

45 CHARLES ST
MAYFAIR

MAYFAIR | REDEFINED



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45 CHARLES STREET, IS MAYFAIR REDEFINED.
IT TRANSCENDS TRADITIONAL OFFICE DEVELOPMENT.
IT'S AN ARTISTIC ENDEAVOUR, A SYMPHONY OF
ELEGANCE AND EXCLUSIVITY ORCHESTRATED
WITH UNPARALLELED FINESSE.

MAYFAIR | REDEFINED



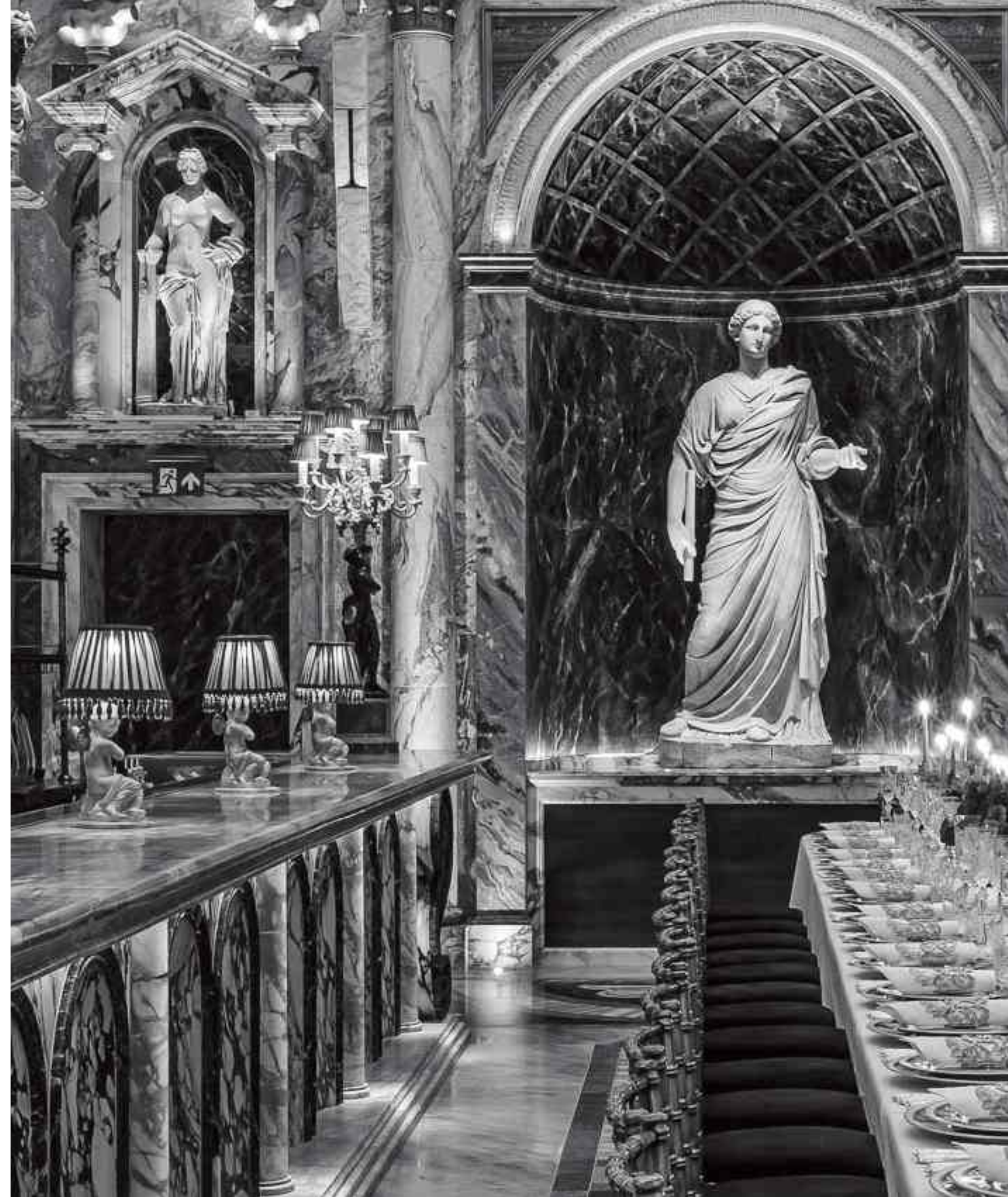
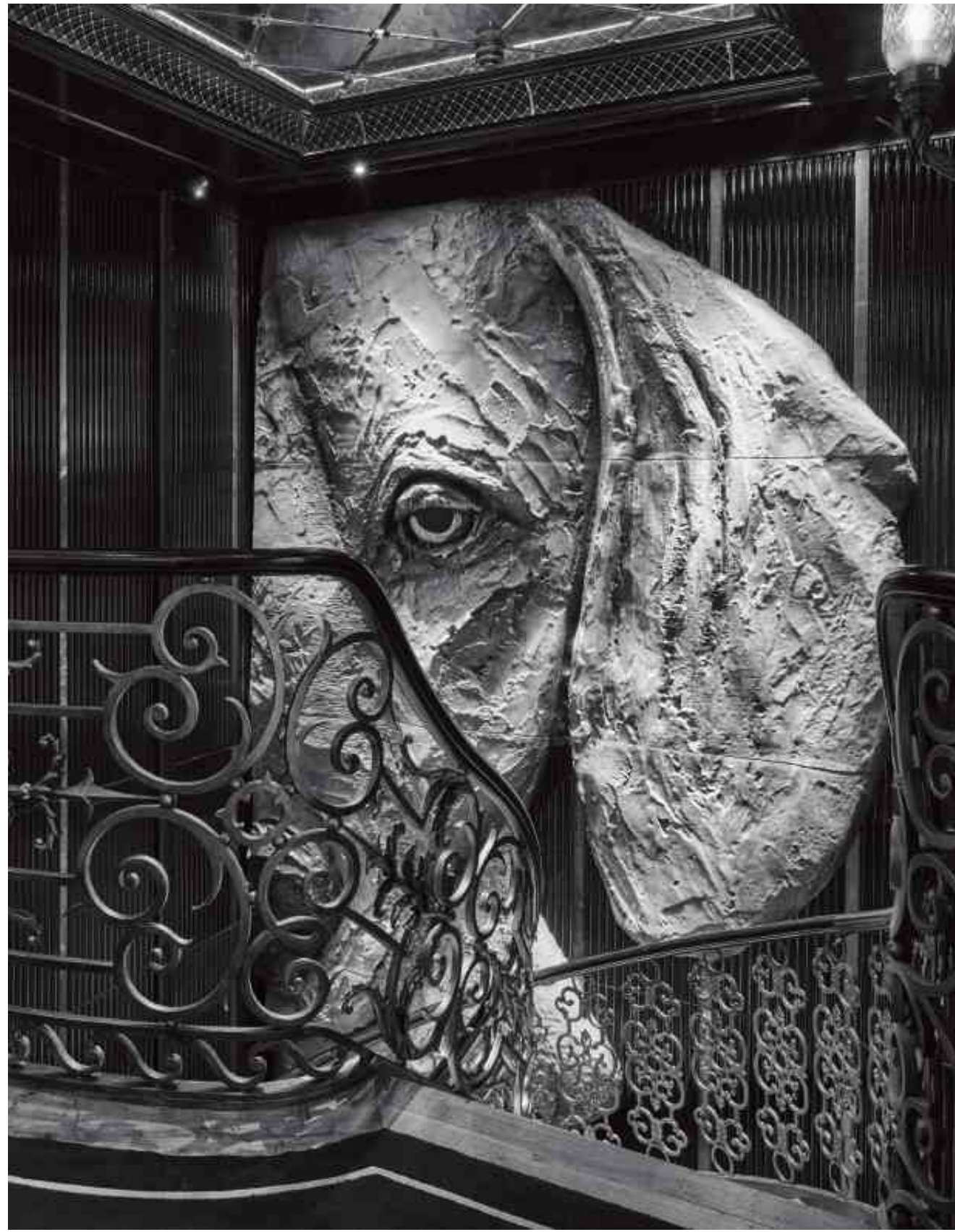
CHARLES STREET, IS AN ADDRESS THAT EXUDES
UNBOUNDED ELEGANCE AND UNMATCHED STYLE.
THIS IS WHERE, MAYFAIR'S CONFIDENCE MEETS
MAYFAIR'S CULTURAL SPIRIT.

