



PINKS MEWS

AT DYERS BUILDINGS

—

EST. 1551

“Dyers Buildings were originally warehouses belonging to the guild of artisans specialising in textile dyeing. Upon being granted a royal charter by King Henry VI, this guild became the Dyers’ Company of London, and its coat of arms features two multi-coloured-spotted panthers. The same motif appeared on the King’s badge, on which the spots represented the monarch’s ‘many excellent virtues’. The arms also feature three bags of ‘Madder’. The root of the Madder plant produces a bright red pigment, once used to dye the jackets worn by huntsmen, known as ‘Hunting Pinks’; hence the name Pinks Mews.”

Sons & Co



PINKS MEWS

AT DYERS BUILDINGS

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PINKS MEWS

*Rarely in London does
such an opportunity
reveal itself*

PINKS MEWS

*Invisible to the passer-by and accessed via a private lane,
Pinks Mews is a secluded enclave in the heart of Holborn
– one of London's historical, central neighbourhoods.*

Tucked away in this gated environment, within six beautiful Victorian buildings, these 35 luxuriously crafted apartments and duplexes offer a rare and unique lifestyle, as yet unknown. They follow a design vision and specification unheard of outside Mayfair, Knightsbridge or Belgravia. Private entrances, dedicated lifts and 24-hour concierge, complete the picture of the perfect urban retreat.

And upon leaving their blissfully tranquil home, residents will find themselves in the burgeoning quarter of London Midtown and discover a world of inspiration on their doorstep.



