

Mount Street Neighbourhood

Destination Guide





Mount Street Neighbourhood

Introduction



Home to international and UK talent, Mount Street Neighbourhood is one of the most famous areas in the world, where fashion and art collide. This carefully curated enclave, which includes South Audley Street and Carlos Place, holds some of the greatest names in fashion, art, beauty, and hospitality.

Hauser & Wirth Gallery, The Row, Barbara Sturm, Scott's and Jessica McCormack are among the Mount Street partners bringing a diversified mix of luxury shopping, fine dining, and unparalleled experiences to the area. The area is forever becoming even more iconic, with legendary new names arriving, who have chosen Mount Street Neighbourhood to be their first home in Europe joining the prestigious lineup of global flagships that reside here.

Mount Street Neighbourhood remains firmly rooted in its British heritage, steeped in history and legacy of distinction. It delights global visitors through the discovery of brands and adds to Mayfair's reputation as the most unique luxury destination in London.



“Mount Street neighbourhood feels truly iconic, akin to Madison Avenue. It blends a sense of discovery with the charm of old-world British institutions.”

High-Net-Worth Customer



“You can’t find a more exclusive location than Mount Street neighbourhood—it’s the pinnacle of elegance, the most exquisite street in London.”

High-Net-Worth Customer



Our culturally astute customer visits us for bespoke luxury and curated experiences. Positioned uniquely in London's retail landscape, Mount Street stands as an unrivalled hub, attracting a global, high-net-worth customer base.

Exceptionally high ATV of £2,161

Over 70% of customers come from the top spending tier

Robust Global Customer Base:
60% of spending comes from international markets

40% domestic customer base with more than 80% from London



- Satisfaction Rate: 85%
- Average Dwell Time: 146 mins
- Loyalty Rate: 89%
- Footfall: +11% YoY
- Net Promoter Score: +34%
- Key International Spending Regions:
U.S, Saudi Arabia, Qatar and UAE





Our Customer

The Mount Street neighbourhood customer personas align and focus us on which customers we are striving to reach and serve. They provide the foundation for all marketing touchpoints going forward - including editorial campaigns, private shopping opportunities, event strategy, talent outreach, PR and communications.

They form the backbone of the brand adjacencies and a guide to the visual identity for each customer we are working to acquire and retain.

Our core client is not defined by traditional demographic categorisations. They span and cut across generations and geographies.

Mount Street Neighbourhood

Our Customer

The Polished Luxurist



Characteristics & Behaviours

- Epitome of quiet elegance
- Time poor, high expectations
- They want the best of the best but are very selective
- Shops with purpose and are very considered about brands
- Does not compromise on quality and craftsmanship
- Expects the best results and service

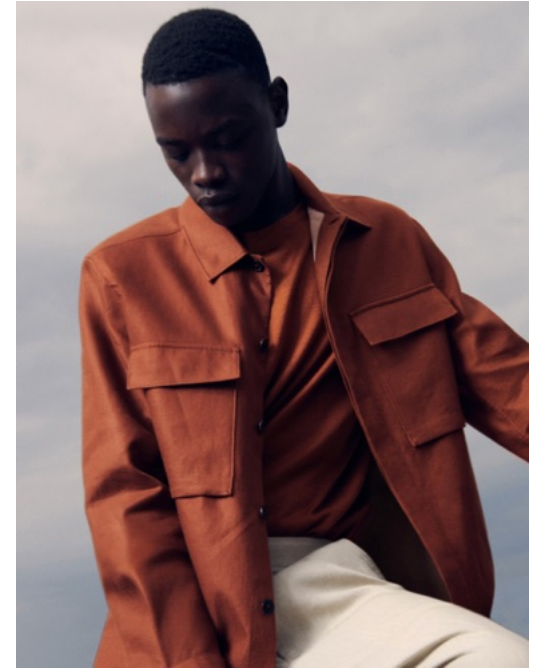
Hobbies & Interests

- Regularly shop luxury in every part of their lives
- They are regulars at cultural events and support the arts
- They travel first class or privately and stay in the world's most exclusive locations
- They are members of the world's leading private members clubs