UNMATCHED LUXURY

Charles Street occupies a unique place within Mayfair.
Its historic townhouses, built for the aristocracy, have evolved into
modern residences for today's global elite, private clubs and discreet
offices for those seeking absolute privacy. It is quiet and refined,
a world shaped by understatement.

Moments away, the hedonistic spirit of Mayfair reveals itself. The calm of Charles Street gives way to seductive boutiques, intimate dining, private galleries curated for collectors and Members' clubs where London's 'beau monde' gather long into the night. Here, indulgence is a rhythm and luxury is expected.









Mayfair has long been defined by an appreciation of the exceptional, reflected in the marques that grace its streets, the ateliers that line its neighbourhood, the restaurants that have shaped its reputation and the enduring craftsmanship found at every turn.

Here, quality is neither celebrated nor explained. It is simply expected.

45 Charles Street belongs naturally within this environment, formed by the same commitment to craftsmanship, permanence and meticulous attention to detail that defines the very best of Mayfair.



45 CHARLES STREET HAS BEEN CREATED
WITH THE CLEAR INTENT TO EXCEED THE
EXPECTATIONS OF THOSE FOR WHOM
‘GOOD ENOUGH’ IS NEVER ENOUGH.

REDEFINING MAYFAIR

Mayfair is unlike anywhere else. It is a district defined by rarity,
heritage and influence. Those who choose Mayfair do so
because they recognise its calibre; they value privacy, demand
excellence and expect their environment to reflect those standards.

45 Charles Street was conceived to meet these expectations with
absolute conviction. Every decision, from architecture and interior design
to material selection and amenity, has been guided by a single ambition,
to create Mayfair’s finest boutique headquarters.

Rooted in history yet shaped for the future, 45 Charles Street stands as Mayfair's most accomplished boutique workplace. Every intervention respects the building's original character while preparing it for generations to come.

What follows documents that transformation. Not simply the construction of a workplace, but the careful evolution of an historic townhouse into a contemporary headquarters defined by quality, permanence and purpose..

