



THE
ROW

27 SAVILE ROW, MAYFAIR W1

UNIQUE OPPORTUNITY TO ACQUIRE
A FULLY CONSENTED NEW BUILD
FREEHOLD OFFICE DEVELOPMENT IN
THE HEART OF MAYFAIR

THE
ROW



CGI REPRESENTATION – INDICATIVE ONLY

THE ROW - 27 SAVILE ROW, W1

THE OPPORTUNITY

RARE OPPORTUNITY
TO DELIVER A FULLY
CONSENTED NEW BUILD
LANDMARK OFFICE
DEVELOPMENT IN THE
HEART OF MAYFAIR

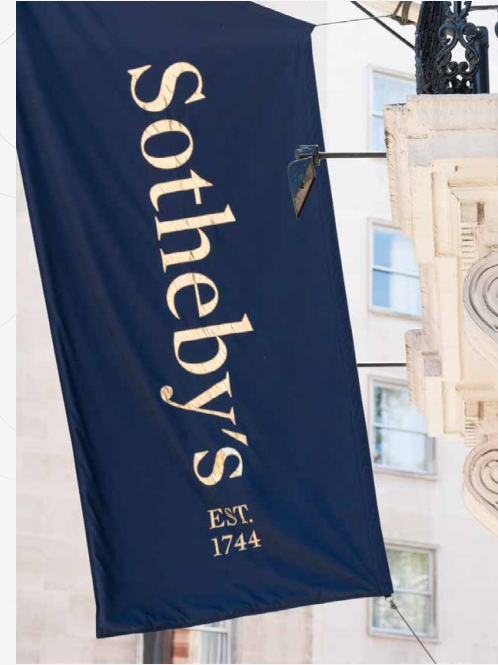
Offers invited for 100% of the issued share capital in the UK SPV which owns the freehold interest.

- **Super-prime** corner building in the **heart of Mayfair**
- **Freehold**
- **World renowned** Savile Row address
- **Extremely rare, fully consented, new build office development opportunity** designed by acclaimed architects PLP Architecture
- **Abundant natural light** with **fenestration and streets to 3 sides**
- **46,683 sq ft NIA** of consented 'Class E' accommodation arranged over basement, lower ground, ground and 7 upper floors
- **Excellent** well-configured **institutional floor plates averaging 6,500 sq ft**
- **2,950 sq ft of triple aspect** landscaped terracing on 3 floors
- **Exemplary sustainability credentials** implementing innovative green technologies and **reusing 95% of the existing Portland Stone façade**
- Targeting **BREEAM 'Outstanding', WELL Platinum, NABERS 5 stars and EPC A**
- Suitable for a **truly iconic London Headquarters office** building
- Ability to capture **unrelenting Mayfair occupational market dynamics** for best-in-class accommodation amongst an enduring scarcity of supply
- Opportunity to create a **landmark restaurant** where recent Mayfair evidence has seen rents achieved at **£300 psf**
- **Consented public realm works** to Boyle Street and Old Burlington Street further enhancing the micro location
- **Luxury dedicated End of Journey facilities** will provide an experience akin to a **5-star hotel**

IN THE HEART OF MAYFAIR, LONDON'S MOST DESIRABLE AND EXCLUSIVE
LOCATION FOR GLOBAL CORPORATES, LUXURY RETAIL, FIVE-STAR HOTELS
AND WORLD CLASS RESTAURANTS



LOCATION:



MAYFAIR



CONNECTIVITY

WALKING TIMES TO STATIONS

BOND STREET
(HANOVER SQ. ENTRANCE)



5 MINS

OXFORD CIRCUS



6 MINS

PICCADILLY CIRCUS



8 MINS

GREEN PARK



9 MINS

TOTTENHAM COURT ROAD



14 MINS

The Row lies within walking distance of multiple key underground stations including Oxford Circus (6 minutes), Piccadilly Circus (8 minutes) and the Elizabeth Line at Bond Street (5 minutes) which seamlessly connects The City and the east to the west as far as Heathrow Airport.

KINGS CROSS
ST PANCRAS
14 MINS



OXFORD CIRCUS

WARREN STREET

EUSTON

KINGS CROSS
ST PANCRAS

WATERLOO
14 MINS



GREEN PARK

WESTMINSTER

WATERLOO

BANK
17 MINS



OXFORD CIRCUS

TOTTENHAM CRT. RD

HOLBORN

CHANCERY LANE

BANK

STRATFORD
26 MINS



BOND STREET

TOTTENHAM CRT. RD

FARRINGDON

LIVERPOOL STREET

WHITECHAPEL

STRATFORD

HEATHROW AIRPORT
42 MINS



BOND STREET

PADDINGTON

EALING BROADWAY

WEST EALING

HAYES & HARLINGTON

HEATHROW AIRPORT

THE BUILDING:

EXTREMELY RARE, FULLY CONSENTED NEW BUILD DEVELOPMENT DESIGNED BY PLP ARCHITECTURE

- Best-in-class sustainable HQ office building
- 46,683 sq ft of Class E accommodation
- Excellent natural light with windows and streets to 3 sides
- Arranged over 2 basements, lower ground, ground and 7 upper floors
- c.3,000 sq ft of wrap around terracing to 3 floors
- Luxury 5-star End of Journey facilities alongside a 1,500 sq ft wellbeing / gym / amenity provision
- 1,500 sq ft of affordable workspace for the Savile Row Tailoring community



CGI REPRESENTATION – INDICATIVE ONLY

EXISTING BUILDING COMPRISES A FORMER POLICE STATION





CRAFTING A MASTERPIECE

The Row will transform the former West End Central Police Station, once one of the busiest in London. It opened in 1940 and was also the station from where officers were dispatched to shut down The Beatles' last ever concert which was performed on the rooftop of 3 Savile Row on January 30, 1969.

With great care and skill, the existing Portland stone façade of the building will be dismantled and an estimated 95% will be restored and reused in the construction of The Row, setting a new benchmark for quality and sustainability.

