

A STORY OF LASTING LEGACY

THE THIRTY-SIX APARTMENTS AND PENTHOUSES
AT LANCER SQUARE ARE AN ELEGANT NEW ADDITION
TO THE KENSINGTON PALACE CONSERVATION AREA.
THESE FINELY CRAFTED RESIDENCES REFLECT THEIR
ROYAL NEIGHBOURS AND INSPIRE PRIDE AND
A UNIQUELY LONDON SENSE OF HOME.







A ROYAL ADDRESS

A CLASSICALLY ARISTOCRATIC NEIGHBOURHOOD
AMIDST LONDON'S ROYAL PARKS, LANCER SQUARE
SIGNALS ITS STATUS AS ONE OF THE MOST DESIRED
DESTINATIONS NOT ONLY IN LONDON, BUT IN ANY
CITY IN THE WORLD.

ROYAL BOROUGH OF
KENSINGTON & CHELSEA



LONDON'S FINEST LOCATION

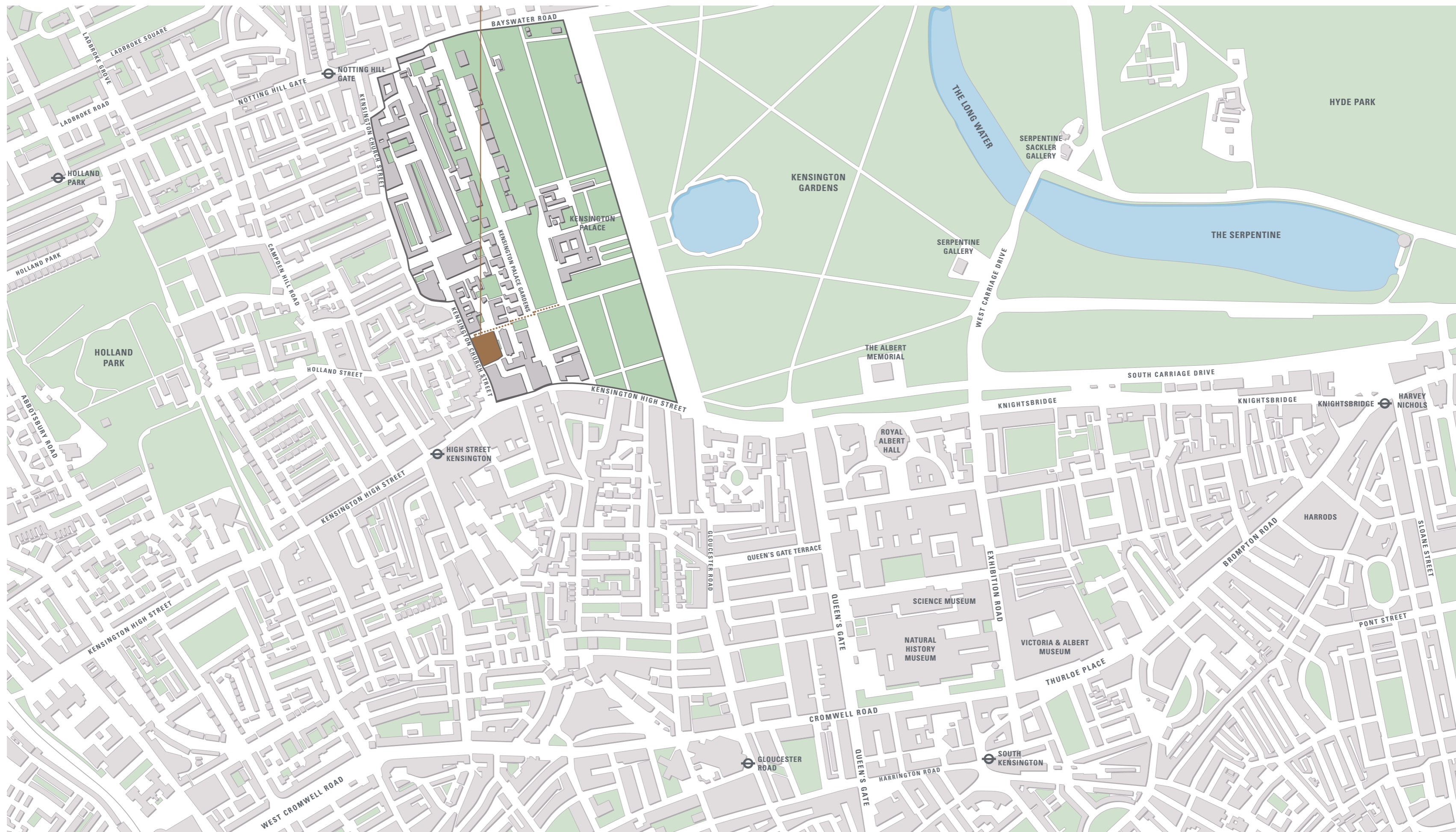
- 01 HYDE PARK
- 02 KENSINGTON GARDENS
- 03 KENSINGTON HIGH STREET
- 04 KENSINGTON PALACE
- 05 KENSINGTON PALACE GARDENS
- 06 KNIGHTSBRIDGE
- 07 ROYAL ALBERT HALL
- 08 THE ALBERT MEMORIAL
- 09 BAYSWATER ROAD
- 10 THE SERPENTINE
- 11 THE SHARD
- 12 CANARY WHARF
- 13 THE CITY
- 14 WEST END
- 15 PADDINGTON