This is 45 Charles Street.



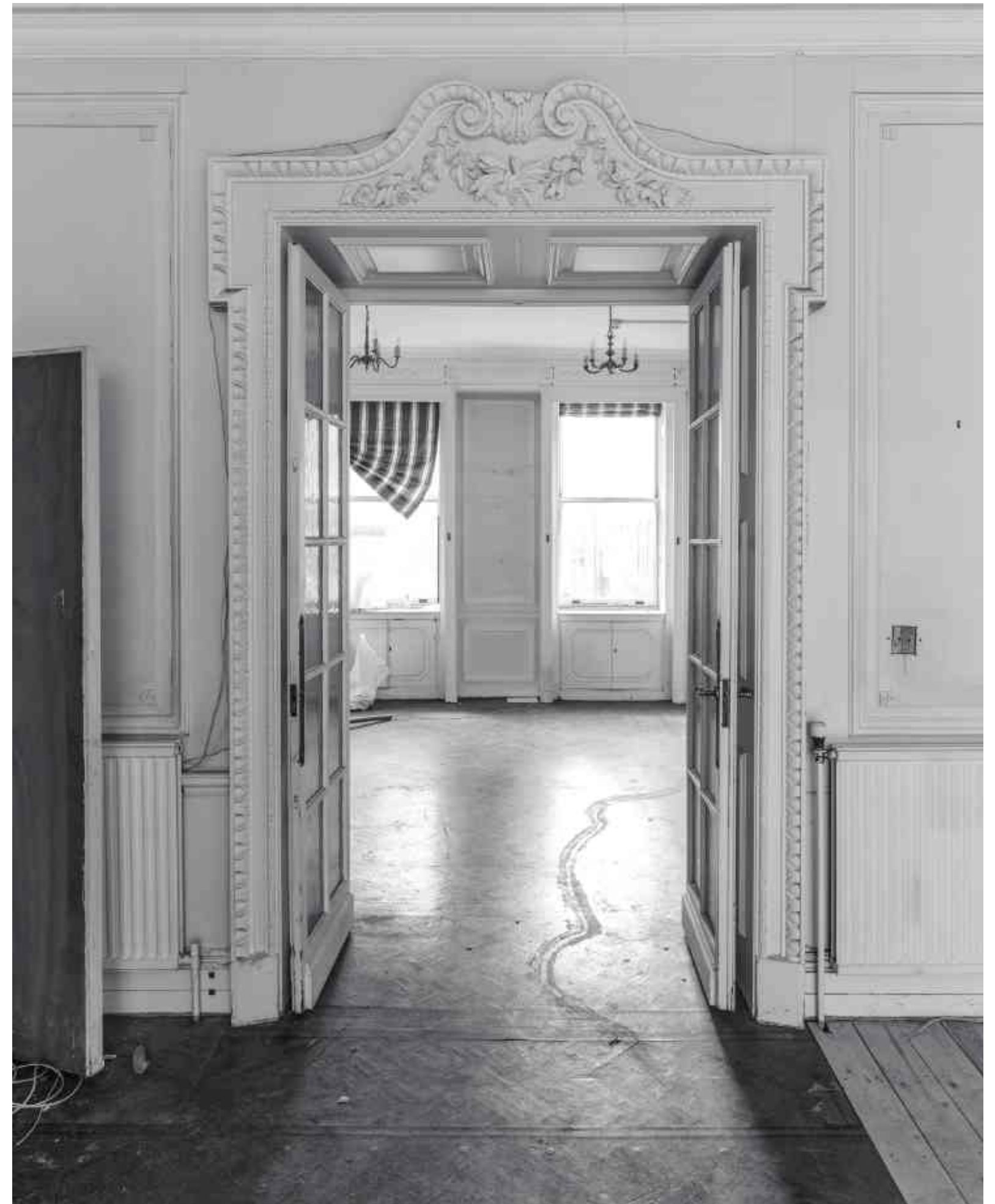


Before its reinvention came a period of stillness, when the rooms stood empty and the past whispered their stories in quiet solitude.

Without furniture or footsteps, the house revealed itself differently. Light moved slowly across untouched floors. Dust settled on mantels once warmed by conversation. Closed doors echo faint memories of gathering, ceremony and private life.

In these moments, the silence holds its own narrative. The building seems to pause, aware that change is approaching.

Doors, timbers and brickwork hold the spirit of lives lived, offering fragments of what once was. This interlude became an essential chapter, a final breath before transformation.







THERE IS A BELIEF AT WORK HERE THAT ARCHITECTS CREATE SPACES BUT PEOPLE CREATE PLACES.