A UNIQUE OPPORTUNITY
TO DELIVER A STRIKING,
NEWLY DEVELOPED,
BEST-IN-CLASS OFFICE
DEVELOPMENT



CGI REPRESENTATION – INDICATIVE ONLY

3 FLOORS OF LANDSCAPED TERRACING SPANNING 3 ELEVATIONS



CGI REPRESENTATION – INDICATIVE ONLY

FLEXIBLE OPTIMUM AVERAGE FLOOR PLATES OF C.6,500 SQ FT PROVIDE

PERFECT SIZE FOR WHERE OCCUPIER DEMAND IS STRONGEST



CGI REPRESENTATION – INDICATIVE ONLY

DUAL ACCESS ON SAVILE ROW TO A 1,500 SQ FT LUXURY OFFICE RECEPTION
AND SEPARATE RESTAURANT BENEFITTING FROM NEAR 4M CEILING HEIGHT



CGI REPRESENTATION – INDICATIVE ONLY

EXTENSIVE PUBLIC REALM WORKS AND AL-FRESCO DINING WILL ENHANCE
THE MICRO LOCATION IN LONDON'S MOST DESIRABLE NEIGHBOURHOOD



CGI REPRESENTATION – INDICATIVE ONLY

SPECIFICATION



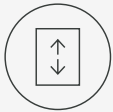
Occupancy Design

1:10 density



Recycled Stone Façade

The stone of the existing building consists of Travertine, Granite and Portland stone and will be repurposed on the proposed façade



Lifts

1 × 13 Passenger Lift
1 × 26 Passenger Lift
Plus 1 × Cycle Lift with a capacity of 2,000kg



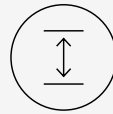
WCs

Basement 1: 2 Superloos 1 Disabled WC	Ground Floor: 1 Disabled WC Typical Floors (1-7): 5 Superloos and 1 Disabled WC
--	--



Security

Onsite security control room function
Access control with CCTV



Ceilings

Levels 1-7: 2.7m floor-to-ceiling heights
Basements, ground, lower ground levels: 3.6m



180 Cycle Spaces

Spread across the basement and ground levels and including 4 accessible spaces



9 Showers

4 male, 4 female, and 1 accessible shower



Lockers

103 lockers



Landmark Restaurant

Iconic restaurant opportunity on the corner of Boyle Street and Old Burlington Street, arranged over ground and lower ground floors



Services Strategy

High level hybrid VRF system to be delivered. Fresh air delivered at 16 litres per second per person



Openable Windows

Mixed mode ventilation enabled by way of motorised opening windows



Fire Safety

The building will operate a simultaneous evacuation strategy. A category L3 detection and alarm system



Landscaped Terraces

Carefully designed outdoor spaces with stunning views across Central London



EPC

Targeting EPC A



BREEAM

Targeting 'Outstanding'

SUSTAINABILITY

DEMONSTRATING LEADERSHIP IN SUSTAINABLE DESIGN

Everything from the design of The Row through to how it is run on a daily basis has been crafted with sustainability in mind. Aiming to achieve the highest standards in every category, the team have worked with the world's leading design, sustainability, and well-being assessment organisations to create a planet-friendly space. The Row will show leadership in creating an exemplar in sustainable design.



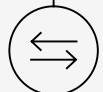
SUSTAINABLE CONSTRUCTION

The building's low-carbon design was achieved through Whole Life Carbon Assessments. Compact geometry and exposed surfaces contribute to a reduction in carbon compared with an average new build.



RE-USE AND REPURPOSE

During the dismantling and construction phase, The Row will re-use an estimated 95% of the existing Portland stone façade.



PASSIVE DESIGN

The building's low carbon design includes high performance glazing interspersed with solid stone façades to reduce thermal loss and gain, reducing the need for energy hungry mechanical heating and cooling.

AFFORDABLE WORKSPACE FOR TRAINING APPRENTICESHIPS AND START-UPS

"We have been in discussion with the project team for the building about the lack of affordable workspace for training, apprenticeships and start-ups in Mayfair.

Following consultation with us and the wider tailoring community, we are thrilled that the developer has changed the scheme to include affordable workspace at basement level 2."

VICTORIA TOWNSEND, FOUNDER – LONDON ACADEMY OF BESPOKE

PRIORITISING WELL-BEING

The Row is designed to enhance physical and mental health ensuring people and environment are in harmony.



Secure bike storage offers a seamless commuting experience.



Showers for active commuters and exercisers.



Terraces with stunning views and green landscaping.



Optimal natural light throughout the building.



Hotel-style concierge service

ON TARGET FOR THE FOLLOWING ACCREDITATIONS

BREEAM®
OUTSTANDING



NABERS
★★★★★

EPC A

TEAM

PLP/ARCHITECTURE

PLP Architecture is a London-based studio of architects, designers and researchers who value the transformative role of ideas and the capacity for architecture to inspire. The practice has produced some of the world's greenest, most intelligent and ground-breaking designs through a profound commitment to social, economic and environmental values. Valuing innovation and creativity, PLP Architecture strives to test conventional limits, delivering intelligent, ground-breaking and exciting projects.

The practice of 160 staff is led by an experienced and dedicated group of partners who have worked together for more than three decades across a diverse portfolio of more than 500 projects around the world with values up to £1 billion.



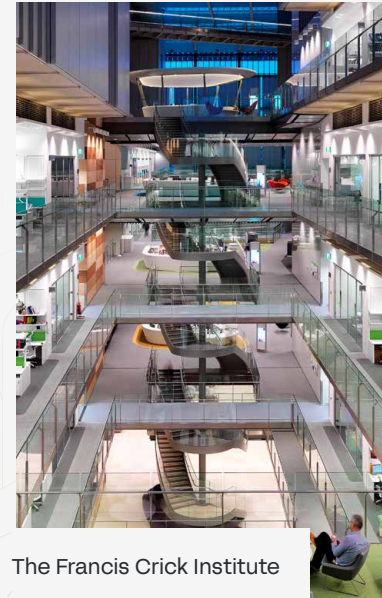
60 Curzon Street



75-77 Brook Street



22 Bishopgate



The Francis Crick Institute



65 Davies Street

Developer:



Development manager:



Structural Engineers



Mechanical & Electrical Engineers
& Sustainability Consultant



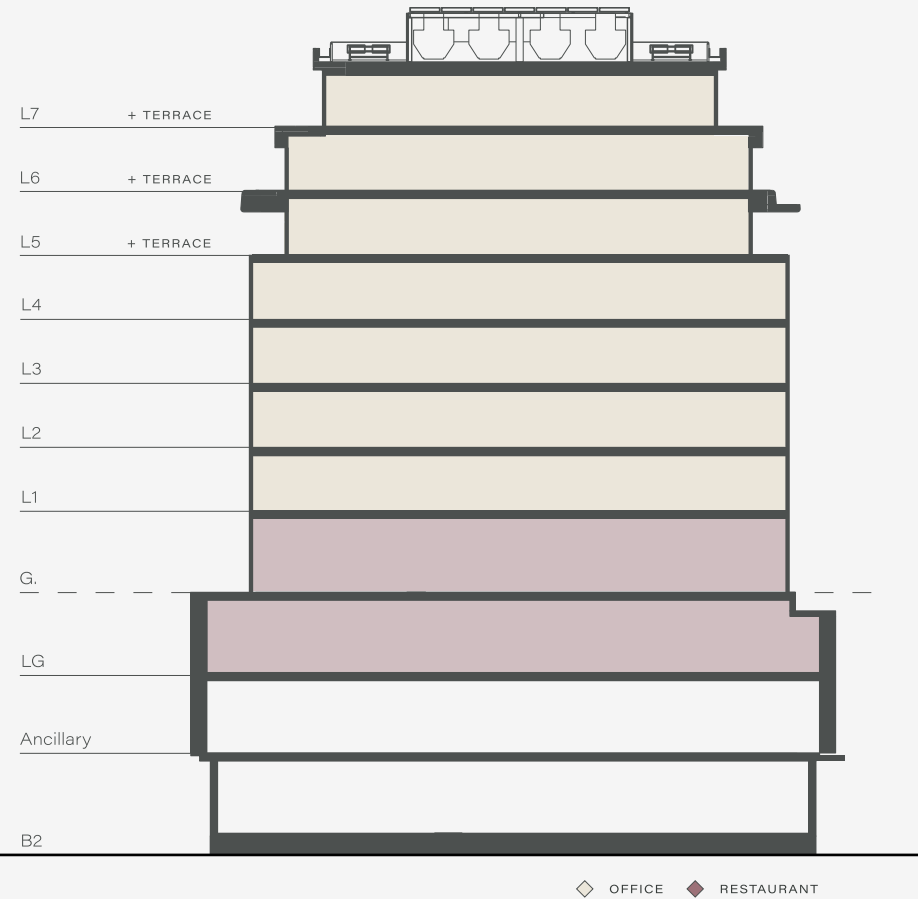
Planning Consultant



CONSENTED AREAS

PLP Architecture has designed a high quality office building complete with a landmark restaurant on the ground and lower ground floors. Of the seven floors dedicated to Grade A office space, the top three will boast landscaped terraces wrapping around three sides of the building.

FLOOR	USE	NIA		TERRACE (SQ FT)
		SQ M	SQ FT	
ROOF	-	0	0	-
7	OFFICE	212	2,282	1,012
6		363	3,907	732
5		432	4,650	1,206
4		598	6,437	-
3		606	6,523	-
2		609	6,555	-
1		600	6,458	-
GROUND	RESTAURANT / OFFICE	259	2,788	-
LOWER GROUND		518	5,576	-
END OF JOURNEY	SHOWER AND CYCLE FACILITIES	0	0	-
BASEMENT 2	AFFORDABLE WORKSPACE	140	1,507	-
TOTAL:		4,337	46,683	2,950



THE ROW - 27 SAVILE ROW, W1

SUBJECT TO MEASUREMENT ON COMPLETION OF WORKS.

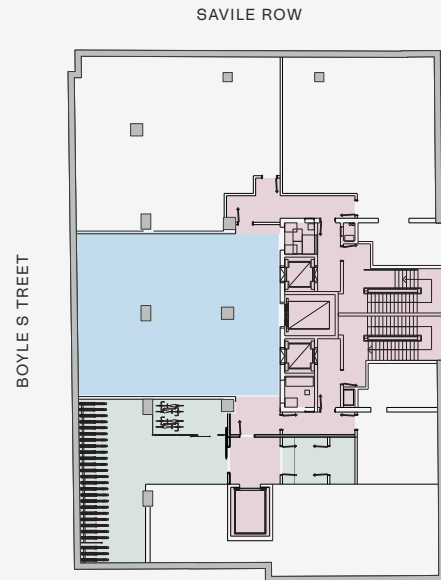
FLOORPLANS

FLOOR	NIA	
	SQ M	SQ FT
2	609	6,555
1	600	6,458
GROUND	259	2,788
LOWER GROUND	518	5,576
END OF JOURNEY	0	0
BASEMENT 2	140	1,507

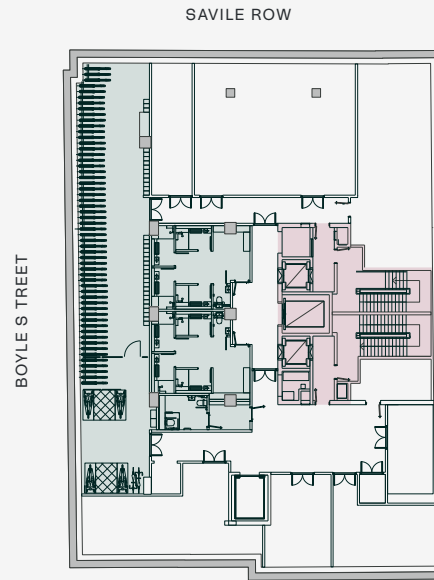
- RESTAURANT
- OFFICE
- CORE
- AFFORDABLE WORKSPACE



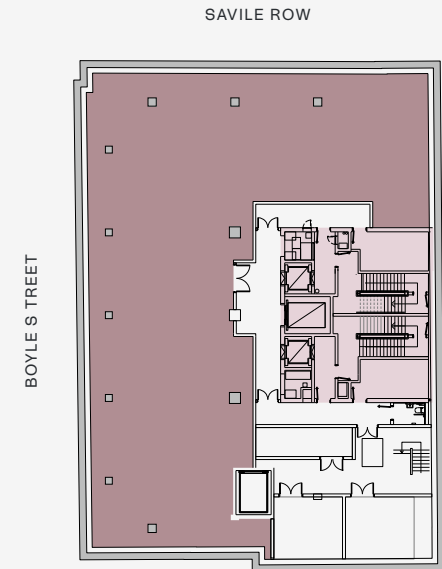
SUBJECT TO MEASUREMENT ON COMPLETION OF WORKS.



