

Gloucester Road · Kensington · London SW7


Comfort Without Excess, Apartment 13
106



A Place of Quiet Distinction

In one of London's most quietly celebrated addresses, a Georgian terrace has been reimagined — its nineteenth-century bones given new life, its twenty-three residences designed for those who require comfort without excess, and beauty without announcement.



Gloucester Road Underground, Steps Away

Where Kensington Meets Calm.

Gloucester Road occupies a singular position in the geography of London — intimate in character yet immensely well-connected, residential in feel yet steps from the city's greatest cultural institutions.

The neighbourhood sits at the quiet intersection of old Kensington and the cultural energy of South Kensington: Hyde Park and Kensington Gardens to the north; the Victoria and Albert, the Natural History Museum and the Royal Albert Hall within easy walking distance; Knightsbridge, Chelsea and the King's Road within reach. Yet none of this grandeur insists upon itself here. Gloucester Road is, above all, a place one comes home to.

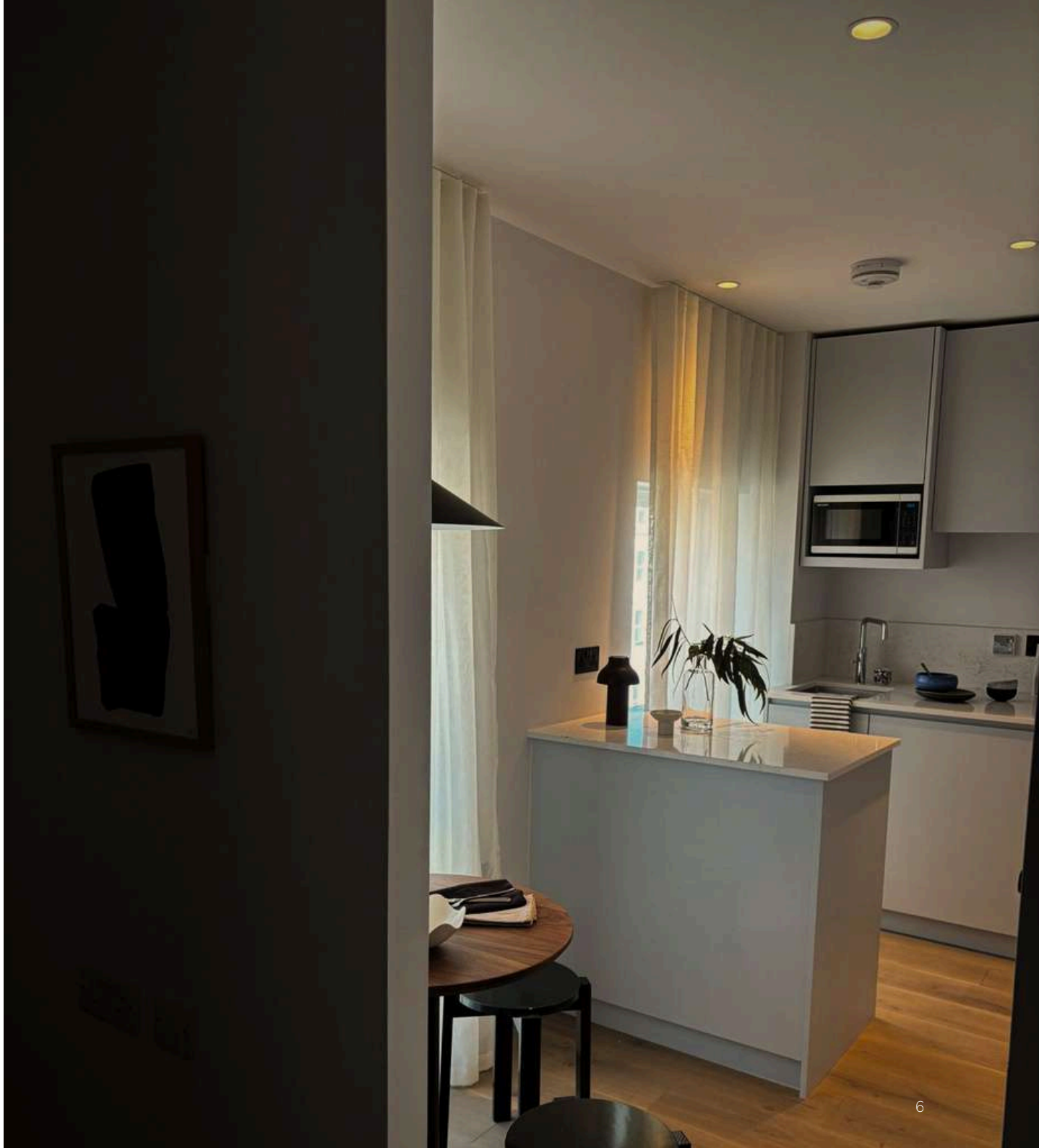
The tube station — serving the Circle, District and Piccadilly lines — places the West End under ten minutes away, Heathrow under forty, and the rest of London at your doorstep. It is, as London addresses go, quietly perfect.

