

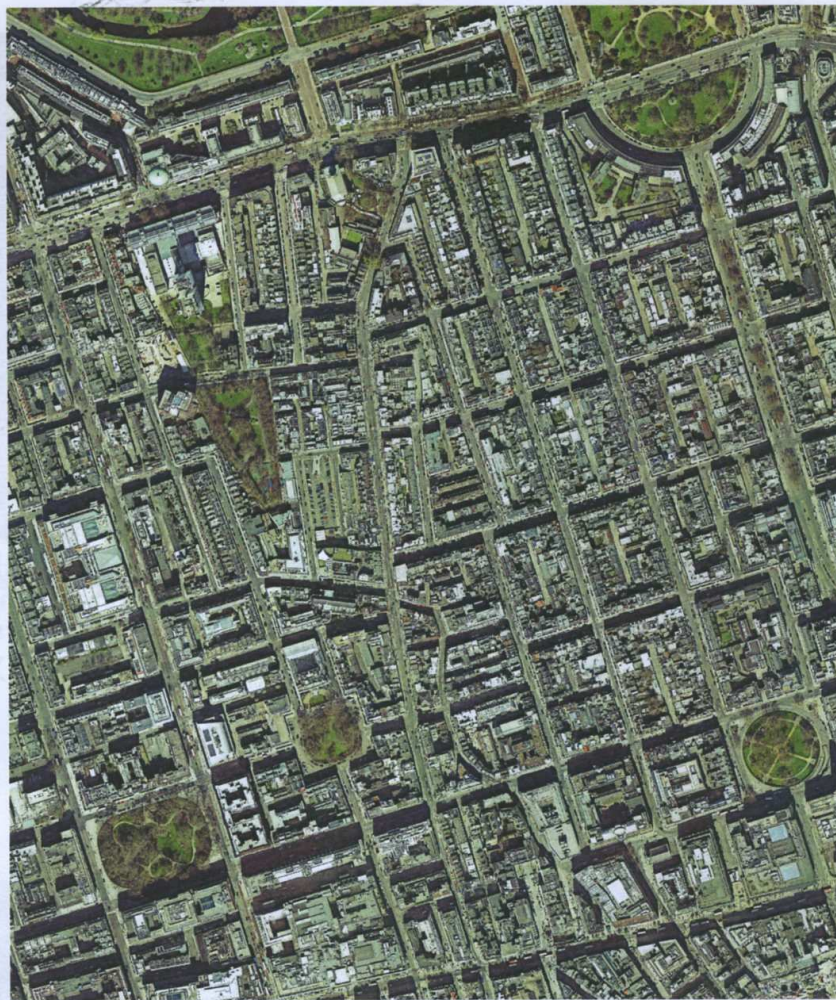
WINNERS OF 2014

Marylebone is the success story of the London property year, according to exclusive research by Savills. Average prices managed an impressive 14.6 per cent growth to £1,620 per sq ft. Notting Hill also saw double figure price rises of 10.9 per cent to an average of £1,980 per sq ft.

Savills found that the most expensive address remains Knightsbridge (with an average price of £2,570 per sq ft), followed by Belgravia (£2,400 per sq ft). However these exalted areas have managed lacklustre average annual price increases of 3.1 and 3.5 per cent respectively.

"Marylebone has emerged as 'the sixth neighbourhood', along with Belgravia, Knightsbridge, Kensington, Holland Park and Mayfair," says Mark Pollack, director of Aston Chase. "It has become the destination area of 2014." The developer Galliard Homes has been achieving £3,000 plus per sq ft at The Chilterns in W1 and Heron Group is now pre-selling at Chiltern Place for closer to £3,500.

One by-product of Marylebone's meteoric renaissance as a prime London location is that adjoining areas have benefited. Recent notable buyers include Mario Testino in Marylebone, Tom Ford in Regent's Park and reportedly Elisabeth Murdoch in St John's Wood.



“**MARYLEBONE HAS EMERGED AS 'THE SIXTH NEIGHBOURHOOD'**”



HOT VENUE
Above and left: The Chilterns Firehouse pulls in celebs like Kate Moss and Princess Beatrice. Below: The brand new Chilterns development