

west one

NOHO • LONDON W1

23 Newman Street

A world class  
lifestyle opportunity in a  
world famous location



Brand new apartments  
offering refined exclusivity in the heart of  
London's prized West End





GREEN PARK

DORCHESTER

M A Y F A I R

HYDE PARK

GROSVENOR SQ

MARBLE ARCH

SELFRIDGES

M A R Y L E B O N E

SOTHEBY'S

CLARIDGE'S

NEW BOND STREET

LONDON COLLEGE OF FASHION

REGENT STREET

T H E W E S T E N D

OXFORD STREET

N O T H O

S O H O

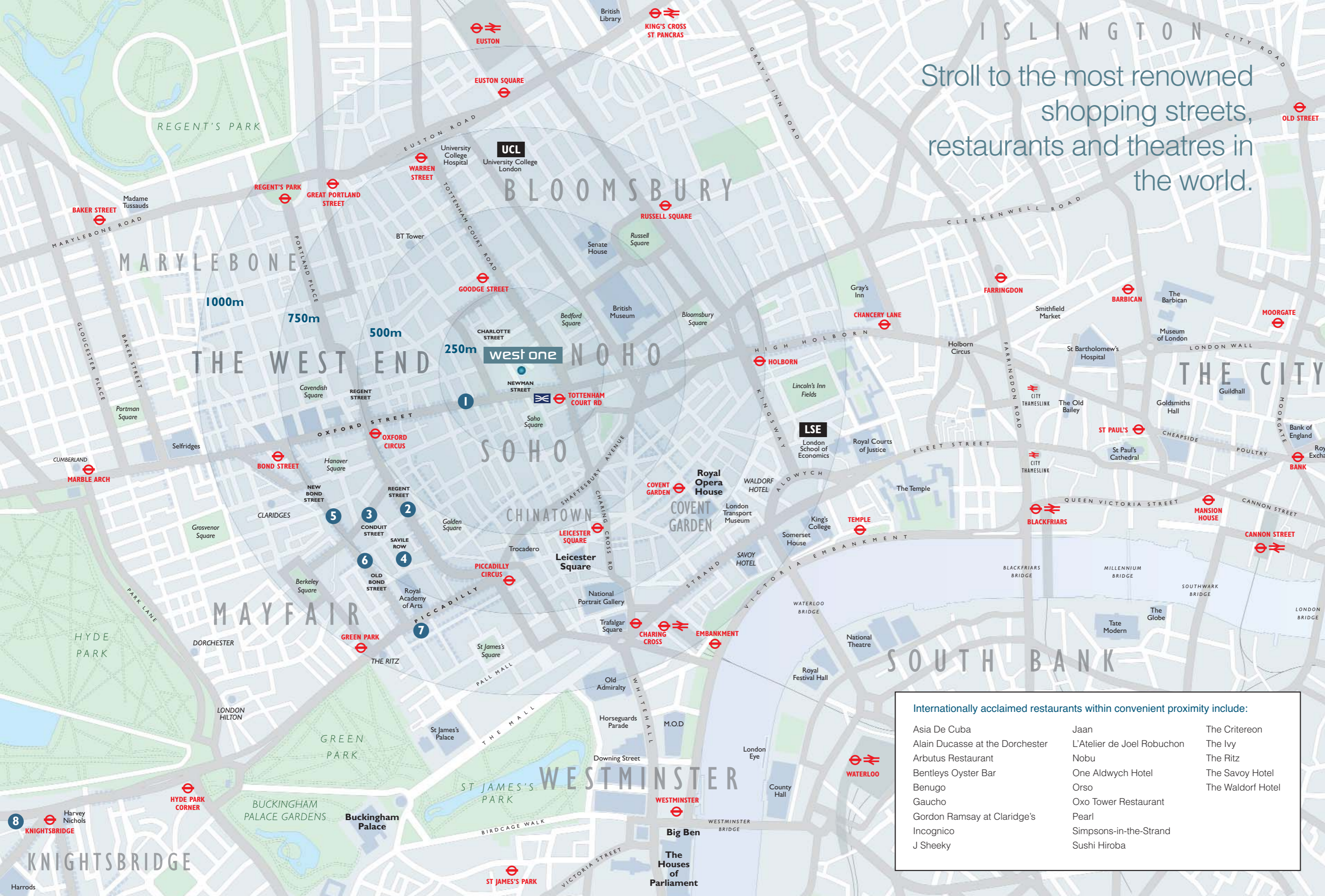
NEWMAN STREET



Stroll to the most renowned shopping streets, restaurants and theatres in the world.

