



PIMLICO  
ROAD SW1

89 SIBYL COLEFAX

& FOWLER 91

HOWE

95 JAMB 95

97 JAMB 97

Pimlico Road



GROSVENOR



# Pimlico Road

Pimlico Road is a globally celebrated destination for exquisite furniture, antiques, and luxury fabrics, making it the first port of call for designers from around the world. This storied street is home to renowned showrooms of the likes of Plain English, Howe, and Robert Kime, offering one-of-a-kind pieces meeting every decoration need. Pimlico Road embodies the heart of design excellence and craftsmanship in London.

→ “The Pimlico Road is one of London’s leading interiors areas, a treasure trove for clients and designers who look for inspirational and elegant product ideas to compliment characterful homes and spaces. The shops and businesses are mostly led by independent designers and makers who are all united by their passion for well-made products that last lifetimes. It’s a truly special hidden spot of London, and a great area to lose an afternoon in discovery.”

→ PINCH DESIGN EBURY STREET



→ JAMB 95-97 PIMLICO ROAD

## Food and beverage

Pimlico Road offers a vibrant dining scene that complements its design heritage. Wildflowers, a new restaurant by chef Aaron Potter, anchors the newly developed Newson’s Yard design hub in a historic timber yard. A variety of restaurants looking out onto Orange Square have earned reputations as Belgravia institutions, including La Poule au Pot, and Hunan. More recent entrants like Hagen Coffee, Daylesford Organics restaurant, and The Orange pub ensure the lively dynamism of the street from day to night.



→ THE ORANGE 35-37 PIMLICO ROAD



→ WILDFLOWERS NEWSONS YARD



→ SOANE 50-52 PIMLICO ROAD



→ PLAIN ENGLISH NEWSONS YARD



→ MODERNITY NEWSONS YARD



→ ROSE UNIACKE 76 PIMLICO ROAD



→ PINCH 200 EBURY STREET



→ NINA CAMPBELL NEWSONS YARD



→ SIBYL COLEFAX & JOHN FOWLER 89-91 PIMLICO ROAD

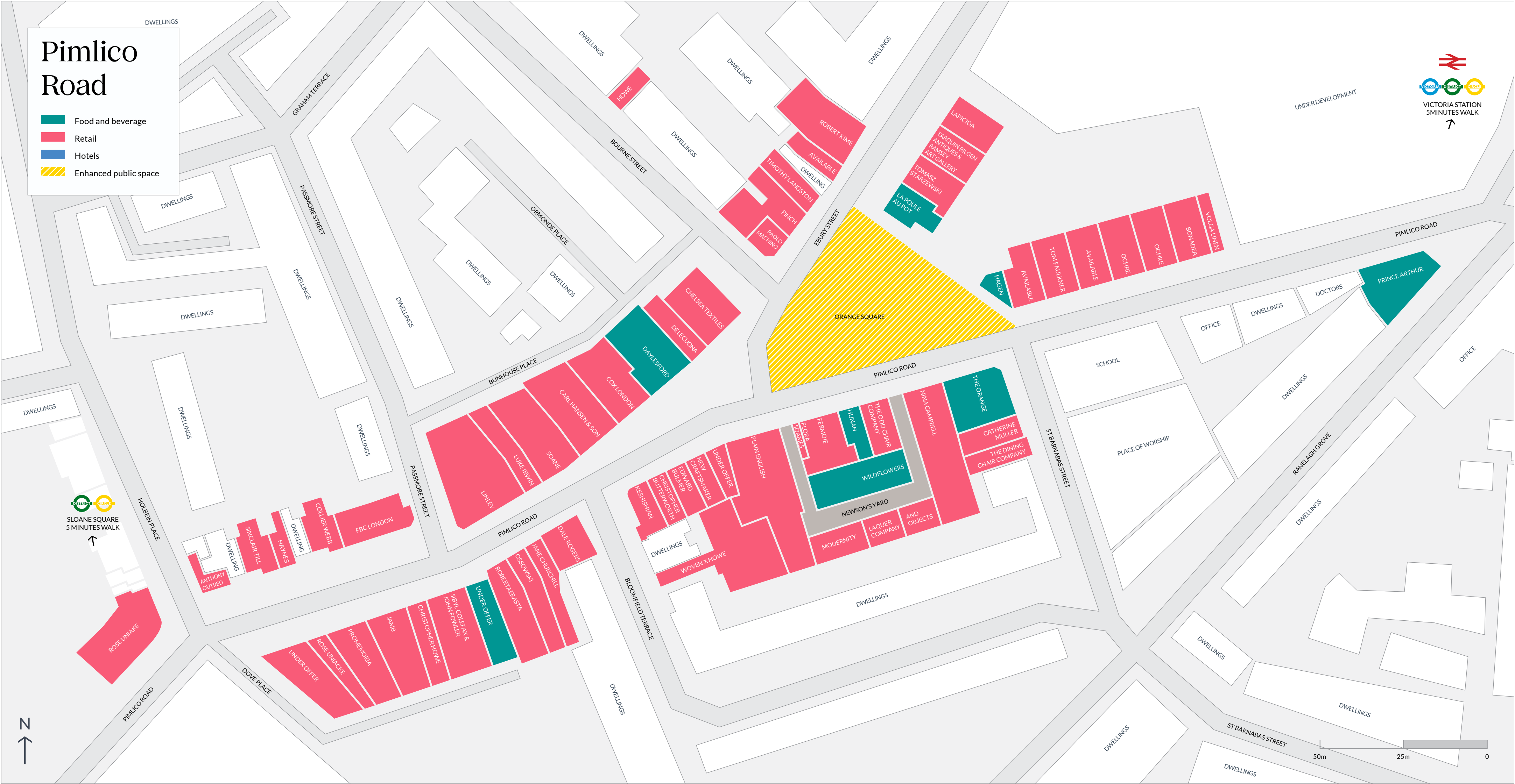
→ “Pimlico Road and now with the beautiful new Newson’s Yard has now become the absolute pinnacle for luxury interiors whilst maintaining a friendly, approachable village feel synonymous with the street in the early days. There is such synergy and a strong collaborative feel amongst all the brands and tenants on the road and it is now the go to for inspiration, beautiful homewares, interior design and some fabulous restaurants attracting shoppers from all over the world.”

