



Conspicuous wealth

An envious glance at the top end of the residential property market

LUXURY FOR SALE ...TO OLIGARCHS AND PRINCES

The glamorous double-height hall, with its atrium and sweeping helical staircase begs for a curvaceous Marilyn Monroe type to descend and glide through this totally outré house. Equally amazing is the £29.5 million price tag on The Mansion, in the Kenwood area of Hampstead, but in spite of the glitz, the developers say that with 16,400 square feet of space, it actually presents an intimate and comfortable family home.

The Mansion, winner of The Evening Standard New Homes Awards, Best New Exclusive Home category, is the product of husband and wife team Anil and Marisa Varma and their company Harrison Varma. Anil and Marisa are comparative newcomers to the development business having started just ten years ago.

"Sheer frustration drove us to set up Harrison Varma," says Anil. "Fourteen years ago I was working in banking and had a growing family, it was time to move but finding a property that offered sophisticated glamour, space and intimacy proved impossible. We decided to build it ourselves and started our property development journey."

The Varma's longstanding love of modern architecture has helped them create homes that are cool and modernist but comfortable. They aim to bring a

psychological and emotional component to their projects – a sense of hearth and heart – that articulates their belief that the home is a key part of a happy family life.

So we enter The Mansion. Built in French limestone on four levels it offers eight bedrooms, most with terraces, nine bathrooms, six reception rooms, a main kitchen, which includes a spacious open plan family dining area and a separate commercial kitchen. The wine coolers each hold up to 300 bottles and leisure facilities include a Balinese style



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£29.5 MILLION



At that price Saudi princes and Russian oligarchs only need apply!



swimming pool, Jacuzzi, steam room, gymnasium and a slick cinema.

Anil and Marisa work with their workforce of 150, which includes architects, designers and skilled artisans. Anil is MD while Marisa takes responsibility for the interior design and has recently introduced another team member, their daughter Imogen.

Marisa says, "The designers who saved our first large home, taught me more than they will ever know! They were fantastic. I have developed a passion for interiors working on Harrison Varma projects with this very talented team."

Trophy home specialists Glentree International are selling agents. Jeremy Gee of Glentree says, "Harrison Varma homes are in demand from both international and local purchasers as they offer the finest in luxury living."

www.harrisonvarma.co.uk