West One is not only a new landmark for luxurious living in the heart of London's West End - it is a new focal point from which residents can take a leisurely stroll to the Capital's most revered shopping streets, its fashion houses, bespoke master tailors and Royal appointed jewellers.

It doesn't get any better... it is simply exclusivity at its finest.



- 1 Oxford Street**  
Marks & Spencer  
Selfridges  
Debenhams  
House of Fraser  
John Lewis  
BHS  
Top Shop  
HMV  
The Plaza
- 2 Regent Street**  
Liberty  
Jaeger  
Hamleys  
Burberry  
Mappin & Webb  
Aqua-Scutum
- 3 Conduit Street**  
Bellstaff  
East India Food Co.  
Daniel Hersheson  
Donna Karan  
Vivienne Westwood  
Yohji Yamamoto
- 4 Savile Row**  
Hardy Amies  
Henry Poole & Co.  
Ozward Boeteng  
Norton & Sons  
Santoria
- 5 New Bond Street**  
Asprey  
Burberry  
Canali  
Diesel  
Calvin Klein  
Louis Vuitton  
Bonhams  
Ralph Lauren  
Hugo Boss  
Sothebys  
Fenwick  
Zara  
Emporio Armani
- 6 Old Bond Street**  
Cartier  
De Beers  
Yves Saint Laurent  
Chanel  
Prada  
Alexander McQueen  
Dolce & Gabbana  
Tiffany & Co.  
DKNY  
Gucci
- 7 Piccadilly**  
Davidoff  
Beretta Gallery  
Turnbull & Asser  
Bentley & Skinner  
Alfred Dunhill  
Fortnum & Mason
- 8 Knightsbridge**  
Harrods  
Harvey Nichols  
Gianni Versace  
Valentino  
Dior  
Gucci  
Georgio Armani

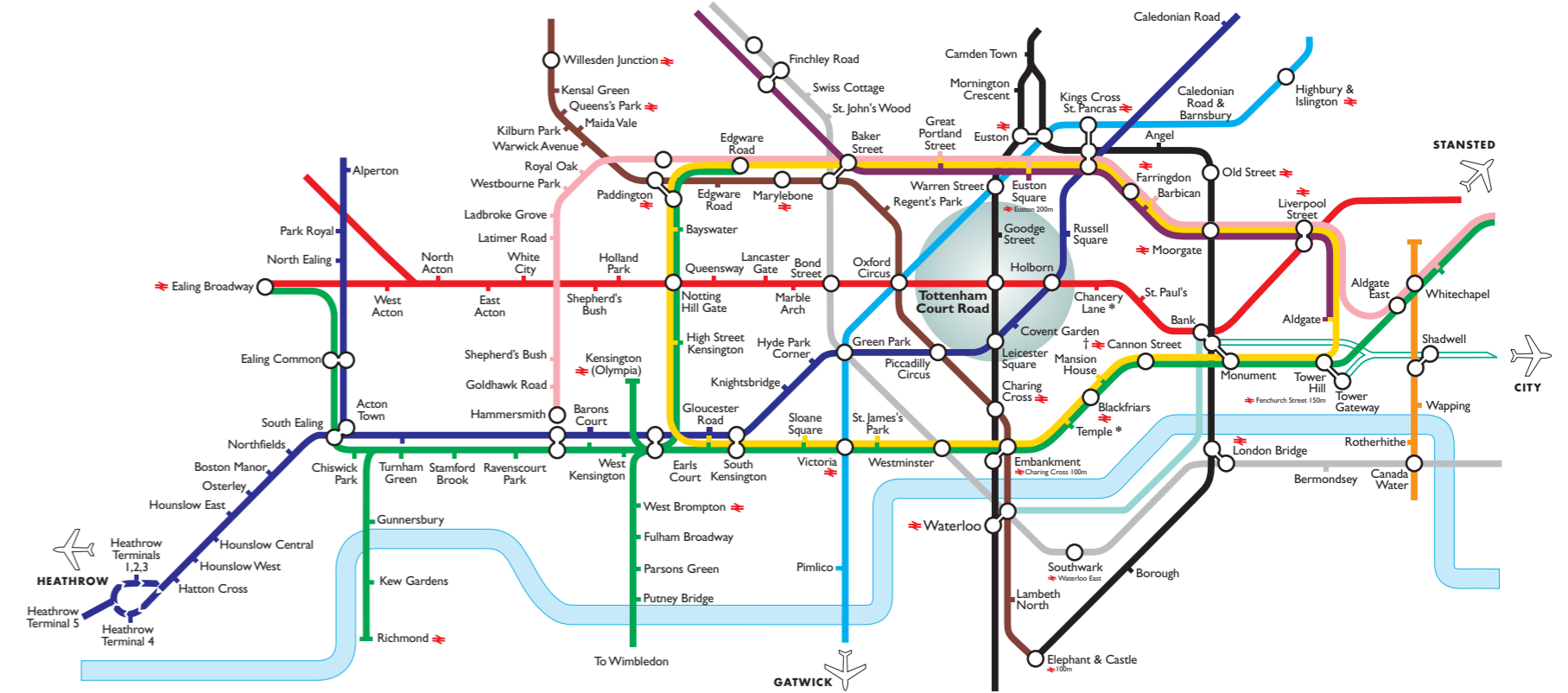
**Internationally acclaimed restaurants within convenient proximity include:**