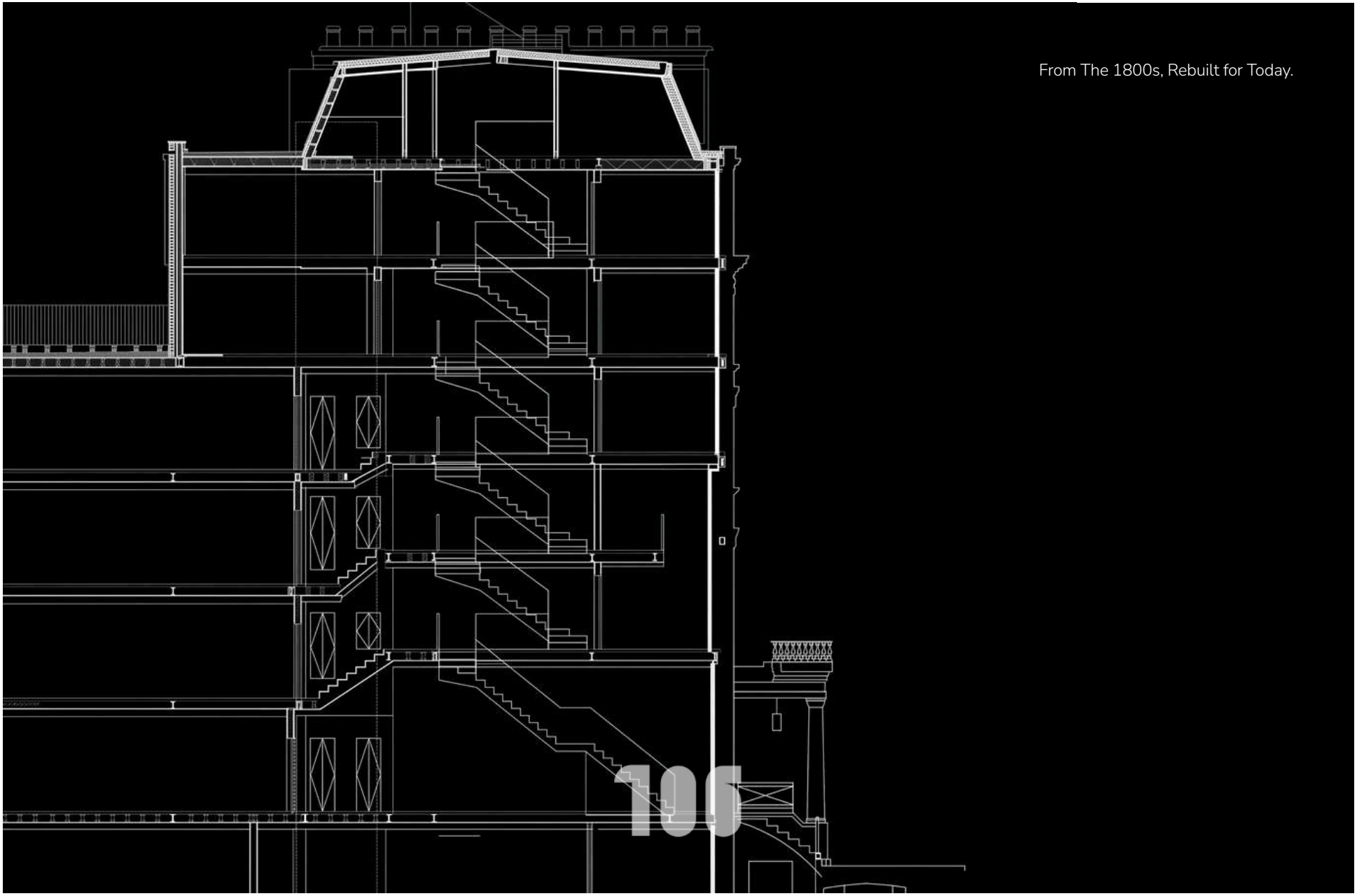
CONNECTIONS & PROXIMITY

Gloucester Road Underground	Steps away
Hyde Park & Kensington Gardens	11 min walk
Victoria & Albert Museum	12 min walk
Natural History Museum	8 min walk
Royal Albert Hall	12 min walk
Knightsbridge & Harrods	22 min walk
West End (Piccadilly Circus)	10 min by tube
Heathrow Airport	38 min by tube
Imperial College London	8 min walk
Royal College of Music	11 min walk

Light, Space and Stillness

The finest London addresses have always understood that true luxury is not loudness, but the perfect orchestration of light, space and stillness in the heart of the greatest city on earth.




From The 1800s, Rebuilt for Today.
106

Built in the 1800s, Rebuilt for Today.

The building stands as part of one of Kensington's established Georgian terraces — a streetscape that emerged in the years when the area was first being shaped into the residential quarter it remains today. The architecture speaks of an era of careful, considered construction: proportioned facades, generous ceiling heights, a sense that the building was intended to endure.

What has changed is everything within. The residences have been completely rebuilt to contemporary standards while preserving the essential character and civic presence of the original terrace. The result is a building that belongs to its street and its century, while delivering the comforts and quality of a thoroughly modern home.

There are no compromises of the kind common to converted period property: no layouts inherited from a previous age, no creaking services concealed behind heritage paint. Every element has been designed with intention and built to last.

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Private Residences

1800s

Original Georgian Terrace

SW7

Royal Borough of Kensington & Chelsea

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Tube Lines Accessible at the Door


Compact By Design, Apartment 18
POPHAMS

Compact by Design, Generous in Every Other Sense.

Each of the twenty-three residences has been designed around a fundamental idea: that a well-considered smaller space, beautifully executed, is a far more pleasurable place to live than a larger one conceived without care. These are homes that earn their square footage — every surface, every detail, every material working in concert to create an environment that is calm, comfortable, and quietly distinguished.

Studio and one-bedroom apartments are available, each thoughtfully planned to maximise light, storage and a sense of ease. The palette is restrained. The finishes are chosen for quality over statement. The atmosphere is one of unhurried sophistication — a place that feels, from the moment you enter, like it has been designed for you.

TYPE ONE

Studio Apartments

Intelligently planned studio residences that transform compact square footage into genuinely liveable, considered homes. Cleverly zoned to distinguish sleeping, living and working areas, with generous storage and a calm, cohesive interior. Perfect for the individual who values efficiency without sacrifice.

