



Ashton Rose is a leading property search and buying company specialising in the highest-level residential property in London.

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ASHTON ROSE®

## Prime London Areas

London is a big, affluent and exciting metropolis which combines its ancient core (City of London) with the areas developed around it. It is considered as the largest urban zone in the European Union. No wonder that finding the right place to live and invest in London is difficult. We will guide you through prime London areas selecting the best location suitable for you whether it is for a family residence or as an investment.



## Chelsea



From a small fishing village on the northern bank of the Thames, Chelsea has become one of the most expensive and prestigious areas in London. Today, Chelsea is popular with

international investors who are attracted by this area's combination of traditional English architecture with a progressive life style. People who own luxury apartments here find the quality of restaurants and clubs very satisfying even for the most demanding and sophisticated of tastes. Now with the increasing demand for real estate in this area amongst the political elite and business investors, Chelsea is enjoying a stable property price growth. It is a perfect option for a successful person who prefers a quaint lifestyle right in the heart of the capital.

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## South Kensington



South Kensington is a very fashionable place on the map of London. Its residents are aristocrats and people with high incomes. One of the biggest advantages is its prime location: South Kensington borders with such prestigious areas like Notting Hill, Knightsbridge, Chelsea. These areas have all what makes London famous. A large number of classical buildings, a variety of

shops, theatres, restaurants, great schools, etc will be literally round the corner from you. This area's hallmark is old mansions which conceal years of rich cultural history. In its architectural style, there is a mixture of Victorian and Georgian eras: white stucco facades stand next to red brick mansions. But besides the historical buildings, there are several relatively new residential complexes that are in great demand amongst those who appreciate a modern touch. Someone dreaming of a life in the centre of metropolis, and also does not want to give up their quaint lifestyle, should look no further - here, surrounded by parks and boulevards and right in the centre of London, their dream will come true.

## Knightsbridge



With a choice of luxury apartments, elegant buildings, 2.4 sq km of parks, beautiful hotels, boutiques and restaurants of every kind, Knightsbridge is one of the most expensive areas not only in London but also worldwide. The place gained its popularity in the Victorian era and since then its prestige has continued to grow. Since the building of Heathrow airport,

the main gateway to the UK, the area has become even more prestigious as it lies at the intersection of the key roads that connect the city centre with the airport. This area has two of London's most renowned hallmarks: world-famous shopping centre Harrods, built in 1905, and the concert hall Royal Albert Hall. Today, another already widely talked about attraction has been built recently - 1 Hyde Park - the most expensive residential building in the world situated right in the heart of Knightsbridge. The spacious apartments in this area feature beautiful tall buildings with a clean finish and design that will please even the most demanding of buyers.

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## Mayfair



Situated between Hyde Park and Green Park and next door to world famous streets Piccadilly, Oxford Street and Regent Street, Mayfair is one of the most expensive, prestigious areas in London. In the heart of it there is New Bond Street and Old Bond Street, which are renowned

for high-end shopping with a wide range of flagship stores and boutiques of the world's most exclusive brands that stand a block away from embassies and elite clubs. Chief English art historian Nicholas Pevsner described the lush Victorian style buildings in the area of Mayfair as "paradise foliage of pink terra cotta." However, despite appearing modest at first glance (mostly in red brick colour with white trim and a massive fence), these houses rarely come up for sale – Mayfair is an area mostly inhabited by the British themselves who mainly work in the City and prefer not to sell but pass their luxurious apartments to their children.

## St. John's Wood



North of Regent's Park – one of the most beautiful and famous parks in London - there is another very prestigious area called St. John's Wood. It attracts buyers mainly because of how close it is to the centre, yet how quiet it is there. In St. John's Wood one can find anything one seeks: either a mansion, or a cozy flat in

a classic English 2-3-storey house, or a luxury apartment in an expensive new development with underground parking, porters, swimming pools and gyms. St. John's Wood started to be housed in the first half of the 19th century. While detached houses, terraces, were dominant everywhere in London, St. John's Wood became the first area where private villas were built, for which it is still famous now. On its High Street you will find a huge number of various restaurants and shops, but your street will always be quiet and peaceful. A place in St. John's Wood will be a wonderful find for those who want to live centrally but away from prying eyes and hustle and bustle of Central London.

