

Charming Chelsea

Where heritage meets prestige



Jo Eccles
Founder and
Managing Director
Eccord



George Lee
Savills
Chelsea Office



Lulu Egerton
Senior Director
Strutt & Parker
Sloane Street

AS ONE OF THE MOST sought-after neighbourhoods in prime central London, Chelsea continues to captivate property investors with its rich heritage, vibrant culture, and top-notch amenities. We spoke to industry experts Jo Eccles, George Lee, Will Pitt, and Lulu Egerton to gain insight into what makes Chelsea a prime destination for luxury property investment.

Jo Eccles, the Founder and Managing Director of Eccord, sheds light on why property investors should consider Chelsea: "The Cadogan Estate's success in transforming Pavilion Road into a bustling and vibrant village hub is a blueprint for placemaking, which is helping attract a new generation of investors to Chelsea who recognise the potential impact on property values and tenant demand." The rejuvenation of Pavilion Road and the ongoing redesign of Sloane Street showcase the commitment to enhancing Chelsea's allure.

Chelsea's artful and bohemian heritage remains at the heart of its identity, a vision that the Cadogan Estate carefully curates. "Chelsea's arty, bohemian heritage remains very central to its identity, and the benefit of living somewhere with a central freeholder, which in Chelsea's case is the Cadogan Estate, is the coherent vision they can achieve for the area," says Jo Eccles. This curated approach results in a wide collection of high-quality shops, hotels, restaurants and bars, adding to the area's exclusivity and allure.

In terms of price, Jo Eccles reveals that buyers in Chelsea can expect to pay anywhere between £2,000 and £3,000 per square foot for luxury properties. For premier new build developments, such as the prestigious Chelsea Barracks, prices can even soar to £5,000 to £7,000 per square foot, underlining the premium commanded by this prime location.

As for upcoming developments, Jo Eccles mentions Chelsea Barracks as one to watch, offering a modern take on Chelsea's Georgian townhouse heritage. With five-bedroom townhouses priced around £40m, it particularly appeals to overseas buyers seeking a long-term investment in London.

George Lee from Savills Chelsea office underscores the timeless appeal of Chelsea's village-like atmosphere, which draws families to the area: "Often described as providing a sense of village living, Chelsea is perennially popular with families who are attracted by its well-established and independent schools and green space." The mix of townhouses, mews houses, modern apartments, and new developments caters to a diverse

market, ensuring that Chelsea remains a highly regarded and desirable location.

Will Pitt, Senior Director at UK Sotheby's International Realty, highlights the reliability of Chelsea as an investment destination: "Chelsea has a rich and vibrant history, fantastic shopping and restaurants, and as such, it is home to HNWIs who feel it has a sense of excitement. As such, it commands higher rental prices to have all this on your doorstep. Capital appreciation and rental yields have both stood the test of time."

Chelsea's appeal transcends the leafy location and amenities, as Will Pitt points out that luxury developments with exceptional standards of finish and detail are becoming more prevalent. Prices in Chelsea can range from £2,000 to £5,000 per square foot, making it a versatile market catering to various buyer preferences.

Lulu Egerton from Strutt & Parker Sloane Street accentuates the historical significance of Chelsea and its enduring relationship with the Cadogan Estate: "Chelsea is an historic enclave of central London, with the Kings Road – so named because it took King Charles II directly to his palace at Kew." The Cadogan Estate's association with Chelsea, spanning over 300 years, has been instrumental in

preserving the area's character and attracting investment through regeneration projects.

Lulu Egerton points out that new developments like The Lucan, a Marriott Autograph Residence, are set to celebrate the SW3 postcode and the essence of Chelsea. Such developments breathe new life into the community, enhancing its desirability.

From the vibrant King's Road to charming garden squares, Chelsea

boasts a variety of neighbourhoods and property types that cater to different lifestyles. As Lulu Egerton notes, the area offers an array of housing options, from gaily painted Chelsea cottages and discreet mews houses to grand villas in leafy streets such as Tregunter Road and Cheyne Walk.

In conclusion, the luxury property market in London's Chelsea is a true embodiment of heritage meeting prestige. The Cadogan Estate's commitment to placemaking and ongoing investments, coupled with the area's vibrant culture, make it a prime destination for property investors seeking timeless elegance and a promising return on investment.

Whether it's the allure of its artful past or the appeal of its contemporary amenities, Chelsea continues to be a beacon of luxury in the heart of London. ■



Will Pitt
Senior director
UK Sotheby's
International Realty



Kynance Mews, South Kensington

"Often described as providing a sense of village living, Chelsea is perennially popular with families who are attracted by its well-established and independent schools and green space"