TYPE TWO

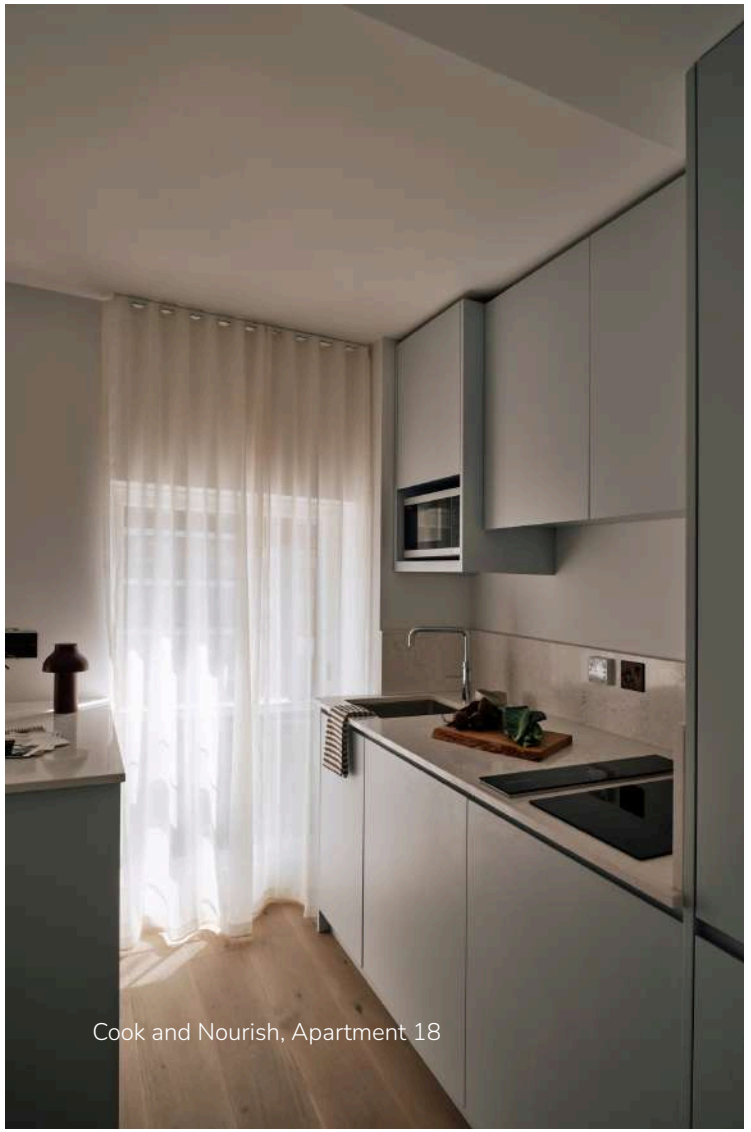
One-Bed Apartments

Separate bedroom and living spaces that afford a greater sense of ease and privacy. Ideal for those who entertain modestly, work from home occasionally, or simply value the distinction between where they sleep and where they live. A rare luxury at this address, offered with minimal compromise.


Studio Living, Apartment 18



Space To Unwind, Apartment 18



Cook and Nourish, Apartment 18


Light, Space and Stillness, Apartment 18

Crafted with Restraint, Finished with Intention.

The interior design philosophy was arrived at through discipline rather than ease. It would have been simpler to layer in the signifiers of luxury — the marble, the statement lighting, the gallery-white walls. Instead, the approach taken here is quieter and, ultimately, more enduring.

Materials were selected for their honesty and their tactility: surfaces that age beautifully, textures that reward closeness, a palette of warm neutrals that shifts with the light over the course of a London day. The result is an interior that does not demand to be noticed — but which, once inhabited, proves deeply difficult to leave.

Curated Material Palette

Warm stone tones, natural textures and considered tonal contrast across every surface.

Bespoke Joinery & Storage

Purpose-built fitted storage throughout, designed to conceal without imposing.

Quality Fixtures & Fittings

Premium kitchen and bathroom specification chosen for longevity over trend.

Considered Lighting Design

Layered ambient and task lighting that flatters the space through every hour.

