

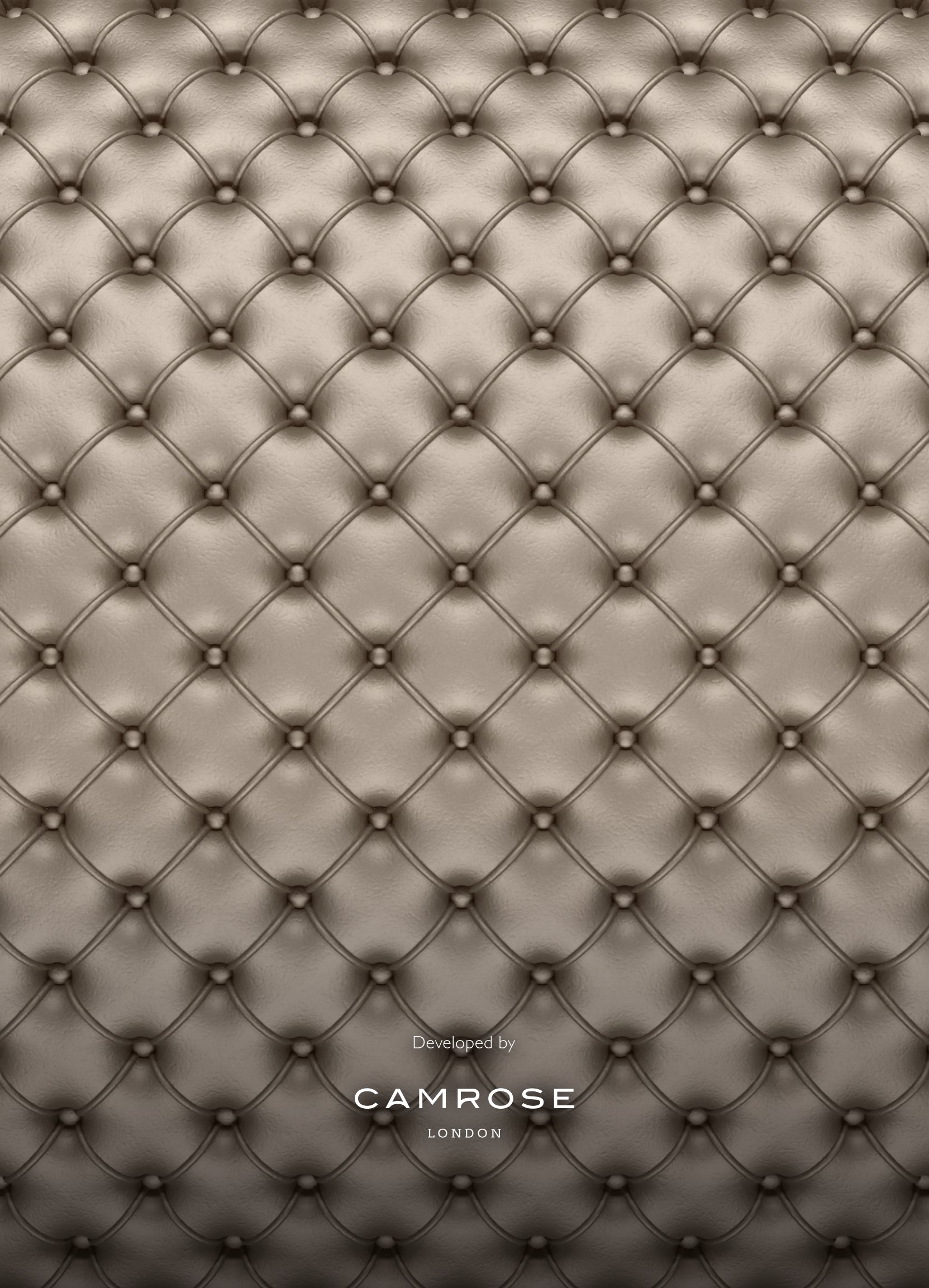


# THE OSWALD



*Iconic London Living*





Developed by

**CAMROSE**  
LONDON



**SIR OSWALD STOLL**  
(1866-1942)

Sir Oswald was one of the 20th century's most prolific British theatre and film entrepreneurs and a renowned philanthropist, having been knighted by King George V for his dedication to the Arts. In addition to founding the Royal Variety Performance, his forward-thinking commissioning of the iconic Shepherd's Bush Empire fundamentally shaped the local area and cemented it as a thriving Arts & Culture hub to this day.

