



HAMPSTEAD HOUSE

Eight Boutique Residences in the Heart of North West London



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Disclaimer

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HAMPSTEAD HOUSE

An exclusive collection of eight beautifully crafted apartments, positioned at the heart of one of North London's most desirable residential enclaves. Defined by considered design, premium finishes and light-filled interiors.

Outstanding beautiful views of London and Hampstead Heath. Watch the sunrise in the east and sunset in the west



Welcome to

HAMPSTEAD HOUSE

402 Finchley Road is a rare collection of eight luxury apartments located between Hampstead, West Hampstead and Childs Hill.

Each home has been individually designed, combining elegant architectural form with exceptional specifications and bespoke interiors tailored to the character of each flat. Thoughtfully considered throughout, the development offers a refined London lifestyle – modern, efficient and beautifully composed. From herringbone flooring and hand-painted kitchens to ambient lighting and private outdoor spaces, every detail reflects a commitment to lasting quality.



THE LOCATION

A Neighbourhood of Character & Connectivity

Positioned in NW2, Hampstead House offers immediate access to some of North West London's most desirable postcodes, including Hampstead and West Hampstead.

This vibrant location places residents moments from independent cafés, artisan shops, fitness studios and everyday amenities, while being just minutes from some of London's most iconic green spaces.

Nearby Highlights Include:

- Hampstead Heath – 800 acres of woodland, ponds and trails
- Golders Hill Park – landscaped gardens, tennis courts, wildlife and café
- West Hampstead Village – boutiques, brunch spots, restaurants & wine bars
- Finchley Road & O2 Centre – cinema, retail & lifestyle

Culture at Your Doorstep:

- Freud Museum
- Hampstead Theatre
- Camden Arts Centre

Hampstead House blends the tranquillity of residential North London with the convenience of metropolitan living.



A Neighbourhood of Character & Connectivity

Life around Hampstead House balances the vibrancy of London with the ease of village living. Step outside to discover leafy parks, boutique cafés, tennis courts, family-run eateries and the unmistakable charm of Hampstead's streetscapes. Everything feels close, connected and wonderfully accessible.

It is a neighbourhood that invites exploration, morning coffee on sun-filled terraces, strolls across the Heath, quiet corners for reflection and lively destinations for evenings out. This is North West London at its most inviting, offering a lifestyle that feels both elevated and beautifully natural.



Connectivity

Hampstead House, NW2 2HR

DRIVING TIMES

From Hampstead House

- West Hampstead – 4 minutes
- Golders Green – 6 minutes
- Hampstead Village – 8 minutes
- Hampstead Heath – 9 minutes
- Highgate Village – 14 minutes
- Camden Market – 16 minutes
- Regent's Park – 18 minutes
- Marylebone – 21 minutes
- Oxford Circus – 25 minutes
- Heathrow Airport – 35 minutes

An exceptional balance of village living, green open spaces and prime Central London access.



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TUBE & TRAIN TIMES

Nearest stations:
West Hampstead (Jubilee Line / Thameslink / Overground) and Finchley Road (Jubilee & Metropolitan Lines)
Times shown from West Hampstead Station

- FINCHLEY ROAD
2 minutes
- BOND STREET
8 minutes
- BAKER STREET
9 minutes
- CANARY WHARF
17 minutes
- LONDON BRIDGE
18 minutes
- KING'S CROSS ST PANCRAS
18 minutes
- WATERLOO
22 minutes
- THE CITY (Bank)
24 minutes
- PADDINGTON
25 minutes
- GATWICK AIRPORT
45 minutes (direct Thameslink)
- LONDON CITY AIRPORT
45–50 minutes



BUS CONNECTIVITY

Bus stop located directly outside
Hampstead House

Key Routes & Destinations:

- WEST HAMPSTEAD
5 minutes
- GOLDERS GREEN
8 minutes
- HAMPSTEAD VILLAGE
10 minutes
- ST JOHN'S WOOD
14 minutes
- BAKER STREET
18 minutes
- OXFORD CIRCUS
30 minutes
- VICTORIA
40 minutes





Where city living meets
green...