→ NINA CAMPBELL DESIGN NEWSONS YARD



→ EDWARD BULMER 194 EBURY STREET





ANTHONY OUTRED

BONADEA  
BELGRAVIA

CARL HANSEN & SØN

CHELSEA TEXTILES

COLLIER WEBB  
HANDCRAFTED IN ENGLAND

DAYLESFORD  
ORGANIC

de Le Cuona

EDWARD BULMER  
NATURAL PAINT

FBC  
LONDON

FERMOIE

HAGEN

HAYNES FINE ART  
LONDON | COTSWOLDS

HOWE

HUNAN

Jamb.

JANE CHURCHILL  
FABRICS AND WALLPAPERS

LA POULE AU POT  
RESTAURANT

THE LACQUER COMPANY

LAPICIDA  
TILE & STONE SPECIALIST

LINLEY

MODERNITY

Nina Campbell

OCHRE

THE ODD CHAIR COMPANY

Paolo Machino

PINCH

Plain English

PROMEMORIA

ROBERT KIME

robertaebasta

ROSE UNIACKE

SIBYL COLEFAX & JOHN FOWLER

SOANE  
BRITAIN

The Orange

THE NEW CRAFTSMEN

TIMOTHY LANGSTON  
FINE ART & ANTIQUES

VOLGA  
FINE LINEN

Wildflowers



DISCOVERING BELGRAVIA

# Design destination

Total customer visits per year – **5.5 million**

**2** transport hubs within **10** minute walk –

Victoria, Sloane Square

Residential values are **13x** the UK house price index

**US** makes up **quarter** of international spend

**City Prosperity** is dominant

Mosaic profile

Join our  
Loyalty  
Scheme

FOR FURTHER INFORMATION CONTACT:

Lucy Cope

+44 7595 267866

lucy@brucegillinghampollard.com

Lizzie Knights

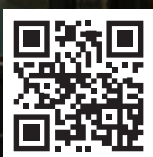
+44 7511 902 073

lizzie@brucegillinghampollard.com

Charlotte Roberts

+44 7738 448 338

charlotte@brucegillinghampollard.com



BELGRAVIAVILLAGE.COM

@THEPIMLICOROAD

*Nina Campbell*  
The information in this document is believed to be correct but is intended for guidance only and its accuracy is not guaranteed. It does not constitute an offer and must not be relied upon as a representation of facts or as otherwise forming the basis of a contract. Specific professional or specialist advice should be obtained before doing anything on the basis of the content of this document. Grosvenor Estate Belgravia and its associates assumes no responsibility and shall not be liable to any person for any loss, damage or expense caused by reliance on the information in this document.  
July 2025