

# LUROT BRAND



# MEWS NEWS

AUTUMN 2012





## MEALS IN THE MEWS

### La Petite Maison

In the last issue of Mews News, I donned the mantle of Book Reviewer - Prue Leith's autobiography. In this edition here I am as restaurant critic - my only qualification is that I love food and have been fortunate enough to eat in some of the world's best. I also love the writing style of AA Gill (and the Blonde) so on the basis that plagiarism is the sincerest form of flattery, here goes.

### THE RESTAURANT

I took my good friend, a Chartered Surveyor. The first surprise on entering this famous Mayfair restaurant was that it was more than half full (mid-August lunchtime) and then proceeded to fill up pretty well to capacity. It's quite a big restaurant and the Surveyor and I had commented as we walked there just how quiet the Bond Street area was. The clientele was varied - families with children, mixed with couples and businessmen lunching.

### THE FOOD

The presentation was so attractive that I immediately suffered from "food envy" - both the Surveyor's choices and those on the tables on either side of us whilst loving everything I had chosen for myself. The Thinly Sliced Octopus in Lemon Oil (carpaccio-style) is one of the prettiest dishes I have ever



seen (served to the table on my left).

The Surveyor started with a Crab and Lobster Salad which I tasted and was sublime but not as sublime as my Salad de Haricots Verts au Fois Gras. The seasoning on everything that we tasted was exceptional. Marinated Côtelettes d'Agneau avec Aubergine followed for my guest and Côte de Veau Grillé for me. Both marinated to melt-in-the-mouth perfection. There is a large selection of fish dishes on the menu (for next time).

### THE DESSERTS

When the puddings arrived, I had one of those "Oh my God" moments. I had chosen Pain Perdu et sa Glace aux Épices. Pain Perdu is simply French Toast or Eggy Bread depending whether you are in America or England. But, this large slab of Eggy Bread was caramelised, deliciously soggy in the middle and utterly sensational. The Surveyor's Marinated Agen Prunes with Ginger Bread Ice Cream was excellent (and not so calorific). He certainly dug into mine with relish.

I don't drink alcohol but the Surveyor checked out the wine list and approved.

Not surprisingly, this restaurant is in The Times top 100 restaurants in Britain. I will be returning. I most definitely recommend you try it but be prepared for a fairly hefty bill - worth every penny.

Kati Lurot

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# W2 CHALLENGE

## CITY OF WESTMINSTER

- CHESTER MEWS
- ALBION MEWS
- ALBION MEWS NORTH
- ALBION MEWS EAST
- CONNAUGHT SQUARE MEWS
- PORTSEA MEWS
- CLEVELAND MEWS
- DEVONPORT MEWS
- GLOUCESTER MEWS WEST  
(Not the one behind Cleveland Square!)
- ARTHUR MEWS
- CHARLES MEWS
- UPPER BROOK MEWS



SCAN THIS  
ALL MEWS

## INFORMATION

Following the 'Mews Streets No More' article in the spring edition of Mews News, we received an email from a lady who found our article online and is desperate to find more information on Burlington Mews West. Her grandparents used to live there and she believes there was a dolls factory in the mews. Any information that you may have could help her find a lost family member and the whereabouts of her ancestors.

Right: Burlington Mews West, 1956  
Image © City of Westminster Archives Centre

If you can help please contact us:  
mewsnews@lurotbrand.co.uk  
or 020 7590 9955



E  
ER

Here is a list of old mews names in Bayswater and Paddington circa 1898. Can you give these streets their current names?

**TO ENTER:**

Please send us your answers and contact details before the 15th October 2012, by email: [mewsnews@lurotbrand.co.uk](mailto:mewsnews@lurotbrand.co.uk) or by post to: Lurot Brand, Mews News competition, 5 Kynance Place London SW7 4QS

The first entry with the most correct answers out of the hat will receive a bottle of champagne and a box of delicious chocolates.