The Courtyard of Pinks Mews





Looking out from Pinks Mews

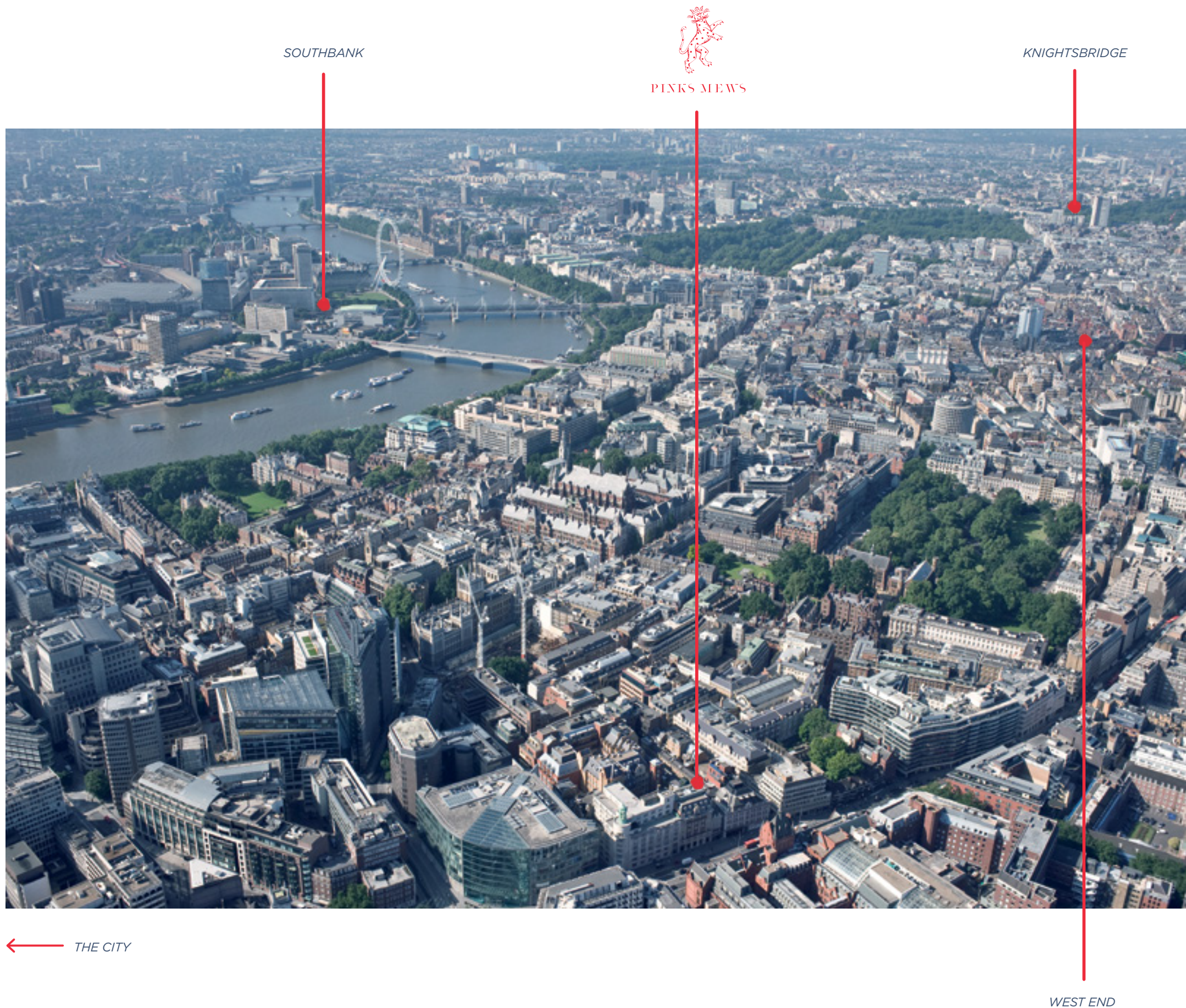
THE NEIGHBOURHOOD

A Vibrant Heart

Midtown is the newly coined name for a resurging area in prime central London, revolving around Holborn and Chancery Lane. As the stronghold of the legal profession for centuries, it has always been a successful commercial district, with niches of characterful residential areas, open spaces and unrivalled transport links.

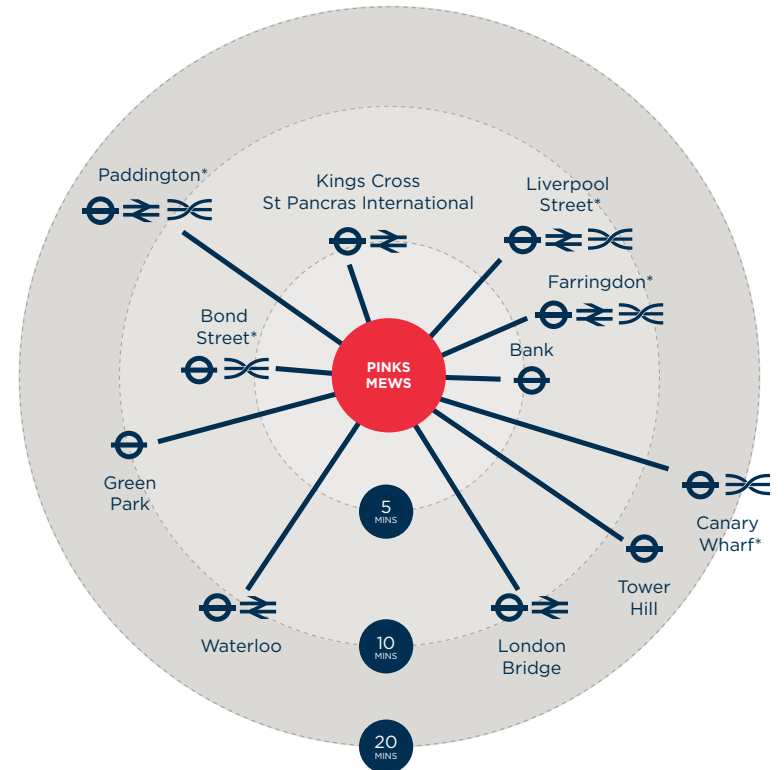
Straddling the City and West End, and with the completion of Crossrail in sight, global brands, such as Google and Amazon, have already jumped in. And, with entrepreneurs seeking to harvest this new customer crop, the area is seeing an increasing richness in business biodiversity. Crossrail is set to significantly increase midtown's property value – forecasts have estimated 42% growth for housing prices in Farringdon between 2015-2020. All this positive activity, compounded with the area's inherent qualities and heritage, is creating something inspiringly unique.





“Midtown is the thriving quarter with convenient access to central London’s other vibrant hubs and leading universities. How can an area with such a location, history and culture have been overlooked for so long? We see ourselves as pioneers of urban luxury.”

Sons & Co



*Crossrail to be completed 2018

CONNECTIONS FROM CHANCERY LANE

St Pancras International	5 mins	⇌
London City	30 mins	⊖
Heathrow	31 mins	⇌
Gatwick	41 mins	⇌
Stansted	53 mins	⇌





Glorious Tudor architecture and hidden 'nooks' of Staples Inn

“It is one of those nooks, the turning into which, out of the clashing street, imparts to the relieved pedestrian the sensation of having put cotton in his ears and velvet soles on his boots.”

*From The Mystery of Edwin Drood
by Charles Dickens*

As the historical home of lawyers' Inns, artisan Guilds, diamond merchants and seats of learning since the 14th Century, Holborn and Chancery Lane's eminent past is visible in its classical architecture and tangible in its calm, yet vibrant and cultivated atmosphere.





Prudential Assurance Building or 'Holborn Bars'

This dramatic Gothic Revival edifice was built as the headquarters of the Prudential Insurance company in 1879.



Charles Dickens Museum



Gray's Inn Gardens or 'The Walks'

Dating back to the 14th century, Gray's Inn is one of the four societies associated with legal education, known as the Inns of Court. The gardens were created in 1606 by Sir Francis Bacon.

*Built in 1546,
The Ye Olde Mitre*



Lincoln's Inn Fields

Lincoln's Inn Fields is the largest public square in London. It takes its name from the adjacent Lincoln's Inn, one of the four societies of legal education, known as the Inns of Court.