# THE OSWALD

*Iconic London Living*





## THE OSWALD

A freshly curated collection of 1, 2 & 4 bedroom apartments and houses a short stroll away from the vibrant heart of one of London's most iconic suburbs.





THE OSWALD  
*New London Living*













#### A New Address

Inviting, stylish and current each of the brand-new apartments at The Oswald brings together a contemporary palette of materials and offers spaces of simplicity and utility and the perfect canvas for an individual interior vision.









## SHEPHERD'S BUSH

Steeped in colourful tradition and already a shining jewel in West London's unstoppable revival, Shepherd's Bush is ambitious and brimming with eclectic energy, all the while remaining unashamedly authentic and driven by an enduring community spirit.

*Where iconic history meets  
abundant aspiration*

As prime Central London moves West, the vivaciousness of this legendary locale, dotted with expansive green spaces, makes it the perfect place to settle for those looking to own their own part of iconic London living. Scores of trendy bars, diverse restaurants, stylish boutique hotels as well as a thriving Arts scene have firmly established Shepherd's Bush as the bolder, trendier counterpart to the leafy suburbs of Holland Park and Chiswick.





*Live the location*





Simplicity is the key word throughout the entire offering of Italian fare at **Farina & More**. Serving a selection of dishes with carefully sourced ingredients picked directly from Italy, this delightful restaurant, pizzeria, bakery and café is as passionate as it is authentic.

140 Shepherd's Bush Road,  
London W6 7BP  
[www.farinaandmore.com](http://www.farinaandmore.com)

🚶 6 mins



A walk-through **Shepherd's Bush Market** encapsulates both the tradition and modern vibrancy of the area. Rooted in a long-established fabric and haberdashery trade, the market is both the modern heart and soul of the area and a cultural melting pot, offering an abundance of fresh produce, food, crafts, clothing and community spirit.

Uxbridge Rd,  
London W12 8LH  
[www.myShepherd'sbushmarket.com](http://www.myShepherd'sbushmarket.com)

🚶 4 mins







Shopaholics Anonymous beware, Europe’s largest urban shopping complex, **Westfield London**, with over 400 shops, 60 places to eat and drink and 17 state-of-the-art cinema screens sits literally a 7-minute walk away (10 with heavy bags). Those with more refined tastes, look no further; The Village plays host to 35 luxury brands from across the world including Gucci, Chanel, Louis Vitton, & Tiffany & Co.

*Ariel Way, London W12 7GF*  
*www.uk.westfield.com*

 7 mins



THE OSWALD *live the location*

Apple  
 Armani  
 Boss  
 Burberry  
 Church's  
 Coach  
 Dior  
 Gucci  
 Habitat  
 H&M  
 Jimmy Choo  
 Lacoste  
 Louis Vuitton  
 Marks & Spencer  
 Mulberry  
 Nike  
 Prada  
 Sandro  
 Tiffany & Co  
 Waitrose  
 Zara







“I WAS BORN A  
LONG WAY FROM  
WHERE I BELONG  
AND I AM ON MY  
WAY HOME.”

*David Bowie*

*1997 - Bowie plays to a sold out  
crowd at the Shepherd's Bush Empire*





There's something about making sweating seem glamorous that never ceases to inspire. With live DJs, neon lights, dancers, boxers, bikes and an ever-expanding range of classes that will make your eyes pop and your heart pump, if you're looking for different then you've come to the right place. **GymBox** is the original fitness revolution that keeps on re-inventing itself.

*Westfield London, Ariel Way,  
London W12 7GF  
[www.gymbox.com](http://www.gymbox.com)*

 12 mins



**THE OSWALD**  
*Live the location*

Soul inspiring, waist cinching, life changing team training, **F45** is your fastest route to a summer body, all year round. Born in Australia, this innovative, community driving exercise concept merges 3 separate leading-edge fitness training styles into one 45-minute functional training class.