LANCER SQUARE
KENSINGTON W8



LANCER SQUARE
KENSINGTON W8



- CONSERVATION AREA
- PATHWAY TO KENSINGTON PALACE GREEN



QUINTESSENTIAL KENSINGTON

AT ONCE TRANQUIL AND VIBRANT,
LANCER SQUARE IS WELL SERVED BY ITS LOCALE.
ON ITS DOORSTEP ARE KENSINGTON GARDENS'
GREEN SPACES, KENSINGTON HIGH STREET'S CHIC
BOUTIQUES, THE ROYAL ALBERT HALL, V&A MUSEUM
AND LIVELY KNIGHTSBRIDGE IS NEARBY. WITH
THE HEIR TO THE BRITISH THRONE A CLOSE
NEIGHBOUR, THESE ARE EXCLUSIVE CIRCLES
IN WHICH TO SPEND ONE'S DAYS.

PRESTIGIOUS
LOCATION



A STATE OF TRANQUILLITY



KENSINGTON PALACE GARDENS AND KENSINGTON GARDENS WITH THEIR INTIMATE, TRANQUIL AND SECLUDED SPACES, PROVIDE THE PERFECT BACKDROP FOR TWO ART GALLERIES AND THE KENSINGTON PALACE MUSEUM. BEAUTIFULLY LANDSCAPED SPACES PROVIDE VERDANT VISTAS, FAMOUS SET PIECES FROM THE ITALIAN GARDEN AT THE NORTH OF THE LONG WATER TO THE SACKLER AND SERPENTINE GALLERIES IN THE SOUTH.

THE STATUE OF QUEEN VICTORIA
Kensington Gardens



THE ALBERT MEMORIAL
Kensington Gardens

DIAL WALK
Kensington Gardens

THE ITALIAN GARDEN
Kensington Gardens



A TIME FOR TEMPTATION



KENSINGTON'S HISTORICAL VILLAGE HERITAGE, WITH ITS SMALL EXCLUSIVE BOUTIQUES AND MERCHANTS FROM AROUND THE WORLD, EXTEND UP KENSINGTON CHURCH STREET AND THE ROADS OFF THE FAMOUS HIGH STREET. A LITTLE FURTHER AFIELD ARE THE LUXURY BRANDS OF SLOANE STREET AND THE WORLD'S MOST FAMOUS DEPARTMENT STORES, HARVEY NICHOLS AND HARRODS.



