saint Amand concierge – a multi-lingual team of 30, overseen by General Manager and world-renowned hotelier Simon Hirst.

The stunning show apartment (pictured), designed by Blandine de Navacelle, emphasises the ease of entertaining within a home of joyful colour furnished with antique silk rugs and furniture selected to enhance the proportions whilst creating a family feel. For five-star hospitality, as well as housekeeping, health and fitness, and private office requirements, the concierge is truly second to none. They can also arrange private shopping, gallery visits and reservations at the best restaurants. "Our vision and goal for No. 1 Grosvenor Square residents is to provide a personal, private and secure sense of place, home and community with extraordinary service," says Hirst.

For more information, please visit Igsq.com or contact enquiries@Igsq.com

