

# North Mayfair





GROSVENOR



# North Mayfair

## World class & welcoming

North Mayfair is a treasure trove of delights. Fast becoming a neighbourhood lauded for the variety of dining options available, it is growing an enviable reputation as a top foodie destination, receiving high praise from commuters, shoppers, visitors and residents.

A thriving mixed residential and commercial neighbourhood of interlocking streets, the area links with the bustling energy of Oxford Street one of the busiest shopping streets in Europe, and brings in the Selfridges shopper looking for an enhanced experience within an oasis of calm.

Connectivity is one of North Mayfair's most defining characteristics. With Bond Street and Marble Arch stations nearby, North Mayfair will also benefit hugely from the forthcoming Elizabeth Line Bond Street Crossrail station, situated at Weighouse Street, with nearby Crossrail interchanges at both Bond Street and Tottenham Court Road. The arrival of Crossrail will bring, it is estimated another 1.5million people within a 45 minute journey of the West End\* and is forecast to increase retail spend in the area by £1.4 billion once the line is open.\*\*

The centerpiece is Grosvenor Square, which leads directly into North Audley Street and Duke Street. Originally created as an homage to the 'countryside in the city', the square is set to become the preeminent green space in the West End when it is handed over to the developers in 2023 to create a world class city centre garden destination.

Brown Hart Gardens is a distinct raised terraced garden, close to the famous Beaumont Hotel. The space was built in 1906 above the old Duke Street substation and is now a unique garden area with seating and a café - a magical retreat in the heart of the city.

The area has been bolstered in recent years with the addition of new dining and wellbeing offerings with the volume of new openings accelerating in 2022:

Apricity, a wonderful new restaurant on Duke St from the lauded chef Chantelle Nicholson with sustainability at the core of its purpose.

In addition, Bibi's from the renowned restaurant group JKS Restaurants and Ivy Asia have both opened on North Audley St this year.

The more established Mercato Mayfair on North Audley Street offers a continental style food market experience housed in St Mark's Church, a Grade 1 listed building. Comptoir Café & Wine a café by day and wine bar by night founded by Master Sommelier Xavier Rousset.

Lifestyle experiences come courtesy of establishments like Duck & Dry, an hair and nail salon and JAB, a fitness offering, both situated on North Audley Street.

A mixed residential and commercial neighbourhood, North Mayfair is a world-class destination with a local community feel, where traditional and contemporary sit comfortably, side by side.





North Audley Cantine (NAC)



Mercato Metropolitano



Apricity



Duck & Dry



Brown Hart Gardens



Comptoir Café & Wine





**McQueens**  
29 North Audley Street, W1K 6WY

McQueen's is renowned for its beautifully curated collection of fresh flowers, gathered from the finest seasonal stems. Since 1991, they have created the most incredible arrangements for a variety of occasions, including weddings and birthdays as well as for hotels and corporate events. McQueen's also houses an exceptional flower school, which teaches its philosophy based on the founding principles of style, simplicity and skill

**Apricity**  
68 Duke St, London W1K 6JU

Apricity, a recent addition to North Mayfair, opened in April 2022. Multi-award winning chef owner, Chantelle Nicholson and her team chose the neighbourhood to celebrate conscious cooking and joyful dining and this socially conscious enterprise showcases a commitment to sustainability and seasonal cooking. The menu is packed with inventive dishes, using produce at the height of the season from small scale farmers as well as locally foraged ingredients – all with a zero-waste approach to cooking.



**The Beaumont Hotel**  
8 Balderton Street, Brown Hart Gardens, W1K 6TF

Inspired by the Art Deco hotels of the 1920's, The Beaumont is a five star hotel in a quiet garden square. The listed building is infused with art, with all public areas filled with original pieces and antiques. The hotel has just 50 rooms and 10 suites, with a unique suite – ROOM - holding a giant semi-abstract sculpture by artist, Anthony Gormley OBE. With the glamorous Colony Room restaurant and chic American Bar, The Beaumont Hotel really is one of a kind.



**Bibi's**  
42 North Audley Street, London W1K 6ZP

A contemporary Indian restaurant championing British, seasonal produce from the same restaurant group that brought Gymkhana to the West End. A booking for dinner at Bibi's is highly prized.

**JAB**  
32-34 North Audley St, Mayfair W1K 6ZG

Co-founders of JAB, George and Jamie understand the importance of training both mind and body for optimum fitness. After being involved in high-paced, stressful work environments, they combined their knowledge of coaching with their passion for fitness, resulting in a masterplan idea, inspired by boxing legends, with one of the offerings being a 12 round boxing experience.



*“The vibrancy, elegance and uniqueness of this corner of the West End is truly a delight to be part of. It has a buzzy yet relaxed energy from the people who make up the community as well as those who visit and enjoy its charm. It’s super exciting to be part of such an energised and broad offer.*