THE JOY OF GOOD COMPANY



KENSINGTON'S STYLISH AND UNIQUE RESTAURANTS MIX EXCEPTIONAL PROVENANCE WITH GASTRONOMIC INVENTION FOR THE MOST DISCERNING OF PATRONS. MICHELIN-STARRED 'KITCHEN W8' IS JUST MOMENTS AWAY, BUT THE LOCALE OFFERS AN ABUNDANCE OF DINING OF THE HIGHEST CALIBRE, IN SOME OF THE CITY'S MOST BEAUTIFUL SETTINGS.





A SYMPHONY FOR THE SENSES



ROYAL ALBERT HALL
Kensington





NESTLED AMONGST SOME OF THE WORLD'S MOST FAMOUS CULTURAL INSTITUTIONS, LANCER SQUARE IS MINUTES FROM SOME OF LONDON'S CENTRES OF ART, HISTORY AND MUSIC. THESE VENUES REGULARLY MAKE THE HEADLINES WITH NEW EXHIBITIONS, OLD MASTERS, EXCLUSIVE PREVIEWS AND SECRET PERFORMANCES.

LEIGHTON HOUSE MUSEUM
Holland Park Road



NATURAL HISTORY MUSEUM
South Kensington
OPERA HOLLAND PARK
Kensington
VICTORIA & ALBERT MUSEUM
South Kensington
SERPENTINE GALLERY
Kensington Gardens



TO KNOW THAT YOU HAVE ARRIVED

FOR ALL THE ALLURE OF ITS LOCATION, IT IS THE PROPERTY ITSELF THAT RAISES LANCER SQUARE ABOVE ITS PEERS. THE FAÇADES, LOBBIES AND SERVICES COMBINE TO FURTHER ELEVATE HOMES THAT ARE SHAPED FOR THE MOST SOPHISTICATED OF EVERYDAY LIVING.

LANCER
SQUARE



INSPIRED BY ROYAL HERITAGE



AWARD-WINNING ARCHITECTS,
SQUIRE AND PARTNERS HAVE CREATED A
PIECE OF TIMELESS ARCHITECTURE. CLEAN
LINES AND CAREFULLY CHOSEN MATERIALS
EVOKE THE CULTIVATED SYMMETRY AND
SOPHISTICATION OF KENSINGTON PALACE,
CREATING A STATEMENT ADDRESS.
AN UNMISTAKABLY MODERN PROPERTY
ROOTED IN ITS HISTORIC LOCATION.

THE
VISION





EST. 1926 F



ONCE THE HOME OF KENSINGTON BARRACKS,
LANCER SQUARE OFFERS ENVIABLE SPACE,
COSMOPOLITAN STYLE AND EXCLUSIVE SERVICES
IN A NEIGHBOURHOOD OF GLOBAL DISTINCTION.