Visionary & Exemplary

THE RESIDENCES

In the creation of Pinks Mews, Sons & Co demonstrate a bold vision to set an unparalleled level of quality for the area. Inspired by the magnificent classical facade and the buildings' original purpose as warehousing for artisans, the interior style is palatial in ambition and refined in finish.

There are grand statements that speak of monumental scale: double-height spaces and oversized entrances. There are the materials we associate with sculptural art: cast bronze, travertine marble, stone and wood. And there is the finesse that evokes a sense of timeless elegance: inlaid surfaces, bookmatched finishes and bespoke artworks.

In every detail, our residents' needs are at the front of our minds, and our 24 hour concierge services are the clearest demonstration of our thorough devotion to their care.





LIVING ROOM

Duplex

The stunning impact of the double-height, open-plan living and dining area creates an opulent environment in which to live and entertain. The bespoke feature wall in the atrium accentuates the scale, while expansive glass creates a light-filled space, highlighting the crisp interior architecture. Down at floor level, the richness of dark oak flooring inspires a warmer mood.



Luxury **MASTER BEDROOM**

By any standards, this is an exceptionally generous room, with floor-to-ceiling windows serving to accentuate the height.

While these rooms are luxuriously carpeted and heated underfloor, an optimum environment is maintained by the concealed comfort cooling system, via iPod Touch. Other smart bedroom technology includes a USB charging point. The wardrobes are bespoke to each apartment and finished with beautiful bronze ironmongery.





Bespoke BATHROOM

In a space of Zen-like serenity, the exquisite marble walls are the sole attention-seeking element.

Each slab is carefully chosen to create a seamless finish. Also designed in the name of purity, the frameless glass screen to the walk-in shower ensures an uninterrupted vista. The shopping list of high-quality features includes polished nickel taps and the underfloor heating that is essential for the ultimate luxury experience.



LIVING ROOM

Lateral

The design for this room embraces space and light to create a bright, voluminous environment for relaxing and dining. In this streamlined interior, show-stopping feature lighting creates a focal point and discreet, bespoke storage provides an essential dimension of practicality. Lighting is iPad-controlled and sounds are provided courtesy of Sonos.





FLOOR PLANS

“Pinks Mews is part meticulous restoration and part luxurious transformation. While the buildings will retain their elegant classical facade, the interior is a total re-engineering internal space. By maximising the volumes and re-inventing traditional layouts, we’re creating beautiful and exciting modern homes.”

Sons & Co

GROUND FLOOR PLAN

EAST APARTMENT DIMENSIONS

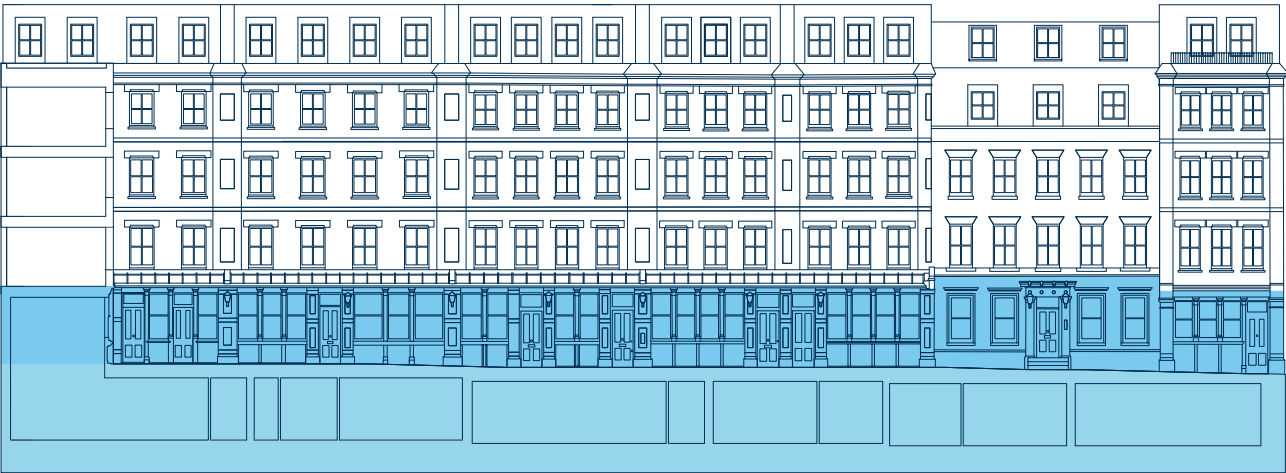
E1	Gross Internal Area 936 ft ² 87 m ²
E2	Gross Internal Area 976 ft ² 90.7 m ²
E3	Gross Internal Area 1,270 ft ² 118 m ²
E4	Gross Internal Area 1,281 ft ² 119 m ²
E5	Gross Internal Area 1,313 ft ² 121.5 m ²