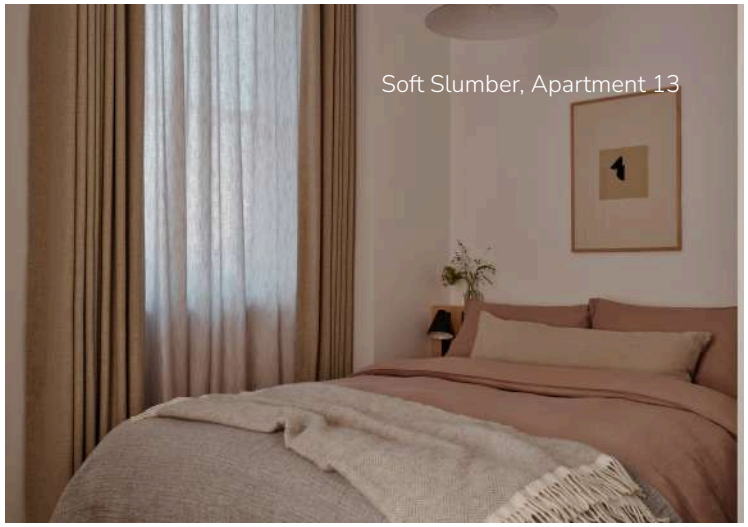
Contemporary Comfort

Fully rebuilt to modern standards: efficient heating, sound insulation, and high-speed connectivity throughout.

Quiet by Design

Insulated from the street to deliver the stillness that belongs to a proper home — not a compromise.