**THE SITE AT
LANCER SQUARE**



**GROUND
LEVEL**



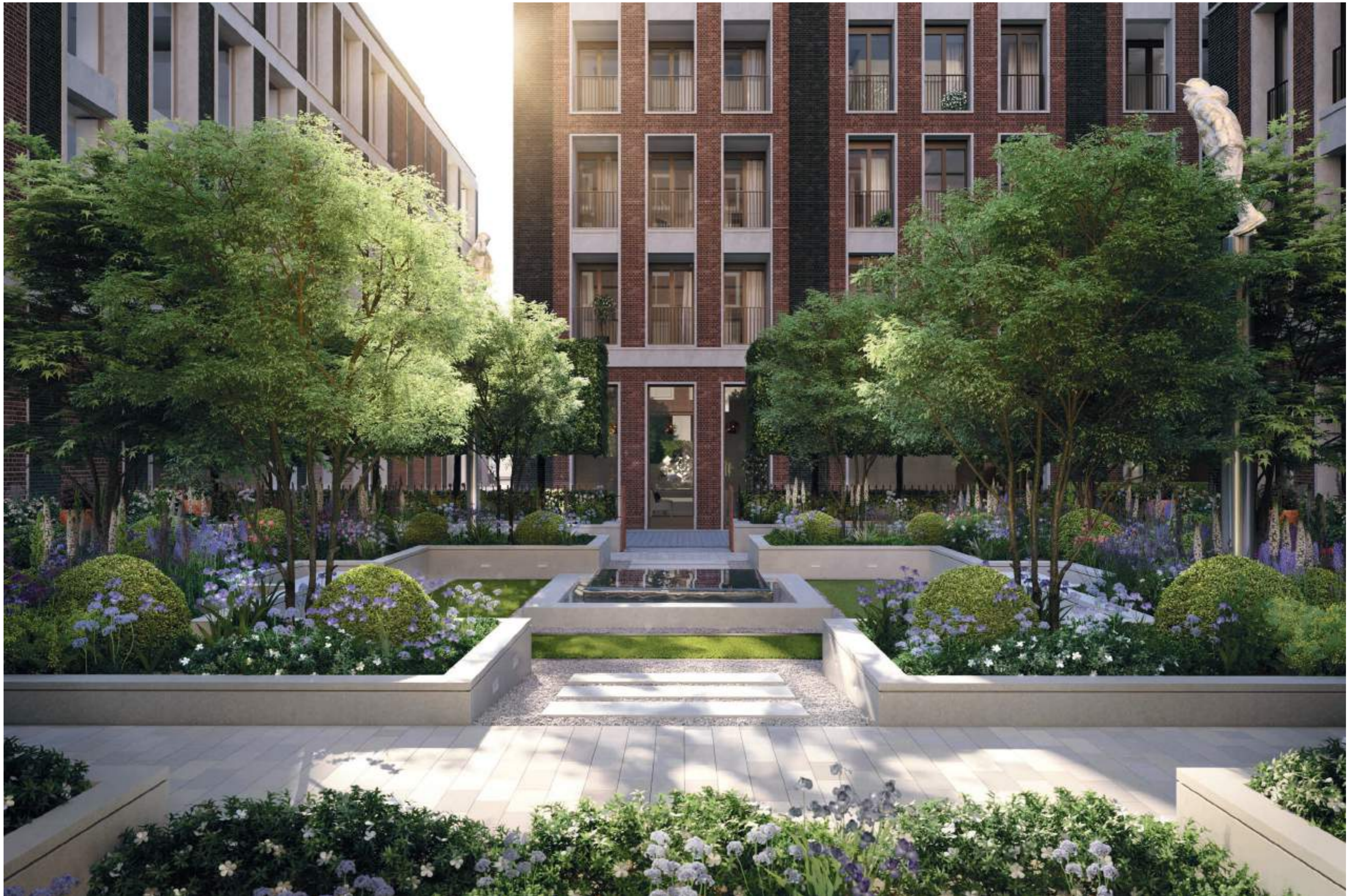
REFLECTING BEAUTY



SOME OF LIFE'S RICHEST EXPERIENCES ARE SIMPLE MOMENTS ENJOYED ALONE OR WITH LOVED ONES. THE COURTYARD GARDEN AT LANCER SQUARE TAKES ITS CUES FROM THE TRADITIONAL ENGLISH DESIGNS OF KENSINGTON PALACE GARDENS, HOME TO CENTURIES OF SUCH TREASURED MEMORIES.

LANCER SQUARE GARDENS







SERENITY, DAPPLED SUNLIGHT AND VISTAS OPEN TO THE SKY. LANCER SQUARE GARDEN'S NATURAL MATERIALS, DISCREET LIGHTING AND WHIMSICAL ARTWORK COALESCE IN PERFECT HARMONY. THE FORMALITY INSPIRED BY THE GARDENS OF KENSINGTON PALACE TOGETHER WITH A HIDDEN STORY REVEALED BY NESTLED SCULPTURES TELLS AN ENCHANTING TALE FOR RESIDENTS TO DISCOVER.