WEST APARTMENT DIMENSIONS

W1	Gross Internal Area 1,316 ft ² 122.3 m ²
W2	Gross Internal Area 1,195 ft ² 111 m ²
W3	Gross Internal Area 1,157 ft ² 107.5 m ²
W4	Gross Internal Area 1,132 ft ² 105.2 m ²
W5	Gross Internal Area 1,211 ft ² 112.5 m ²
W6	Gross Internal Area 1,140 ft ² 105.9 m ²



East Elevation



West Elevation





Key
LW: Lightwell | W: Wardrobe

LOWER GROUND FLOOR PLAN

EAST APARTMENT DIMENSIONS

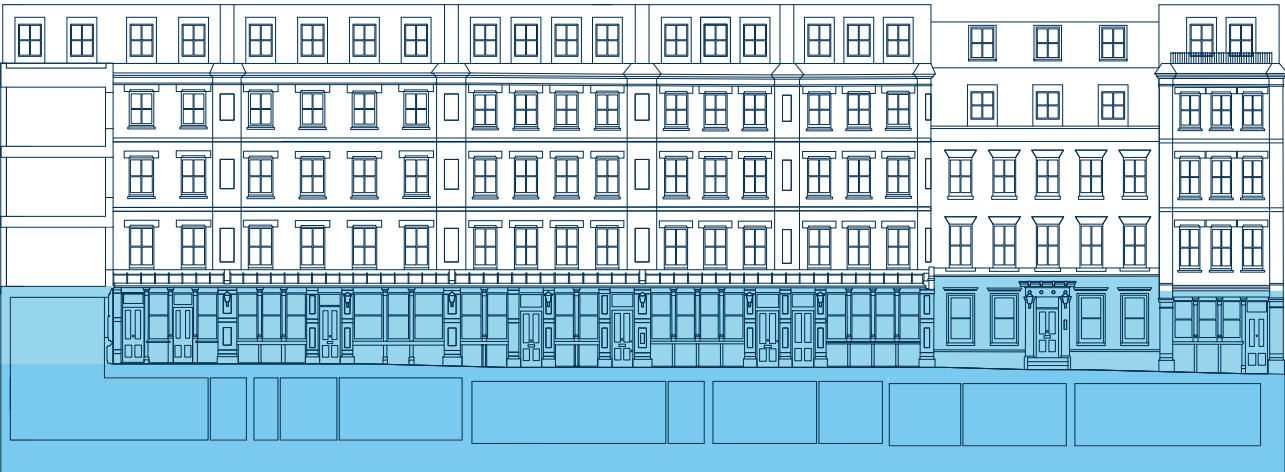
E1	Gross Internal Area 936 ft ² 87 m ²
E2	Gross Internal Area 976 ft ² 90.7 m ²
E3	Gross Internal Area 1,270 ft ² 118 m ²
E4	Gross Internal Area 1,281 ft ² 119 m ²
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WEST APARTMENT DIMENSIONS

W1	Gross Internal Area 1,316 ft ² 122.3 m ²
W2	Gross Internal Area 1,195 ft ² 111 m ²
W3	Gross Internal Area 1,157 ft ² 107.5 m ²
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W5	Gross Internal Area 1,211 ft ² 112.5 m ²
W6	Gross Internal Area 1,140 ft ² 105.9 m ²