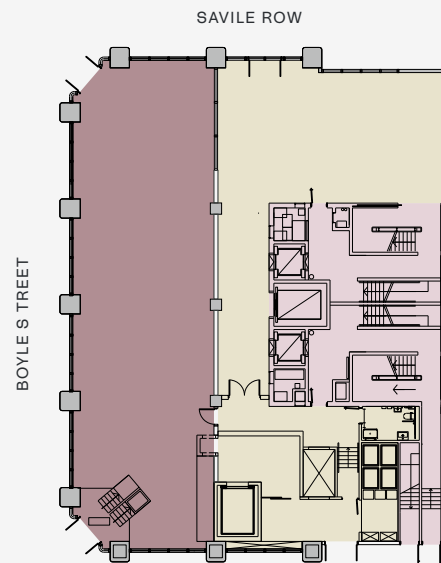
BASEMENT 2



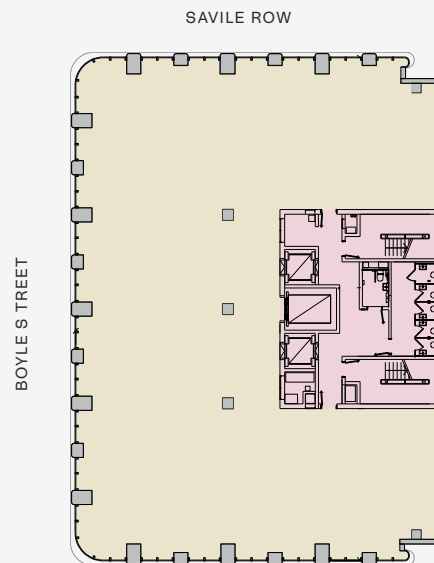
END OF JOURNEY



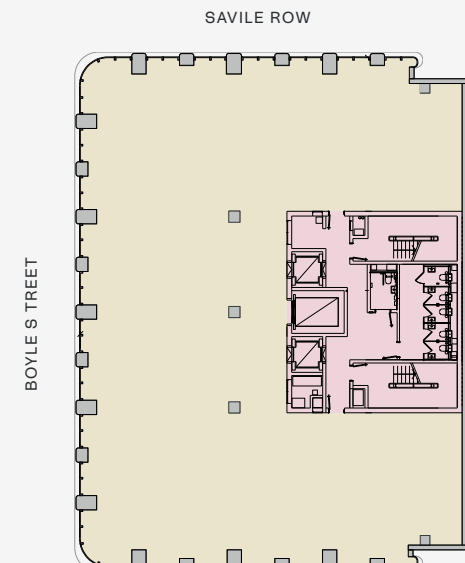
LOWER GROUND FLOOR



GROUND FLOOR



LEVEL 1



LEVEL 2

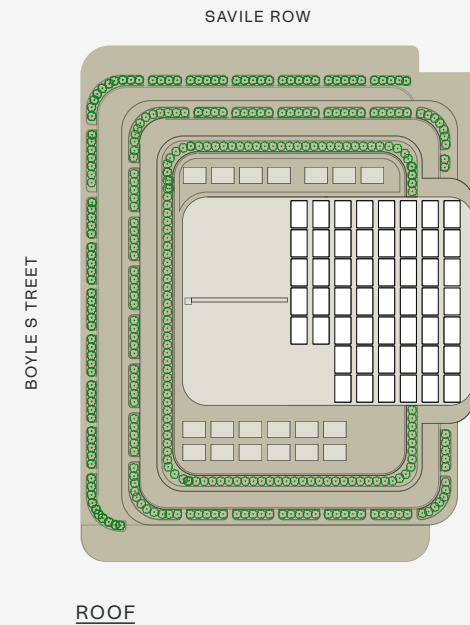
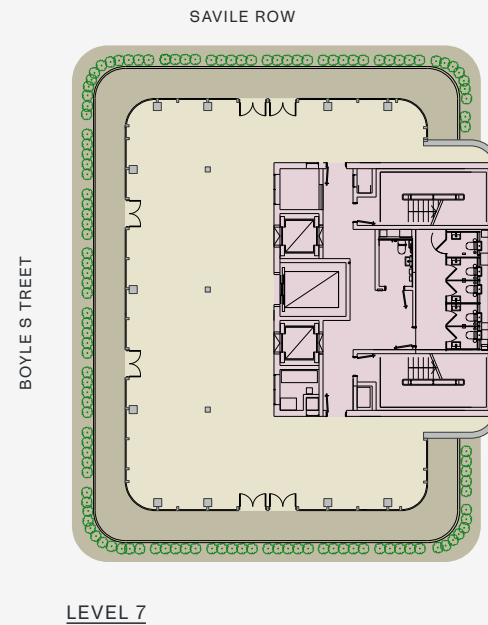
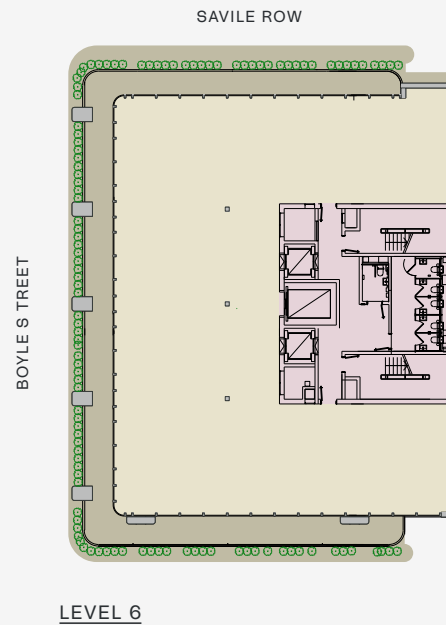
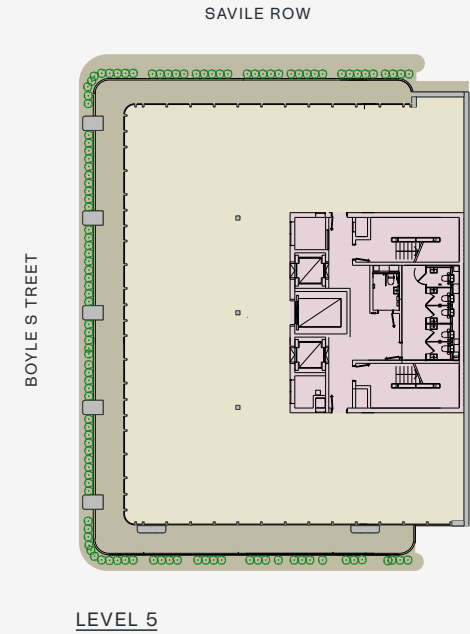
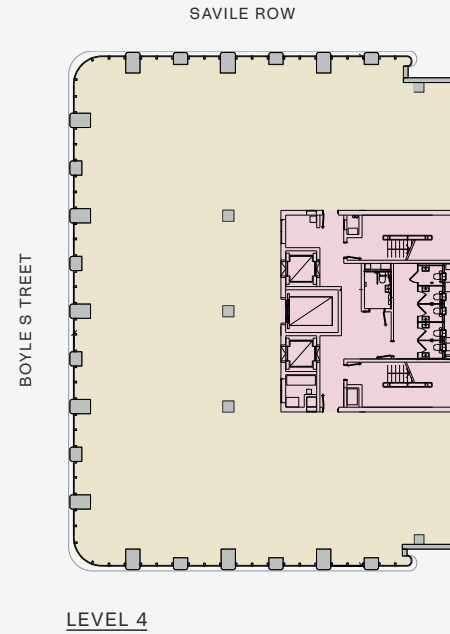
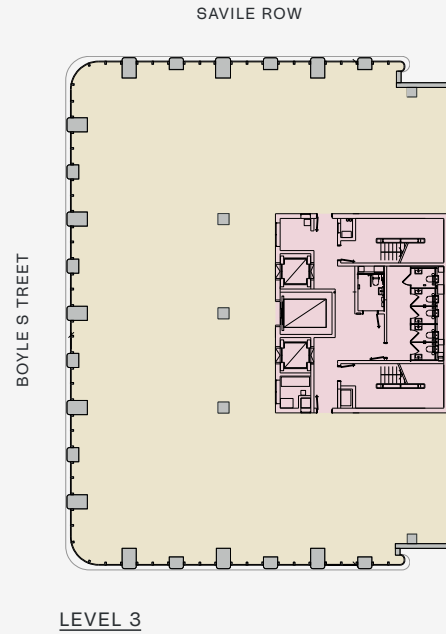
FLOORPLANS

