

MEWS NEWS

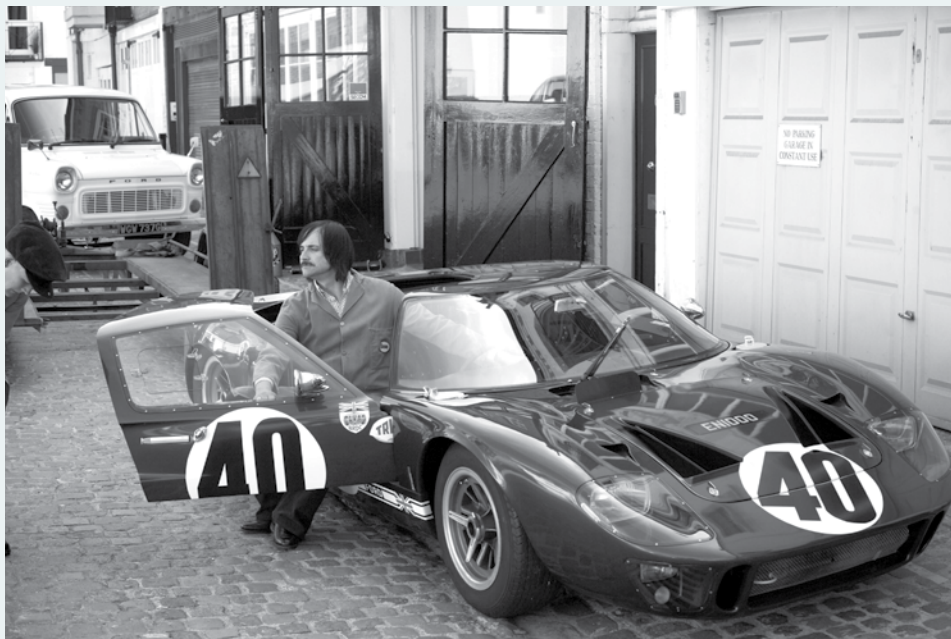
DECEMBER 2013



LUROT BRAND



BUSINESSES IN MEWS A SPOTLIGHT ON FISKENS



Mews properties make beautiful homes, full of personality, however some are still used for business. Take Gregor Fiskens, the internationally renowned car lover and racing driver who deals in early, iconic, exotic and vintage cars. His world-famous company, Fiskens, operates out of a beautiful South Kensington mews property.

Dan Margulies, the racing garagiste, once funded his glittering racing career from the mews property next door, at number 12 Queen's Gate Place Mews, specialising in selling exceptional Jaguars, Ferraris and Maseratis. Then there was the redoubtable Charles Howard, at one time the owner of Coys of Kensington. He originally bought most of Queen's Gate Place Mews garages for a song during the War.

Fiskens worked for Coys as a young man and ultimately bought Howard's mews properties. These days he is the last great dealer in the mews, once a hive of high class commercial activity, although the racing connection still holds strong with one of Fiskens's

racing heroes, Alain de Cadenet, still based there.

Fiskens arrived in Queen's Gate Place Mews in 1991, taking a mews garage right next door to Dan Margulies, already a famous go-to address for the world's greatest cars. The mews'

reputation remains, carrying on the honourable tradition of matching famous sports and racing cars of the '50s, '60s, and '70s with enthusiastic new owners. It is a prime destination for all the great pre-War cars, the super-charged Alfa Romeo, super-charged Bentleys and the unforgettable Bugatti brand.

Fiskens operates from three mews properties in total: a wonderful private gallery in Atherstone Mews and two

THE QUEENS GATE PLACE PROPERTIES ARE THE DEEPEST IN LONDON FROM FRONT TO BACK

fabulous mews houses in Queen's Gate Place Mews itself. Interestingly, the Queen's Gate Place properties are the deepest in London from front to back,



providing ample room to showcase between twenty and twenty five remarkable cars to their best advantage. Although the mews isn't used as a main thoroughfare, it isn't private either. You can walk down it and admire a series of quite simply spectacular, rare and beautiful vehicles, on the street and in the garages, being worked on or presented for sale.

The mews garages were originally built for horses and carriages, designed as working spaces where repair work went on, so the change of use is perfectly in keeping. The properties have all the features, space and light, needed to act as highly effective and attractive working garages, the ideal home for prestige vehicles. They were, and are, the perfect location for the classic and luxury car trade but Fisken's admiration of mews properties goes much deeper than mere practicality. It's a love affair.

As he explains, "If a mews property comes up for sale, which is very rare, we love it if an old car friend buys it. To be able to buy 3500 square feet of prime central London freehold and have a facility for 6-8 cars is just unique, an angle which hasn't been lost on our car-loving contacts. The most recent to come on the market was sold by Lurot Brand to friends of ours from overseas, who are great old car people and bought the property for all the right reasons. In this respect we have worked with our friends at Lurot Brand for many years who in fact advised in us in 1991 that the astronomic sum of £485,000 was worth paying for 14 Queen's Gate Place Mews!