East Elevation



West Elevation





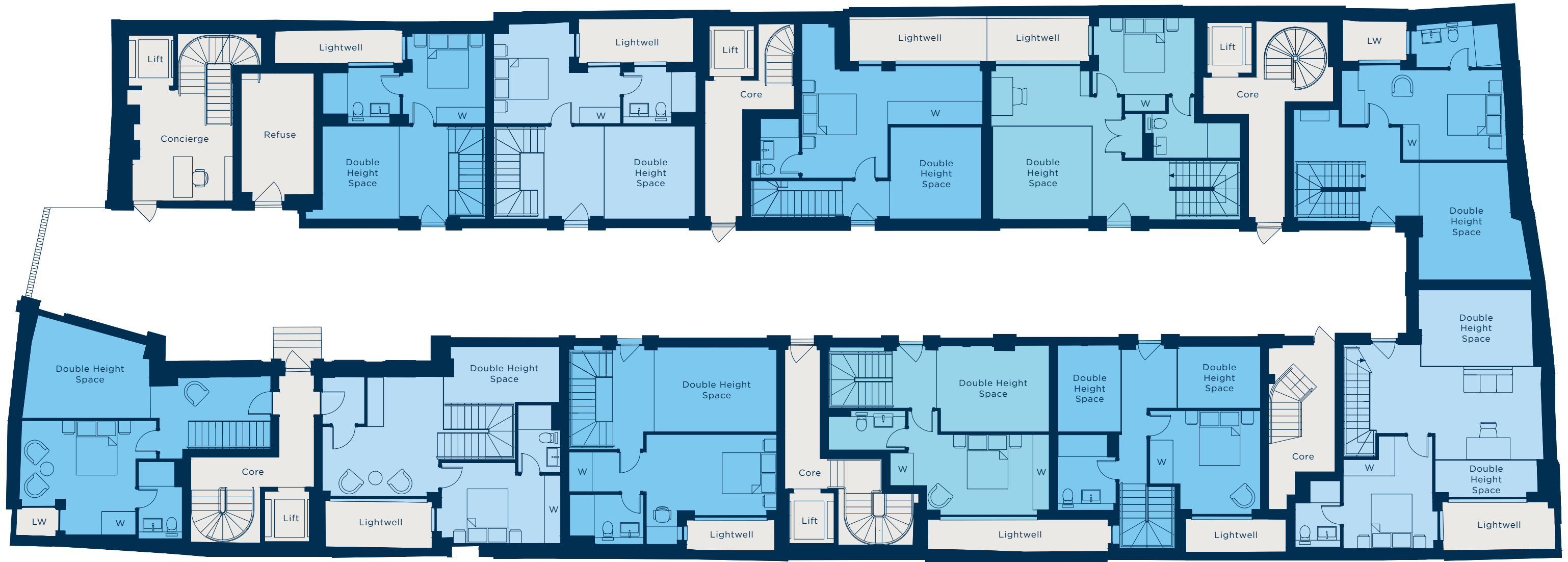
E1
Duplex Two Bed

E2
Duplex Two Bed

E3
Duplex Two Bed

E4
Duplex Two Bed

E5
Duplex Two Bed



W1
Duplex Two Bed

W2
Duplex Two Bed

W3
Duplex Two Bed

W4
Duplex Two Bed

W5
Duplex Two Bed

W6
Duplex Two Bed

Key
LW: Lightwell | W: Wardrobe

FIRST FLOOR PLAN

EAST APARTMENT DIMENSIONS

E6	Gross Internal Area 711 ft ² 66.1 m ²
E7	Gross Internal Area 509 ft ² 47.3 m ²
E8	Gross Internal Area 511 ft ² 47.5 m ²
E9	Gross Internal Area 531 ft ² 49.3 m ²

WEST APARTMENT DIMENSIONS

W7	Gross Internal Area 499 ft ² 46.4 m ²
W8	Gross Internal Area 921 ft ² 85.6 m ²
W9	Gross Internal Area 787 ft ² 73.2 m ²
W10	Gross Internal Area 568 ft ² 52.8 m ²