FLOOR	NIA	
	SQ M	SQ FT
ROOF	0	0
7	212	2,282
6	363	3,907
5	432	4,650
4	598	6,437
3	606	6,523

- ROOF TERRACE
- OFFICE
- CORE



SUBJECT TO MEASUREMENT
ON COMPLETION OF WORKS.





SCHEME REVISION OPTIONS

Since planning was achieved the development manager has been working on efficiencies and options which can improve upper floor NIA's, improve finished ceiling heights, remove columns, reduce build costs and build duration. All of these adjustments can be done subject to various degrees of planning requirements. - High level details of the this can be found below with full information available via the data room.

SCHEME REVISION OPTIONS

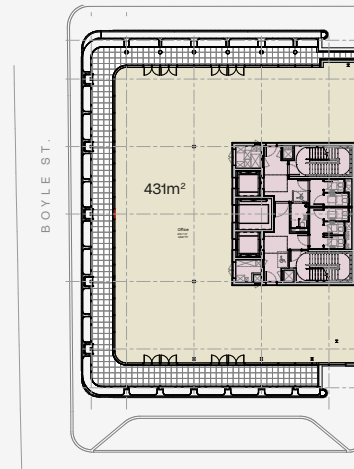
Infilling part of the upper floor terracing

With the top 3 floors having wrap-around terracing to 3 elevations, PLP Architecture have looked at pushing out/ filling in terracing at either the Boyle Street or Old Burlington Street frontage to provide additional upper floor NIA.

