

Criterion debuts ‘London’s most luxurious student digs’

A batch of newly-refurbished apartments in Mayfair have been launched as “London’s ultimate student pads”, with prices going all the way up to £21,000 per month.



The six flats in Sir Giles Gilbert Scott’s grandiose Fountain House on Park Lane have been redeveloped by Criterion Capital and fully dressed by Alexander James Interior Design, a firm best known for its work on superyachts, grand country houses and top-end London homes.

Measuring between 1,600 and 2,000 square feet, the units all come highly-specced with mood lighting systems, freestanding baths, dressing rooms and plenty of marble, while the marquee three-bed duplex features a bespoke glass central staircase and some serious entertaining space. A few have views across Hyde Park and the 1930s building itself provides a grand pillared main entrance foyer with 16 foot high ceilings, manned hotel-style concierge desk, seating areas for arriving guests, 24-hour porter and CCTV security.



...all of which isn't particularly unusual in Mayfair, you might say, but the fact that they're being pitched at HNW students – instead of City high-fliers and top ad execs – most certainly is.

And what's more, the plan seems to be working. We hear 80% of the enquiries have so far come from international students, and one of the flats has just been let to a 19 year old fashion design student from North America.

Prices start at £2,250 per week, although the duplex is being offered up for a cool £5,250, which works out as £21,000 per month or £252,000 per year.



Peter Wetherell of sole agents Wetherell: “These newly refurbished apartments provide the perfect turn-key luxury-let and are available for immediate occupation. They would be perfect for a wealthy student, or are ideal for a City stockbroker, successful lawyer or couple wanting a London home. This is part of Mayfair’s residential revival, these properties are reverting back after decades of use as offices.”

Figures just released by the Government’s Higher Education Statistics Agency (HESA) show there are some 107,000 international students currently studying in London, 40,000 of whom are from continental Europe and 67,000 from the rest of the world. They apparently spend £1.32 billion pa on tuition fees, £1.36 billion pa on accommodation and subsistence (including £600m on private lets or halls of residence costs) and £121m through family visiting them in London.

By country of origin, the largest group of international students come from China (18% of all foreign students in the capital), followed by students from the USA (9%), India (7%), Hong Kong (5%), Malaysia (4%) and Nigeria (4%). Other significant foreign student nationalities are from Saudi Arabia, Singapore, Pakistan, Canada and the United Arab Emirates.





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