

PrimeResi

In Pictures: Touring a brand-new townhouse opposite Harrods, asking £14.4mn

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Agents are marketing the first of five newly completed freehold homes on Lancelot Place; *PrimeResi* took a look around.

Agents Hamptons and Knight Frank have been instructed to find buyers for a highly unusual proposition in Knightsbridge: five newly completed freehold townhouses directly opposite Harrods.

The collection of fully new-build homes on Lancelot Place have been developed by a Kogan Bellamy Lloyd private fund and designed by Cousins and Cousins. The townhouse, at least in wholly new-build form, has become an endangered species in this part of town. Few such schemes have come forward since Finchatton's [Yeoman's Row](https://primeresi.com/inside-story-behind-the-schemes-with-finchatton-in-knightsbridge/) project, completed around a decade ago.

These five – collectively called the Lancelot Collection – are each arranged over six storeys and measure between 3,650 and 4,100 sq ft. Exteriors are a neat twist on the period townhouse, with Portland stone façades and cast-iron Crittall windows, while the turnkey interiors by Ben Whistler are suitably luxurious for SW7.

The proposition was debuted at the off-plan stage back in 2023, but the agencies are going with a phased approach for the newly-completed properties – starting with the one on the end of the terrace closest to Harrods, pitched at £14.4mn.



Inside, there are five bedrooms, two main entertaining areas, a cinema room, and a separate studio room, with a lift serving all floors. The bespoke interiors have been finished in Ralph Lauren and feature a mix of marble and oak, with the floors linked by a sculptural staircase. Bells and whistles include smart home technology, including Lutron HomeWorks lighting, climate control systems for the underfloor heating and air conditioning, video entry, and alarm systems. Two private, secure underground parking spaces are being offered separately.



Hamptons flags the lack of service charges and the rarity of the offering, and said the scheme “reflects the continued alignment between new-build product and the requirements of globally mobile buyers”.

The project involved the [demolition of six existing houses \(https://primeresi.com/work-gets-underway-on-luxury-multi-townhouse-scheme-opposite-harrods/\)](https://primeresi.com/work-gets-underway-on-luxury-multi-townhouse-scheme-opposite-harrods/), dating back to the 1960s. The oven-ready site was being [offered on the open market in 2020 \(https://primeresi.com/developer-sought-for-super-prime-multi-townhouse-scheme-opposite-harrods/\)](https://primeresi.com/developer-sought-for-super-prime-multi-townhouse-scheme-opposite-harrods/), with agents describing the plot as “one of the world’s most iconic locations”. Neighbours include Rigby & Rigby and Formation’s ultra-prime [Lancelot House \(https://primeresi.com/ground-breaking-air-filtration-system-designed-for-new-knightsbridge-mega-mansion/\)](https://primeresi.com/ground-breaking-air-filtration-system-designed-for-new-knightsbridge-mega-mansion/), along with one of PCL’s most prestigious apartment buildings, 199 Knightsbridge, and the Bvlgari Hotel.



Daniel Elliot, Hamptons Head of Central London Residential Development ([LinkedIn \(https://www.linkedin.com/in/daniel-elliott-0b002630b/\)](https://www.linkedin.com/in/daniel-elliott-0b002630b/)):

“Hamptons is pleased to be introducing this exceptional collection of newly built freehold townhouses to the Knightsbridge market, an asset class that remains extremely constrained within Prime Central London. At this scale and price point, newly delivered freehold houses are seldom seen, especially without service charges, and this launch is already attracting strong attention from international capital seeking secure, best-in-class holdings.

“From an industry standpoint, the scheme reflects the continued alignment between new-build product and the requirements of globally mobile buyers, including family offices and private investors. The combination of freehold tenure, turnkey delivery, and features such as lift access to all floors, and adaptable lower-ground space (plus the option to purchase additional secure underground parking) provides both long-term flexibility and investment resilience.

“With pricing at £14.4mn and accommodation extending to over 3,604 sq ft, this represents a compelling proposition in a market where supply is tightly limited and demand for fully specified, low-maintenance houses in core prime locations remains robust. Hamptons is proud to be bringing forward a rare opportunity that will resonate strongly with both UK and overseas purchasers focused on capital preservation as well as prime residential use.”

In Pictures: House 3, Lancelot Collection, Lancelot Place, Knightsbridge

For Sale: £14.4mn (Hamptons)

Details [here](#)

(<https://www.hamptons.co.uk/properties/21807094/sales/A1NTV00000KT2IMIAY/>)

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