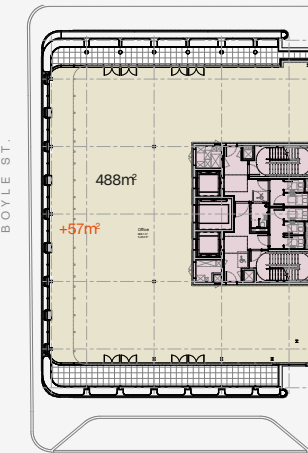


→
Graphic illustrating
Old Burlington Street infill at 5th floor

L5 Terrace - Boyle Street Infill - Plan Comparison

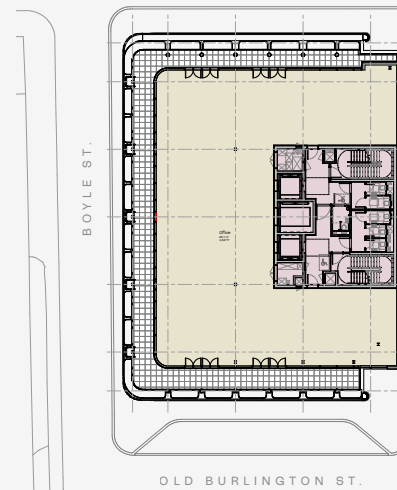


Level 05 Plan

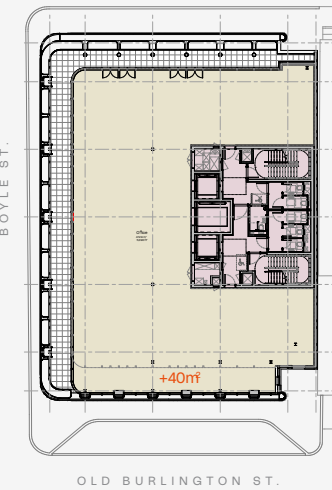


Floor plate extended into Boyle Street

L5 Terrace - Old Burlington Street Infill - Plan Comparison



Level 05 Plan



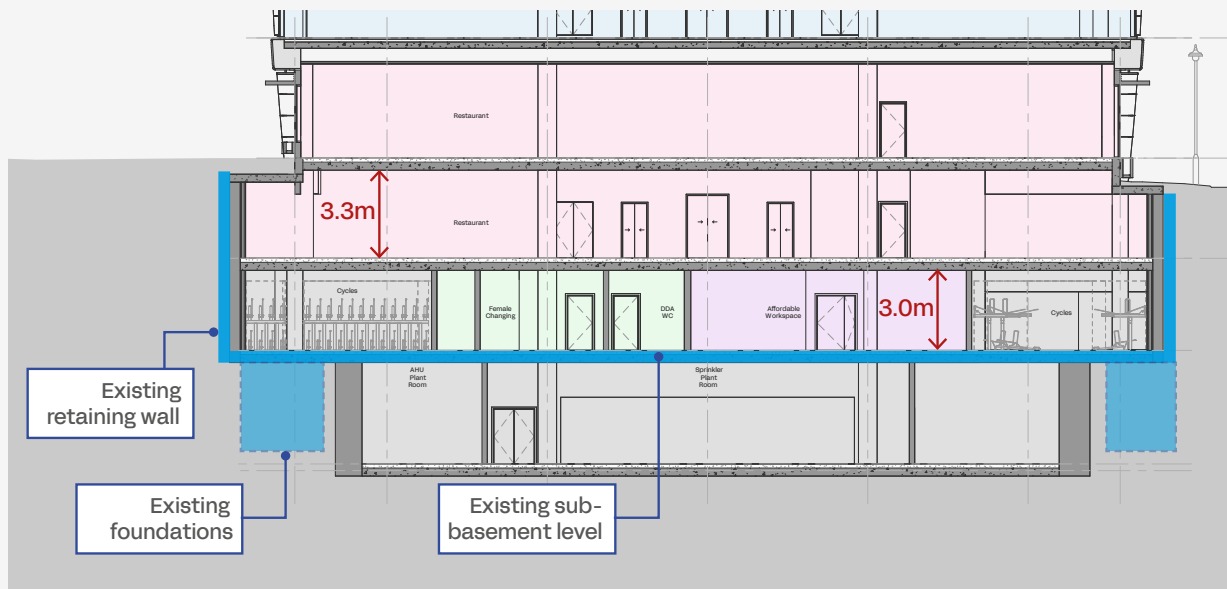
Floor plate extended into Old Burlington Street

SCHEME REVISION OPTIONS

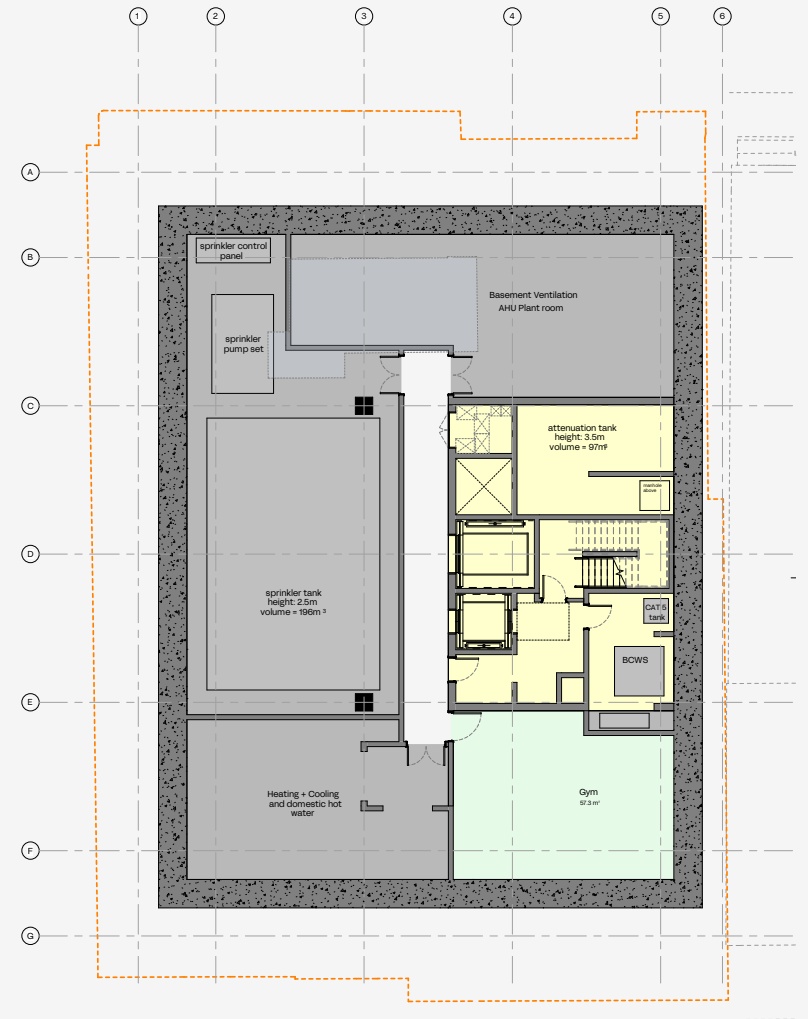
Adjust and shrink basement 2

Adjusting and shrinking basement level 2 can bring multiple benefits including shortening build program, reducing build costs and build complexities. This can be done by retaining part of the existing basement and getting beneficial use of what is there.

Implementing this basement 2 strategy means existing foundations are not required to be altered.



