

REAL ESTATE

## Sloane Street to get \$50M makeover

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*Sloane is undergoing a renewal project. Image courtesy of Cadogan*

By STAFF REPORTS

Cadogan is aiming to further Sloane Street's position as a luxury retail destination through a three-year transformation project in partnership with the Royal Borough of Kensington & Chelsea.

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Kicking off this fall, the 40 million pound investment into the streetscape will include widened sidewalks and new plantings to make it more amenable to pedestrian traffic while also reducing pollution. According to Cadogan, this is the largest revitalization project that has been conducted on the thoroughfare since the street was originally commissioned in the 18th century by the 1st Earl of Cadogan based on plans by Henry Holland.

"These proposals will strengthen Sloane Street's position as a global destination for luxury retail and create an even more desirable environment for local residents and businesses," said Hugh Seaborn, CEO of Cadogan, in a statement. "We have seen major recent investment from many of the luxury houses on the street the new Balenciaga store opened earlier this year, alongside multi-million pound refits from Hermes, Louis Vuitton, Versace, Gucci, Fendi and Chanel and our plans will create a seamless and inspiring environment whether in-store or traveling along the street.

"This complements our existing focus on improved leisure and food and drink, including the recent restoration of the historic Belmond Cadogan Hotel," he said. "The scheme has also allowed us to elegantly design in' improved security measures and enhance the digital infrastructure to provide unparalleled connectivity."

### Retail revamp

Cadogan has tapped landscape architect Andy Sturgeon to head the new plantings on Sloane Street. Mr. Sturgeon has won a number of Chelsea Flower Show awards for his creations.

"This project will breathe life into our high street and give residents and visitors a whole new experience," said Councilor Elizabeth Campbell, leader of the Kensington and Chelsea Council, in a statement. "We are fully behind projects that deliver on our aims to tackle climate change and improve the local environment."

Cadogan is also working with architecture firm McAslan + Partners on the renewal project. The firm, which recently oversaw the revamp of King's Cross Station, will be heading up the masterplan.

In addition to new plantings, the project will install new lighting and widen the sidewalks. Keeping the character of the avenue, they will be using granite and Yorkstone.

Making it safer for pedestrians, measures will be taken to create traffic patterns that slow vehicles, such as more crossing points.



*Rendering of Sloane Street. Image courtesy of Cadogan*

Other British high streets have focused on making their shopping experiences more modern.

As bricks-and-mortar shopping becomes more about the experience, Albemarle Street in London is looking to further position itself as a luxury retail destination by curating a balance of stores, dining, cultural and hospitality establishments.

With more than seven store openings in the last year, the avenue is attracting brands that are thinking outside the box of the traditional shopping thoroughfares in the city. Albemarle Street is also responding to changes in shopping behavior with a retail mix the includes both heritage luxury houses and more up-and-coming labels ([see story](#)).