**LANCER SQUARE
GARDENS**



LIFE MADE EASY



THE CONCIERGE SERVICES AT LANCER SQUARE ARE ABOVE ALL INTUITIVE. ALWAYS ON HAND, FROM ORGANISING CARS, TAKING DELIVERIES AND HANDLING ADMINISTRATION TO HELPING PLAN AN EVENING. ALL IT TAKES IS A BRIEF WORD, LEAVING YOU FREE TO INDULGE IN THE FINER PLEASURES.

EXCEPTIONAL
SERVICE









THE LOBBY IS AN EXTENSION OF EACH HOME,
MIRRORING THE RESIDENCES' CONTEMPORARY
STYLE AND LEAVING A LASTING IMPRESSION
WITH GUESTS AND RESIDENTS ALIKE.



LIFE FILLED WITH FINESSE

THE LANCER SQUARE RESIDENCES IMBUE A SENSE OF WONDERMENT. THESE ARE EXCLUSIVE, PRIVATE SPACES WITH THE MEANS TO EFFORTLESSLY LIFT THE SPIRIT. HOMES THAT TRANSFORM THE DAY-TO-DAY INTO THE SUBLIME.

SUPERIOR
RESIDENCES



FINEST CRAFTSMANSHIP

CONTEMPORARY YET REFINED, EACH LANCER SQUARE RESIDENCE CELEBRATES THE ABUNDANCE OF NATURAL LIGHT WITH MARBLE, HARDWOODS AND BRONZE WORK THAT PLEASE THE EYE AND INVITE THE TOUCH. EVOKING THE FINEST PALACES, HOTELS AND SPAS, EVERY DESIGN CHOICE CONTRIBUTES TO THE FEELING OF WARMTH AND EXCLUSIVITY.











THE APARTMENTS' DÉCOR SUBTLY ENRICHES
DAILY LIFE. EACH MATERIAL, COLOUR AND TEXTURE
HAS BEEN CAREFULLY CHOSEN TO CREATE AN
AMBIENCE THAT IS UNMISTAKABLY
LANCER SQUARE.





