

LUROT BRAND



MEWS NEWS

SUMMER 2012





WHICH MEWS?

The original of this wonderful old photograph was found by one of our readers and started a fascinating exercise in our office of trying to find out which mews it depicts. A little bit of detective work has indicated that the Abery Bros. garage was based in Porchester Mews, W2.

The mews street can still be found on a London map and is now home of The Colonades, off Porchester Road.

If you used to live/work in Porchester Mews or have any bit of history on Abery Bros. garage we would love to hear from you: mewsnews@lurotbrand.co.uk; 020 7479 1999 (Peggy Lurot)

HAMPDEN GURNEY SUMMER FAIR 2012 Sponsored by Lurot Brand

Milo Lurot, 7 years old, tells us about this fantastic day

I love going to the Hampden Gurney summer fair! I was so excited the night before that I didn't get to sleep until 9.30pm and I woke up earlier than usual! I spent the first few hours of the morning asking my parents "When is it?" "When are we going?" "Should I get dressed now?". Then at around 9am, it was time to go. We had to stop a few times on the way to pick up boxes and posters but at last, at around 10.30pm, we arrived! My big brother and I helped my mother stick some posters in the Go-Kart room that Lurot Brand also sponsored and then it was time to play!!!!

I of course started with the Go Kart which is really cool. Then I went down to the basement and had a lovely cup cake with a sugar doggy on top. I didn't want to eat it at first but I had to! Then I bounced on the inflatable slide, kicked a football and won a prize! I tried basketball and was so close but didn't manage to get the ball through the net. I went upstairs with my big brother and we played lots of other games.

Then it was time to gather outside for the Lurot Brand

group photo. Tom the photographer had to take a few

photos very quickly because we couldn't open our eyes as the sun was shining so brightly. Mummy told me to just close my eyes which I did as you can see on the photo (maybe the adults should have done the same thing).

After the photo, we all went to the Scalextric track for the traditional Lurot Brand race. I chose the super fast car (can't tell you which one, sorry!) and not only did I win the race against all of the adults but at 1.30pm, I still had the overall best time of the day. I could have won the cup but unfortunately another boy had lots of goes and managed to finish a race one second faster than me. I was a bit disappointed but as mummy said it was good to do such a fast time on my first and only run!

After the excitement, we went on the roof terrace. The adults all had a glass of Pimms (not sure what it is all about but they seem to all like it A LOT) and I had a Ribena. I finished this lovely day by painting a plate that my parents have displayed on our garden wall with the ones that I did when I was younger. I have to say this one is the best so far.



Mummy told me that the school and the parents work very hard for us to have a great day and that Lurot Brand helps them promote the fair. They all did a great job because I certainly had a lot of fun and Helen Wilson, one of the many parents organising the fair, told my mother that the fair was a great success as they reached more people than ever and about 1000 people came! The money raised will help the school pay for new projects and equipment.



LIVING AND WORKING IN A MEWS



I moved into St. Luke's Mews in 2007 before I'd even dreamt up Chic&Seek. What struck me was the potential of running a business from the house: there is a wonderful, open-plan reception room downstairs, which leads out into the garden, making an excellent work space.

My initial business vision was to have a website selling pre-owned designer clothes and accessories. Friends soon asked if I was going to hold a launch party to celebrate the start of the business. I hadn't really ear-marked any budget for an event, but it felt right to mark the occasion somehow – even if it was fairly low-key. I asked my neighbour if I could borrow some garage space to store my living room furniture in for a couple of nights whilst I transformed my living room into a boutique for the launch party. People came in to say hello, see what was going on and have a glass of wine, and ended up leaving with bags of goodies that they'd seen on the rails while they were at the mews. The event was such a success that I thought I'd keep it like that for a Christmas party – and at the same time more and more women kept requesting to come

over and try pieces on. Since then, I've never put my furniture back the way it was and my home has never returned to its original self. The whole house has slowly become more "Chic&Seek'd".

The great thing about running my business from home is that it helps to keep my costs down – something that every start-up business is looking to do nowadays. One day I would love

own.

Running a business from home can be a big strain. Initially I was working non-stop – and not just by checking my emails last thing at night before I went to bed and as soon as I woke up in the morning. I was taking client calls 24/7 and was giving myself little time off. Entertaining at home became less enjoyable because I was constantly surrounded by work.

I have learnt that it wasn't a sustainable path to follow and I had to set clear boundaries between work and pleasure. I make sure I take some time out of the house every day to just get away from work, because if not I wouldn't get any down time. Business is business, and I love what I do – but it's important, when you live and work in the same place, to not let work take over.