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## Regent's Park



A prestigious London area Regent's Park received its name from the park situated in its centre. The incredibly beautiful scenery appeals to buyers. It offers spacious apartments in large

palace-like buildings with columns, high ceilings and views of the park; newly built developments with luxury apartments and secure underground parking. In addition, its big advantage is its proximity to Central London: Marylebone is within a short reach. Regent's Park itself is one of the most elegant parks in London. It is worldwide famous for its rose garden, London Zoo, ponds and Regent's canal. In the summer, you can rent a boat and get to the heart of neighbouring Maida Vale, which Londoners often refer to as Little Venice.

## Marylebone



Marylebone used to be a small medieval village until in the 18th century it gained its popularity among English aristocrats. At that time, magnificent Georgian-style mansions were built, which are now the hallmark of the area. The two main streets of this area are Marylebone High Street and Baker Street. A high number of museums, restaurants, pastry

shops and bookstores can be found there. This part of town is also known to be the home for the “Medical Island”, Praed Street, where some of the best physicians in London are situated. In Marylebone, you will also find many cosy boutiques and a good number of shopping centres. One of the advantages of this area is its proximity to two of the greatest parks in London: Hyde Park and Regent’s Park. Residing here you will gain access to another jewel of Marylebone: it’s beautifully designed and well-conditioned private gardens, access to which is granted only to the locals. Marylebone is a combination of classical London architecture, dynamics of life, beautiful greenery and a lot of comfort.

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## Hampstead



Hampstead has enjoyed a reputation of a high-end London borough since the end of the XIX century when it started to gratify the rich and famous of the era: well-known writers, composers, artists and philosophers. Today, its list of residents also includes TV and movie stars: Sting, Bjork, Elton John and Hugh Grant

all live here. Helena Bonham Carter and Russell Crowe, Emma Thompson and Kate Winslet can often be spotted in stylish little cafes and posh restaurants that Hampstead has to offer. Until recently, actress Elizabeth Taylor and King Constantine II of Greece owned houses in the area. Situated on hilly land, with lots of luxury villas, prime residential developments, cosy little houses, and surrounded by Hampstead Heath (the largest greenbelt in London), this area offers an atmosphere of unique comfort and sophistication. Living here is not only prestigious, but also convenient. Having the city centre within an easy reach, Hampstead gives advantages of both country and city styles of life.

## Highgate



Highgate is one of the most ecologically clean areas of London. Located on the highest hills of the city, Highgate is surrounded by Hampstead Heath: a vast greenbelt stretching for miles. Thanks to the harmonious blend of scenic landscape with highly-developed infrastructure of the area, Highgate can be considered a realisation of every man's dream. Bishops

Avenue, the world-famous "billionaire street", is situated here. This small street (consisting of 66 houses only) for decades has been a symbol of prestige and prosperity. A property owner status on Bishops Avenue is clear without any explanation: it is usually measured in billions. London best private schools are also situated here: Highgate School (founded in 1565), Channing School and others. One of the most frequently visited sites in Highgate is Kenwood House. It is a villa that displays paintings by Rembrandt, Turner, Gainsborough and others. In summer, it often hosts concerts of world music stars. Highgate is a perfect choice for successful people and their families.

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## Westminster



Westminster is an area with London's most famous tourist attractions: London Eye, Westminster Abbey, Big Ben. Despite this, it is also an area of cosy public gardens side by side with quiet streets. Here you will find entirely new or completely renovated houses

with underground parking, 24-hour concierge and guard services, which are often fenced to provide apartment owners absolute safety and comfort. With Parliament so close by, a lot of politicians, parliamentarians, ministerial officials choose to live here. The excellent transport links, good private schools and of course London hallmarks situated in the area have made many successful entrepreneurs and their families settle here. You will surely be amazed by both Georgian and Victorian architecture found off the high streets. It is surprising how quiet and calm it is to live in Westminster regardless of its very central location.