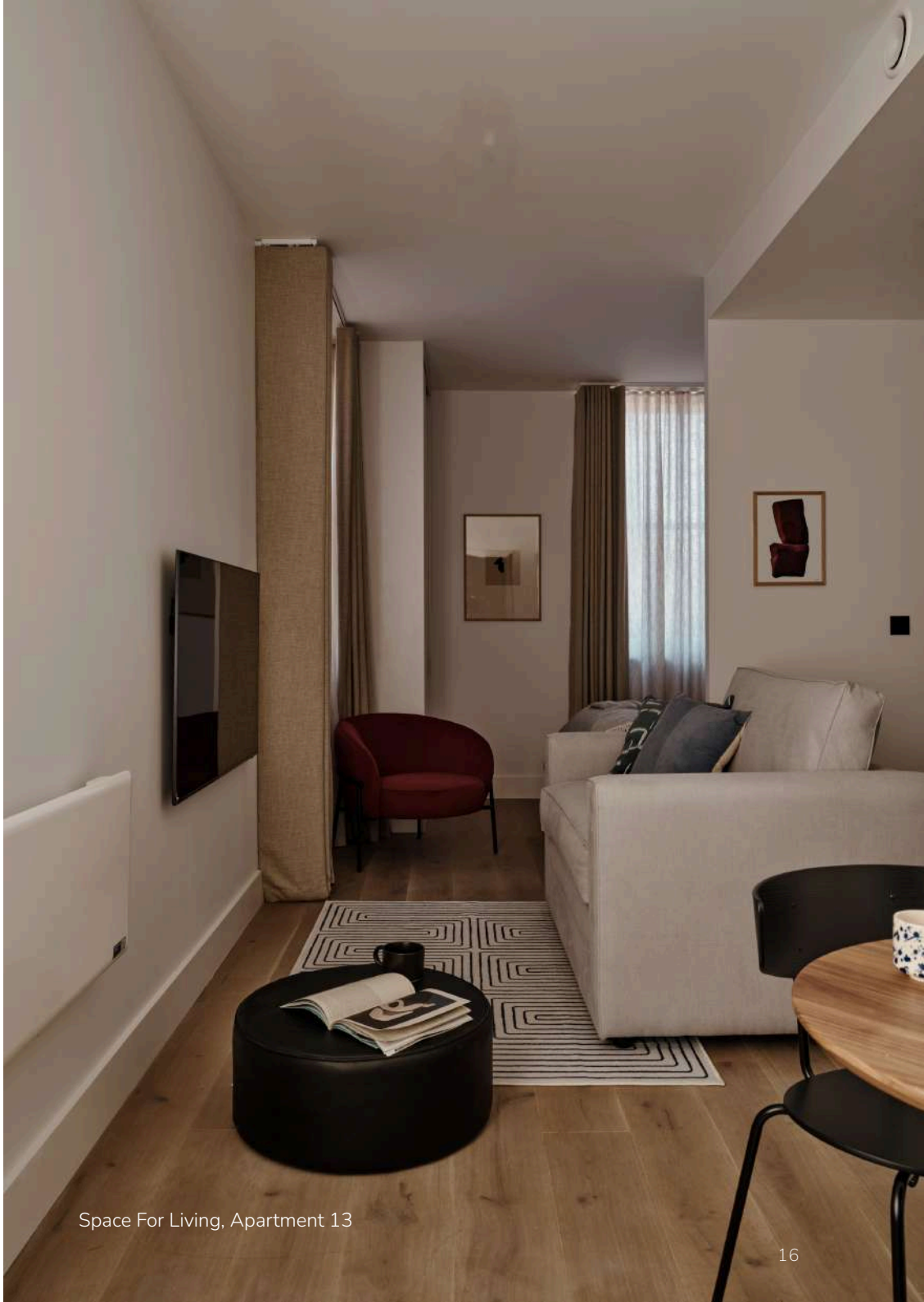

Compact But Generous, Apartment 13



Soft Slumber, Apartment 13



Refresh and Renew, Apartment 13



Space For Living, Apartment 13


Sleep Haven, Apartment 13

The City at Your Threshold, Peace at Your Door.

There is a particular pleasure in returning, after a day in the full velocity of London, to a street that does not rush. Gloucester Road has this quality in abundance. The independent cafés and wine bars, the handsome Victorian pub, the florists and delicatessens that line the street — these are the textures of a neighbourhood that has never needed to become fashionable because it has always simply been very good.

Connectivity

With Circle, District and Piccadilly line services at the door, London is entirely navigable without a car. The West End is under ten minutes; the City is thirty; Heathrow — serving every major international hub — less than forty. For residents whose lives move between London and elsewhere, the location is quietly ideal.