Just moments away, Hampstead offers an exceptional outdoor lifestyle. Spend mornings swimming in the historic Hampstead Heath bathing ponds, enjoy long walks across rolling parkland with panoramic views over London, or relax beneath ancient trees in one of the area's many green spaces. From peaceful open meadows to vibrant woodland paths, Hampstead's natural landscape provides a rare sense of escape, perfectly balancing city living with the tranquillity of the outdoors.

The Location

402 Finchley Road

Wellness

- 1 The Pilates Clinic
- 2 Fit Fusion PT
- 3 The Fitness Club Ltd
- 4 Fit Body London
- 5 FitOne Training West Hampstead
- 6 Brondesbury Sports Club
- 7 West Health Lawn Tennis Club
- 8 Cumberland Lawn Tennis Club
- 9 108 Padel Club
- 10 Club Fit

Education

- 1 South Hampstead High School
- 2 St. Mary's House School
- 3 Rimon School
- 4 Southbank International School
- 5 South Hampstead High School
- 6 The Hall School
- 7 Heathside School Hampstead
- 8 Hampstead Parochial Church School

Parks

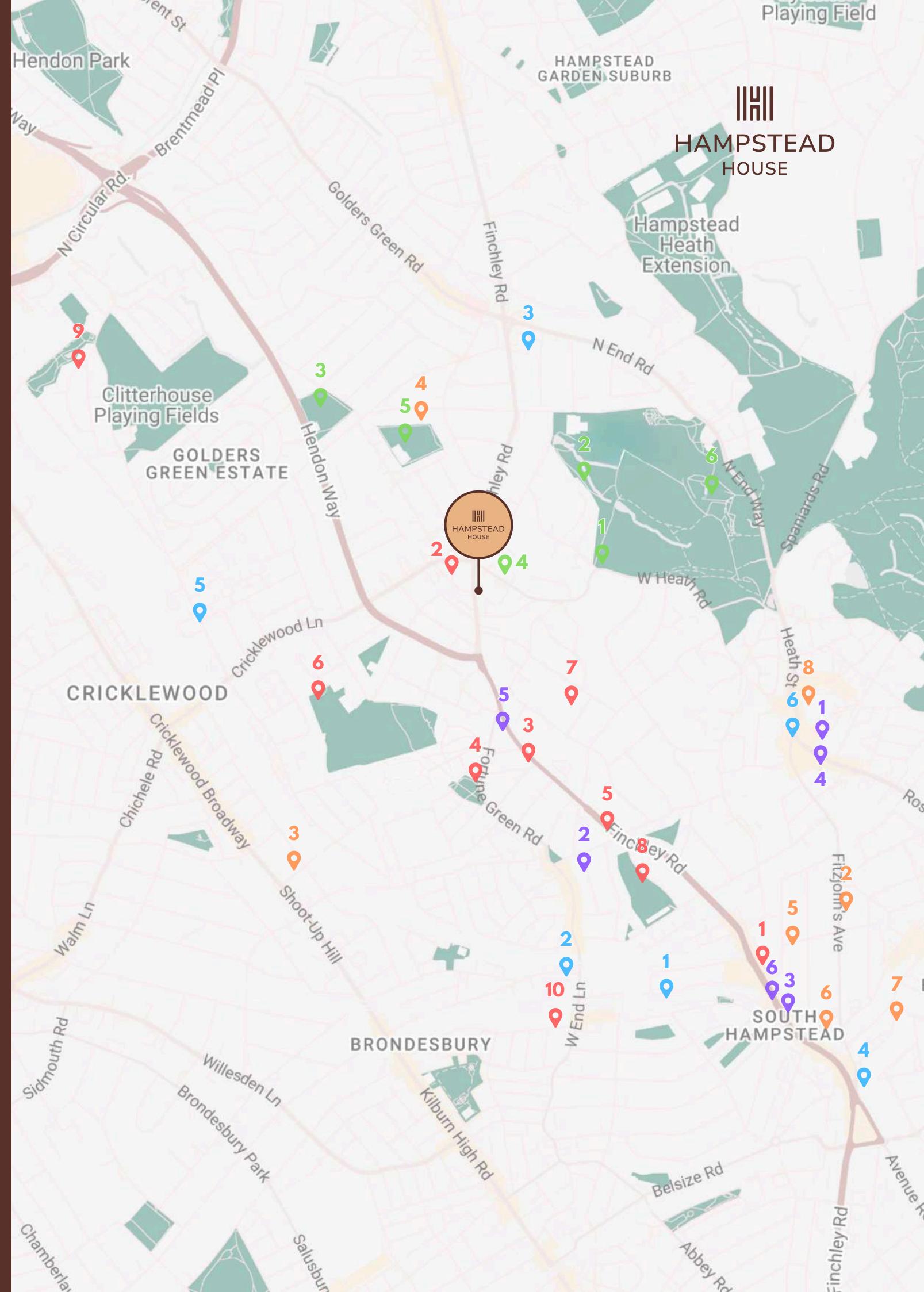
- 1 Hampstead Heath
- 2 Golders Hill Park
- 3 Basing Hill Park
- 4 Elm Park
- 5 Childs Hill Park
- 6 The Hill Garden & Pergola

