

TRAVEL AND HOSPITALITY

## Four Seasons to enter London's private residence arena

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*Rendering of Twenty Grosvenor Square, a Four Seasons Residence in London. Image credit: Four Seasons*

By STAFF REPORTS

Scheduled to open in 2018, Four Seasons Hotels and Resorts will open its first standalone private residences in London's Mayfair neighborhood.

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Located in the heart of Mayfair at Twenty Grosvenor Square, the development includes 37 private residents which will be serviced by Four Seasons. A number of high-end hoteliers have entered the private sector to offer discerning guests hotel-level amenities but within the comfort of a personal home environment.

### At home with Four Seasons

Four Seasons operates two hotels in London, one at Park Lane and the other at Ten Trinity Square. Twenty Grosvenor Square, a Four Seasons Residence will be the hotelier's first private residential property not incorporated into a hotel.

The Twenty Grosvenor Square building was once the home of the United States' naval forces in Europe and was visited by General Dwight Eisenhower during WWII. The building has been renovated by Finchatton to create three-, four- and five-bedroom apartments with amenities courtesy of Four Seasons.



*Twenty Grosvenor Square, a Four Seasons Residence living room rendering. Image credit: Four Seasons*

"Buyers quite rightly expect world-class amenities, concierge and service when purchasing a Finchatton property," said Andrew Dunn, cofounder of Finchatton, in a statement. "Partnering with Four Seasons to deliver this, and more, at Twenty Grosvenor Square will bring the very best to one of London's most distinguished locations."

Amenities at Twenty Grosvenor Square include in-residence dining and catering, concierge services, housekeeping, salon and spa services, event planning and childcare. The private residence also features a private wine cellar, an 82-foot pool, a spa treatment suite with steamroom and sauna, fitness center, games room, cinema, business center and a garden room and landscaped gardens.

"Twenty Grosvenor Square is a significant development for Four Seasons as it marks our much-anticipated entry into standalone residential," said J. Allen Smith, president/CEO of Four Seasons Hotels and Resorts, in a statement.

"Partnering with Finchatton is an incredible opportunity for us to bring our vision for free-standing residential to life, elevating our global portfolio and establishing Four Seasons in the standalone residential market," he said.



*Twenty Grosvenor Square, a Four Seasons Residence includes private gardens. Image credit: Four Seasons*

Four Seasons has been working to establish itself in the private residence sector.

Earlier in 2017, Four Seasons Resort and Private Residences in Napa Valley, CA launched the sale of a limited collection of 20 residences ahead of the property's official opening in early 2019.

The hotelier, under the management and direction of Bald Mountain Development, broke ground on the 85-room hotel and its 20 two, three and four-bedroom residences ([see story](#)).