East Elevation



West Elevation



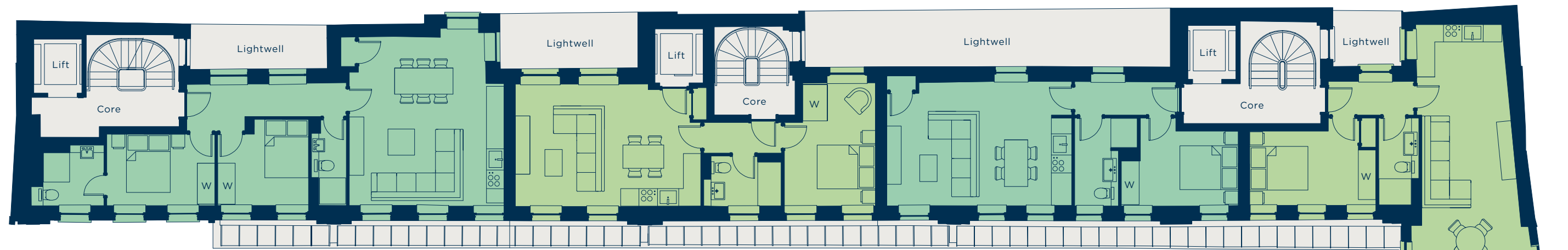


E6
Two bed

E7
One bed

E8
One bed

E9
One bed

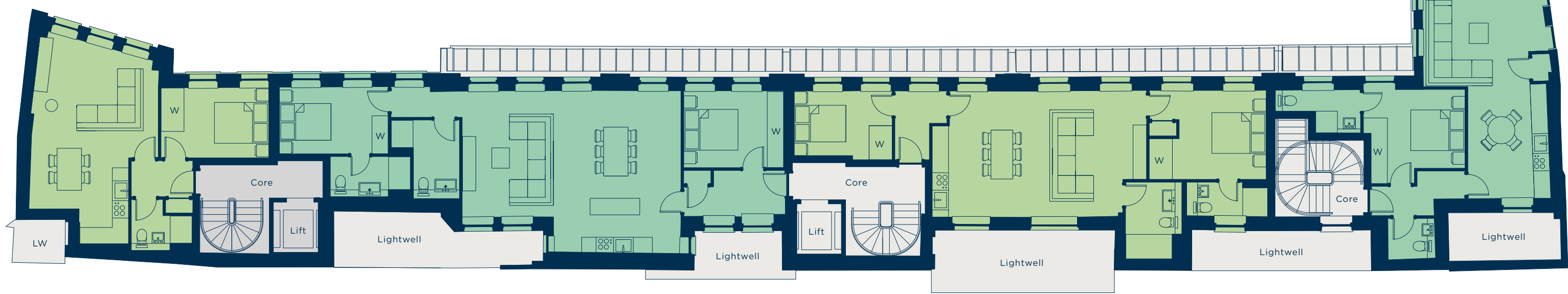


W7
One bed

W8
Two bed

W9
Two bed

W10
One bed



Key
LW: Lightwell | W: Wardrobe

SECOND FLOOR PLAN

EAST APARTMENT DIMENSIONS

E10	Gross Internal Area 717 ft ² 66.6 m ²
E11	Gross Internal Area 509 ft ² 47.3 m ²
E12	Gross Internal Area 532 ft ² 49.5 m ²
E13	Gross Internal Area 532 ft ² 49.4 m ²

WEST APARTMENT DIMENSIONS

W11	Gross Internal Area 477 ft ² 44.3 m ²
W12	Gross Internal Area 915 ft ² 85 m ²
W13	Gross Internal Area 786 ft ² 73.2 m ²
W14	Gross Internal Area 584 ft ² 54.3 m ²



East Elevation



West Elevation



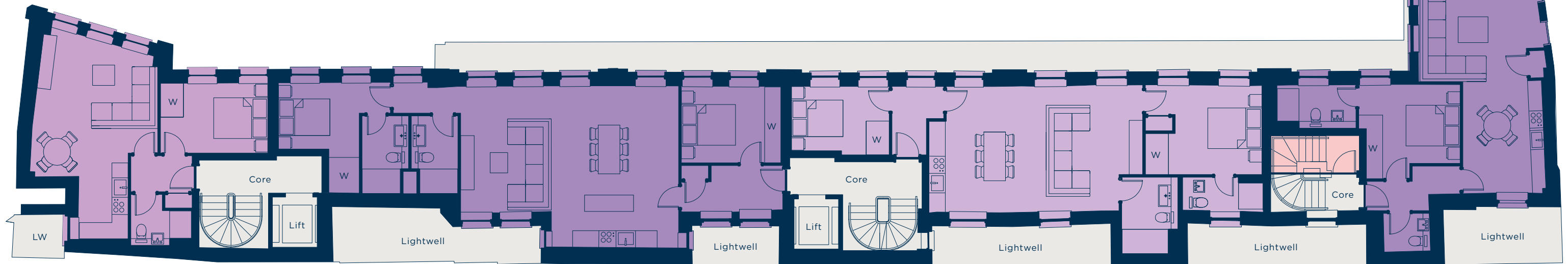
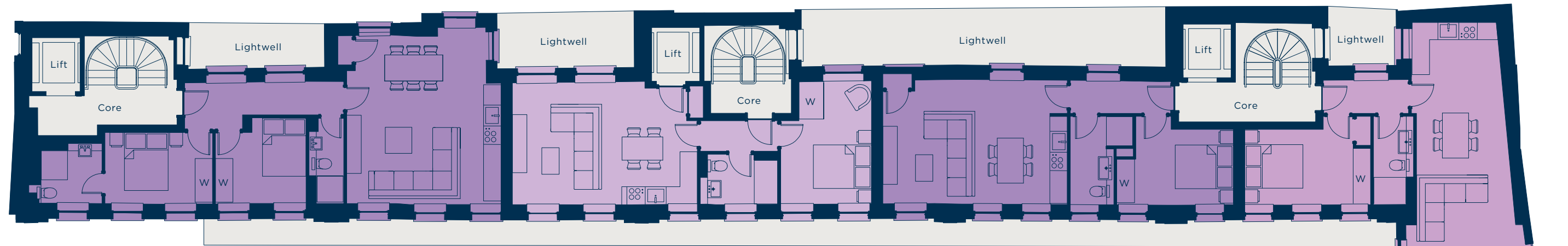


E10
Two bed

E11
One bed

E12
One bed

E13
One bed



W11
One bed

W12
Two bed

W13
Two bed

W14
One bed

Key
LW: Lightwell | W: Wardrobe

THIRD FLOOR PLAN

EAST APARTMENT DIMENSIONS

E14	Gross Internal Area 1,165 ft ² 108 m ²
E15	Gross Internal Area 1,090 ft ² 101.3 m ²
E16	Gross Internal Area 1,041 ft ² 96.7 m ²
E17	Gross Internal Area 1,091 ft ² 101 m ²

WEST APARTMENT DIMENSIONS

W15	Gross Internal Area 1,170 ft ² 108.7 m ²
W16	Gross Internal Area 1,098 ft ² 102 m ²
W17	Gross Internal Area 1,029 ft ² 95.6 m ²
W18	Gross Internal Area 1,159 ft ² 107.7 m ²