We will announce the winner and list the old and modern names in the Winter 2012 edition.

QR TO SEE  
NEWS EDITIONS

**APPEAL**



**CELEBRATING D.H. LUROT BETJEMAN'S**

**O**ur regular readers and clients will have, over many years, seen and appreciated some of the oil paintings and drawings of mews streets and individual mews houses done by Antoine Lurot's mother, Doris Lurot Betjeman.

She passed away in March of this year at the age of 96. We thought some of you would be interested to know a bit more about her amazing life and have the opportunity to see some of her paintings. Her family is currently preparing her works for cataloguing and might even consider exhibitions of her oil paintings and drawings, including mews studies, at some point in our three offices.

Doris Hope Lurot Betjeman was born in Paris in 1915. She attended art school in Düsseldorf for a year in 1931 and, the following year, at 17, was given a dispensation to enter the Ecole Nationale Supérieure des Beaux-Arts in Paris 3 years earlier than the statutory

minimum entry age, at the request of the Judges of the Concours: she had entered just to get practice and came 7th out of 541 entries!

**IN 1937**, the renowned Paris gallery of Jean Charpentier held her first solo exhibition. Highly acclaimed by critics and the national press, the exhibition was a sell-out. The following year, she was commissioned by the British Embassy in Paris to execute a portrait of Sir Robert Cahill, 'Doyen of the Diplomatic Corps' and Commercial Councillor to the Embassy.

**IN 1939**, she was invited to exhibit three paintings at the Salon des Artistes Français, and was subsequently awarded the prestigious Medaille d'Or by the Société Lorraine des Beaux-Arts for one of her works. During this year, she married and spent her time between Paris and Varengeville in Normandy.

**IN 1949**, she exhibited for a second time at the Salon, where she was again awarded, this time with the Prix de la Savoie, by the Ministère de la



Top row, left to right: Minera Mews; Kynance Mews; Lennox Gardens Mews; Cornwall Gardens Walk  
Bottom row, left to right: Kynance Mews; Bathurst Mews; Albion Mews; Hyde Park Gardens Mews







## LIFE: 1915 - 2012

Culture. With this honour, she was also bestowed with the permanent position of Sociétaire of the Salon.

**IN 1956**, she painted her first portrait of her cousin, Sir John Betjeman, at his home in Wantage. The following year, she was commissioned by the Spanish Royal Family to execute a portrait of Don Jaime of Spain.

**IN 1960**, she moved to London with her two children, and continued to undertake prestigious commissions, including a second portrait of Sir John Betjeman, which has since been bequeathed to his old school, Marlborough College.

Many of her portrait commissions, landscapes, still lifes and nudes can be found in private collections all over the world.

One of her last commissions in 2009 when she was 93 years of age, was a portrait of the late Benazir Bhutto for Oxford University.



**E**volve is a centre of evolution, located on the beautiful and calm Kendrick Mews right in the centre of South Kensington. With a holistic view, Evolve inspires individuals to feel fully empowered in their lives. The co-founders Corinne Blum and Adrian Kowal are passionate about creating a healthy work/life balance and supporting people to grow, heal and evolve within a like-minded community.

Evolve offers a wide variety of yoga and pilates classes including dynamic, hatha, iyengar, ashtanga and kundalini styles of yoga – so no matter if you are looking to keep fit and toned or you are looking to relax and stretch there is a class for everyone.

## KENDRICK MEWS SEEMS LIKE AN OASIS OF CALM RIGHT IN THE HEART OF LONDON

The centre offers cutting edge treatments with some of the UK's top therapists. Some notable treatments include Lomi Lomi massage – a deeply relaxing and pampering Hawaiian-style massage, HypnoBirthing which helps take the fear out of giving birth, and various methods of acupuncture to help alleviate joint or muscle pains.