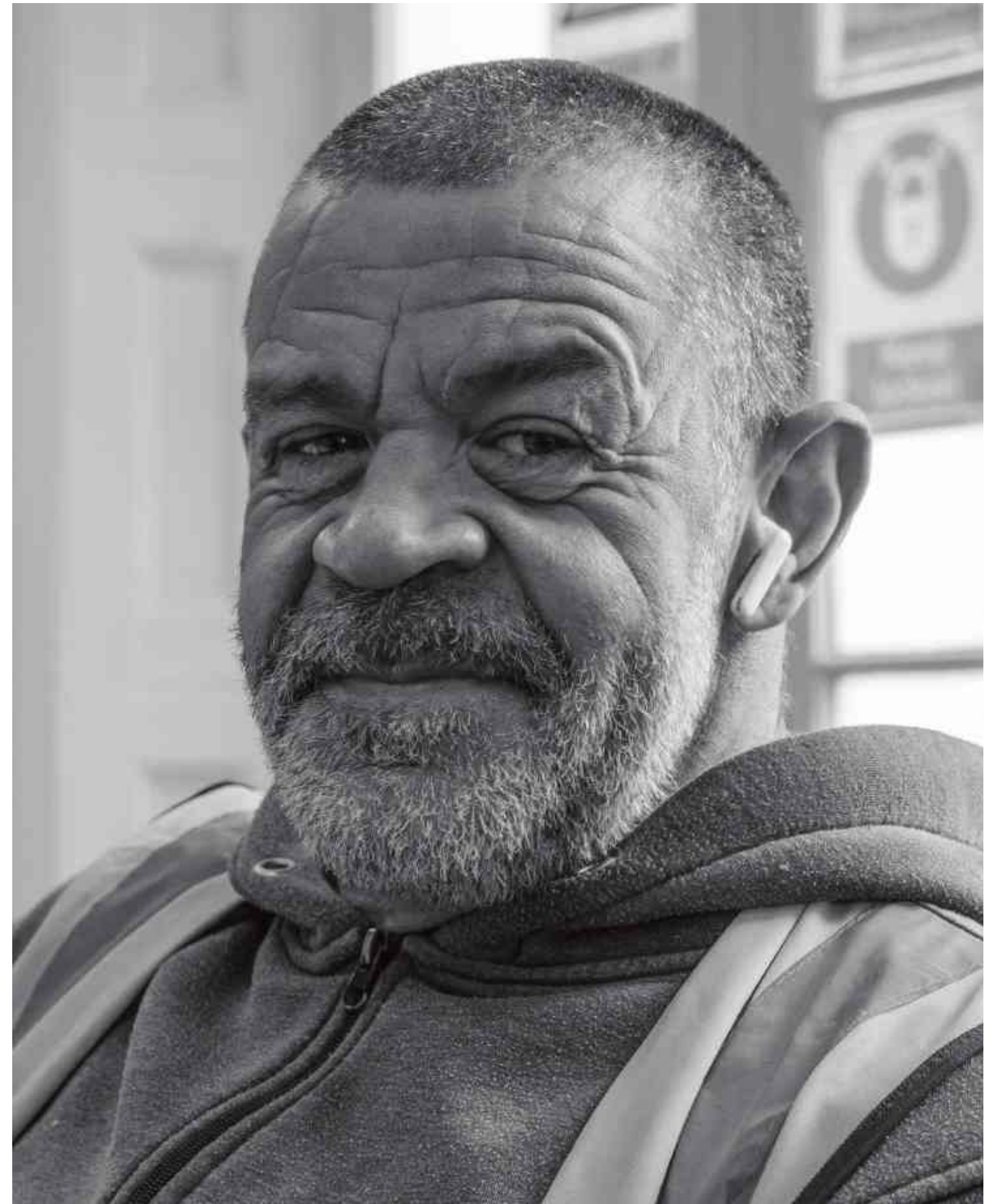
Before demolition, and before any new work began, the building was assessed and understood by those responsible for its transformation. Engineers identified the strength within its structure. Surveyors recorded its condition. Site managers, supervisors and coordinators planned the sequence of work. Trades including joiners, stonemasons, electricians and decorators examined the existing fabric.

The architects and designers reviewed its proportions and historic details to ensure that forthcoming decisions aligned with the building's character. Collectively, this group formed a clear and practical chain

of responsibility, each contributor recognising the building's heritage and the requirements of the work ahead.

This photographic record celebrates the individuals whose knowledge, skill and dedication shaped every stage of the project. Their contribution is embedded within every space.

The result is a building prepared for its next century. A building rooted in its past, renewed with purpose and prepared for those who will define its future.









BEFORE RENEWAL, THERE MUST BE RELEASE.
THIS IS THE CAREFUL UNMAKING OF THE
ORIGINAL FABRIC, A PROCESS THAT
REVEALS ITS HIDDEN LIFE AND INVITES
THE BUILDING TO BREATHE AGAIN.