*Unit 1A, WestWorks, 195 Wood Ln,  
London W12 7TQ  
[www.f45training.co.uk](http://www.f45training.co.uk)*

 18 mins



Right atop the recently redeveloped, landmark BBC Television Centre in White City lies a two-hundred-year-old Hinoki wood sushi counter, sourced from the mythical forests of Tochigi, Japan. It is here that only 15-seats await diners for the utterly unique Omakase style dining experience curated by **Endo** Katsutoshi, a third-generation sushi master born in Yokohama. Awarded a Michelin star in 2019, Endo offers a magical mystery tour of flavours and textures, coupled with a truly intimate and sophisticated dining experience.

*8th Floor, The Helios, Television Centre,  
101 Wood Lane, London W12 7FR  
[www.endoatrotunda.com](http://www.endoatrotunda.com)*

 15 mins



An epicentre for Britain’s music and film industries, Shepherd’s Bush has played host to some of the UK’s most celebrated talents. To this day the **02 Shepherd’s Bush Empire** remains one of the capital’s most important entertainment venues, hosting sold out music and comedy shows and having played host to legendary intimate performances from Prince, David Bowie, Oasis, Bob Dylan, Take That, Adele, Amy Winehouse, Bon Jovi, Pearl Jam, Elton John, Muse, The Rolling Stones and The Who.

*Shepherd’s Bush Green, London W12 8TT*  
*[www.academymusicgroup.com/o2Shepherdsbushempire](http://www.academymusicgroup.com/o2Shepherdsbushempire)*

 3 mins



THE OSWALD *Live the first time*





Regents Park

Notting  
Hill

Westfield

Shepherd's  
Bush  
Green

Oxford  
Street

Hyde  
Park

Shepherd's Bush  
Tube Station

The  
City

Buckingham  
Palace

Knightsbridge

Holland  
Park

THE  
OSWALD

Kensington

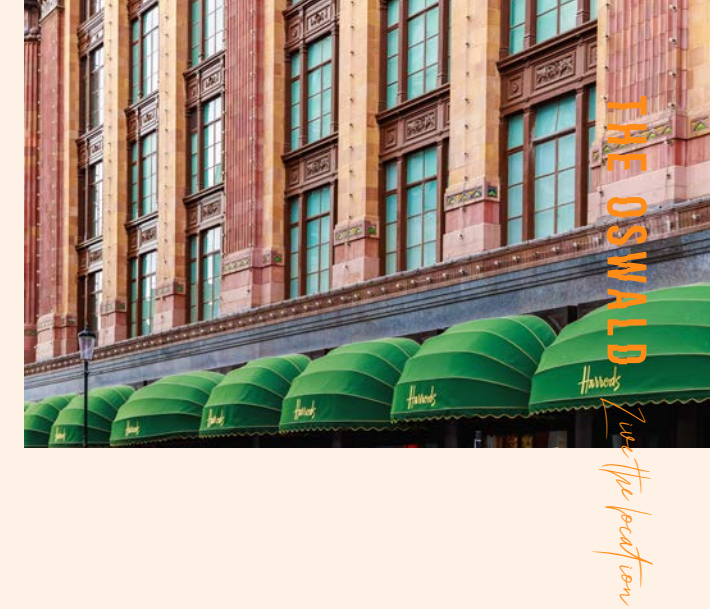
River  
Thames

Battersea

Earl's  
Court

THE OSWALD  
*Live the best way*





With enviable connectivity, The Oswald is superbly placed to enjoy many of the Capital’s best-loved retail opportunities and cultural gems. High-end fashion houses, department stores and destination streets such as **Bond Street, Sloane Street** and **Savile Row** together with some of the world’s most famous luxury department stores are all within easy reach.

Take a 30-minute stroll east and you’ll reach **Hyde Park** and the **Serpentine Gallery**. Not far from the gallery is the **Royal Albert Hall**, which hosts world class music performances and continuing further south leads to Exhibition Road which plays host to many significant national institutions such as the **Victoria & Albert Museum**, the **National History Museum** and the **Science Museum**.