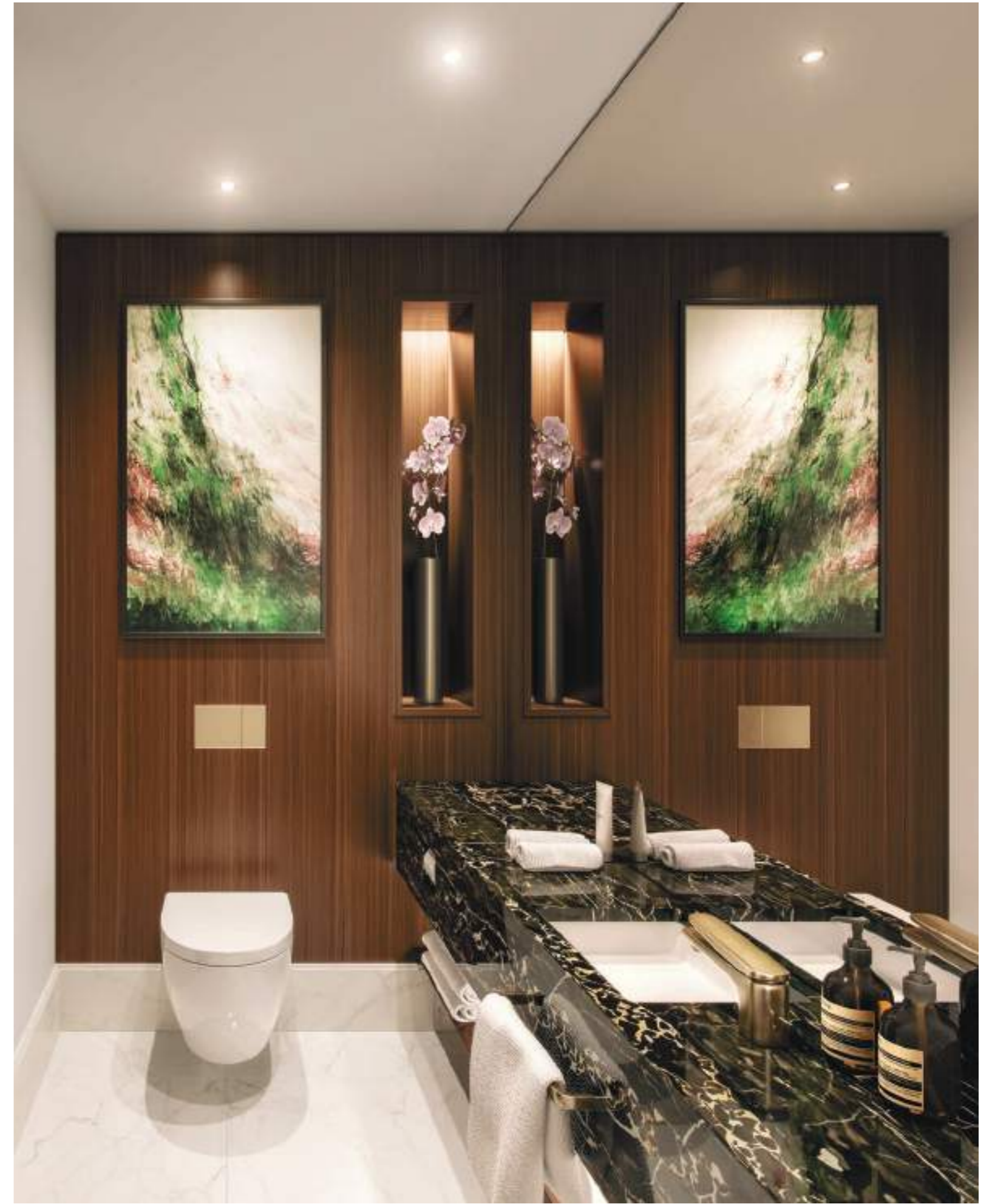


THE PRIVATE SPACES ARE THE
UNDERSTATED EPITOME OF DESIGN
QUALITY. AN ELEGANT SENSE OF CALM
FLOWS SEAMLESSLY BETWEEN ROOMS,
COMPLEMENTED BY LUXURY FITTINGS,
HUES AND MOTIFS.









REJUVENATE YOUR SENSES

THE LANCER SQUARE SPA. SOPHISTICATED,
IMPECCABLY APPOINTED AND DESIGNED
TO HONE BOTH BODY AND SOUL.

WELLBEING
REDEFINED





TRANQUILITY AND RELAXATION LIE AT THE HEART OF LANCER SQUARE, WITH A REFINED SPA, POOL, GYM AND TREATMENT ROOMS PROVIDING RESIDENTS WITH WORLD-CLASS INDULGENCES. A BRISK HALF HOUR, A LUXURIOUS AFTERNOON. WELLBEING DISTILLED.