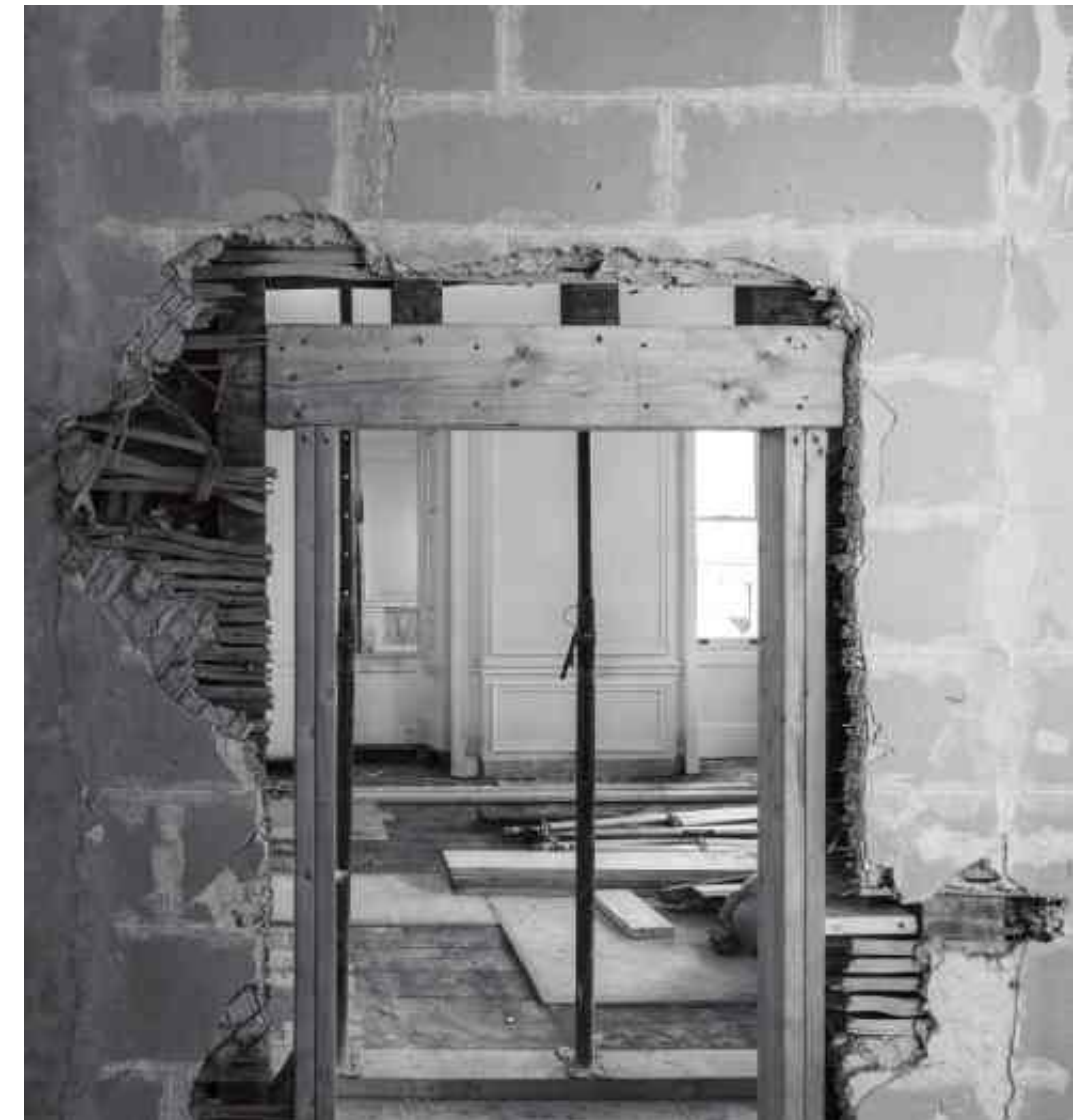
LIBERATING POSSIBILITY

Demolition becomes a liberation. It is the deliberate undoing of what time has layered upon it so that its essence may re-emerge

As walls open, timbers marked by generations reveal their quiet resilience. Staircases give up their secrets, their soft hollows echoing the rhythm of past footsteps. Dust drifts through rooms once alive with conversation and ceremony.