**Victoria & Albert Museum** - South Kensington  
*11 mins drive*

**Royal Albert Hall** - Hyde Park  
*14 mins drive*

**Harrods** - Knightsbridge  
*15 mins drive*

**Harvey Nichols** - Kensington  
*15 mins drive*

**Buckingham Palace** - Green Park  
*19 mins drive*

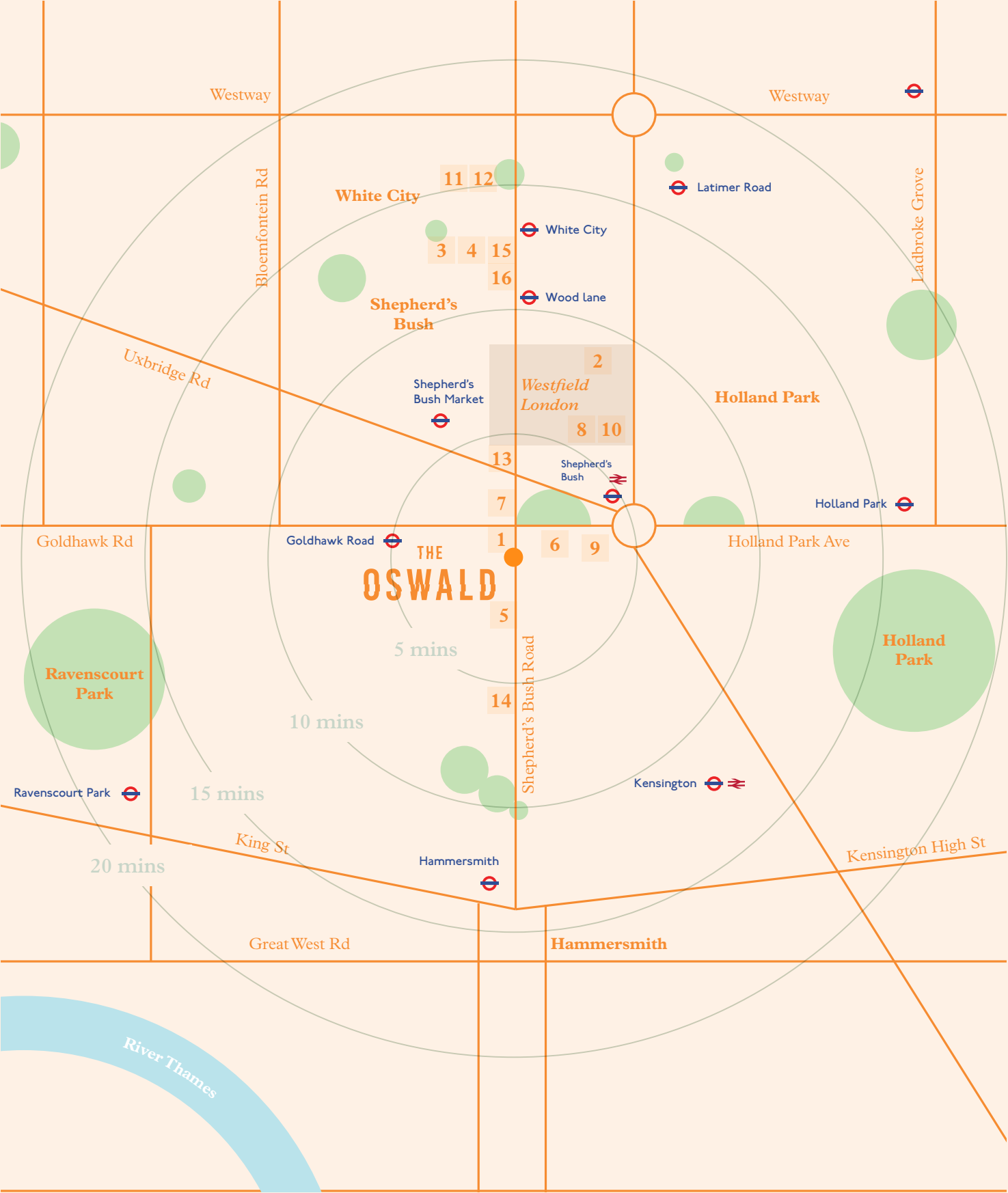
**Selfridges** - Oxford St.  
*20 mins drive*