Mount Street Neighbourhood

Our Customer

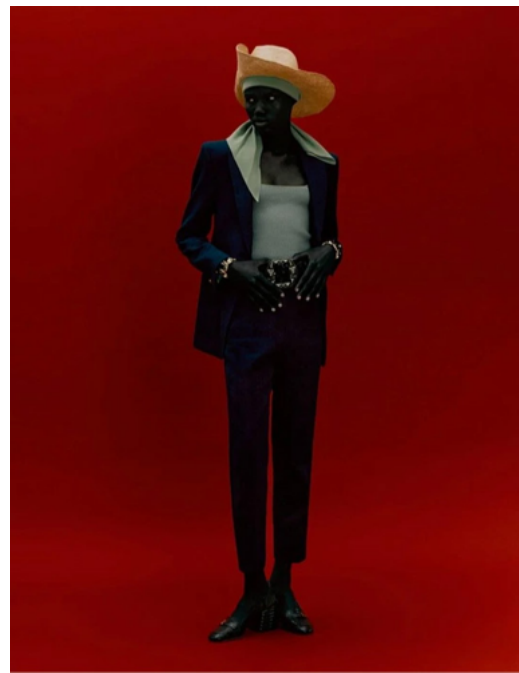
The Polished Luxurist



Mount Street Neighbourhood

Our Customer

The Curator



Characteristics & Behaviours

- Curated, bold and confident
- Inspired by culture and the arts
- Prefer to focus on personal styles than trends
- Loves the element of surprise and discovery
- Mixes vintage with new season fashion pieces

Hobbies & Interests

- Family & friends – they are known for being great hosts
- Regulars at cultural and societal events
- Their home is as curated as their wardrobes
- They love to travel and gather treasures from new places

Mount Street Neighbourhood

Our Customer

The Curator





Jessica McCormack

7 Carlos Pl, London, W1K 3AR

Jessica McCormack's six-storey townhouse features ever-changing art, antiques, and books across three retail floors, inspiring her diamond jewellery designs. An onsite workshop sits in the basement of the building and a secret garden enables guests to see diamonds by daylight.



Farm Shop

64 South Audley St, London W1K 2QT

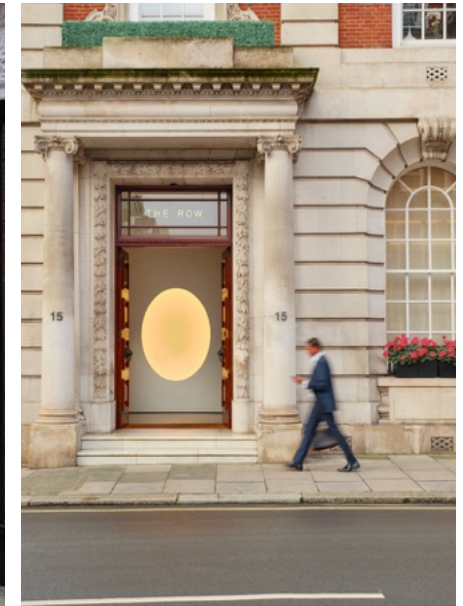
Durslade Farm Shop in Mayfair offers fresh, locally sourced produce, artisanal foods, and gourmet baked goods. Committed to sustainability, it provides a unique farm-to-table experience with a butcher and natural wine bar.



Dr Barbara Sturm

125 Mount St, London, W1K 3NS

Dr. Barbara Sturm's Mount Street location in London offers her renowned skincare treatments and products in a luxurious boutique spa setting, combining advanced aesthetics with her innovative, science-driven approach to skincare.



The Row

15 Carlos Pl, London W1K 2EY

The Row's Carlos Place location in Mayfair showcases the brand's minimalist luxury through meticulously crafted pieces. Known for timeless elegance, the store offers a serene shopping experience reflecting the label's refined aesthetic.