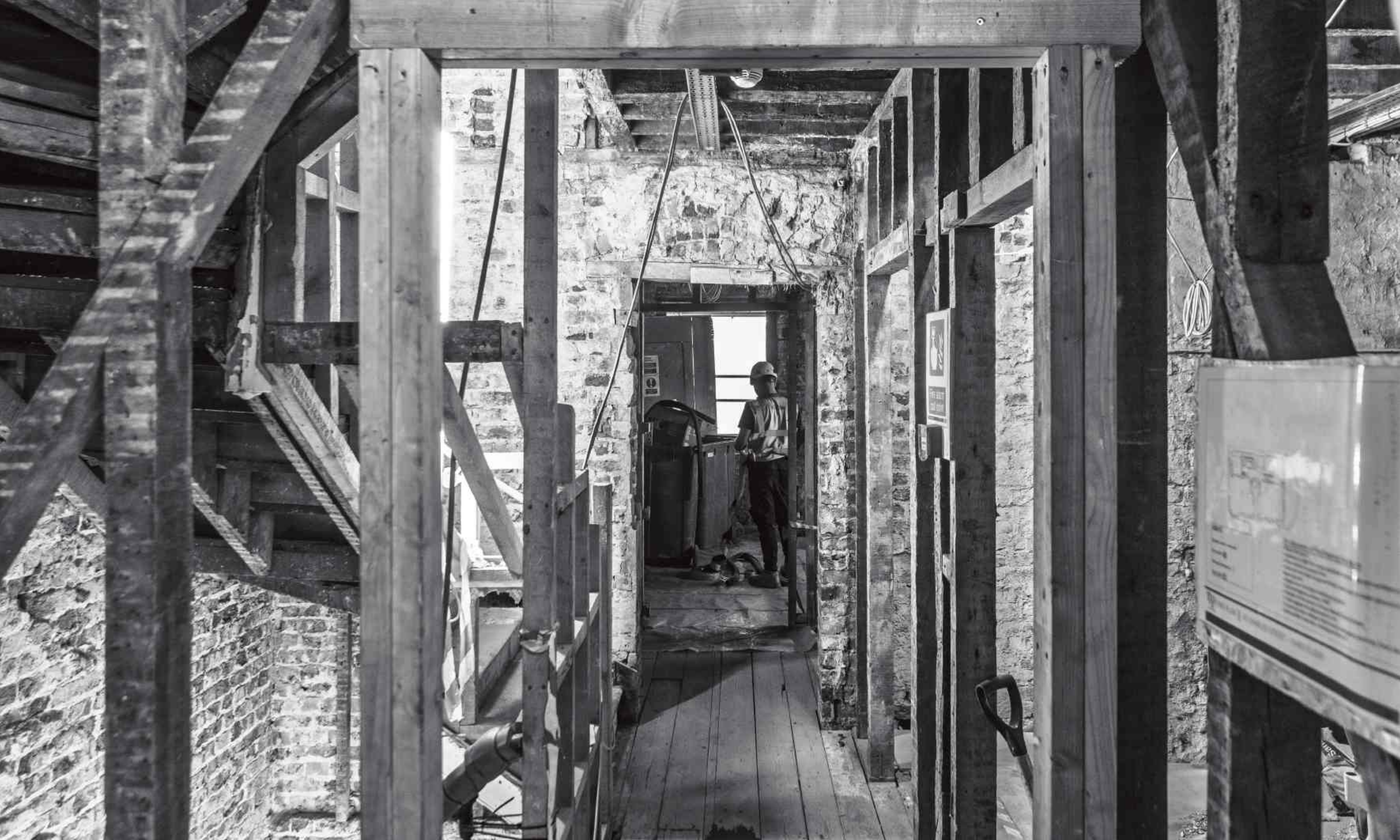


WITH EACH LAYER
REMOVED, FRAGMENTS
OF THE BUILDING'S
PAST RESURFACE. WORN
THRESHOLDS SHAPED BY
LONG-DEPARTED LIVES,
FORGOTTEN CORNICES
REDISCOVERED, TILES AND
BRICKS CARRYING THE
SIGNATURES OF AGE.



More than structural fabric is uncovered.
The building begins to reveal its hidden character and its
capacity to evolve. Freed from past interventions,
the architecture stands in its purest form.

This is not destruction but preparation. It is the essential
release that allows reinvention to begin, the moment the
house stands poised between what it was and
what it can become.





EVERY EXCEPTIONAL BUILDING REACHES
A MOMENT WHEN NOTHING MORE CAN BE
REMOVED AND EVERYTHING THAT FOLLOWS
MUST BE CAREFULLY CONSIDERED.

SHAPING OF EXCELLENCE

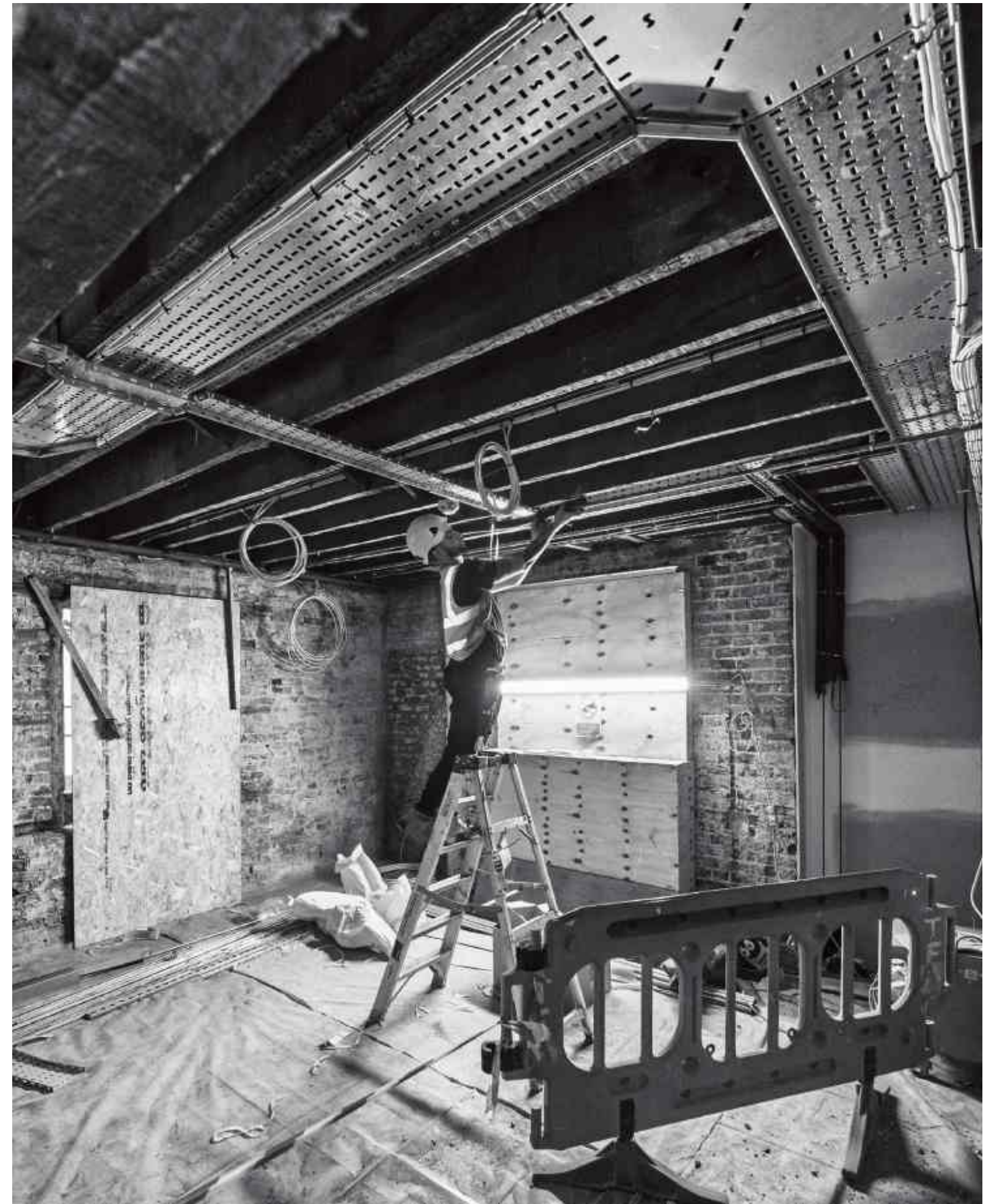
With demolition complete, the building stands in quiet equilibrium.
Its structure, proportion and character can be appreciated with complete
clarity, free from distraction and ready for thoughtful intervention.