Asia De Cuba	Jaan	The Critereon
Alain Ducasse at the Dorchester	L'Atelier de Joel Robuchon	The Ivy
Arbutus Restaurant	Nobu	The Ritz
Bentleys Oyster Bar	One Aldwych Hotel	The Savoy Hotel
Benugo	Orso	The Waldorf Hotel
Gaucha	Oxo Tower Restaurant	
Gordon Ramsay at Claridge's	Pearl	
Incognico	Simpsons-in-the-Strand	
J Sheezy	Sushi Hiroba	

Location second to none





Apartments 3 mins walk from Oxford Street and less than 5 mins from the Capital's entire tube network.



Travel across the Capital can be measured in minutes and metres - the journey times speak for themselves, that is, if you need the tube at all! The entire length of Oxford Street can be walked in around 25 minutes from West One... that's perhaps a Sunday stroll in Hyde Park with a pop into Selfridges on the way back!



 Tottenham Court Road station is currently under redevelopment to become a major hub, incorporating the new CrossRail service scheduled to commence in 2017, typically bringing a journey time of just 28 minutes direct to and from London Heathrow Airport.

 **Average journey times by tube from Tottenham Court Road:-**

Oxford Circus	1 min	Green Park	8 mins	Waterloo	11 mins
Holborn	2 mins	Charing Cross	8 mins	Paddington	14 mins
Leicester Square	2 mins	Euston	8 mins	Knightsbridge	16 mins
Bond Street	3 mins	Liverpool Street	9 mins	Tower Hill	16 mins
Marble Arch	4 mins	Covent Garden	10 mins	South Kensington	19 mins
Bank	7 mins	Kings Cross	10 mins	Canary Wharf	21 mins
Piccadilly Circus	7 mins	Westminster	11 mins		

 Tottenham Court Road  
Central & Northern Lines • Zone 1  
400 metres from West One

