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In Pictures: Lodha unveils themed apartments at Lincoln Square

Luxury developer rethinks the traditional marketing suite to give a 'true representation of a resident's experience'



Luxury developer Lodha UK has given the traditional marketing suite a twist at its new Lincoln Square scheme in Holborn, unveiling two themed apartments designed to appeal to different buyer types.

Final completion is fast approaching at the PLP-designed project in London's legal land, and the team has dressed two of the remaining units in contrasting styles to give a "true representation of a Lincoln Square resident's experience".

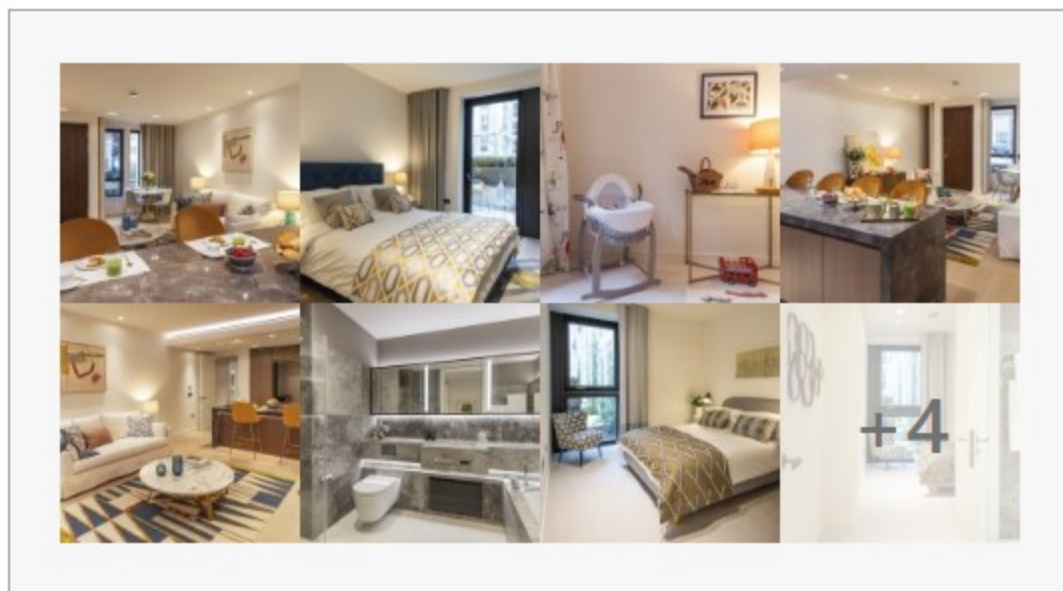
Cues have been taken from the site's position by the Royal Courts of Justice, placing the building "at the heart of the worlds of culture, education, literature and sciences", and resulting in a target demographic ranging from families and business folk, to academics and art collectors.

The plan is for buyers visiting the themed apartments to be "fully immersed" depending on their lifestyle.



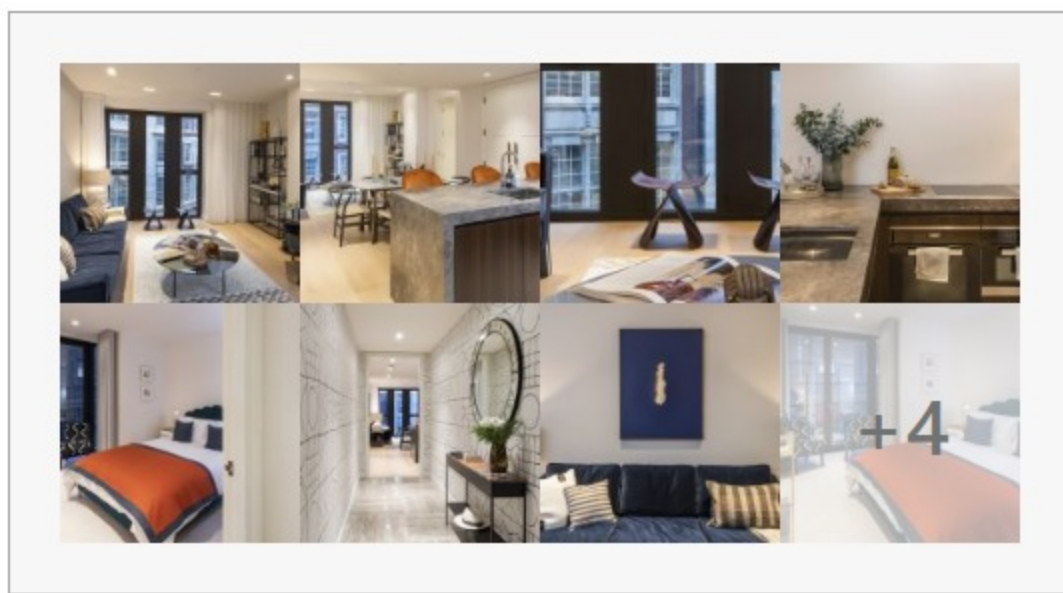
First up, the unit designed "for the curious mind" has been decked out with individually curated items, artworks and books, including Pierre Frey bronze wallpaper, Butterfly stools by Sori Yanagi, a painting with gold leaf by French artist David Aiu Servan-Schreiber, Patricia Urquiola furniture, paintings by UK artist Ingrid Wilkins, and India Mahdavi fabrics.

Marketing materials focus on the above-average ceiling heights, large windows (both good for art lovers) and array of galleries and architectural landmarks on the doorstep.



Meanwhile, the apartment "for the modern family" focuses more on the private access to the street, the three large bedrooms and bathrooms, and a utility and laundry room full of "innovative storage solutions". There's also a bespoke rug by Pierre Frey, Julian Chichester furniture and decorative items by Christofle and Marie Daage.

This time, local green space - including Lincoln Inn Field, the largest square in London - and the range of educational choices are flagged as the area's key selling points.



All residents will also have access to the scheme's 17,000 square feet of amenities, complete with private cinema and kids' games room, along with 24-hour concierge and security services.

Apartments at Lincoln Square start at £1.29m, and both design packages are being offered at an additional £50k apiece.

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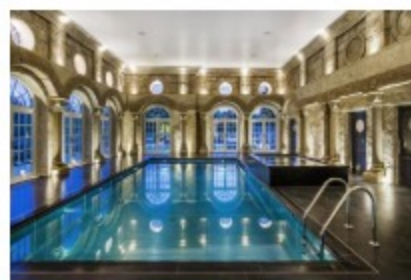


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