It is a rare moment of pause. A moment that allows vision to be
measured against reality before the careful process of making begins.



This stage is more than construction. It is the unveiling of a framework designed for longevity, capable of carrying new ideas with confidence. Each beam and joint expresses purpose and permanence, forming a disciplined architectural language that guides all that follows.

Here, the emphasis lies on order, rigour and precision. Surfaces await refinement, volumes await definition and every space holds the quiet promise of what is to come. This is the unseen excellence that precedes beauty, the moment when structure becomes possibility.













TO REALISE THE FULL TRANSFORMATION,
AN INTERIOR DESIGNER OF RARE SENSITIVITY
HAS BEEN INVOLVED FROM THE VERY OUTSET.
THIS IS FBC REVEALED.

TIMELESS AESTHETIC

From the earliest days, Fiona Barratt Campbell shaped the vision for 45 Charles Street with an instinctive understanding that true luxury is quietly persuasive. Her mastery of texture, proportion and natural material has set the tone for the entire building.

“EVERY PRODUCT IS
DESIGNED AND CRAFTED
TO STILL HOLD A
PRESENCE IN 100 YEARS.
THEY ARE ANTIQUES
FOR THE FUTURE!”

Stone, timber, bronze, glass, wool and silk form a palette that is calm yet richly layered, inviting touch as much as observation. Contemporary elements sit with ease beside the splendour of antiquities and light is treated as a material in its own right, completing the composition with measured grace and soft authority.

Fiona's design language honours the Georgian heritage while bringing a confident modernity that feels inevitable and entirely new.

Every decision reflects an appreciation of longevity, of pieces chosen not for today alone but for the decades that will follow.

45 Charles Street embodies this belief. These interiors are made to age with dignity, to gain depth and character as the years pass and to remain elegant long after fashions fade. In her hands, the building becomes not only a workspace but a timeless environment shaped for those who recognise the quiet power of thoughtful design.















45 CHARLES STREET IS A PLACE WHERE
WORKSTYLE MEETS LIFESTYLE AND
EVERY SPACE IS CURATED WITH INTENTION.
THIS IS THE COMPLETE WORKPLACE.

MAYFAIR REDEFINED

Now complete, it stands as 4,542 sq ft of refinement and sets a new benchmark for boutique workspace in London. Full colour photography captures this building's essence, refined craftsmanship, the depth of natural material and interiors that speak with soft authority, revealing more with every glance