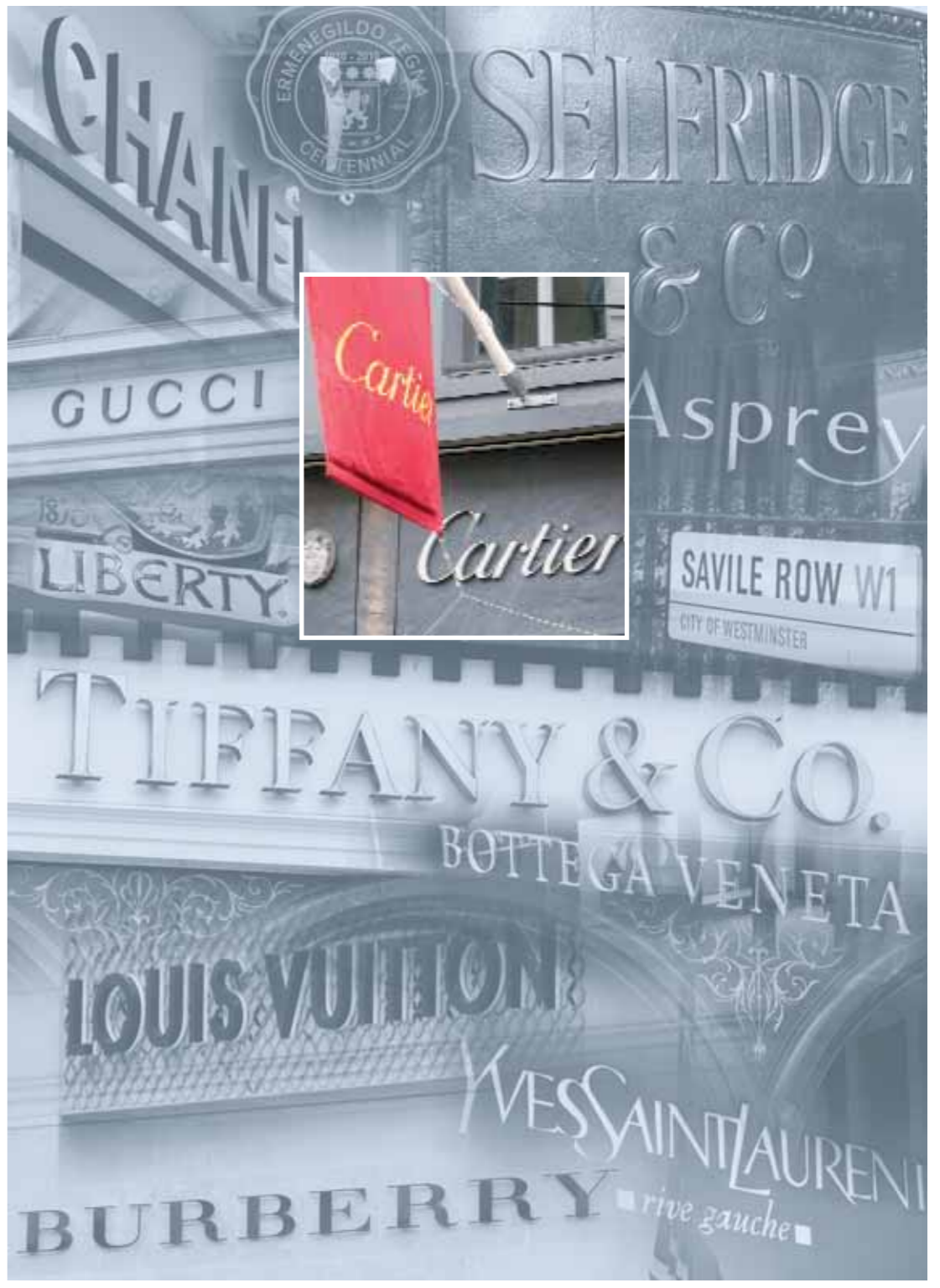




Oxford Street has long been recognised as the busiest shopping strip in Europe - if not the entire world. This iconic thoroughfare boasts over 300 shops together with many major flagship stores such as Selfridges, House of Fraser and Top Shop - now the largest fashion store on the planet.

For those, however, that seek the ultimate in brand name excellence, Bond Street remains the most expensive retail location in Europe, just 800 metres of absolute exclusivity divided into Old Bond Street and New, with both captivating the desires of everyday shoppers to the most distinguished customers purely travelling to this most elite street.

The most distinguished brand names on your doorstep



Flagship shopping for the most refined luxuries known to mankind.



Residents at West One will be within a few minutes stroll of some of the Capital's most atmospheric international eateries and traditional taverns that have collectively given Charlotte Street its most enviable gastro reputation.

The 5 star luxury Charlotte Street Hotel - situated virtually adjacent West One, boasts fine British cuisine served in its Oscar Restaurant and Bar.

