



LANCER SQUARE: PERFECTING THE ART OF LATERAL LIVING

07.09.23

Lancer Square in Kensington has unveiled a pair of new show apartments that embrace a blend of classic and contemporary aesthetics, drawing inspiration from the elegance of the royal borough they inhabit.

Designed by Angel O'Donnell and Studio Ashby, these apartments provide an idyllic retreat in the heart of London's royal borough, with luxurious amenities and exquisite attention to detail. The apartments are designed to offer a seamless fusion of classic elegance and contemporary style, providing the ultimate in comfort and sophistication.

Delivered by Bellworth Developments, a wholly owned property development arm of Malaysian conglomerate LGB Group and managed by London-based CIT, Lancer Square is located moments from Kensington Palace and a stone's throw from Kensington High Street, one of London's most recognised retail destinations.

Much like the Royal Borough of Kensington and Chelsea's rich history and vibrant community, the two apartments celebrate multiple local influences, creating inviting yet opulent spaces that resonate with the area's architectural landmarks and natural beauty.

Studio Ashby

Spread across 3,312 sq. ft. and five bedrooms, Studio Ashby's refined nature-inspired palettes of sky blues, smoky greens and dusty pinks, custom joinery, and inviting upholstery, conjures an ambiance of serenity and tranquillity. With dual aspect views, occupying a corner position in the development, the apartment boasts exceptional vistas that sweep across Kensington's picturesque rooftops. Drawing inspiration from these views, and the surrounding area, the interiors' rich materiality, layered accessories and sophisticated dressing touches reflect a profound connection to its locale, all whilst ensuring comfort and approachability.



Through collaborating with some of Britain's most accomplished craftsmen and artisans, Studio Ashby has embraced a rich eclecticism in the curation of the show apartment. While the furniture and lighting intentionally maintain a sophisticated and understated demeanour, playful hero pieces are artfully integrated throughout. For example, a lively shade of yellow elevates the apartment's kitchen, complemented by a vibrant painting by Michael Taylor entitled "Goodbye Bacon and Eggs", setting a playful tone for the breakfast corner, infusing it with colours reminiscent of a sunrise.

Sophie Ashby, Founder of Studio Ashby, comments: "The bones of this apartment at Lancer Square were a total joy to work with - there's a real fluidity between the different spaces, complete with a charming view of London's skyline. Our vision for the interiors centred around evoking a strong sense of calm so we leant into a refined earthy palette rooted in nature - embracing sage green, ochre, terracotta, creams, rusts and blues and other joyful sunrise shades throughout. There's a rich eclecticism to the curation and layering of the pieces, and we feel immensely proud to have worked with some of Britain's finest makers and artisans to bring it all to life."



The design firm's Sister by Studio Ashby collection, a curated edit of future heirlooms, bespoke furniture, art and accessories can be spotted throughout the apartment. Noteworthy are the Kudu dining chairs and the Rhino armchairs, both of which embody a sense of innovation and style.

Within this selection, the earthy charm of the Patch fabric, from The Jocasta Collection - the firm's debut fabric capsule - can be seen, gracing a bench seat within the dining area. Here, cerulean sky blue is broken by solid stripes of gold and ochre whilst contrasted with a flecked mahogany, and mohair and bouclé textures elegantly intertwined in the upholstery. Meanwhile, the guest bedroom features an exquisite touch with the Afua fabric, a Kente cloth motif inspired by Ghanaian heritage, adorning one of the bed's headboards.



Inspired by the abstract pieces found in the borough's local galleries, the integration of art and antiques plays a central role in Studio Ashby's design. Among the artworks is a dynamic piece by the artist Jeanne Gaigher which skilfully weaves together the apartment's delicate palette of tones, whilst also playing the functional role of concealing the living room's television. Moreover, antique pieces, reupholstered vintage items and sustainable paints have been incorporated into the furniture, fixtures and equipment selections made by the design studio, bridging heritage and innovation within the composition of the apartment.

Price of Studio Ashby apartment - £16,020,000

Taran Wilkhu Photography

Angel O'Donnell

Angel O'Donnell's design blends sartorial elegance with a dash of flamboyance, a touch of bohemian nonconformity, and a bounty of new and old-school craftsmanship.

The 3,566 sq. ft. apartment draws inspiration from the bricks, masonry and clay chimney pots of the neighbourhood's local architecture, as well as the blues of the sky and the greens of the nearby Kensington Gardens. This tribute to the locale is mirrored in playful design touches, such as the iridescent koi carp wallpaper that pays homage to the fish that swim in the White Garden at Kensington Palace.



Richard Angel, Co-Founder & CEO, Angel O'Donnell, comments: "It's always a pleasure to interior design a residence inside a new London landmark. Lancer Square already feels tightly locked into the fabric of the Royal Borough of Kensington and Chelsea. Its elegant proportions, sculptural garden and 36 unique apartments create an intimate, sumptuous and boutique-like sanctuary. Our designs reflect these qualities with strong contours and shapely silhouettes, bespoke, handcrafted furniture, densely textured wallcoverings, and a wealth of quality materials. It's a discerning and warmly inviting space worthy of an exceptional development."



Throughout the four-bedroom apartment, Angel O'Donnell has masterfully incorporated bespoke elements that appeal to a discerning, design-loving audience. Walls clad in wood, eglomise mirror, and liquid metal tiles. Sumptuous headboards designed in-house and handcrafted by local artisans. Hand-tufted wool and silk rugs. Handmade Murano-glass chandeliers. Lots of elements that work in concert with each other to create an inviting and sensory home.

As soon as you enter the apartment, you're greeted with a large piece of art, a sculptural bronze console, and a mix of light and dark wood-textured walls – features that have a cocooning, gallery-like quality to them, like you've stepped inside a private members' club.

By contrast, minty-coloured walls in the kitchen feel cool, fresh and revivifying - creating a calm backdrop for statement focal pieces. Amongst these, a chandelier of hand-formed glass discs which hangs over a table covered in fragments of hand-applied eggshell. The drama of the light mixed with the exquisite craftsmanship of the table creates a truly arresting moment.



Ed O'Donnell, Co-Founder & Creative Director, Angel O'Donnell comments:

"Kensington has it all – royal parks, neoclassical flamboyance, Victorian ornamentation, 21st century modernity, fashion, elegance and now, Lancer Square. It's a seriously impressive residence deserving of a seriously seductive design. So we set to work blending a little sartorial style with a dash of bohemian nonconformity and a bounty of new- and old-school craft techniques. The result is a characterful, irresistibly comfortable, and creatively stimulating home. It's been enormous fun to work on."

The apartment celebrates craftsmanship from around the world – people who are keeping time-honoured traditions alive while also pioneering contemporary techniques. Testament to this is the light of twisted glass sourced from a fourth-generation antiques dealer in the heart of Le Marché Biron; the Tibetan wool rug handwoven in a small workshop in the Kathmandu Valley; and the sofa, designed by a world-renowned architect, that's padded with an eco-friendly fibre derived from ocean plastics. These pieces – one after the next – feed the senses as you journey from room to room.

Price of Angel O'Donnell apartment - £16,450,000

Taran Wilkhu Photography

For further information please visit www.lancersquare.co.uk