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## Beauty coup for Bellworth's Lancer Square

One of the world's biggest luxury goods businesses, LVMH, is moving its beauty division to a new boutique development in Kensington.



Luxury goods giant LVMH is moving its Beauty HQ from Oxford Street to the new mixed-use Lancer Square development in Kensington.

Lancer Square sits within the Kensington Palace conservation area, on a site that was formerly Kensington Palace's kitchen garden, and later home to the Kensington Barracks housing cavalry and infantry including the Royal Lancers. It's delivered 36 apartments (one- to four-bedrooms) and three penthouses, as well as 47,155 sq ft of commercial space.

LVMH Beauty – which operates cosmetics and perfume brands including Parfums Christian Dior, Parfums Givenchy, Guerlain and Acqua Di Parma – has signed a ten-year lease on 23,344 sq ft of office space at the scheme, which was designed by architects Squire & Partners.

Attracting such a high-profile high-end tenant is something a coup for Lancer Square's development team, led by Bellworth Developments (a wholly-owned arm of Malaysian conglomerate LGB Group).

LVMH's new digs span five floors and includes an 1,879 sq ft private roof terrace with views over Kensington. There's also access to other amenities including 100 secure cycle storage spaces, and changing rooms. The firm is due to move in by the end of this year.

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Kevin Kuok, CEO at Bellworth: “Lancer Square’s heritage and craftsmanship lends itself perfectly to welcoming LVMH Beauty, who embody the highest standard of quality in their timeless products. LVMH Beauty’s mission, striving for perfection whilst respecting their unique legacy, makes this collaboration a natural fit for Lancer Square. From media and music to fashion and finance, LVMH Beauty will join a suite of world-class companies that have chosen to make Kensington their home.”

### Further Reading

[Inside Lancer Square: The super-prime development setting ‘a new residential standard’ for Kensington](#) (September 2021)

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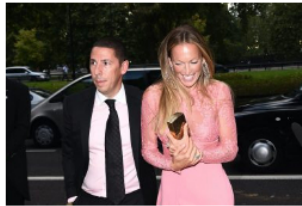
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