It is indeed very rare to find a substantial London pied-a-terre where you can keep many cars as well as being close to other car-friendly

people. "Of all the mews houses on this side of the street, there is only one that is owned by someone who has no interest in old cars", adds Fisken. "And it is owned by one of the Sovereign

as well. There is always a sense of something going on and I think that makes for an interesting life."

Would Fiskens ever move into another mews? The business is

THE PROPERTIES ARE WONDERFULLY LIGHT AND BRIGHT, WITH ABSOLUTELY NO SENSE OF CLAUSTROPHOBIA

Wealth funds, I think Brunei or Qatar, who keep their fleet of cars there."

Fisken used to live in a Queen's Gate Place mews property himself, making his home above the shop for thirteen years. He keeps a flat there, where he still lives part of the time. And his affection for the place is clear. "They are fabulous buildings and, because I am originally from Scotland, I value the outside space they provide as well. There's a huge roof terrace out the back and it's fantastic. Because the mews is so wide, the properties are wonderfully light and bright, with absolutely no sense of claustrophobia. It isn't in any way dominated by the big terraced houses on Queen's Gate and Queen's Gate Gardens, so has an especially spacious feel."

How does everyday life unfold in the mews? According to Fisken it's a quiet place considering it's so very central. "I find the mews, particularly on weekends, to be very quiet. You don't have a lot of noise." But he enjoys a lively working atmosphere, believing that the happiest mews are those that are still a mixture of residential and commercial, a balance that keeps things alive and thriving. "Mews are lovely places to live and lovely places to work

expanding and there's a lot of interest in some of the younger classic cars from the '60s, '70s and '80s, a fresh market that's apparently developing nicely. "We have already taken on a new member of staff and we are going to be expanding our range a little bit. But it would be unthinkable for us to leave this place."

As far as other people in the same line of business are concerned Fisken would love to see more of them coming back to the mews, the more the merrier. But with prime London property prices ever-soaring, he realises how lucky he was to get a foot in the door so long ago. As he explains, "I sold everything I had. I sold all my vintage cars. I sold my grotty basement flat in Notting Hill Gate - everything. And I still borrowed money. I was 26 years of age and here I am at 48, still in the mews I love and still going strong."

We'd like to congratulate Gregor Fisken on his exciting season racing his Porsche 997 GT3R, and wish him the very best of luck for a happy and successful future in his beautiful mews.

Interview by James Robinson





RIDING IN THE CITY

Living in a city today presents obvious obstacles to keeping a horse or the prospect to ride. The “concrete jungle”, tarmac roads and associated traffic fumes don’t immediately lend themselves to a relaxing hack. Yet many of our cities, and notably London, retain numerous green oases where there is mile upon mile of rambling paths and bridledways. If you are lucky enough to keep horses outside London but can only get to them at weekends or even more rarely then city stables offer a precious resource.

Those looking for a brief hack, some time in the dressage ring, or a combination of the two for a real workout, can have their appetite satisfied in city centre riding schools. Two stables (Ross Nye Stables and Hyde Park Stables) serve London’s Hyde Park, providing a rare opportunity of riding through the park on five miles of bridledways, surrounded by greenery and the Serpentine lake. The Royal Parks are kept immaculate by a small army of park staff and groundsmen

immersed in the horse world and further satisfy their inquisitive young minds.

If you simply cannot bear to be separated from your horse or pony or simply like the idea of living near to it and a city riding centre then most stables offer a livery service. Whilst rarely cheap, this does mean you can pop along after work for a ride (daylight allowing!) or simply get involved with grooming and bonding on a regular basis.



BATHURST MEWS ON LONDON’S HYDE PARK ESTATE IS A TRUE RARITY IN CENTRAL LONDON

making the experience all the more civilised. Given the chance to ride along Rotten Row (commonly known as the most famous ride in the world) and witness the morning mist lifting over the park is an occasion not to be missed.

Although not the most centrally located green space in London, Wimbledon Common is still very accessible and offers an almost uninterrupted link to Richmond Park providing access to over 3,000 acres of green space. You can ride for hours enjoying the varied terrain of open spaces mixed with more intimate woodland trails. In common with Hyde Park, Wimbledon Common has two riding arenas where you can practice dressage or undertake more technique focussed riding lessons.

Where children have parents that have been involved with horses themselves or they have sought the opportunity for them, the Pony Club presents a fantastic starting point for learning to ride. Most stables will offer Pony Club membership and the associated learning that comes with it, including stable management and other practical and theoretical topics. It is an ideal vehicle for youngsters to become

Bathurst Mews on London’s Hyde Park Estate is a true rarity in central London. It is home to the last two commercial stables in central London. Nowhere else does such a centrally located stables exist, unless you are a member of the Household Cavalry. Not only do the stables provide horses and ponies but livery is available too. If you revel in the sight and sound of horses on cobblestones and are looking for a home or simply a pied-à-terre in London, moments from Lancaster Gate underground (Central line), then Lurot Brand – which specialises in mews properties – may have just the house. Directly opposite Hyde Park Stables they have a delightful three bedroom mews house available for sale with two bathrooms and a bright dining room.