Chic&Seek Founder, Tara Nash-King

THERE IS SOMETHING SPECIAL ABOUT VISITING THE MEWS, AND THE FEELING HERE IS VERY INFORMAL AND RELAXED.

to have a shop in a great location to turn stock around faster, but I think it's important to remain patient for now. One of my key USPs is the highly personal service my clients receive when they come in – so, whatever I end up doing, I don't want to detract from that at all. There is something special about visiting the mews, and the feeling here is very informal and relaxed. It makes buying designer clothes accessible and unintimidating. This might come as a surprise, as the 'by appointment' can sound off-putting to some; however I am always very keen to make people feel at ease. There is no pressure to buy and I very much leave clients to browse on their

CHIC&SEEK

35 St Luke's Mews, W11
info@chicandseek.com
+44 (0) 20 7229 4308

Photos: Richard Fairclough rdphotography.co.uk



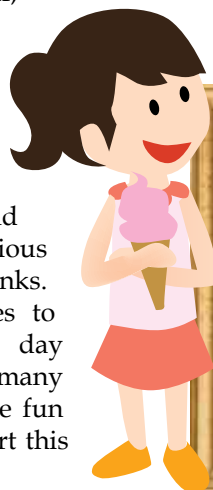
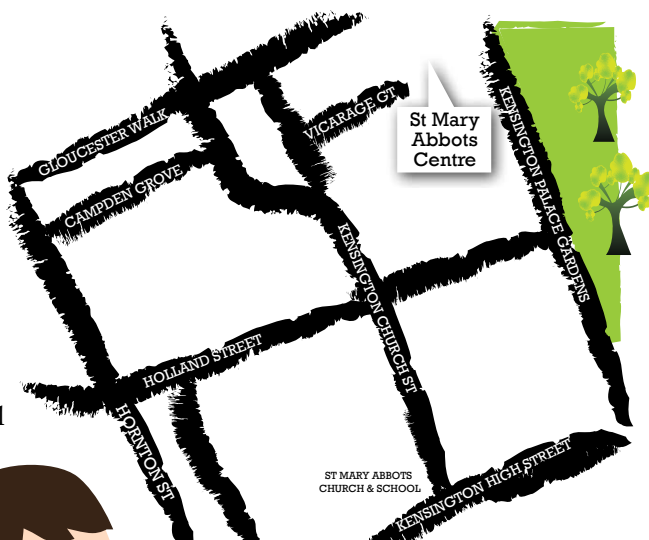
DIAMOND JUBILEE DISPLAY



A Mews house proud to be British
Spear Mews – June 2012

ST MARY ABBOTS SCHOOL FAIR

For the second year running, we are delighted to announce that Lurot Brand will proudly sponsor St Mary Abbots School fair. Last year, on a gorgeous summer's day, we had hours of fun watching our children taking part in many great activities and enjoyed the delicious food and fresh drinks. This year promises to be another great day out! We hope that many of you will join the fun and help us support this wonderful school.



Admission £1 for adults, free for children under 14
Saturday 7th July from 12pm to 4pm
The Vicarage Garden, St Mary Abbots Centre, Vicarage Gate, W8

LUROT BRAND IS GROWING!

If you have visited Kynance Place, which joins Gloucester Road with the gorgeous Launceston Place, then you will know it is a tiny cul-de-sac street which is home to just four private houses and four businesses. As the saying goes, "small is beautiful" and its size needn't mean a brief visit. A good way to start the day is by visiting Amir at Petit Delice who will serve you a very pleasant coffee en terrasse without the noise and fumes of most of the nearby cafes.

Until fairly recently 4 Kynance Place was occupied by a characterful little wine bar and restaurant about which there is a wide range of anecdotes. Lurot Brand has now secured the lease for this property and I am proud to announce that after 11 years of inhabiting number 5 we are soon to complete the job of linking the two spaces. As I write this the builders – lovely as they are – are knocking seven bells out of the interior to form two connections between the surprisingly thick walls.

Our current office has always been 'cosy' and this expansion is going to

make a much more pleasant environment for the clients, buyers, tenants and our team to do business from. We have had some very positive feedback from passers-by about the attention to detail over the façade and, once completed, I'm confident that this will be an aesthetic decision which everyone will be glad we have pursued.

We cover a broad geographical area

from this branch but it is worth noting that within our most local parish (SW7) we sell more mews properties than all the other agents. Combine this with the fact that so far in 2012 we have achieved 97.8% of the asking price for our clients and we have had enquiries from 130 countries, we are still the local mews specialist with global appeal.

Duncan Petrie | Sales Manager



PRUE LEITH “RELISHES” MEWS HOUSES

When I heard that Prue Leith had written an autobiography – *Relish, My Life on a Plate* – I rushed to get a copy as soon as it was available, knowing that somewhere MEWS would feature.