Restaurants

- 1 Gail's Bakery
- 2 The Alice House
- 3 Yamatora
- 4 Villa Bianca
- 5 Sacro Dough Pizzeria
- 6 Rosemary Cafe & Juicery
- 7 Giacomo's

Transportation

- 1 Finchley Road Station
- 2 West Hampstead Tube Station
- 3 Golders Green Station
- 4 Swiss Cottage Station
- 5 Cricklewood Station
- 6 Hampstead Station



Architecture

A Contemporary Interpretation of North London Living

The architecture of Hampstead House pairs clean, modern forms with warm materials and considered proportions. Large windows maximise natural light, private terraces extend living spaces outdoors, and communal areas have been crafted with the same attention to detail as the apartments themselves.

Every element — from the anthracite framed external doors to the glass balustraded communal staircase — reflects understated sophistication.


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Interior Design

Calm, Crafted & Individually Designed

Each apartment is unique. Working with Farrow & Ball heritage palettes, every home features its own colour scheme and is carefully matched across cabinetry, architraves, skirting and feature walls to create continuity and character.

Natural textures, warm tones and elegant lighting schemes run throughout, establishing a serene and inviting living experience. Skylights in select apartments further enhance the brightness and openness of key living areas.



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Kitchens

Handcrafted Elegance in Every Home

The kitchens at Hampstead House are bespoke, hand-finished and specifically designed for each apartment.

Key features include:

- 22 mm cabinetry with glass-lined pull-drawers
- Hand-painted shaker-style doors in Farrow & Ball colours
- 22 mm veined stone worktops with waterfall edges
- Full-height stone splashbacks
- Sculpted islands or breakfast bars in most apartments
- Satin nickel handles, ironmongery and matching socket switches
- Siemens appliances throughout
- Instant boiling-water taps
- Recessed stone sinks
- Integrated wine fridges
- Under-unit LED lighting & pendant lighting over islands

These are kitchens that combine craftsmanship, practicality and refined design the centrepiece of every home.



Bathrooms

Spa-Like Spaces with Exceptional Finish

Bathrooms are fully tiled from floor to ceiling in expansive 120 • 60 cm porcelain slabs — a statement rarely seen in new-build schemes.

Each bathroom includes:

- Shaker-style vanity units
- Anti-fog illuminated mirrors
- Victorian-inspired shower and bath fittings
- Premium brassware in satin nickel
- Elegant, understated lighting

The result is a clean, luxurious and timeless aesthetic and place for personal moments and regeneration. The bathrooms at Hampstead House are a place where modern luxury, bespoke design, and intentional self-care converge.



Lighting & Atmosphere

Curated Lighting that Shapes the Home

Lighting at Hampstead House has been designed to enhance atmosphere, comfort and architectural detail.

Features include:

- Soft ambience
- Concealed perimeter LED strips
- Recessed lighting within joinery
- Pendant lights over kitchen islands
- Balcony LED lighting continuing the internal design language
- Bespoke lighting in communal areas including stairwell LEDs and door-head illumination

This layered lighting design creates warmth, depth and a sense of calm throughout every apartment.