A host of diverse events, courses and workshops awaits you. One of the most popular regular workshops is a wonderfully soothing 'gong bath' where the vibrations of the gong literally bathe you in sound allowing all the stress from the day to wash away. Talks held at the centre focus

on nutrition and techniques to reduce stress and live a healthier lifestyle in an urban environment. Meditation and mindfulness techniques to calm the mind are amongst some of the most popular classes at Evolve as the practice acts as a powerful antidote to the hectic nature of city living.

The co-founders have built a roof garden on top of the studio where they grow vegetables, soft fruits and herbs. Through this they inspire other local residents to try their hand at 'growing their own' at home in small spaces through talks and workshops which show you how to get started.

One of Evolve's unique aspects is their focus on raising awareness around the community and environment in a down to earth way. The centre runs regular film screenings on sustainability-themed topics, often introduced by the film-maker with Q&A at the end. Once a month a group of leaders of local businesses meets at the centre to work on environmental initiatives in the neighbourhood.

Kendrick Mews seems like an oasis of calm right in the heart of London and accommodates a group of like-minded small entrepreneurial businesses. These include organic food companies, a Peruvian rainforest and education research foundation, an electric car designer, and a charity that works with young people and body image. Last year Evolve organised a "No Impact Week" initiative which saw most of the companies in the mews compete between each other in teams to see who could live with the least impact on the environment over the duration of a week.

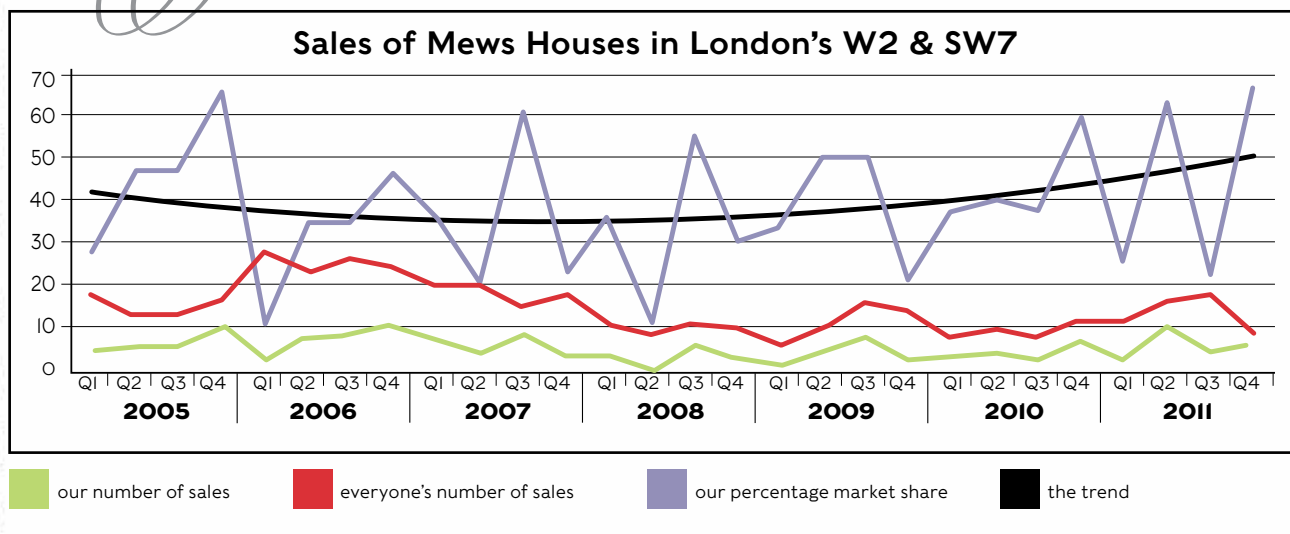
If you are looking to live a healthier, happier more balanced lifestyle Evolve is the place for you. Corinne and Adrian warmly welcome you and look forward to seeing you around the centre!