The West End is home to many world renowned hotels, not least Claridge's, again within convenient walking distance and famed in particular for its magnificent afternoon teas endorsed by the Tea Guild itself. The main restaurant is run by Gordon Ramsey, which perhaps explains why this grand hotel is often referred to as an 'extension to Buckingham Palace'.

West One is located in a highly fashionable niche pocket of the West End, amid a seemingly endless array of al fresco bars, media and production houses, galleries, show rooms and designer boutiques.



Principal hotels within convenient proximity include:-

One Aldwych  
Savoy  
Claridge's  
Cumberland  
Ritz  
Dorchester  
Marriott Park Lane  
London Hilton

Mandarin Oriental - Hyde Park  
Park Lane  
Inter-continental  
Connaught  
Charlotte Street  
Millennium Mayfair  
Langham  
Landmark

Unrivalled cuisine, hospitality & culture  
'the world's your oyster' at West One

Fabulous fashionable eateries  
step out in style -  
whenever and wherever you choose.







# London - the world's busiest international gateway and the financial heartbeat of Europe

Major companies within The City include:

- Aviva
- BT Group
- Unilever
- Lloyds Banking Group
- Old Mutual
- Prudential
- Standard Chartered

The City's skyline is rapidly changing and is planned to continue with a spectacular array of iconic architecture that will transform the cityscape by 2020.



Computer generated image  
Copyright Hayes Davidson.

London is undisputedly one of the most influential, productive and dynamic trading centres - while it remains the premier financial capital alongside Tokyo & New York.

With 20% of Europe's largest companies based in the Capital and 75% of the world's top 500 companies having offices in London, it is little surprise it has been voted Europe's 'best business city' for the last 15 years.

London is also the world's greatest foreign exchange market with the Pound Sterling being the third most traded currency globally.

## The Houses of Parliament 11 mins

As the most iconic landmark in London, The Houses of Parliament are also the most visited together with neighbouring Westminster Abbey and Horseguards Parade, Whitehall and Downing Street.



## Trafalgar Square 10 mins

Home to the National Gallery, National Portrait Gallery and Admiralty Arch - the formal gateway to The Mall and Buckingham Palace. Nelson's Column stands testimony to this magnificent landmark.



## Senate House 5-10 mins

Senate House is the administrative centre of the University of London, the offices of the Chancellor of the University and home to the Senate House library - open to the public with around 3 million volumes including 120,000 printed before 1851.



## British Museum 5-10 mins

This public museum provides the most definitive timeline of human history and culture in London. Its collections, which number more than seven million objects, are amongst the largest and most comprehensive in the world.



## Buckingham Palace 15 mins

The symbol and home of the British monarchy is deceptively close to the West One apartments. A stroll down to St. James's Palace adjoining the Mall, turn right and the magnificent East facade presents its iconic architecture.



## Hyde Park 4 mins

Hyde Park is one of the largest Royal Parks of London - 620 acres of green space, gardens, lake and recreation, seamlessly joining with Kensington Gardens. Hyde Park will be host to numerous events during the 2012 Olympics.



## Marble Arch 4 mins

This imposing Carrara marble monument forms the junction of Oxford Street, Park Lane and Bayswater Road. Historically, only members of the Royal Family and the Kings Troop, Royal Horse Artillery, have been granted passage through in ceremonial procession.



The Dominion Theatre is just 5 minutes walk from West One at St Giles Circus.

## London Universities

London has long been recognised as the world's principal city for providing the most sought after concentration of universities and higher education institutions. The Capital has a student population of around 400,000 in any one year.

Principal universities within convenient proximity include:

- University College London
- London School of Economics
- King's College
- University of the Arts London
- University of Westminster
- City University
- Imperial College
- Queen Mary, University of London

## London Theatres

The night life and entertainment surrounding West One is an inexhaustible fusion of ever changing stage, arts, opera, drama and showcase culture.

Principal theatres within convenient proximity include:

- Royal Opera House
- The Lyceum
- Theatre Royal Drury Lane
- London Palladium
- Palace Theatre
- New Ambassadors Theatre
- New London Theatre
- Prince of Wales
- Her Majesty's Theatre
- Coliseum
- Duke of Yorks
- Theatre Royal Haymarket

## Covent Garden

Covent Garden, a name synonymous with street entertainment, colourful market stalls, theatre, shopping and fine dining. Covent Garden has 13 theatres and over 60 pubs & gastro bars.