## St James's



Despite the fact that St James's is one of the smallest areas in London; it is also one of the most aristocratic. High-end fashion boutiques and chic restaurants, best beauty salons

and elite men's clubs can all be found here together with various galleries, which make this area especially appealing to art lovers. The area got its name after the oldest park in London. St. James's Palace is on the north side of the park; Buckingham Palace - on the west. St James's Square is probably the most famous spot in the area. Here you can purchase a modern spacious apartment in a magnificent mansion with high ceilings and large windows opening out to the magnificent scenery of the park.

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## Kensington



With a high number of embassies, consulates and magnificent mansions situated here, Kensington is an area which represents the elegance of both Georgian and Victorian styles:

the elegance of stucco-decorated houses and red brick mansions. However, here you will also find quite a number of modern residential developments, which were designed to match the style of the area. Kensington will also attract you by its highly-developed infrastructure. There are luxurious restaurants and clubs as well as cosy little coffee shops and boutiques selling a wide variety of goods. Having a real estate in this world wide famous area will not only be prestigious, it will also come as a profitable investment.

## Holland Park



Holland Park is an area where one will find a combination of park magnificence, elegance of old mansions, modernism of residential

developments and an elaboration of its infrastructure. The park, which gave the name to the area, will amaze you with its cosiness, yet complexity. It has a high variety of flora and fauna, and is always kept in perfect condition. A huge advantage of living in Holland Park is its Central London location. Together with highly-developed infrastructure, quality of real estate and a good number of prestigious schools and kindergartens, it makes the area an ideal choice for a family home.

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## Belgravia



In Belgravia – the area located right in the heart of London – everything exudes luxury and sophistication. It is a place of lavish cars driven by chauffeurs and parked outside the front entrances of the most magnificent mansions,

with guards, doormen and concierges offering their sleek and reliable services. It is an area of clean streets and well-groomed gardens, snow-white buildings, often decorated with stucco. There are also a high number of renowned restaurants, to eat at which one has to book a month prior. The location of Belgravia (on the east side it borders with Mayfair, on the west - Knightsbridge and Chelsea, on the north - with Hyde Park, on the south - Pimlico) and its highly-developed infrastructure make it possible to quickly reach any part of London.

## Bloomsbury



Bloomsbury has all the rights to be considered London's centre of intellectual life. Located in the heart of the capital, it is a cluster of universities,

museums, publishers, bookshops and libraries. This area is characterised by green squares, Georgian houses and quiet streets. Many analysts believe that today the properties in this area are undervalued and that investors' interest in it will grow substantially in the near future, which will, consequently, increase its prices. The main reason for it is a developing infrastructure of St. Pancras – a gateway to the mainland Europe – which is conveniently situated nearby.

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## Notting Hill



The Hallmark of Notting Hill is its beautiful mansions built in Georgian style and decorated

with stucco standing on quiet green streets. Notting Hill is a perfect place for a relaxed, comfortable life. The locals are proud of their shops, boutiques, cinemas, restaurants and, of course, of a world famous Portobello Market, where one can buy almost anything that can be sold. Here you can find an accommodation of any type: from new developments with modern apartments to cosy Victorian and Georgian houses with well-conditioned private gardens.

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## West Kensington



Predominantly residential area West Kensington

is perfect for families who prefer a quiet suburban life. Even though, it is dominated by snow-white Victorian houses, one can also find a good number of large red brick mansions which, without losing their initial sophistication and charm, have been transformed into apartment blocks. The area has a good transport link to Central, North and South London by both under- and over-ground trains.