Finishes & Materials

Every finish has been selected to elevate the living experience

- Flooring: premium herringbone timber flooring throughout
- Bedrooms: loop-pile carpets with thick underlay
- Heating: individually zoned underfloor heating in every room
- Doors: internal painted timber / external anthracite, double glazed
- Smart home: 7" intercom with mobile connectivity controlling lobby & lift access
- Communal areas: glass balustrade staircase, matching herringbone flooring, bespoke LED lighting
- Energy performance: EPC A rating — extremely rare in London
- Cycle storage: discreet, secure bike store separate from the lobby



Materials

Flat - by - flat colour Palettes

Flat 1



Shaded White
Blanc De Trillage
Oval Room Blue

Flat 2



Scalloped
Dimity
Temptation Pink

Flat 3



All White
James White
Eddy

Flat 4



All White
Wimborne White
Pointing

Flat 5



All White
James White
Eddy

Flat 6



All White
Wimborne White
Pointing

Flat 7



Pavilion Gray
Blackened
Nevet

Flat 8



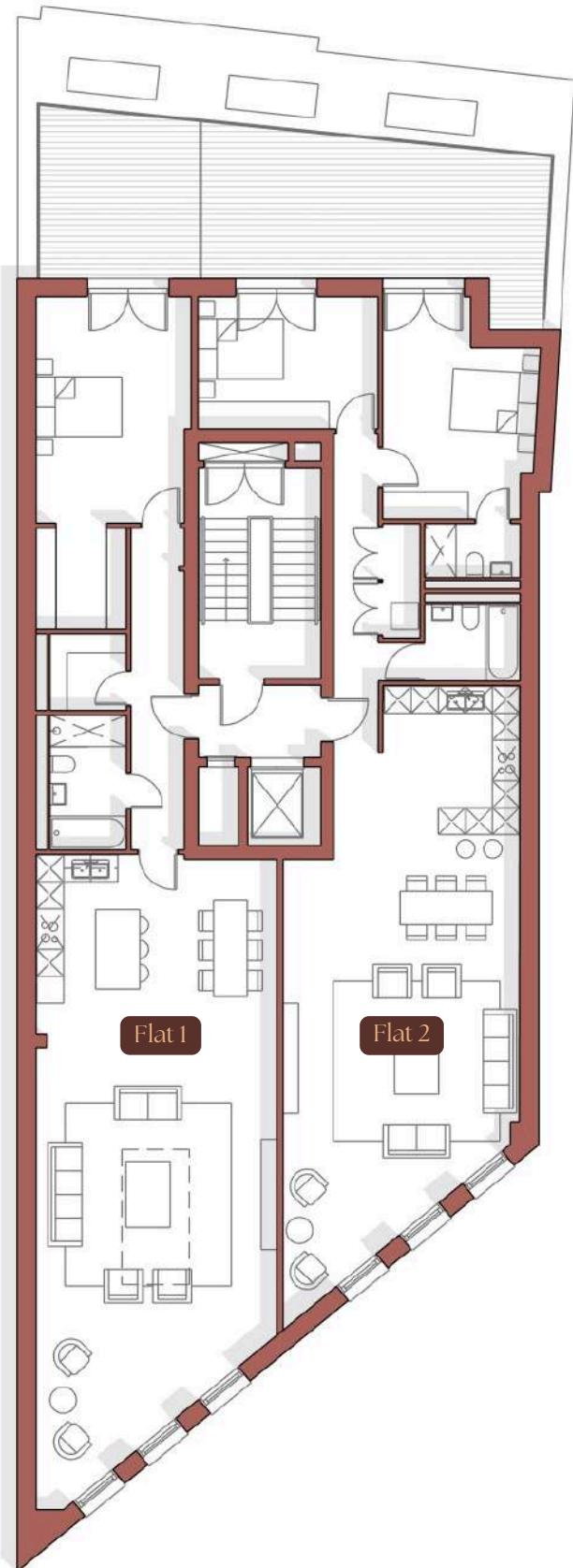
Pavilion Gray
Blackened
Nevet



Floor Plans

Designed for Modern Living





Flat 1

Total Area: 109 m²

Kitchen/Living:	68,52 m ²
Corridor:	7,36 m ²
Bathroom:	5,10 m ²
Boot room:	2,57 m ²
Store:	2,52 m ²
Bedroom:	20,25 m ²