Dining & Shopping

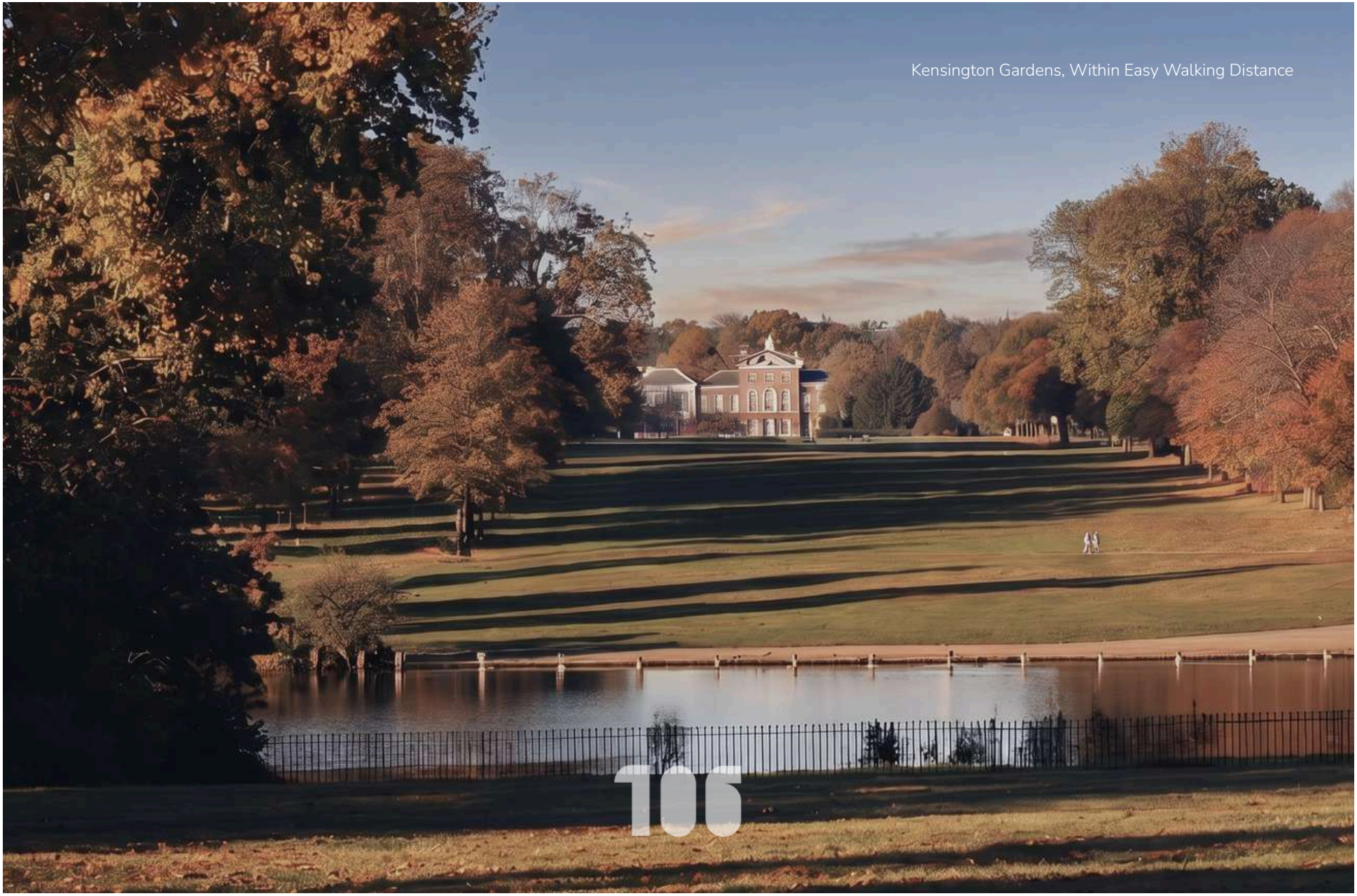
Knightsbridge — Harrods, Harvey Nichols, Sloane Street — is a short walk to the east. Chelsea and the King's Road lie to the south. South Kensington's cafés and bistros are on your doorstep. For everyday needs, Gloucester Road's own independent shops and supermarkets provide everything required without venturing further.

Culture & Learning

The concentration of world-class institutions in this corner of London is without equal in any city. The Victoria and Albert Museum, the Natural History Museum, the Science Museum and the Royal Albert Hall form a cultural quarter unique to SW7 — and yours, on foot, in minutes. Imperial College, the Royal College of Music and the Royal College of Art make this, too, one of the world's great addresses for serious academic life.

Parks & Open Air

Hyde Park and Kensington Gardens form a vast, quieting expanse of green within easy walking distance — more than 600 acres of paths, water, meadow and the occasional royal residence. For morning runs, afternoon walks, or simply the restorative act of sitting still in green space, they remain unmatched in central London.


Kensington Gardens, Within Easy Walking Distance

For Those Who Know What They Value

These residences were conceived with a particular kind of person in mind: one who has thought carefully about how and where they want to live, and arrived at the conclusion that quality, location and calm matter more than size.



06 — CONTACT

Begin the Conversation.

Twenty-three residences. Apartments suited to the graduate student who requires a proper home rather than a room — a refuge from the intensity of academic life at one of the world's great universities, situated in a postcode that reflects their seriousness of purpose. They are suited equally to the young professional in the first or second chapter of a career in finance, law, the arts or the creative industries — someone for whom London is a long-term commitment, and who is investing, accordingly, in where they live.

What they share is a preference for authenticity over performance, and an appreciation that in one of the most competitive property markets in the world, an address like this — on a handsome Georgian terrace, seconds from the tube, in the Royal Borough — is not merely a convenience. It is a statement of how one chooses to live.

Private viewings are available by appointment. We welcome all enquiries and would be glad to discuss your requirements in confidence.

Lettings Enquiries

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Floorplans

106gloucesterroad.uk/floorplans



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