

REAL ESTATE

## Harrods incorporates concierge services into new-build townhouses

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*Hamilton Drive. Image credit: Knight Frank*

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By STAFF REPORTS

British retailer Harrods is managing a row of luxury London homes, leveraging its in-store services to cater to residents' needs.

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Located in the St. John's Wood neighborhood of the city, the Hamilton Drive development includes 10 Georgian-style mansions that were constructed out of dilapidated garages. Owners, who will live in close proximity to Harrods, will be able to take advantage of perks such as cleaning services and reservation booking through a concierge program.

### Retail-enhanced residence

The newly built homes feature designs by Robert Adam of ADAM Architects, interior designer Natalia Miyar and landscape designer Bradley-Hole Schoenaich. While modeled to look Georgian, the homes are infused with technology.

Per [Mansion Global](#), half of the homes, which total \$198 million, have already sold. Now, two of the five houses left are being put on the market by Knight Frank, Aston Chase and Savills.

These five-story townhomes are priced at \$14.2 million and \$16.5 million, and come with a private movie room, a gym, a pilates room and a private garden. The homes are accessed via a gated driveway.



*Hamilton Drive. Image credit: Aston Chase*

Harrods is offering owners access to a concierge service, which includes the ability to charter helicopters and jets or arrange for a chauffeured limousine. Maid, butler and cleaning services are also available, and residents can request to have Harrods staff greet guests at their home.

The concierge can also take care of arrangements such as restaurant or theater reservations.

In 2015, the Cadogan Estate in London launched a concierge service to accommodate the needs of residents in the apartments, houses and commercial offices of the community.

The staff of Cadogan Concierge will be available 365 days a year and will be able to assist residents in their personal wants and needs. Residential concierges are a new trend that offer a spin on traditional hospitality concierge services to accommodate the permanent resident looking for daily amenities ([see story](#)).

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