Duncan Petrie

*For more information please contact Lurot Brand Hyde Park
020 7479 1999 www.lurotbrand.co.uk.*

www.hydeparkstables.com
www.rossnyestables.co.uk
www.wvstables.com



**SCAN THIS QR CODE
TO SEE ALL MEWS
NEWS EDITIONS**



MEWS IN BLOOM

Register your mews for Mews In Bloom

We are delighted to announce that we are inviting entrants for The Lurot Brand Mews in Bloom Competition 2014.

We started Mews in Bloom in 1996 as a fun competition for mews house owners who wanted to enhance the look of their houses and their mews streets.

This year Clifton Nurseries, in Little Venice, has generously agreed to support the competition by supplying all entrants with a Mews in Bloom discount card for purchases made at either of their nurseries.

Well-known author and gardener, Candida Lycett Green has agreed to judge the finalists for the fourth time and will be viewing all entries over the first two weeks of June.

Each mews will be judged on the overall efforts made by the residents to really make their mews visually a wonderful place to live. We will announce the results shortly afterwards and will write to each mews in the finals with Candida's comments.

Gold, Silver and Most Improved prizes will be awarded to the three best streets each receiving a share of a soon to be announced prize pot and a winner's plaque to be displayed in the mews. The name of the Gold winning mews will also be inscribed on the solid silver Armada Plate which is displayed in our Sussex Place office.

It might be worthwhile visiting recent winners such as Elnathan Mews in Maida Vale, Kynance Mews and Ennismore Gardens Mews in South Kensington, Albion Mews and Sussex Mews East on the Hyde Park Estate to see how the residents pull together to put their mews on the map.

To register please call Anne on 020 7590 2529 or email anne@lurotbrand.co.uk



A SELECTION OF OUR MEWS HOUSES: LETTINGS



SW5

CHILD'S STREET
£725 PER WEEK
2 BEDROOMS, 1 RECEPTION



W2

GLOUCESTER MEWS
£895 PER WEEK
3 BEDROOMS, 2 RECEPTIONS



W2

FULTON MEWS BEDROOMS
£1,200 PER WEEK
3 BEDROOMS, 1 RECEPTION



W1

BOURDON STREET
£1,375 PER WEEK
2 BEDROOMS, 1 RECEPTION



W11

DUNWORTH MEWS
£850 PER WEEK
2 BEDROOMS, 1 RECEPTION



SW7

MANSON MEWS
£1,350 PER WEEK
3 BEDROOMS, 1 RECEPTIONS



SW7

ENSOR MEWS
£1,200 PER WEEK
3 BEDROOMS, 1 RECEPTION



W2

FULTON MEWS
£1,575 PER WEEK
4 BEDROOMS, 1 RECEPTION

A SELECTION OF OUR MEWS HOUSES: SALES



W1

FITZROY MEWS
£1,625,000
3 BEDROOMS, 1 RECEPTION



W11

DUNWORTH MEWS
£1,850,000
3 BEDROOMS, 1 RECEPTION



SW7

QUEEN'S GATE PLACE MEWS
£5,000,000
4 BEDROOMS, 2 RECEPTIONS



W9

BRISTOL MEWS
£1,500,000
3 BEDROOMS, 1 RECEPTION



W2

HYDE PARK GARDENS MEWS
£3,350,000
3 BEDROOMS, 1 RECEPTION



SW5

MORTON MEWS
£3,100,000
4 BEDROOMS, 1 RECEPTION



NW1

MANDELA STREET
£1,300,000
2 BEDROOMS, 1 RECEPTION



NW8

RYDER'S TERRACE
£1,295,000
2 BEDROOMS, 1 RECEPTION



MARYLEBONE



SOUTH KENSINGTON



HYDE PARK

ESSENTIAL READING FOR ANYONE MARKETING A MEWS HOUSE

Over the last twelve months...

- 1st** Lurot Brand has sold and let more than double the number of Mews houses than any other London Estate agency this year.
- 98%** Throughout 2013 the sales department achieved an average of 98% of our asking prices.
- 84%** We have sold 84% of the houses we have brought to the market this year, many in competition with other estate agents.
- 3:1** Our domestic mews buyers have been outbidding our international buyers this year by a ratio of three to one.
- 74%** 74% of our current register of properties for let are owned by landlords who have used our services before and stay loyal to Lurot Brand.
- 60:40** The ratio of Mews to non-Mews properties we have for let is 60/40
- 1:11** It takes our lettings department an average of just 11 viewings to find the right tenant for our landlord's properties.
- 1:21** It takes our sales department an average of just 21 viewings to achieve the best price.
- 43 years** 43 years specialising in selling and letting Mews houses has given us unrivalled experience, knowledge and a database second to none.

Information sourced from Rightmove/Google Analytics/Lurot Brand Archives. If you have instructed an agent on a sole and or sole selling rights basis, the terms of that instruction must be considered to avoid the possibility of paying two commissions.

LUROT BRAND

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