Totême

12 Mount St, London, W1K 2RD

Totême's Mount Street store showcases curated fashion collections in a gallery-like space, featuring design elements such as Marc Newson pieces. Renowned for understated elegance, it offers a sophisticated shopping experience reflective of the brand's minimalist ethos.



Marchesi

117 Mount St, London, W1K 3LA

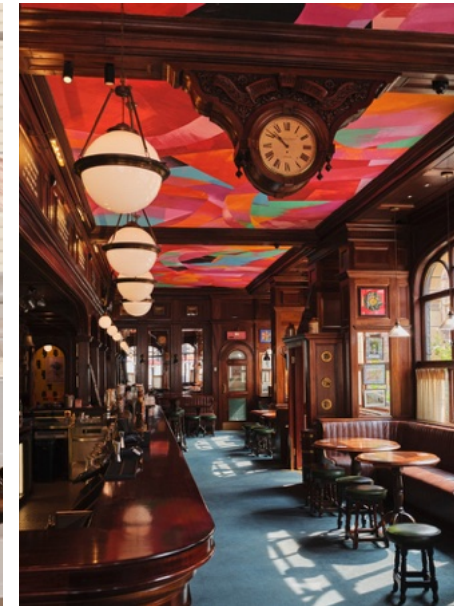
Marchesi's Mayfair location offers authentic Milanese pastries and coffee in an elegant setting, continuing its tradition of exquisite culinary craftsmanship since 1824.



Simone Rocha

93 Mount St, London, W1K 2SY

Simone Rocha's store offers modern elegance through curated fashion pieces blending avant-garde designs with timeless sophistication, catering to fashion enthusiasts with romantic, meticulously crafted garments.



The Audley Public House

41-43 Mount St, London, W1K 2RX

The Audley, an iconic London pub, offers a unique blend of historic charm and contemporary flair. Connected to Hauser & Wirth Gallery, it combines fine dining and a vibrant atmosphere, appealing to both art enthusiasts and locals.



A photograph of a grand, multi-story building with a light-colored stone facade and numerous windows. The building features ornate architectural details, including arched windows and decorative moldings. In the foreground, a paved sidewalk runs along the building, and a few people are walking. A small tree and some potted plants are visible on the left side of the sidewalk. The overall scene is bright and clear.

Grosvenor: Your partner of choice

Grosvenor is your long term partner of choice. When you succeed, we succeed.

We've built up a wealth of experience over the last 340 years. We are the people behind the highly successful consumer destinations brands: Mayfair and Belgravia.

Our values help to build loyalty and success across our communities, connecting people and services.

Flexibility, passion and collaboration are in our DNA. Whatever you need help with, we work with you to achieve mutually cost-effective business, sustainability and community goals.

Using our historic experience and future thinking, we help you to solve your practical and operational issues, allowing you to focus on what you do best – nurturing and growing your business.





Our Services

Our promise:

We have a dedicated team to make sure the process, from start to finish, is smooth and efficient.

Our sustainability goals:

We care deeply about sustainability and are moving to become an environmental leader in the sector. We provide a sustainability advisory service to help you meet our shared goals to reduce your unit running costs.

Straightforward:

We provide you with a seamless leasing process and have developed a new Trading Lease, which requires minimal legal input, allowing us to agree a lease within 24 hours.

The basics:

We set up your utilities before you arrive and will manage your waste collection.

Added extras:

We are also happy to set up your Wi-Fi using our Prime Fibre connection. In addition, we can help with shop front and signage applications as well as outside seating requirements and if required, can deliver your fit-out for you.

Optional extras:

We work with partners who make sure your business is working at optimum levels. Whether its additional merchandising support, finding new staff or helping you to expand your customer and logistic potential, we can connect you with the right people.

Data and Insight:

We know how important data insight is for every business decision but we also know that independent brands don't always have that resource. We offer best-in-class data and insight analysis for every retailer.