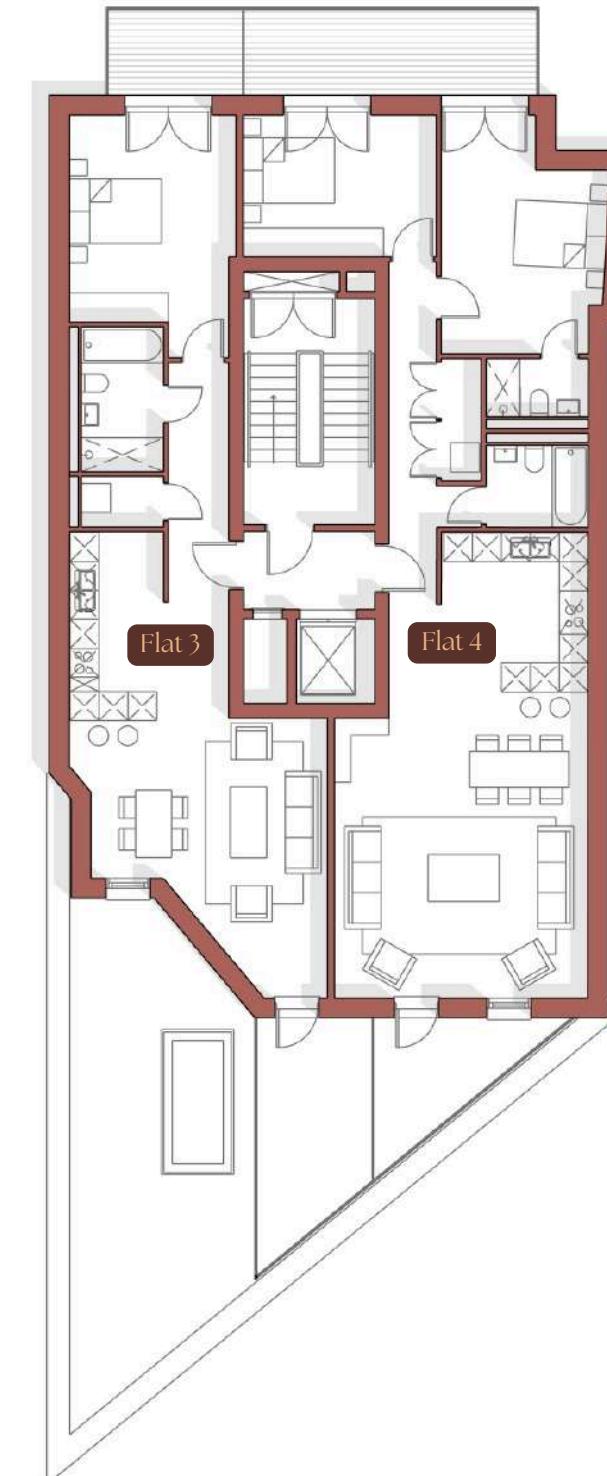
Flat 2

Total Area: 103 m²

Kitchen/Living:	57,65 m ²
Corridor:	8,20 m ²
Bathroom:	3,51 m ²
Store:	2,10 m ²
Bedroom1:	14,86 m ²
Bedroom1 En Suite:	2,54 m ²
Bedroom 2:	11,75 m ²