Principal attractions include:

- Covent Garden Market
- London Transport Museum
- Covent Garden Square
- Punch & Judy Tavern
- St. Paul's (Actors' Church)
- Central Square street performers
- The Amphitheatre Restaurant
- Belgo Centraal
- Bedford and Strand
- Cafe des Amis
- Carluccios
- Circus
- J Sheekey Oyster Bar



## Soho 3 mins

This fashionable pocket of London lies a stone's throw south of Newman Street on the opposite side of Oxford Street. Soho Square, high quality restaurants and media offices now dominate this maze of tiny streets and walkways.



## Chinatown 2 mins

There are 'Chinatowns' the world over, but London's perhaps captures the imagination of most. Centered around Gerrard Street this exhilarating mass of restaurants is a must for the Chinese New Year celebrations. Gerrard Street is also home to Ronnie Scott's jazz club.



## The South Bank 11 mins

The South Bank is home to Europe's largest concentration of arts, media and entertainment. With the London Eye now dominating the South Bank's skyline, this magical riverside mass of world class venues and restaurants now stretches downriver as far as Southwark Bridge.



## King's Cross/St Pancras 10 mins

A true landmark for city, national and international travel, this transport hub provides direct or connecting Eurostar services to many major European cities, including Lille (1hr 20mins), Brussels (1hr 51mins), Paris (2hr 15mins), Amsterdam (4hr 16mins) & Geneva (7hr 10mins).



London's commerce

London's landmarks





## Apartment specification

### Joinery

- Walnut timber front doors with clear lacquered finish.
- White painted eggshell/satin internal doors, architraves and skirtings.
- All door furniture in brushed steel ironmongery by Franchi.
- Bedrooms fitted with Manhattan Range white glass sliding door wardrobes by Deane. Wardrobes incorporate white vinyl finished shelves, hanging rail and internal lighting. *Note: fitted wardrobes to master & second bedroom only.*
- Lobby cupboards white vinyl finished doors with stainless steel ironmongery by Deane.

### Floor Finishes

- Oiled Walnut strip timber flooring to living rooms, kitchens and hallways.
- John Lewis "Brioche" Broadloom fitted carpets to bedrooms.
- Altro White Quartz resin flooring to bathroom, ensuite and WC.

### Wall Finishes

- All walls smooth painted in Dulux Grey Steel.
- All ceilings smooth painted in Dulux white.
- Apartment ceiling height 2.4m.
- All internal doors, architraves, skirtings painted eggshell white.

### Kitchens

- White Vitro 3G by Commodore.
- Cloud white quartz worktops.
- Feature glass splashbacks.
- Siemens appliances: Double Oven, Ceramic Induction Hob, Microwave.
- Neff appliances: extractor hood, fully integrated dishwasher and built-in fridge / freezer.
- Separate washer / dryer supplied within dedicated cupboards.

### Bathrooms / Ensuites / WCs (where appropriate)

- Duravit Sanitaryware:
  - Starck 2 WC pan
  - Starck bath
  - Starck shower trays
  - Architec Wash hand basin.
- Hansgrohe Raindance Ecosmart shower heads with Hansgrohe Axor Citterio mixers.
- Vado Zoo mixer taps to basins.
- Hansgrohe Raindance ecosmart shower heads with Hansgrohe Citterio mixers.
- Walnut Vanity unit with clear lacquered finish, incorporating cream wrapped shelves and mirror fronted cabinet.
- Electric underfloor heating and Aston Mathews chrome heated towel rail.
- White back painted glass surround to bath and shower enclosures.
- Glass shower screen to baths and showers.

### Safety and Security

- Smoke / heat detectors.
- Communal areas covered by a CCTV system.

### Warranty and Tenure

- Building Life Plans Warranty.
- 150 year Lease.

### Communal specification

#### Ground floor reception

- Feature wall incorporating artwork.
- Two security doors with video entry phone control.
- Rooflight.
- Terrazzo flooring.
- Mailboxes located within the lobby space.

Highly sophisticated,  
technologically advanced and  
comfort cooled living space

### Temperature Control

- All habitable rooms incorporate VRF comfort cooling, providing both heating and cooling.
- Electric underfloor heating to bathrooms.