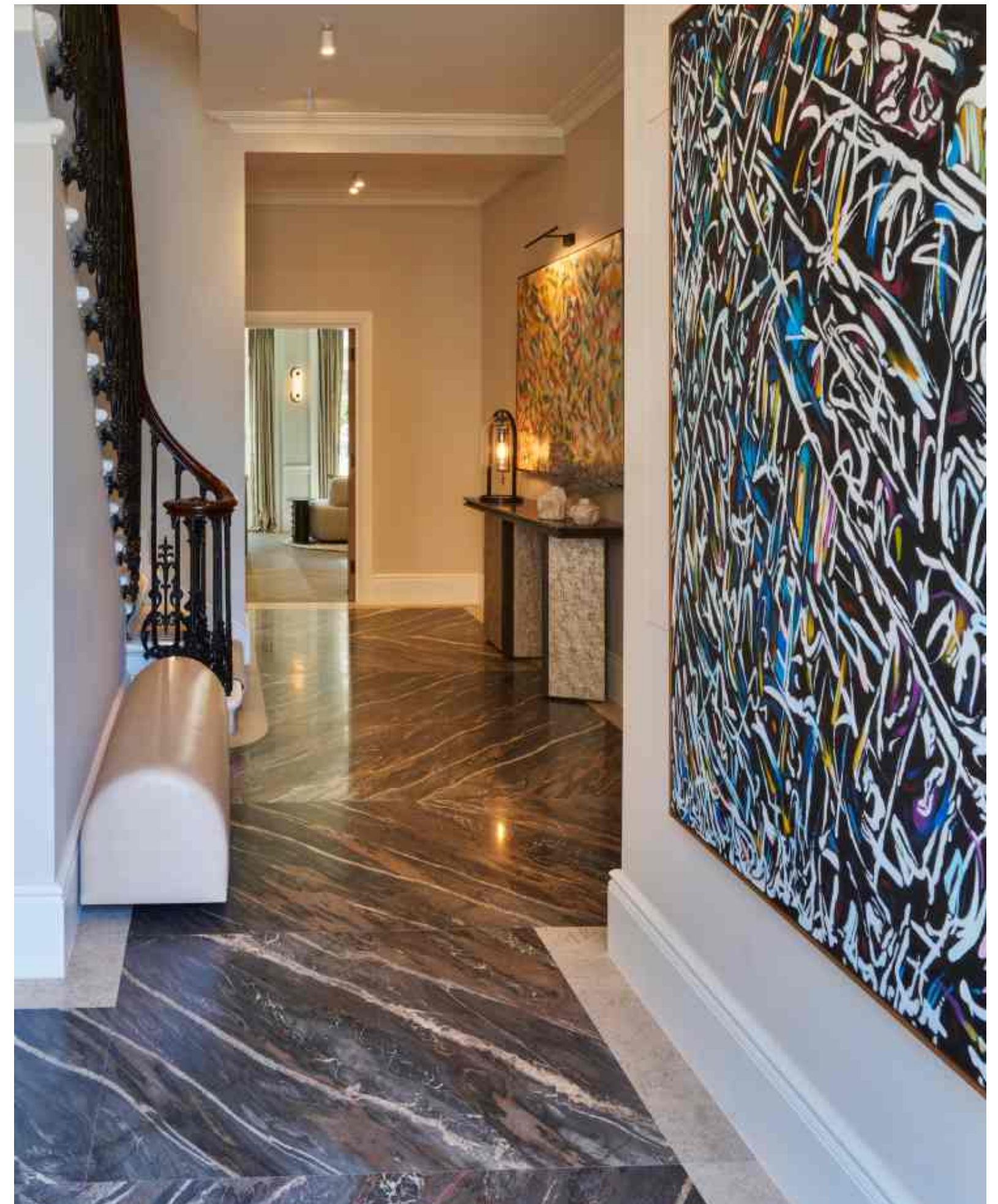
ON EVERY LEVEL, 45 DELIVERS A NEW STORY, A NEW DIMENSION AND A NEW PROMISE.

45 Charles Street does not merely offer workspace. It curates an experience. It defines a new standard for Mayfair and delivers something distinctly personal for those who recognise excellence in its most subtle, most assured form.

The lower ground floor provides considered amenities that support both personal wellbeing and professional hospitality: shower rooms, a private fitness room, a professional kitchen, landscaped courtyard and gracefully appointed dining and drawing rooms. These are spaces designed for restoration, conversation and moments to pause.

The ground floor offers an intimate reception crafted by light, texture and tailored furniture, delivering composed sophistication and a reassuring sense of arrival. Here, the rhythm of the building becomes clear, blending purpose with elegance. Double doors open on to an expansive garden that stretches to the very edges of the site – a haven of tranquility.

The first floor, historically the noble heart of the townhouse, now forms an office of rare distinction and glorious opulence. Generous proportions, exquisite materiality and a sense of quiet ceremony combine to create a room of remarkable presence.





ABOVE
A PANELLED RECEPTION
RIGHT
WARM AND INVITING





A PLACE TO CONNECT
AND A PLACE TO COLLABORATE.





ABOVE
HAND CRAFTED
LEFT
ELEGANCE PERSONIFIED



ABOVE
LANDSCAPED TERRACES

LEFT
A HAVEN OF PEACE



ABOVE
CURATED AND REFINED
RIGHT
A HIDDEN COURTYARD





THE DRAWING ROOM,
A PLACE TO RELAX OR DO BUSINESS



ABOVE
INDOORS, OUTDOORS

LEFT
DETAILED AND DISTINGUISHED



A PLACE TO
ENTERTAIN.





ABOVE
THE BAR
LEFT
THE KITCHEN



THE SPINE OF THE LOWER GROUND
CONNECTS BODY AND SOUL.



ABOVE
ELEGANCE AND EXCELLENCE
LEFT
CALM AND CURATED



ABOVE
CONCEALED CONVENIENCE
RIGHT
PERSONAL SPACE ON FIRST FLOOR







ABOVE
INTERCONNECTED
LEFT
A PRIVATE AFFAIR



ABOVE & RIGHT
THE THIRD FLOOR



ABOVE & RIGHT
THE FOURTH FLOOR



A LEGACY OF COLLABORATION, THIS BUILDING STANDS FOR VISION, COMMITMENT AND THE PURSUIT OF EXCELLENCE.

Its past has been understood, its future deliberately shaped and every detail approached with care. The result is a workspace for those who recognise the essence of perfection, poise and performance.

An exquisite proposition in an exquisite location, 45 Charles Street is a place shaped for brilliance.

This is Mayfair redefined.

DEVELOPER

BE
AM | **Berkeley Estate**
ASSET MANAGEMENT