Flat 3

Total Area: 64 m²

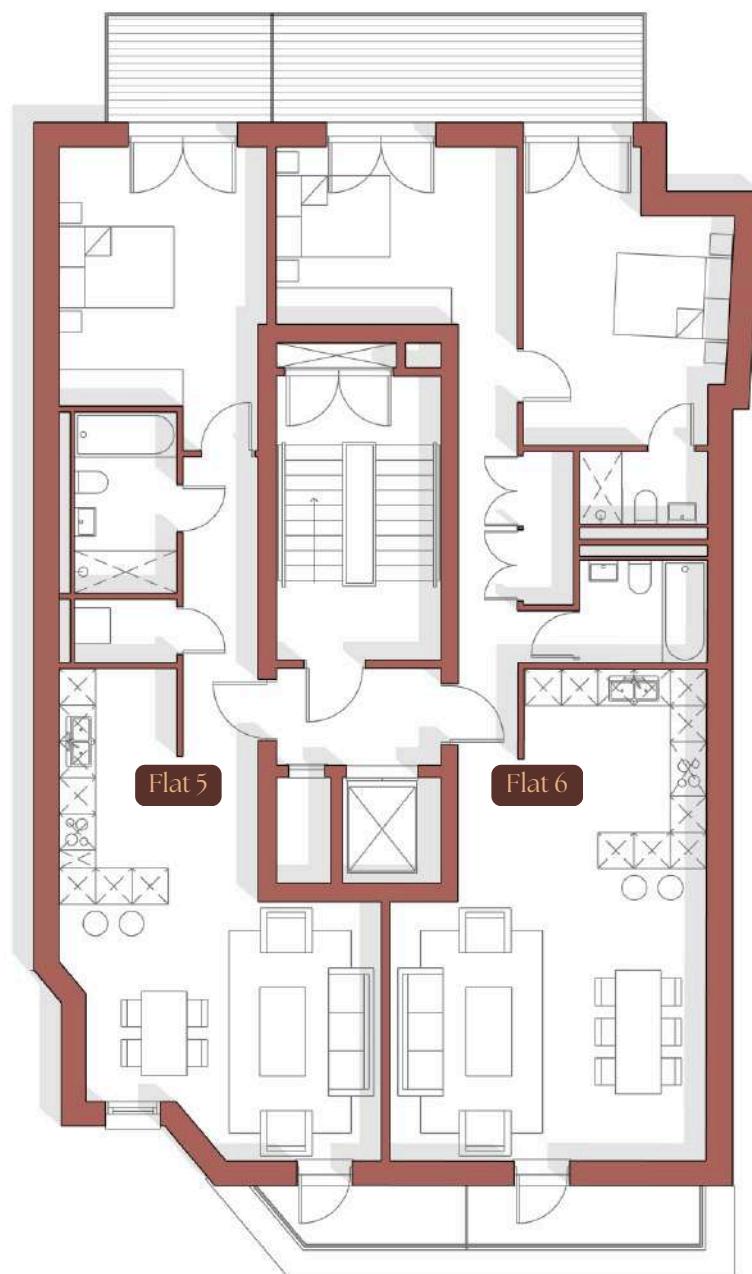


Kitchen/Living:	33 m ²
Corridor:	6,16 m ²
Store:	1,78 m ²
Bathroom:	5,15 m ²
Bedroom:	15,63 m ²

Flat 4

Total Area: 91 m²

Kitchen/Living:	44,72 m ²
Corridor:	6,98 m ²
Bathroom:	3,63 m ²
Store:	2,10 m ²
En Suite:	2,54 m ²
Bedroom1:	14,80 m ²
Bedroom 2:	11,76 m ²