Communicating your brand:

We will also help you thrive as you become an integral part of the Grosvenor community, providing marketing and PR support and offering ongoing learning events through our "In Conversation" series.

**MOUNT
STREET
NEIGHBOURHOOD
ARTS FESTIVAL**

Case Study

Mount Street Neighbourhood Arts Festival

Campaign Goal

To attract a new, cultured audience and re-engage our existing high-net-worth individuals to Mount Street Neighbourhood, during a significant cultural event in London. The goal was to increase awareness of our brand partners and showcase the estate's luxury services and curated experiences.

Our goal is to establish Mount Street Neighbourhood as a premier cultural destination for both visitors and locals.

Campaign Overview

This October, Grosvenor Estate hosted the inaugural Mount Street Neighbourhood Arts Festival in Mayfair, bringing together the best of the area's culture, community and conversation.

Running alongside Frieze and PAD London, the festival comprised an experiential programme of events across the neighbourhood that includes Berkley Square, Carlos Place, Mount Street and S. Audley Street.

The programme featured:

- A pop-up iteration of Sarabande Foundation's House of Bandits, comprising works from a lineup of prestigious artists anchoring the festival and concierge hub
- A daily breakfast and conversation series hosted by the renowned black-owned creative agency, A Vibe Called Tech.
- A bespoke passport to incentivize data capture, engagement and traffic flow to the area which included stamps and incentives at key locations alongside a bespoke illustrated map and printed programme of events for the week



About: Sarabande Foundation, established by Lee Alexander McQueen, has changed the lives of more than 250 artists and designers by offering unparalleled access to mentorship and resources. Partnering with Sarabande connects Mayfair to the pinnacle of trailblazing creatives and cements its prestige within the worlds of art, fashion and design.

- 6-day pop-up store served as a central location providing a unique sense of discovery in Mayfair

- Collaborative programming helped drive content opportunities and engagement, attracting a wide audience and elevating the brand experience

- Sarabande's blend of artists and designers contributed to the week's content and amplified visibility as well as strengthened the positioning of the Arts Festival as a point of discovery in London that week – key attendees included Eddie Redmayne, CLM's Camilla Lowther, stylist Katie Grand and key press from VOGUE, Harper's Bazaar, WWD, The Telegraph, The Standard, Wallpaper and The Financial Times



- Strong average attendance of 50 HNW guests per event
- Hosted by renowned creative agency, Vibe Called Tech

Conversation events included:

- Phillips' Dr. Caroline Knighton, Senior Research of Modern & Contemporary Art - conversation and private tour of art ahead of the evening auction sale
- British VOGUE's Funmi Fetto at Jessica McCormack's Carlos Place townhouse library
- Apparatus' Founder and Creative Director, Gabriel Hendifar at the Apparatus Gallery
- Sarabande Foundations artists Jo Grogan and Stephen Akpo at the House of Bandits pop-up space at 5 Carlos Place





Vibe Called Tech and Phillips' Dr. Caroline Knighton



Vibe Called Tech and Sarabande artists Jo Grogan and Stephen Akpo



Charlene Prempeh and APPARATUS founder Gabriel Hendifar



Sarabande's Trino Verkade with British VOGUE's Sarah Harris



Farm Shop catering



Funmi Fetto at Jessica McCormack townhouse

Mount Street Neighbourhood Arts Festival

Visual Highlights



Bespoke Illustrated Map by the artist Sainte Maria



Out-of-home advertisement at 9 Mount Street



Bespoke Passport by Heironymus Stationers

- Passport Sign-ups: 2788
- Breakfast Event Attendance: 250
- Press: 19 pieces of media coverage secured with a media reach of 60M in luxury sector
- Talent Social Media: 584K Reach
- Paid Social: 3.2M Impressions
- Organic Social Media: 593K Impressions
- Partner Amplification: Over 1.3M Reach
- Total Impressions: 3.8M
- Total Reach: 61.8M





MAYFAIR

MOUNT STREET