THE AMENITIES AT LANCER SQUARE



LOWER GROUND LEVEL

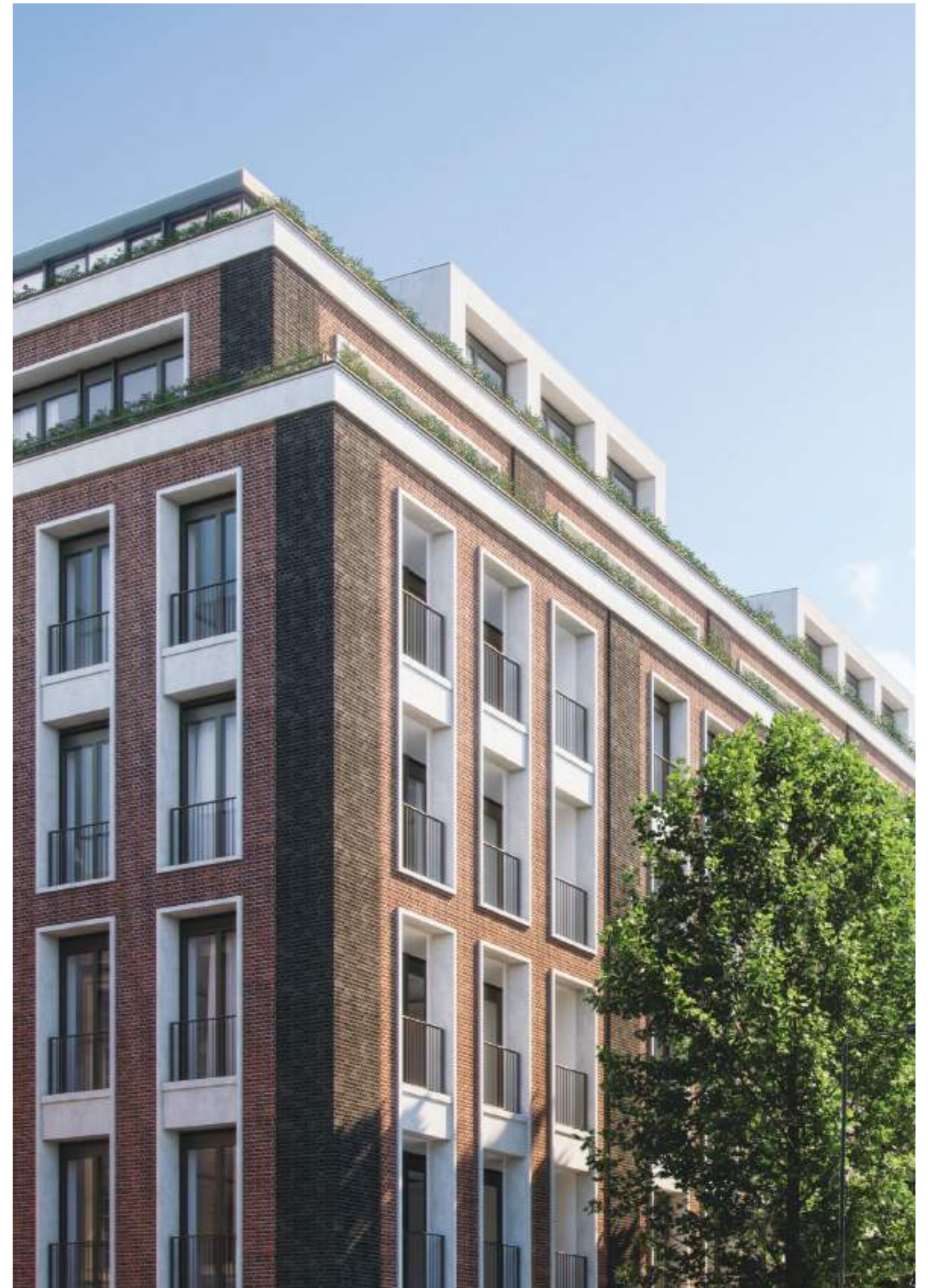




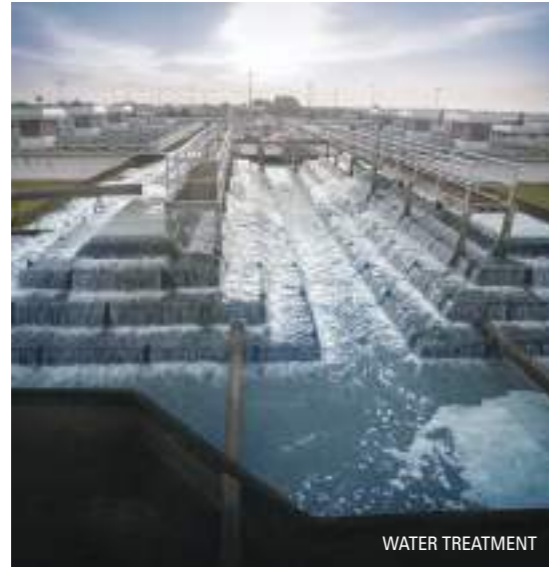
CREATING A LANDMARK

THE VISIONARY DEVELOPERS, ARCHITECTS AND DESIGNERS BEHIND LANCER SQUARE ARE PASSIONATELY DEDICATED TO CREATING ICONIC BUILDINGS IN HISTORIC LOCATIONS. THEIR INVENTIVENESS AND SKILL ARE SEEN THROUGHOUT LANCER SQUARE, BRINGING THESE EXCEPTIONAL NEW HOMES TO LIFE.

WORLD CLASS
TEAM



LGB GROUP



WATER TREATMENT



CONSTRUCTION & ENGINEERING



MENARA LGB

LGB GROUP WAS ESTABLISHED IN 1978 TO SPEARHEAD THE COMPANY'S FOCUS ON WATER ENGINEERING. THE GROUP HAS SINCE DIVERSIFIED INTO A NUMBER OF INDUSTRIES, ENCOMPASSING PUBLIC UTILITIES AND INFRASTRUCTURE, CONSTRUCTION AND ENGINEERING, PROPERTY DEVELOPMENTS, INFORMATION TECHNOLOGY AND INDUSTRIAL PRODUCTS.

WITH OVER 8,000 EMPLOYEES IN ASIA AND EUROPE, LGB GROUP IS POISED FOR GREATER CHALLENGES AND REMAINS PASSIONATE ABOUT ENRICHING QUALITY OF LIFE FOR YEARS TO COME.



BELLWORTH



MENARA LGB



THE GREENS



THE HEXAGON



THE GREENS

