

PrimeResi

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By PrimeResi Editor

PrimeResi's essential review of the most significant luxury transactions of the year.

2 024 was always going to be a challenge, and mega-deals were indeed in short supply as the UK grappled with political and economic uncertainty in the run-up to the General Election and Autumn Budget.

[A mere 10 transactions were recorded above £30mn in the year to July](https://primeresi.com/mega-deals-dry-up-as-caution-slows-londons-top-end-property-market/) (<https://primeresi.com/mega-deals-dry-up-as-caution-slows-londons-top-end-property-market/>), reduced from nearly 40 over the preceding 12-month period. Super-prime activity [picked up significantly in the third quarter](https://primeresi.com/?p=201677&preview=true) (<https://primeresi.com/?p=201677&preview=true>), although overall volumes look well down – and we didn't end up seeing anything in the same league as 2023's benchmark: a [£138mn record-setter in Mayfair](https://primeresi.com/mayfair-mansion-sells-for-a-reported-138mn/) (<https://primeresi.com/mayfair-mansion-sells-for-a-reported-138mn/>).

2024's very biggest deals were shrouded in some mystery. Billionaire fashion tycoon Tom Ford downplayed [reports of an £80mn purchase in Chelsea](https://primeresi.com/80mn-mansion-deal-reported-in-chelsea/) (<https://primeresi.com/80mn-mansion-deal-reported-in-chelsea/>) earlier in the year. “The asking price for that house is not what I paid...I did an exchange with another flat I owned in London”, he clarified in a recent interview. Meanwhile, Hamptons [confirmed selling a property valued at £70mn](https://primeresi.com/buyer-exchanges-on-70mn-london-property-in-pre-budget-mega-deal/) (<https://primeresi.com/buyer-exchanges-on-70mn-london-property-in-pre-budget-mega-deal/>) during the pre-Budget flurry, but further details remained under wraps. It was also [reported](https://www.bloomberg.com/news/articles/2024-12-05/abu-dhabi-s-ruling-family-buys-61-5-million-london-mansion) (<https://www.bloomberg.com/news/articles/2024-12-05/abu-dhabi-s-ruling-family-buys-61-5-million-london-mansion>) this month that Abu Dhabi's ruling Al Nahyan family had bought a mansion



This year's standout super-prime sales included a Grade I listed townhouse on Cumberland Terrace in Regent's Park

in Holland Park for just over £60mn in October, but again, no specifics.

Developer London Square grabbed headlines with some notable acquisitions – including a prime site on Tite Street (<https://primeresi.com/london-square-swoops-on-important-chelsea-convent-site/>) in Chelsea (£54mn) and Westminster Tower (<https://primeresi.com/london-square-completes-40-8mn-westminster-tower-acquisition/>) (£40.8mn) – but what were HNW homebuyers opting for in 2024?

PrimeResi's essential rundown of the standout deals of the last 12 months includes marquee apartments at world-class developments, historic mansions and sprawling estates. Proof of Prime Central London's endless variety and enduring appeal – even in the tough times.



Super-Prime Deals of the Year 2024

Penthouse, 60 Curzon, Mayfair (guide price £50mn)



PrimeResi's Deal of the Year 2024 was the sale of a 5,500 sq ft penthouse at luxury Mayfair scheme 60 Curzon, which had an asking price of £50m.

The sale, brokered by Knight Frank, completed in the autumn and was the largest single-unit transaction the firm's PCL developments team closed in 2024. The agency also sold the 60 Curzon Townhouse at £11mn.

The boutique scheme, on the site of legendary eatery Mirabelle, reached practical completion over the summer – and has piqued the interest of buyers from around the globe recently.

The first and only private resi building in Europe designed by legendary French architect Thierry Despont, the eight-storey property contains 32 top-spec private residences, measuring from 570 to 4,550 sq ft.

The mix includes lateral apartments, pieds-à-terre, a townhouse, and a brace of duplex penthouses with wraparound private terracing. PLP Architecture crafted the building's Portland Stone exterior, allowing for balconies and a "woodland-inspired" courtyard garden by Gustafson Porter + Bowman.

The Rhodium-operated building offers residents round-the-clock concierge, security and valet services, plus a set of private amenities, including a spa with swimming pool, gym, sauna, steam room and private fitness and treatment rooms. There's also a club lounge/meeting room, a reception/lobby and temperature-controlled rooms for owners' personal belongings – from rare whiskies to fine wines and cigars – along with underground parking.

Eaton Square, Belgravia (guide price £33mn)

Submitted by UK Sotheby's International Realty



Another of the year's largest sales involved a trophy home on arguably London's most famous residential address.

UK Sotheby's International Realty announced it had successfully exchanged contracts on an "exceptional" freehold mansion on Belgravia's prestigious Eaton Square, just two hours after the Budget was delivered and with no competing bids.

The palatial property, which had a guide price of £33mn, had previously been on the market for several years.

Notting Hill (guide price £32mn)



This £32mn Italianate trophy home in Notting Hill was acquired by an international buyer represented by PCL buying agency Eccord.

After an initial Zoom call, where the firm advised on pricing, potential options and schools, the hedge fund client – relocating with his family from the US to London – flew in for a tour of the “very best houses”. Seven properties were sourced off-market or via direct approaches to the owners, said Eccord.

They “fell in love” with a turnkey stunner in Notting Hill, but there was already another interested buyer who was able to exchange sooner. The buying agency persuaded the vendor to agree to a two-week exclusivity period in return for a £100k non-refundable deposit.

A team of top lawyers, surveyors and other specialists were assembled, and managed to get the exchange through four days ahead of the deadline.

Canal House, Little Venice (guide price £30mn)

Submitted by Ian Green Residential



One of the most valuable properties in London's Little Venice neighbourhood changed hands in another significant deal around Budget time.

The 10,000-plus sq ft five-bed on Blomfield Road was priced at £30mn, and came with a 100-foot private garden, a separate pavilion and secure off-street parking.

Local firm Ian Green Residential was the introducing agent; Johnny Fuller at SFL was the main agent.

The former described the freehold proposition on the western side of Regent's Canal as a "truly unparalleled white stucco masterpiece" and one of the most beautiful houses in the area.

38 Curzon Street, Mayfair (guide price £27.8mn)