

THE PERFECT FUSION

Antoine Christoforou, managing director of Fusion, explains how the company has built an unrivalled reputation through a combination of iconic design and quality craftsmanship

Can you tell us a bit about Fusion?

We're an award-winning boutique design house. Established in 2006, we create exceptional residences in the most exclusive locations around London. In just over 10 years we have built a strong reputation within the industry and we are known for our blend of iconic design and the highest quality of craftsmanship. Every member of our multidisciplinary team is passionate about being the best at what we do.

And how did you personally get into property? What was the appeal?

I started my career in 2003, in a residential agency. Two years later I met my now partner in a restaurant and we started working together. I knew from a very young age that property was for me: I always loved the idea of being able to leave a legacy. There are very few industries where you can be so expressive, so entrepreneurial and meet so many different people, all at the same time.

What can buyers expect from a Fusion home? A very special residence that they can be immensely proud of, and one that is truly unique.

How have buyers' expectations evolved in terms of luxury in and around London?

Our clients are very discerning and they have a right to be, especially at this level of the market. They are used to enjoying the finest things in life without having to make any compromises, and this is what they expect from our residences and the service they receive from our team. Today, nothing should be unobtainable or unachievable, so our clients expect us to have considered every detail and they want to receive world-class service at every step of the process.

How do the wider team of designers, architects and landscapers work together to create a Fusion home? We work with some of the most passionate and talented professionals from around the globe. At the start of every project we carefully select the right team and bring everyone together to run through the project brief. There are so many intricate details to think about, so we absolutely cannot compromise when we are putting together a team. We only ever work with the best.

What does the next year hold for the new homes market in London? The property market is very volatile at the moment, with so



many external factors at play. There are, however, always serious buyers in the market. Of course, they will only make their move if they find a dream residence that ticks all of their boxes. We are selling lifestyles, not just property, and attention to detail is everything.

Can you tell us about some of the developments you are currently marketing? Our latest project – The Birchwood – in Park View Road, Ealing, W5, is due to launch shortly. The Birchwood comprises six bespoke lateral apartments, with gated underground parking, private concierge facilities and expansive open-air terraces. Everything has been completed to an exceptionally high specification that has

never before been witnessed in Ealing. The Garden Apartment has already been sold, off plan, and prices for the other apartments start from £1.95 million. The Penthouse has 360-degree views across London, to the Shard and beyond. With the launch of Crossrail next year, travel time from Ealing to Bond Street will be just 11 minutes.

What's next for Fusion? We have just started work on an exciting scheme in Hertfordshire, called The Radlett, which will comprise 10 beautifully appointed two- and three-bedroom apartments. It is due for completion in 2019.

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