

NEW BUILDS

## Good things come in bespoke packages

Fruition Properties on why building boutique is the safest bet in the current market

**B**uilding new homes takes years; that's why it's more important for a developer to know where the market is going than where it's at. With rumours of oversupply at the top end of the market in some areas and a bubble growing on the horizon, it's perhaps wise to think small. That's something London developer Fruition Properties has expertise in. "If we had a 400 unit development in the works, I might be worried," says managing director Mani Khirroya. "But as our largest scheme is 17 units, I don't see it touching us. It's a completely different product." Fruition has been building boutique residential apartments since 2004 and has seen its business double in the last two years. It's this confidence in the appeal of a more "bespoke" product that has allowed Khirroya to open his latest development next door to a huge Linden Homes scheme, King's Row, in between Hammersmith and Chiswick. Merchant Terrace, as it's been christened,



Merchant Terrace, Ravenscourt Park, from £2.495m

sits on the site of an old warehouse and a 60s office block five minutes from the 10-hectare Ravenscourt Park, a tube station bearing the same name, a primary school, a prep school and the new West London Free School, making it an ideal location for families. "We've noticed a lot of people moving away from those areas

who are used to living in traditional townhouses," Khirroya says. So that's what they've got: eight four-bedroom, three-storey, white-stucco-fronted townhouses, with three outside terraces apiece and underground car parking spaces. They're pretty much identical in size - ranging from 2,308 to 2,421sqft. The white facade is also

plastered on to the front of the developer's first office block next door, a 6,000sqft building that's already plucked the interest of a tenant in the charity sector.

● **Barnard Marcus** (020 8748 4256); **Kinleigh Falkard & Hayward** (020 8222 7200).



Main: a CGI of the completed homes; above: rooms from the show house

**AREA GUIDE: W6**

HOUSE PRICES <small>Source: Zoopla</small>			
DETACHED	SEMI	TERRACED	FLATS
£2,041m	£1,747m	£1,405m	£603,050
TRANSPORT <small>Source: TfL</small>			
Time to Canary Wharf			38 mins
Time to Liverpool Street			37 mins
Nearest train station			Ravenscourt Park