--- Planning consented outline of Basement 2



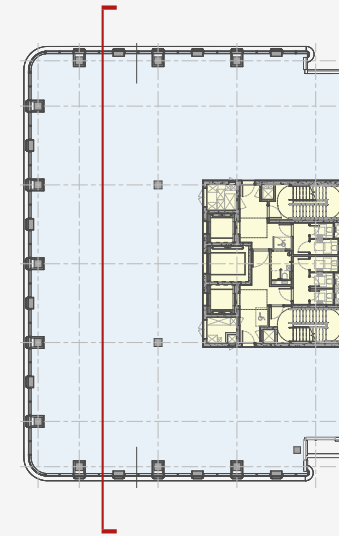
Shrunken basement 2 plan

SCHEME REVISION OPTIONS

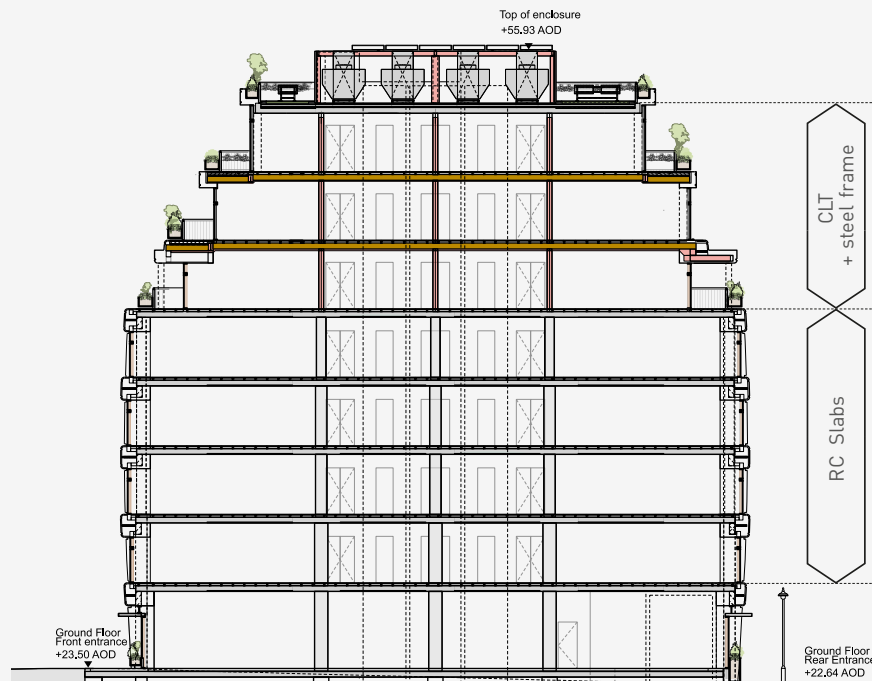
Altering superstructure configuration

Changing the superstructure configuration allows improved finished ceiling heights and reduces total on floor columns from 3 to 2 by removal of the middle column.

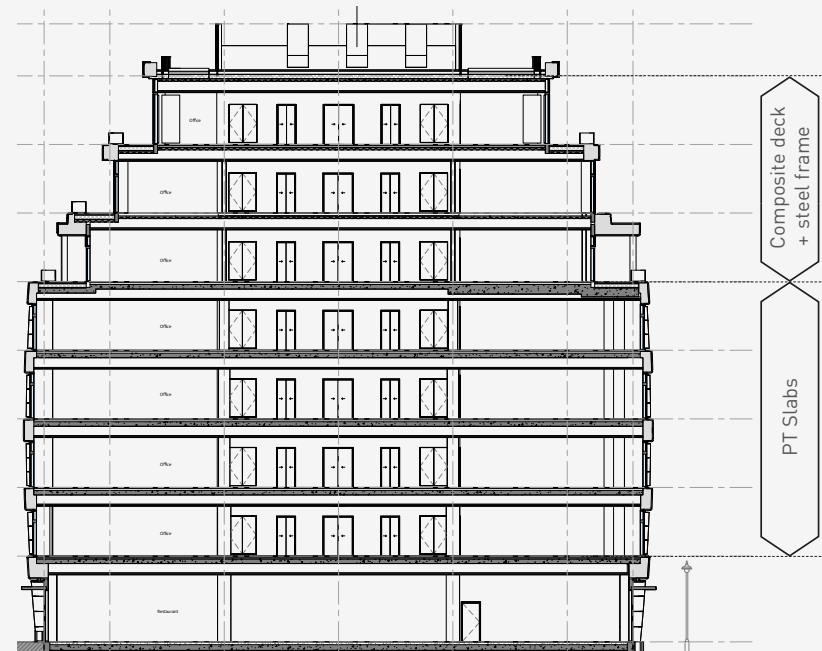
This is done via use of PT Slabs & Composite deck + Steel Frame instead of using RC Slabs and CLT + Steel Frame.



Floor plan showing middle column removed



Long Section - Planning Approved Scheme



Long Section - Refreshed scheme

ALTERNATIVE USE / HOTEL

Mayfair is the epicentre for ultra luxury 5-star hotels

During the planning process alternative use (specifically hotel) was discussed with Westminster City Council who were supportive. Westminster's preference was to part retain, extend and convert the existing building rather than demolition but understood and were supportive of a hotel scheme which provided additional depth at basement level for amenity and greater height and massing to the existing consent. Given the central core and light on 3 sides the site is perfectly situated to provide an optimal layout for hotel keys.

Both investors and operators continue to seek entry into the luxury Mayfair hotel market, where opportunities remain exceptionally scarce

Planned and recent hotel openings in London



1 Hotel - Berkeley Street



St Regis - Conduit Street



Mandarin Oriental - Hanover Square



Cambridge House - Piccadilly



Oberoi - South Molton Street Triangle



The Cabochon - Grafton Street



The Wolseley Hotel - Piccadilly



Rosewood - Grosvenor Square

LEASING COMMENTARY

MAYFAIR REMAINS LONDON'S MOST ALLURING OFFICE SUB-MARKET WITH A RECENT TREND IN FLIGHT TO QUALITY SEEING AN EVER-INCREASING IMBALANCE IN SUPPLY AND DEMAND.

- Prime Mayfair rents now exceed £240 psf and are expected to grow 20% over the next 5 years having already grown 30% over the previous three years.
- The lack of supply coupled with a constrained development pipeline has led to extremely low vacancy rates and fierce competition to pre-let best in class schemes.
- The Row's average floor plates of c.6,500 sq ft are perfectly suited to the majority of active Mayfair requirements and its total area of c.46,000 sq ft aligns perfectly for a global corporate HQ.