### Electrical

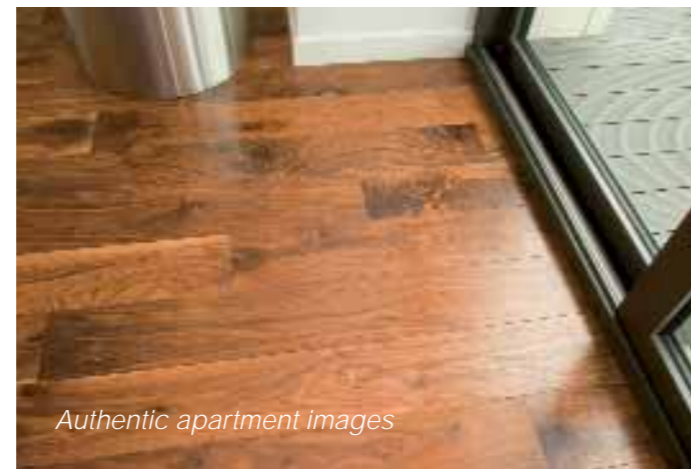
- Downlighters throughout.
- Sky and terrestrial television points to living rooms and bedrooms.
- Video entry-phone.

### Lift

- Lift serving all apartment levels with feature glass walls and Terrazo floor finish.

### Upper floor corridors

- Fully fitted broadloom carpet to floor areas.
- Recessed feature artwork to corridor with dedicated spot lighting.



Authentic apartment images

All but two apartments feature a balcony or terrace. The majority fronting Newman Street enjoy balcony access from two principal rooms.

The apartments are arranged from 1st to 5th floor levels, providing a choice of superlative studio, 1, 2 & 3 bedroom apartment styles.

Designed to meet and surpass Eco Homes standards, each apartment benefits from the provision of solar thermal panels supplying hot water, whilst providing the technology to reduce overall water consumption.

## Apartments designed by award winning Emrys Architects

The contemporary design of West One is further enhanced by the commissioned wall artwork created by Royal Academician Tess Jaray installed throughout the building.



Actual first floor aspect looking south towards Oxford Street



Looking directly opposite



Looking north towards the BT Tower

Newman Street W1



5<sup>TH</sup>



4<sup>TH</sup>



3<sup>RD</sup>



2<sup>ND</sup>



1<sup>ST</sup>



**1 Bed Apartment**

<b>01 08</b>	<b>05</b>
Total area: 57 sq.m. (613 sq.ft.)	Total area: 56 sq.m. (603 sq.ft.)
Living/kitchen 7.6 x 4.0m (24'10" x 13'0")	
Bedroom 3.3 x 3.5m (10'9" x 11'5")	
Balcony 5.9 x 1.0m (19'3" x 3'3")	



**1 Bed Apartment**

<b>03</b>
Total area: 58 sq.m. (624 sq.ft.)
Living/kitchen 7.4 x 3.9m (24'2" x 12'9")
Bedroom 3.3 x 3.5m (10'9" x 11'5")
Balcony 5.9 x 1.0m (19'3" x 3'3")



**Studio Apartment**

<b>06 09</b>
Total area: 39 sq.m. (420 sq.ft.)
Living/kitchen 5.8 x 3.5m (18'11" x 11'5")
Bedroom area 3.1 x 2.8m (10'2" x 9'2")



**Studio Apartment**

<b>02</b>
Total area: 39 sq.m. (420 sq.ft.)
Terrace area: 38 sq.m. (409 sq.ft.)
Living/kitchen 5.8 x 3.5m (18'11" x 11'5")
Bedroom area 3.1 x 2.8m (10'2" x 9'2")
Terrace 9.2 x 4.3m (30'0" x 14'0")

Floor finishes and furniture shown for illustrative purposes only. All total areas and room dimensions are approximate and should be used as a guide only.



**3 Bed Apartment**

07 10 12      15  
 Total area: 105 sq.m. (1130 sq.ft.)      Total area: 106 sq.m. (1141 sq.ft.)

