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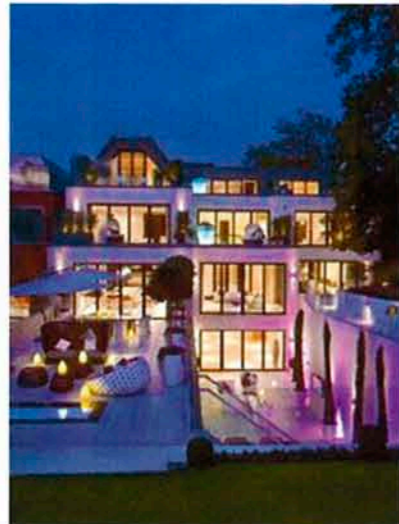
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Luchford APM to promote Hampstead & Highgate's leading developer of luxury residential homes: Harrison Varma

LUCHFORD APM is delighted to announce that it will be handling the public relations for family run property developer Harrison Varma as it launches two unrivalled developments; The Mansion and The Villa in Highgate, North London.



Husband and wife team

Anil and Marisa Varma created their business out of sheer frustration back in 1996. Having endlessly searched for their ideal family home - a beautiful, generous, flexible modern property - they gave up and decided to design and create their own.

Managing Director Anil Varma comments, "We wanted to create a home that worked for my family – with sizeable rooms and each bedroom having an en suite bathroom and also somewhere that had harmonious beauty with uncluttered spaces and well lit livable rooms."

Over the ten years since they designed their first home, Anil and Marisa Varma have built on their success, creating a few unique homes in the exclusive avenues in Hampstead and Highgate. As a devoted father and former partner in a

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corporate finance boutique, Anil Varma understands the pressure and pleasures of his peers and designs each property as though he were designing it for his own family. As a result each Harrison Varma property has been snapped up usually before they are completed.

The leafy 24-hour guarded cul-de-sac of Courtenay Avenue was named the most expensive road in the UK in January 2008.* The Mansion and The Villa are both magnificent modern properties located on Courtenay Avenue and are on the market in the region of £35million and £25million respectively. Interest shows that despite current market conditions there is still a demand for ultra-prime properties.

According to Julien Mills, Head of North London division for Savills New Homes, "The ultra-prime market place, where values average £15m and where demand comes from the international billionaire community, has seen continued growth so far this year. We expect this market to be more resilient going forward as it is driven by a growing number of global billionaires. Market conditions will undoubtedly be tougher than at the height of the market in 2006 and 2007 but we still do not anticipate big falls in value."

The Mansion and The Villa have both been built to the highest specification with fanatical attention to detail. In each individual project Harrison Varma adheres to the core principles of 'light, space and place' and all internal areas are unrivalled in scale and quality for contemporary living. The seemingly boundless extent of wall to wall glazing allows the maximum exploitation of natural light and creates a breathtaking sense of unity between inside and outside space.

Harrison Varma has its own in-house joinery division where technical expertise and contemporary aesthetics come together to create a beautifully crafted family home. The finest materials are sourced from far and wide; gold-leaf mosaics, limestone from France and marble from Italy.

The aptly named Mansion has 16,400 sq ft of accommodation comprising eight bedrooms, nine bathrooms and six reception rooms. The basement holds a 20 person cinema with a bar, an indoor pool, a gym and leisure facilities and staff quarters. There is secure under-ground parking for six cars including a revolving turntable so you need never reverse out, and a 680 sq ft soft landscaped rear garden.

The Villa, positioned next door to The Mansion, has 11,300 sq ft of accommodation with seven bedrooms, nine bathrooms, and three reception rooms. Like The Mansion, it has an indoor pool, a gym, underground parking and staff accommodation.

Jeremy Gee, Director at Glentree Estates limited comments, "Harrison Varma's developments are known for their state-of-the-art approach in technological innovations as well as cutting edge architectural style. They seek to deliver new and exciting solutions and The Mansion and The Villa do not fail them!"

The Mansion and The Villa are for sale at prices in the region of £35million and £25million respectively with joint leading agents Savills (www.savills.com +44 (0)20 7016 3855) and Glentree Estates Ltd (www.glentree.co.uk, +44 (0)20 8458 7311)

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