LEASING COMPARABLES

DATE	ADDRESS	DEMISE	TENANT	AREA (SQ FT)	RENT (£ PSF)
JUN-26	50 STRATTON STREET	WHOLE BUILDING	AVAILABLE	92,000	QUOTING £225 (BLENDED)
JUN-26	77-78 GROSVENOR STREET	PART 2ND	AVAILABLE	2,906	QUOTING £215
MAR-26	14 ST GEORGE STREET	2ND	GUGGENHEIM PARTNERS	9,369	£203
JAN-26	20 BERKELEY SQUARE	8TH - 9TH	KPS CAPITAL PARTNERS	1,949	£243
DEC-25	8 ST JAMES'S SQUARE	5TH	POINT 72	7,890	£250
DEC-25	1 HANOVER STREET	WHOLE BUILDING	ARES MANAGEMENT	129,000	£250 (ON BEST) £179 (BLENDED)
JUN-25	LAZARI BUILDING , 7 BROOK STREET	WHOLE BUILDING	MCDERMOTT WILL & EMERY	112,396	£250 (ON BEST) £187 (BLENDED)
JUN-25	DEVONSHIRE HOUSE, 1 MAYFAIR PLACE	8TH	LMR PARTNERS	13,942	£210
MAY-25	21-25 BRUTON PLACE	WHOLE BUILDING	AL DAR	8,473	£225 (ON BEST) £208 (BLENDED)
MAY-25	77-78 GROSVENOR STREET	5TH	VIKING GLOBAL	5,747	£245
MAY-25	77-78 GROSVENOR STREET	4TH	COPENHAGEN INFRASTRUCTURE ADVISORY LLP	7,890	£218.00

LONDON'S CORE WEST END REMAINS EUROPE'S MOST DESIRABLE OFFICE MARKET



London continues to lead major European cities as the preferred location for global occupiers, with Mayfair and St James's representing its most prestigious office markets.



Demand for best-in-class space remains exceptionally strong, with Grade A offices accounting for 92% of all take-up in 2025, as occupiers prioritise high-quality, future-proofed workplaces.

New developments continue to set new rental benchmarks,

significantly outperforming traditional prime rents and achieving values in excess of £200 per sq ft

Supply remains critically constrained, with vacancy in the Core West End at just

3.4%

one of the lowest levels on record.



The development pipeline offers limited relief, with over 50% of buildings larger than 50,000 sq ft already pre-let for the next four years.

Large-scale office-led schemes represent

only 11%

of future supply further reinforcing the scarcity of prime workspace in the market

Strong rental growth is expected

to continue, supported by the structural imbalance between occupier demand and the limited pipeline of new supply.

£200

per sq ft

has shifted from rarity to near-normality for 'super prime'

RESTAURANT COMMENTARY

THE MAYFAIR RESTAURANT SCENE CONTINUES TO HOLD AN ENDURING ALLURE FOR BOTH DISCERNING DINERS AND AMBITIOUS RESTAURATEURS, REPRESENTING THE PINNACLE OF LONDON'S CULINARY AND CULTURAL PRESTIGE.

- For diners, it offers a rare concentration of Michelin-starred destinations, world-class service, and interiors that blur the line between art, design and dining. For operators, securing a site in Mayfair has become a statement of credibility and aspiration, with competition for units at record levels and new entrants often vying to replace legacy institutions.
- The combination of footfall from a global customer, affluent local clientele, and the area's unmatched brand cachet keeps Mayfair at the pinnacle of the restaurant scene, where established names and cutting-edge concepts coexist in one of the most dynamic restaurant markets in the world.
- Prime rents have consistently achieved over £200 psf 'on best' with some transactions having achieved up to £300 psf.

RESTAURANT COMPARABLES

PROPERTY	TENANT	DATE	RENT PA	RENT (£ PSF)	COMMENT
35 DOVER STREET	NAMMOS	JUN-24	£1,600,000	£227.00	ASSIGNMENT – OFFERS RECEIVED AT £1.8M FOR NEW LEASE
158 PICCADILLY	WOLSELEY	JUL-23	£1,300,000	£243.00	RENT REVIEW
39-40 ALBEMARLE STREET	EM SHERIF	MAY-23	£800,000	£245.00	OPEN MARKET LETTING
1 DOVER STREET	SHEESH	SEP-22	£1,250,000	£300.00	OPEN MARKET LETTING
50 DOVER STREET	GAIA	SEP-22	£1,450,000	£210.00	OPEN MARKET LETTING
25 ALBEMARLE STREET	OSWALDS	MAR-22	£718,000	£220.00	RENT REVIEW
11 BERKELEY SQUARE	JERU	DEC-21	£1,000,000	£291.00	OPEN MARKET LETTING

TENURE

Majority freehold with a small part Virtual Freehold (990 years unexpired at a peppercorn rent)

TENANCY

Vacant possession



FURTHER INFORMATION

Data Room:

Access can be provided upon request.

VAT:

VAT elected.

Proposals:

Offers invited for 100% of the issued share capital in the UK SPV which owns the freehold interest.

CONTACT

michael elliot

SCOTT LISTER

scottlister@michaelelliott.co.uk

+44 (0) 7823 325 785

NICK STEELE

nicksteele@michaelelliott.co.uk

+44 (0) 7771 357 714



CGI REPRESENTATION – INDICATIVE ONLY

THE ROW - 27 SAVILE ROW, W1

Disclaimer: Michael Elliott LLP on its behalf and as agents for the Vendors or Lessors of this property, give notice that: 1. These particulars are set out as a general outline only for guidance to intending Purchasers or Lessees, and do not constitute any part of an offer or contract. 2. Michael Elliott LLP use reasonable endeavours to ensure that the information in these particulars is materially correct, any intending Purchasers, Lessees or Third Parties should not rely on them as statements or representations of fact, but must satisfy themselves by inspection, searches, enquiries, surveys or otherwise as to their accuracy. Michael Elliott LLP as such cannot be held responsible for any loss or damage whatsoever, including without limitation, any direct, indirect, or consequential loss or damage or any loss of profits resulting from direct or indirect actions based upon the content of these particulars. 3. No person in the employment of Michael Elliott LLP has any authority to make any representation or warranty whatsoever in relation to this property or the company and potential Purchasers, Lessees or Third parties will therefore not rely upon any statement made, or information provided, by any employee of Michael Elliott LLP. 4. Unless otherwise stated, all purchase prices and rents are correct at the date of publication for guidance purposes and, unless otherwise stated, are quoted exclusive of VAT. Lease details and service ground rent (where applicable) are given as a guide only and should be checked and confirmed by your solicitor prior to exchange of contract(s).