

PrimeResi



£270mn in sales secured at 'repositioned' Mayfair scheme

Charles Leigh's team says Q4's standout performance at 60 Curzon 'sends a strong positive signal' for the wider PCL market.

A repositioning strategy and a series of top-name design collabs have driven a recent run of big-ticket deals at Mayfair scheme 60 Curzon – where total sales have now hit £270mn.

The long-running luxury apartment scheme, on the site of legendary eatery Mirabelle, was originally designed by the late Thierry W. Despont and has a Portland stone exterior by PLP Architecture.

The project's travails against an increasingly tough economic and market backdrop were [widely reported](#) a few years ago, but the new sales team – installed as the development [reached build completion](#) in mid-2024 and led by industry veteran Charles Leigh – looks to have turned things around.

PrimeResi hears 24 of the residences have now been sold – over 70% of the total, leaving just eight to go – achieving a blended average of just under £6,000 per sq ft across all unit types, from studios to penthouses. Transactions have been brokered by Savills and Knight Frank.

Nine sales went through in the final quarter of 2025 alone, totalling over £70mn in GDV.



Image credit: Ben Dale

British, American and continental European buyers have been driving much of the demand, said the team, whose strategy has involved releasing a series of collaborations with leading design studios including [De Rosee Sa](#), [Christian Bense](#) and [Elicyon](#).

These tie-ups, along with a refreshed interior and a redesigned entrance lobby and common areas, have apparently proved “instrumental” in attracting buyers, despite the fiscal and macro-economic headwinds. The update described the recent activity as “a standout performance in Mayfair’s super prime market... sending a strong positive signal for the wider Prime Central London market.”

Residents of the building are offered round-the-clock concierge, security and valet services, plus a set of private amenities, including a spa with swimming pool, gym, sauna, steam room and private fitness and treatment rooms. A club lounge/meeting room has also been provided, along with a reception/lobby and temperature-controlled rooms for owners’ personal belongings, from rare whiskies to fine wines and cigars. There’s also a woodland-inspired courtyard garden by Gustafson Porter + Bowman.

Kiji, the latest outpost by the hospitality group behind New York’s two Michelin-starred Atomix, will be opening on the ground floor later this year.



Charles Leigh, whose sales team is backed by Valouran co-founders Alex Michelin and Matthew Robertson

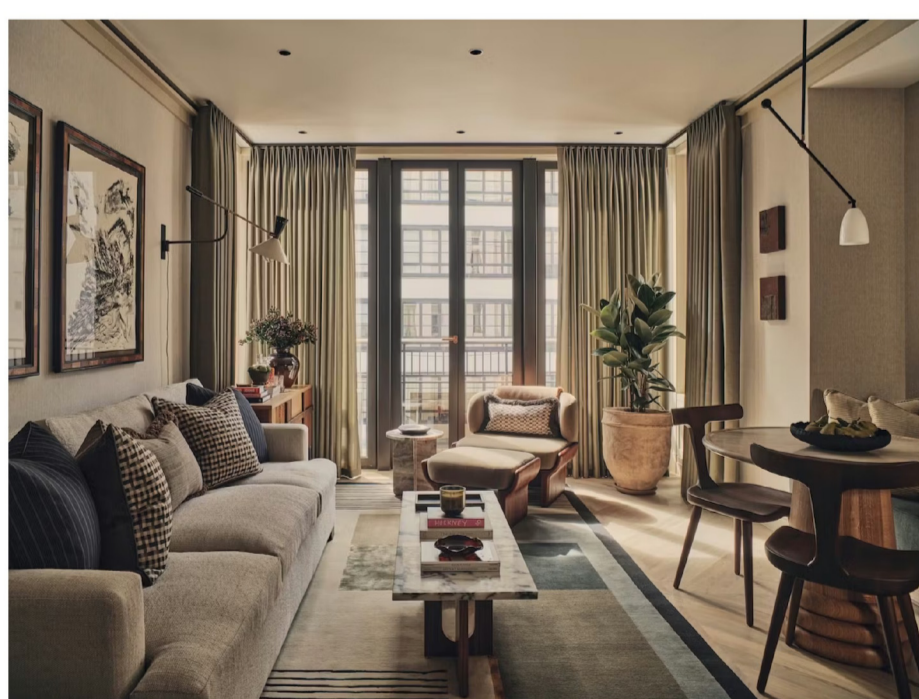


Image credit: Studio Rochowski

“ Charles Leigh, Director, 60 Curzon: “It is no secret that the past year has been challenging for the prime residential market, particularly in Mayfair. Achieving £270 million in sales at 60 Curzon reflects the importance of careful positioning and design integrity.

“In a more selective market, discerning buyers continue to invest in exceptional properties, and exceptional design, so the collaborations with the likes of De Rosee Sa, Christian Bense and CS Design have played a large part in the sales success. It is encouraging to see this level of confidence exists for not only the development but the team behind it.”



Image credit: Kensington Leverne