## Earl's Court

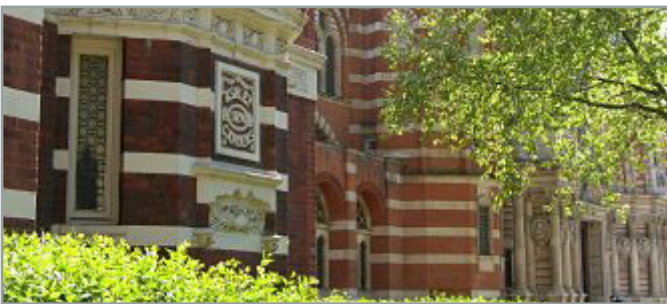


In recent decades, Earl's Court gained its own unique charm. On its quiet green streets, you will find pleasing to the eye snow-white, fully restored Victorian houses with tall columns

and high ceilings, as well as large red brick mansions with cosy apartments. The area will primarily attract buyers interested in purchasing relatively inexpensive high quality apartments in a prestigious area. The location of Earl's Court on the borders of South Kensington and Kensington is another big advantage of the area. It will take you only a few minutes by cab or tube to get to Holland Park and Hyde Park, as well as to such central areas like Mayfair and Knightsbridge.

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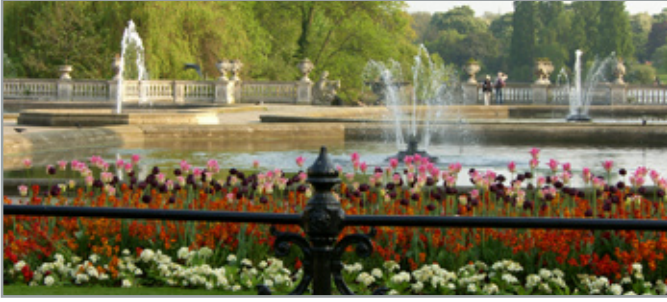
## Victoria



The area situated between famous Victoria station and the Thames and named after Queen Victoria is famous for its green squares and gardens, large neoclassical buildings and modern residential developments near

the Thames. Victoria is surrounded by gorgeous Chelsea, famous Westminster, cosy St James's, popular Belgravia that is one of the reasons politics, businessman and their families choose this area - Parliament is just a few minutes' walk, train from Victoria station takes you to Gatwick in just 25 minutes. Victoria is an area where you will find a combination of quiet river bank, elegance of majestic buildings, state-of-the-art residential developments and elaborated infrastructure, prestigious school, famous art galleries, shopping centres and exclusive restaurants.

## Bayswater



Bayswater can rightly be called one of the most controversial areas in London: here you will find both awe-inspiring chic apartments and modest student flats standing on the same street. You will easily come across a building, one side of

which is decorated with snow-white columns and stucco, and the other - is only beginning to be restored. It is in Bayswater where you will get a chance to try out cuisines from around the world: Russian, Indian, Japanese, Arabic amongst the others. The biggest advantage of the area is undoubtedly its “neighbours”: Hyde Park, Notting Hill, Paddington and Lancaster Gate are all within a short walk from here. Famous shopping streets Oxford Street and Regent Street are also nearby. Paddington and Victoria train stations are only a few blocks away.

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## Maida Vale



Maida Vale is an area in North London famous for its wide streets and beautiful greenery. It has snow-white houses with tall columns and old mansions made of red brick. The “Little Venice” is certainly its most prestigious and sought-after part. It is located on the connection

of two canals – Regent’s Canal and Grand Union Canal – and has elegant mansions stretching along. The waterbus will take you from here to Regent’s Park and the London Zoo. Undoubtedly, the prime advantage of this area is its location. It is close to the city centre, airports and train stations. The journey from Maida Vale to Piccadilly Circus is just over 10 minutes; to Heathrow Airport - about 30 min; and Paddington is within a short walk. The high quality real estate, good location and picturesque surroundings make this area appealing to many successful international businessmen.