East Elevation



West Elevation





E14
Two bed duplex penthouse

E15
Two bed duplex penthouse

E16
Two bed duplex penthouse

E17
Two bed duplex penthouse



W15
Three bed duplex penthouse

W16
Two bed duplex penthouse

W17
Two bed duplex penthouse

W18
Two bed duplex penthouse

Key
LW: Lightwell | W: Wardrobe

FOURTH FLOOR PLAN

EAST APARTMENT DIMENSIONS

E14	Gross Internal Area 1,165 ft ² 108 m ²
E15	Gross Internal Area 1,090 ft ² 101.3 m ²
E16	Gross Internal Area 1,041 ft ² 96.7 m ²
E17	Gross Internal Area 1,091 ft ² 101 m ²

WEST APARTMENT DIMENSIONS

W15	Gross Internal Area 1,170 ft ² 108.7 m ²
W16	Gross Internal Area 1,098 ft ² 102 m ²
W17	Gross Internal Area 1,029 ft ² 95.6 m ²
W18	Gross Internal Area 1,159 ft ² 107.7 m ²



East Elevation



West Elevation





E14
Two bed duplex penthouse

E15
Two bed duplex penthouse

E16
Two bed duplex penthouse

E17
Two bed duplex penthouse



W15
Three bed duplex penthouse

W16
Two bed duplex penthouse

W17
Two bed duplex penthouse

W18
Two bed duplex penthouse

Key
LW: Lightwell | W: Wardrobe

APARTMENT SPECIFICATIONS

Meticulously Crafted

COMMON AREA

Entrance Lobby Interior

1.0	Floor Finish <ul style="list-style-type: none">- Marble slab floor
2.0	Architectural Details <ul style="list-style-type: none">- Painted timber skirting- Veneered timber doors with matching linings and architraves- All ironmongery in bronze finish
3.0	Stairs and Lift <ul style="list-style-type: none">- Carpet runner treads and risers with painted borders- Lift and shaft with bespoke interiors consisting of mirror, timber, leather and stone floors
4.0	Joinery <ul style="list-style-type: none">- Timber reception desk with bronze feature in concierge- Joinery to have bronze ironmongery
5.0	Decorations <ul style="list-style-type: none">- All walls to be finished with high quality paint with feature paper to one wall

APARTMENTS

6.0	Floor Finishes <ul style="list-style-type: none">- Entrance Hall 800 x 800 natural stone slabs- Principal Reception rooms and kitchens to have high quality, 189mm wide plank engineered natural oak- Powder Room and Bathrooms, to be marble, large format slabs- Bedrooms to have heavyweight luxury carpet on quality underlay
7.0	Architectural Details <ul style="list-style-type: none">- Painted square edge timber skirting throughout- Bespoke oversized timber polished veneered doors with matching timber linings and architraves- All ironmongery in bronze finish
8.0	Joinery <ul style="list-style-type: none">- Bespoke joinery unit to principal reception rooms to conceal air con unit and provide feature display/storage and TV position- Wardrobes to be bespoke fitted timber veneer, painted panelling, lacquer or mirror detailing joinery in all bedrooms with door operated lighting, full height hanging, shelf and drawers- Joinery to have soft close ironmongery, fixings and fittings

9.0	Kitchen <ul style="list-style-type: none">- Bespoke handle-less contemporary units in 20% sheen painted finish- 20mm wrap around stone island top, back and sides (where appropriate) and complimentary work top and splash backs as appropriate- Finger pull base units and drawers- Stainless steel Miele appliances to include oven and/or microwave combination oven, frameless induction hob, integrated fridge and freezer, integrated dishwasher, drinks cabinet, washing machine/tumble dryer
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10.0	Powder Room <ul style="list-style-type: none">- Bespoke vanity unit with marble top and semi counter white Villeroy & Boch or similar ceramic basin- Wall mounted Villeroy & Boch or similar WC with concealed cistern- Hansgrohe or similar Polished nickel sanitary brassware- Mirror fronted medicine cabinet
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11.0	Bathrooms <ul style="list-style-type: none">- Large slab format marble and paint finish to walls- Bespoke vanity unit with marble top and semi counter white Villeroy & Boch or similar ceramic basin- Wall mounted Villeroy & Boch or similar WC with concealed cistern- Large walk in shower with bespoke frameless glass shower screen- Hansgrohe or similar polished nickel sanitary brassware consisting, fixed head shower and hand held on slider with wall mounted taps to bath and basins with hand held shower attachment in bath- Polished chrome heated towel rail- Mirror faced medicine cabinet
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12.0	Principal En-suite Bathrooms <ul style="list-style-type: none">- Large slab format marble and paint finish to walls- Bespoke vanity unit in veneered timber or painted finish with marble top- Under mounted white Villeroy & Boch or similar ceramic bowl- Wall mounted Villeroy & Boch or similar WC with concealed cistern
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- Hansgrohe or similar polished nickel sanitary brassware consisting of, fixed head shower and hand held on slider with wall mounted taps to bath and basins
- Bespoke walk in shower with clear, frameless glass enclosure
- Polished chrome heated towel rail
- Mirror faced medicine cabinet