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Letter

## FROM THE CHAIRMAN



The style and tone of this newsletter is comfortable, villagey, even clubby in its way but it is nonetheless the mouthpiece of a commercial organisation. So, I thought I would outline what is behind it and how we perform our tasks, as we read a lot about how other agents perform.

The quantity of Mews houses available on the market and shown on all the agents' websites gives the impression that our competition is stronger than it really is. It is when the actual total sales are compared with the sales effected by Lurot Brand that a very different picture emerges.

Frustrated by market perception that non-specialists can do the job better than us, we undertook the huge task of gathering all the Land Registry data on Central London Mews since 1995 to 2011 (when it 'went public') and compared Lurot Brand's sales of Mews to that of all other agents.

### LAST YEAR, WE SOLD JUST UNDER 50% OF ALL MEWS HOUSES

It appears we have been too bashful about our performance. For instance, in SW7 and W2 (i.e both sides of the Park) last year, we sold just under 50% of all Mews houses actually sold. That means Lurot Brand sells very nearly as many Mews as all the other estate agents put together, giants and minnows combined (see graph). And working at beating that 50% milestone is our current goal.

And our ability to perform for clients is further supported by our 'asking-to-achieved price ratio', which, year to date, is a proud 98% and beats Knight Frank's well publicized 95%. A win by a short head,

yes, but a worthy win at these competitive levels! We all know money doesn't come easy...

### LUROT BRAND SELLS NEARLY AS MANY MEWS AS ALL THE OTHER ESTATE AGENTS PUT TOGETHER

One of the misperceptions we have to overcome is that a flat buyer may be convinced to buy a Mews house. The general pecking order for London living is: house first, flat second choice, except for some Continentals (but then the Mews where I live is peopled with those, so?) – and a Mews is a house – so, the reality is that a disappointed Mews buyer may settle for a flat, not the other way round and he'll be promising himself to save to get a Mews the next time round. Being a Mews resident, you already know what you prefer!

As it is, 90% of our registered buyers want a Mews house, not a flat. Most of them are already confirmed *Mewsophiles*. The type of house is much more important than the exact area (transport is a stronger area choice factor than schools). The strength of our specialisation is that we are able to offer them Mews houses all over London and easily and happily tempt them 'from one postcode to another'.

In conclusion, the reality is that we don't offer dreams to flatter you into instructing us. As stated above, so far in 2012 we achieved 98% on our asking prices. You can plan your financial life. No romantic dreams followed by heartache, then heartbreak. To see some more facts and figures, please go to our back page. Business, not bragging, is our business. Choose Lurot Brand, the specialist with international appeal!

Antoine Lurot

*Mews? No other agent gets anywhere near us!*

***Between 1st January 2011  
and 30th June 2012  
Lurot Brand achieved:***

More Mews house sales than any other estate agency in London

An average of 98% of asking prices

The sale of nearly 50% of all Mews houses sold in SW7 and W2



***AND, did you know that...***

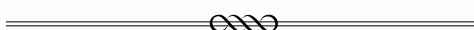
This year we have already sold 47% of our Mews houses to  
International buyers compared with 25% in 2011.

Since January, our website has attracted international buyers from  
146 different countries, against 154 for the whole of 2011.

In August 2012 alone, buyers from 99 countries visited our website.

We have been specialising in selling and letting Mews houses for over 40 years  
giving us unrivalled experience, knowledge and a database second to none.

We have let, sold and managed 1,000's of Mews properties as far apart as N1 and  
SE5 and all over Central London: SW1, SW3, SW4, SW5, SW6, SW7, SW10, SW11,  
W1, W2, W6, W8, W9, W10, W11, W14, WC1, NW1, NW3, NW6, NW8, etc.



**Proving our specialisation transcends location.**

**LUROT BRAND**

**Synonymous with Mews since 1971**

**Sales | Lettings | Commercial | Management**

Information sourced from Rightmove/Lonres/Nethouseprice/upmystreet/Google Analytics

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