Flat 5

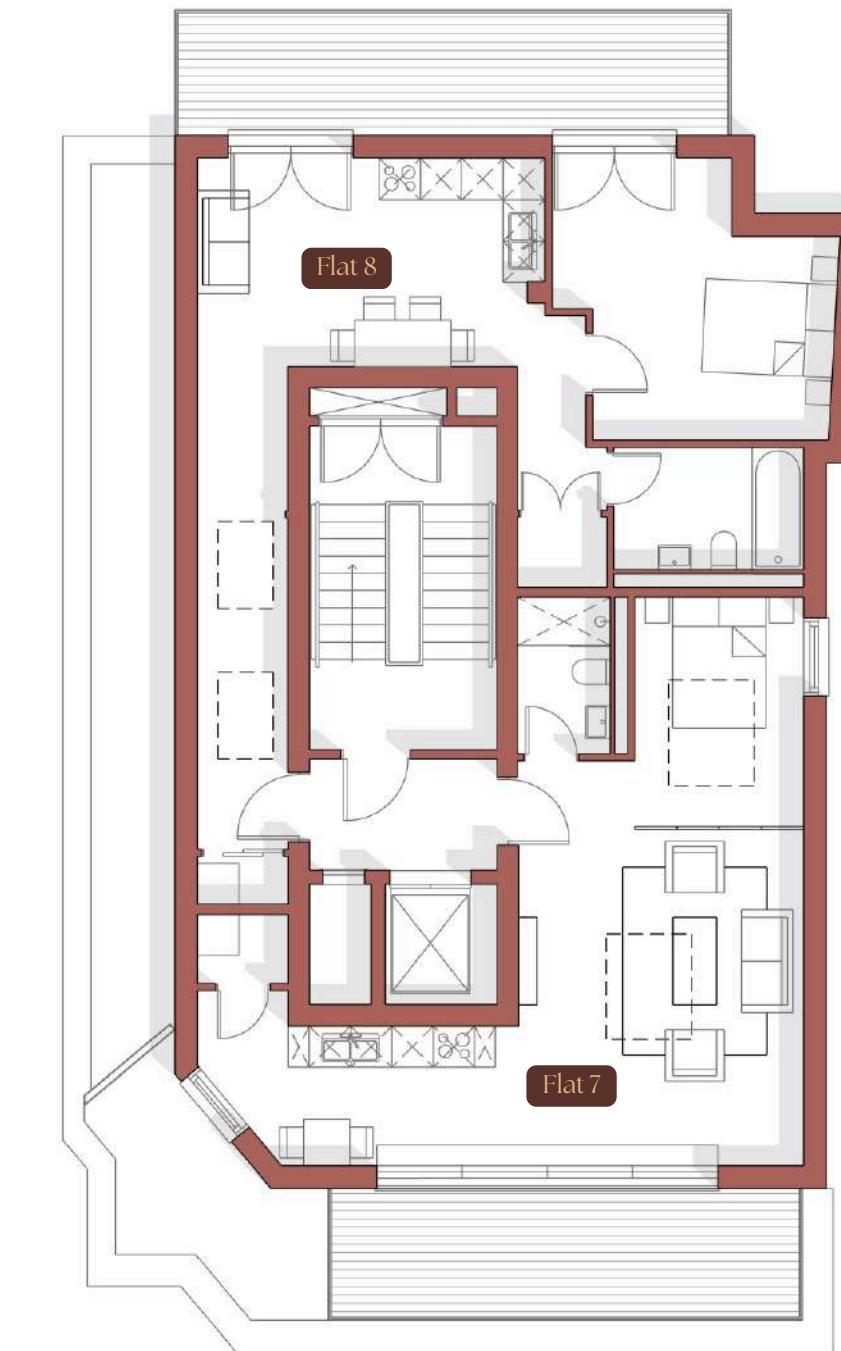
Total Area: 61 m²

Kitchen/Living:	30,69 m ²
Corridor:	6,14 m ²
Store:	1,77 m ²
Bathroom:	5,10 m ²
Bedroom:	15,35 m ²

Flat 6

Total Area: 83 m²

Kitchen/Living:	37,33 m ²
Corridor:	7,76 m ²
Bathroom:	3,57 m ²
Store:	2,12 m ²
En Suite:	2,53 m ²
Bedroom1:	14,76 m ²
Bedroom 2:	11,74 m ²



Flat 7

Total Area: 45 m²

Kitchen/Living:	39,63 m ²
Store:	1,31 m ²
Bathroom:	3,06 m ²

Flat 8

Total Area: 50 m²

Kitchen/Living:	47,53 m ²
Corridor:	9,20 m ²
Bathroom:	4,88 m ²
Store:	1,05 m ²
Store 2:	1,33 m ²
Bedroom:	13,81 m ²



Crafting Exceptional Homes Across London

Philip is a property professional currently serving as Managing Director at Proma Developments in London, a role he has held since January 2019.

Prior to Proma, **Philip** spent nearly three years as Chief of Staff at SIGNA Group of Companies in Austria, where he gained exposure to real estate and retail operations at a major European conglomerate.

Philip began his career at Morgan Stanley in London, working as an Analyst for nearly three years. During this time, he worked across M&A Execution and the Financial Sponsors Group within the Investment Banking Division. His leadership skills were evident early on during his time at the University of Warwick, he served as President of Enactus, the student entrepreneurship organisation.

Tyler began his career in professional sport, where he developed the discipline, focus and attention to detail that now underpin his work in property development. After transitioning into the sector, he gained hands-on experience across the full development lifecycle, from site appraisal and planning through to construction and completion.

As Development Manager at Proma, **Tyler** has experience delivering design-led residential projects across the UK, including bespoke homes, high-specification redevelopments and multi-unit schemes. He brings strong technical understanding, commercial awareness and a clear focus on build quality and end-user experience, applying this rigour to create well-crafted developments with long-term value.



CONTACT & VIEWINGS

*Live your best life at
Hampstead House.*

[Developer Proma Developments](#)

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Virtual Tour



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