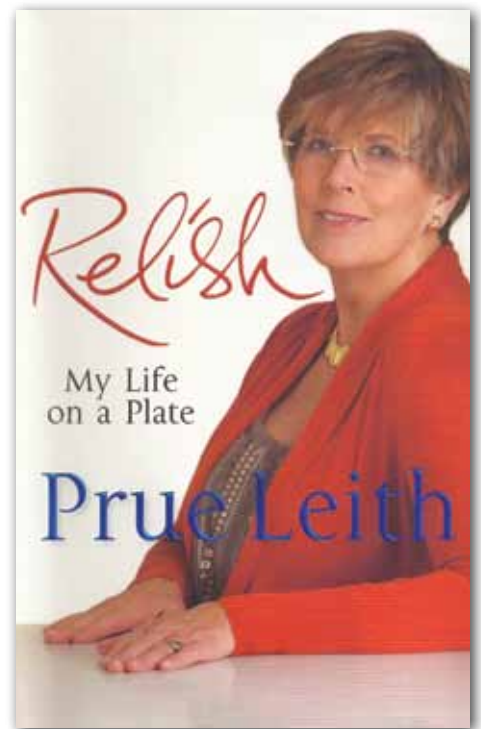
I knew because around 1968 I first met Prue in her little mews house in Upbrook Mews, W2. Here I quote from her book:

“So Rayne masterminded my first small property development, funded by loans amounting to £9,000 from Mum and the bank. We found a near derelict row of four garages with rooms above in Upbrook Mews near Paddington Station. They’d been built as stables and grooms’ sleeping quarters for the big houses in Gloucester Terrace that backed onto the mews. I couldn’t afford to turn the whole property into a house for myself, but Rayne helped me build

two tiny cottages, numbers 25 and 25a, with kitchen and garage downstairs, sitting room above, and bedroom and bathroom on top. Number 25 had a narrow second bedroom and loo on the living room floor. I let this house and lived in the smaller one.”

At our first meeting, she was busily preparing and cooking terrines overnight for delivery the next day. I quote again from her book:

“Another venture was cooking for pubs and retail food shops. My first attempt was to make pork terrines for Balls Brothers pubs in the City. The terrine was a classic French recipe, cooked in a loaf tin



WE FOUND A NEAR DERELICT ROW OF FOUR GARAGES WITH ROOMS ABOVE IN UPBROOK MEWS NEAR PADDINGTON STATION



25 Upbrook Mews 1974

lined with streaky bacon. I grew to hate the smell of their cooking permeating the whole house. I don’t think I have eaten a pork terrine since.”

I remember the smell – it was delicious.

Needless to say, we have sold both the houses multiple times since Prue left the Mews. In fact, No. 25 is on our books for rental at the time of writing this article. Our Sales department was also involved last year in the sale of Prue’s wonderful house in Dawson Place, W2.

Prue was responsible for the catering at my wedding – both the reception and the evening party – and became Godmother to my daughter Charlotte. Little did we know then just how successful and famous she would become.

I am not a book critic but *Relish – My life on a Plate*, is a jolly good read which I enjoyed enormously.

Kati Lurot



25 Upbrook Mews 2012

MEWS FILMSPOTTING

UPSTAIRS, DOWNSTAIRS

Upstairs, Downstairs is a British drama. It ran to 68 episodes divided into five series from 1971 to 1975. Set in a large townhouse in Edwardian, First World War, and Inter-War Belgravia in London, the series depicted the lives of the servants 'downstairs' and their masters 'upstairs'. Great events feature prominently in the episodes but minor or gradual changes are also noted. It stands as a document of the social and technological changes that occurred between 1903 and 1930.

The extract below comes from an episode covering the period around 1921. The Bellamy family lived at 165 Eaton Place. Mrs. Bridges, who was the cook, had the following conversation with Master William (one of the young children of the Bellamy family):

Master William: "I wish I could live with Edward and Daisy (2 servants) in their little house."

Mrs. Bridges: "In the MEWS? Ladies and gentlemen don't live in MEWSES - that's for servants."

Of course, by this time the motor vehicle was in existence and the original mews stables were no longer used for horses. A far cry from today's use of mews houses.

Kati Lurot

THE ONE SHOW

BBC One, 7pm, 21 March 2012

Warren Mews in Marylebone was used as the setting for a slot on self-defense in the 19th century on the One Show where experts in a very British martial art used brollies and walking sticks to fend off unseemly characters over a century ago.

OLYMPIC GAMES: 27 JULY - 12 AUGUST

The games are coming and, if you are a Londoner, you might have already booked your tickets to the opening ceremony or your plane tickets to get as far as possible away from the games. Whatever you decide, please be assured that we will do our utmost to get through the traffic jams and the crowds to open our offices on time to serve our clientele. Our negotiators might even be inspired by the Games and challenge themselves by sprinting to and from each viewing.

Your Lurot Brand team

Image: dutourdumonde / Shutterstock.com



LUROT BRAND

SALES | LETTINGS | COMMERCIAL | MANAGEMENT

5 Kynance Place, SW7 4QS
020 7590 9955

37-41 Sussex Place, W2 2TH
020 7479 1999

57A Weymouth Street, WIG 8NW
020 7479 1900

www.lurotbrand.co.uk

Extra copies of Mews News are available on request; email: mewsnews@lurotbrand.co.uk



Member Firm



Founder Firm



Member Firm



Member Firm



Sponsors of the
London French Rugby
Football Club



Published by Lurot Brand Ltd ©2011 Lurot Brand Ltd. No part of this publication may be reproduced without the express written consent of the publisher.

Lurot Brand Ltd - Registered in England no. 02035540 | Lurot Brand Lettings Ltd - Registered in England no. 2682642 | Registered Office: 41 Sussex Place, London, W2 2TH