Living/kitchen	8.5 x 4.0m	(27'10" x 13'0")
Bedroom 1	3.1 x 4.4m	(10'2" x 14'4")
Bedroom 2	4.7 x 2.7m	(15'4" x 8'10")
Bedroom 3	3.3 x 3.5m	(10'9" x 11'5")
Balcony	5.9 x 1.0m	(19'3" x 3'3")



**Studio**

04  
 Total area: 43 sq.m. (463 sq.ft.)  
 Terrace area: 24 sq.m. (258 sq.ft.)

Living/kitchen	5.7 x 3.1m	(18'9" x 10'2")
Bedroom area	3.1 x 2.9m	(10'2" x 9'6")
Balcony	5.6 x 4.7m	(18'4" x 15'4")



Floor finishes and furniture shown for illustrative purposes only. All total areas and room dimensions are approximate and should be used as a guide only.

The striking steel and glass facade designed by Emrys Architects.



**2 Bed Apartment**

**14**  
 Total area: 94 sq.m. (1012 sq.ft.)  
 Living/kitchen 5.6 x 7.1m (18'4" x 23'3")  
 Bedroom 1 6.1 x 2.7m (19'11" x 8'10")  
 Bedroom 2 4.5 x 3.2m (14'8" x 10'5")  
 Balcony 5.9 x 1.0m (19'3" x 3'3")



**2 Bed Apartment**

**11**  
 Total area: 100 sq.m. (1076 sq.ft.)  
 Living/kitchen 5.6 x 7.5m (18'4" x 24'6")  
 Bedroom 1 6.1 x 2.7m (19'11" x 8'10")  
 Bedroom 2 4.5 x 3.7m (14'8" x 12'2")  
 Balcony 5.9 x 1.0m (19'3" x 3'3")



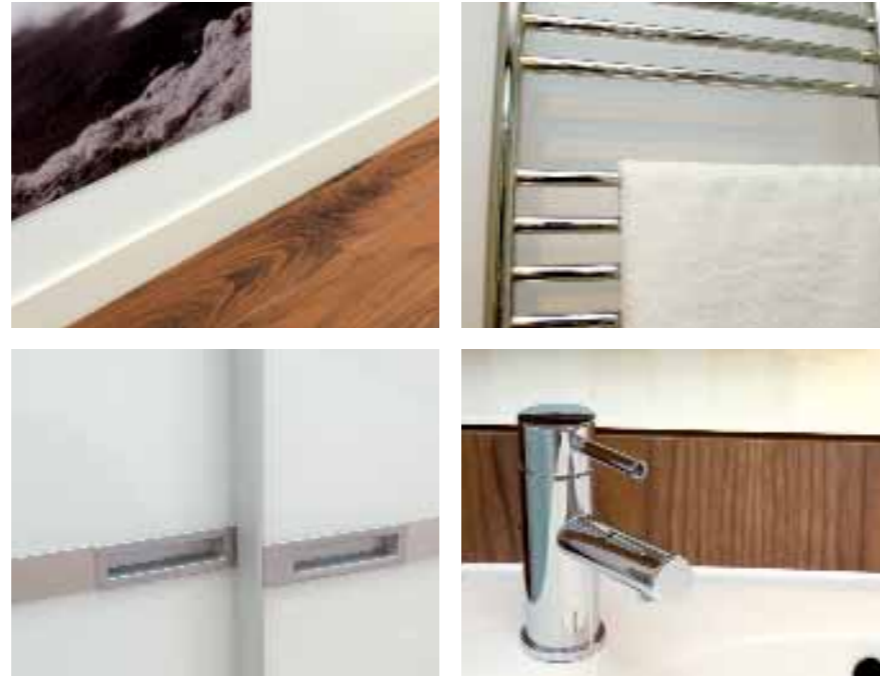
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West One is a masterpiece of contemporary design offering sophisticated style, high tech functionality and well deserved luxury.

Each apartment has been meticulously specified and finished to exacting levels of craftsmanship complete with bespoke wall artwork.

The opportunity is unique  
*for those that act now.*



Limited edition  
apartments with  
unlimited investment  
potential



*Authentic apartment images*



# west one

NOHO • LONDON W1

## 23 Newman Street

Architect  
Emrys

Project Manager  
Buro Four

Main Contractor  
Knight Harwood

Service Engineer  
Long & Partners

Structural Engineer  
Buro Happold