13.0	Decorations <ul style="list-style-type: none">- All walls to be finished with high quality paint with limited feature wall paper
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14.0	Audio Visual <ul style="list-style-type: none">- Colour monitor video entry system- HD TV distribution ready to all principal rooms- Digital Sonos music to living rooms with speakers to all other rooms except hall and powder room- Rako lighting control system throughout- Plaster in LED down lights throughout with 5AMP circuits in reception rooms and bedrooms and concealed lighting in joinery and wall lights where applicable- Wi-fi wireless router- One mini iPad in reception room to control lighting and music- iPod touch in all bedrooms to control lighting and music- USB charging point to main bedroom
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15.0	General <ul style="list-style-type: none">- Comfort cooling throughout reception rooms, kitchens and bedrooms- Under floor wet heating system with electric under floor heating in bathrooms and powder rooms- High performance double glazed timber and or aluminium windows- Concrete separating floors throughout
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Concierge Services	<ul style="list-style-type: none">- Secure gated landscaped courtyard with 24 hour concierge service including;- Cleaning, laundry, dry cleaning- Booking tickets to opera, concerts, cinema or restaurants- Taking delivery of purchases, weekly shopping and dealing with tenant hand overs
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DISCOVERY

A life enriched

Midtown is burgeoning into London's most name-dropped location, linked with desirability and opportunity.

Often, compared to New York's Upper East Side, it's a melting pot of all that's great about London: history, culture and social whirl.

As the long-standing home of the legal profession and the Hatton Garden jewellery quarter, the area is already rich in local character. But, following Midtown's recent elevation, lawyers and jewellers are rubbing shoulders with first-class restaurateurs, hoteliers and boutique designers. Suddenly, Midtown is on the map – a must-go destination and a highly desirable place to live, work and play in London.

From its privileged position in the heart of it all, Pinks Mews offers the ideal, luxurious base from which to explore the glittering facets of your new landscape.





The Hotspots

CULTURE

- 1 Sir John Soane's Museum
- 2 Peacock Theatre
- 3 Aldwych Theatre
- 4 Somerset House
- 5 The Bloomsbury Ballroom
- 6 British Museum
- 7 Tate Modern
- 8 Shakespeare's Globe

DINING AND SOCIALISING

- 1 Inn of Court
- 2 Ye Olde Mitre Holborn
- 3 Holborn Grind
- 4 Coco Momo
- 5 The Mirror Room at The Rosewood Hotel
- 6 The Holborn dining room at The Rosewood Hotel
- 7 Isolabella
- 8 Ye Olde Cock Tavern
- 9 Wild and Wood Coffee
- 10 Brasserie Blanc
- 11 28-30 Wine Workshop & Kitchen
- 12 Cigalon
- 13 The Natural Kitchen
- 14 The White Swan Ltd
- 15 The Chancery
- 16 Roka
- 17 Manicomio
- 18 Iberica
- 19 The Zetter Townhouse
- 20 Club Gascon

SHOPPING

- 1 Charles Tyrwhitt
- 2 Savvy and Sand
- 3 Arlington and Co.
- 4 Oliver Bonas
- 5 Zaytoun
- 6 French's Dairy
- 7 Darkroom
- 8 Folk
- 9 Spink & Son
- 10 Alara Health Store
- 11 Exmouth Market
- 12 Smithfield Market

LEISURE ACTIVITIES

- 1 The Rosebery Rooms Spa
- 2 Sense Spa London at The Rosewood Hotel
- 3 Grange Health and Fitness Club

PRIVATE MEMBERS CLUB

- 1 The Sorority Club
- 2 Lutyens
- 3 The Hospital Club

*Crossrail to be completed 2018

Sicilian Avenue



Pentreath & Hall, Lambs Conduit Street



J Crew, Lambs Conduit Street

Midtown's flourishing retail scene builds on its low-key love affair with independent shopping, epitomised by Lamb's Conduit Street – a treasured haven, peppered with fine purveyors of craft, fashion and food.



The Rosewood Hotel, 252 High Holborn

Opened in October 2013, the ultra-luxury Rosewood London combines English heritage with contemporary sophistication. The retained Grade II-listed, Belle Époque architectural features include the original carriageway entrance to the grand courtyard and a spectacular Pavonazzo marble staircase which rises over seven storeys. Rosewood London is one of London's most exciting places to drink and dine with an assortment of culinary experiences to suit everyone including Holborn Dining Room, Scarfes Bar and the Mirror Room.

Royal Opera House, Covent Garden



Lincoln's Inn Fields



Rosewood Food & Living Market



Grenson, Lambs Conduit Street



Somerset House

The Midtown area plays host to some of London's unique fixtures and events, from the local and lively Leather Lane Market to the stylish and stimulating Film4 Summer Screen at Somerset House.



Contact details

Dexters

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IMPORTANT NOTICE

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CREDITS

Brochure design by Pure DNA