MALAYSIAN REAL ESTATE DEVELOPER BELLWORTH, THE PROPERTY DEVELOPMENT SUBSIDIARY OF LGB GROUP IS COMMITTED TO THE CREATION OF NICHE DEVELOPMENTS BASED IN SOUTH-EAST ASIA. THEIR BEST-IN-CLASS DEVELOPMENTS STAY TRUE TO THE COMPANY'S ETHOS OF QUALITY, EFFICIENCY AND VALUE.

LANCER SQUARE ESTABLISHES BELLWORTH'S INTERNATIONAL EXPANSION WITH A PRESTIGIOUS PROJECT IN LONDON'S ICONIC KENSINGTON NEIGHBOURHOOD THAT COMBINES RESIDENTIAL, COMMERCIAL AND RETAIL.

CIT



SOUTH BANK TOWER



LONDON CITY HALL



50 ST EDMUND'S TERRACE

CIT IS A PRIVATE EQUITY REAL ESTATE COMPANY SPECIALISING IN PRIME CENTRAL LONDON RESIDENTIAL DEVELOPMENT. OVER THE LAST DECADE, CIT HAS SUCCESSFULLY DELIVERED NUMEROUS HIGH-PROFILE SCHEMES IN WESTMINSTER, MAYFAIR, KENSINGTON AND CHELSEA, AND SOUTHWARK.



SQUIRE AND PARTNERS



ONE TOWER BRIDGE



BULGARI HOTEL



EBURY SQUARE

SQUIRE AND PARTNERS IS AN ARCHITECTURE AND INTERIOR DESIGN PRACTICE WITH AN INTERNATIONAL REPUTATION. THEIR WORK RESPONDS TO THE UNIQUE HERITAGE AND CONTEXT OF EACH SITE TO CREATE A TIMELESS ARCHITECTURE ROOTED IN ITS LOCATION.

A JOINT DEVELOPMENT BY



—
DEVELOPMENT MANAGER

C I T

—
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