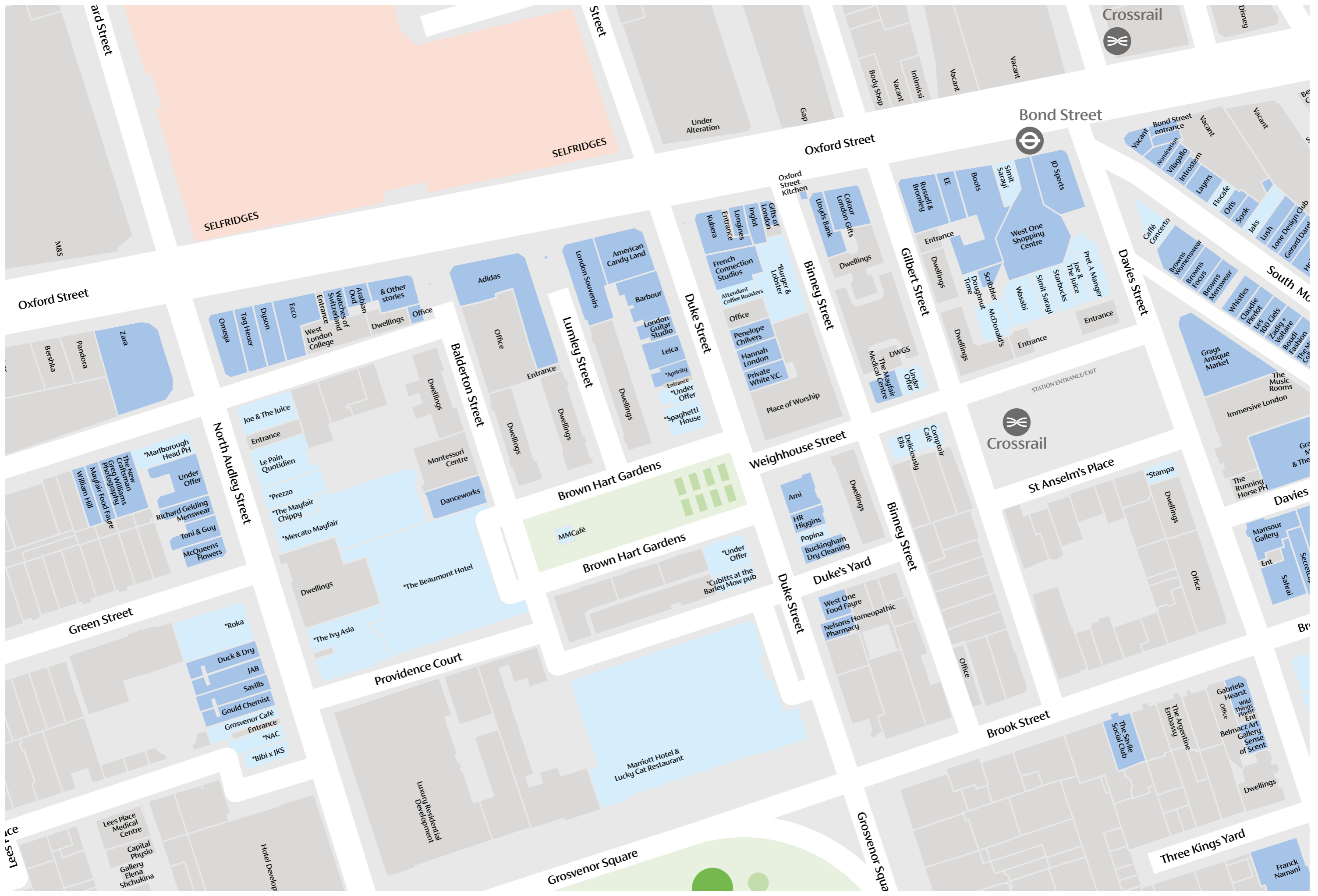
*It has been an absolute pleasure to collaborate with Grosvenor for Apricity. Together, we have worked to challenge the norms around restaurant fit outs and operations as a whole. Their forward-thinking, innovative attitude has allowed me to push forward my vision to create a very special space within the heart of Mayfair and beyond.”*

Chantelle Nicholson, head chef and Proprietor,  
Apricity, Duke St.





- ↘ Grosvenor has signed 10 new deals in North Mayfair in the last three years
- ↘ In 2019, North Mayfair had 4.08m visits
- ↘ The dwell time for North Mayfair is around 141 minutes



# Grosvenor: Your partner of choice

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Grosvenor is your long term partner of choice. When you succeed, we succeed.

We've built up a wealth of experience over the last 340 years. We are the people behind the highly successful consumer destinations brands: Mayfair and Belgravia.

Since launching our new branding in 2021, we have seen Mayfair website visitor numbers grow by over 360%\*.

Our values help to build loyalty and success across our communities, connecting people and services. Flexibility, passion and collaboration are in our DNA. Whatever you need help with, we work with you to achieve mutually cost-effective business, sustainability and community goals.

Using our historic experience and future thinking, we help you to solve your practical and operational issues, allowing you to focus on what you do best - nurturing and growing your business.



# Our service

Our aim is to make opening and trading as easy and straightforward as possible. So, we've reduced the barriers to entry in order to support you at every stage of the process:

**Our promise:**  
We have a dedicated team to make sure the process, from start to finish, is smooth and efficient.

**Our sustainable goals:**  
We care deeply about sustainability and are moving to become an environmental leader in the sector. We provide a sustainability advisory service to help you meet our shared goals to reduce your unit running costs.

**Straight forward:**  
We provide you with a seamless leasing process and have developed a new Trading Lease, which requires minimal legal input, allowing us to agree a lease within 24 hours.

**The basics:**  
We set up your utilities before you arrive and will manage your waste collection.

**Added extras:**  
We are also happy to set up your Wi-Fi using our Prime Fibre connection. In addition, we can help with shop front and signage applications as well as outside seating requirements and if required, can deliver your fit-out for you.

**Optional extras:**  
We work with partners who make sure your business is working at optimum levels. Whether its additional merchandising support, finding new staff or helping you to expand your customer and logistic potential, we can connect you with the right people.

**Data and Insight:**  
We know how important data insight is for every business decision but we also know that independent brands don't always have that resource. We offer best-in-class data and insight analysis for every retailer.

**Communicating your brand:**  
We will also help you thrive as you become an integral part of the Grosvenor community, providing marketing and PR support and offering ongoing learning events through our "In Conversation" series.



GROSVENOR



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