**Liberty** - Regent St.  
*20 mins drive*

**Covent Garden Market** - Covent Garden  
*20 mins drive*



Your Local



Walking time

Take a Stroll

Explore

- 1. 02 Shepherd's Bush Empire, *W12 8TT*
- 2. All Star Lanes, *W12 7FU*
- 3. The Electric Cinema, *W12 7FR*
- 4. White City House, *W12 7FR*

Shop

- 5. Sainsbury's Local, *W6 7PH*
- 6. M&S Simply Food, *W12 8PP*
- 7. Shepherd's Bush Market, *W12 8LH*
- 8. Westfield London, *W12 7GF*

Workout

- 9. Fitness First, *W12 8PP*
- 10. GymBox, *W12 7GF*
- 11. F45, *W12 7TQ*
- 12. Studio Lagree, *W12 7FQ*

Eat & Drink

- 13. Albertine, *W12 7DP*
- 14. Kerbisher & Malt, *W6 7PB*
- 15. Cricket, *W12 7FR*
- 16. BlueBird, *W12 7FR*

Getting Around

Shepherd's Bush boasts excellent transport links and connectivity across London with access to Central, Hammersmith and City Lines as well as Overground trains providing a seamless and easy commute into Central London and beyond.

By Bike

Hammersmith	8 mins
Notting Hill	10 mins
Earl's Court	15 mins
Hyde Park	20 mins

By Car

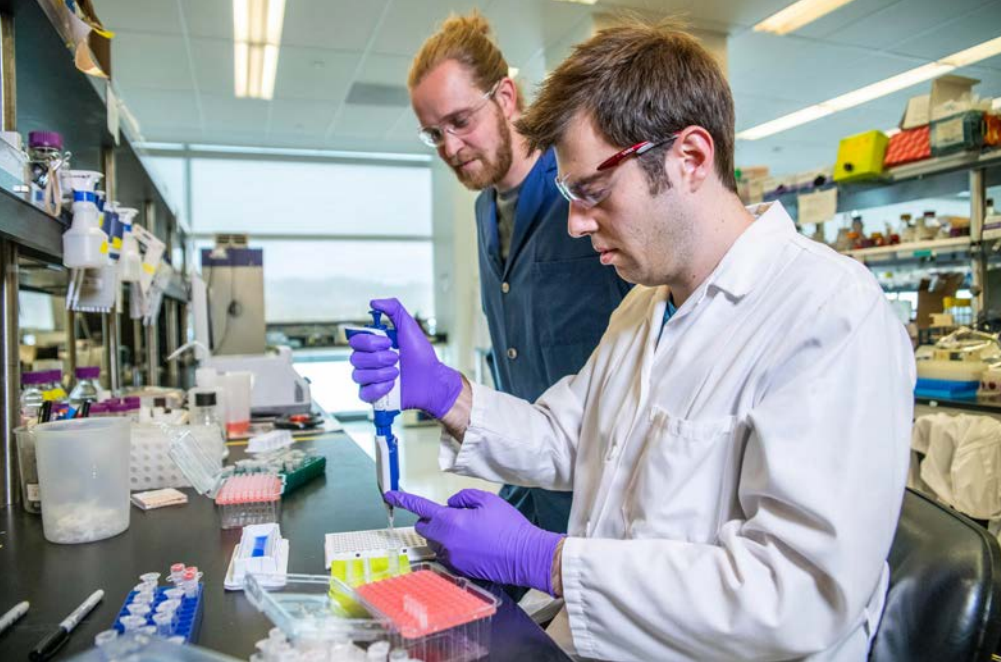
Heathrow	25 mins
Luton	55 mins
Gatwick	70 mins

By Tracks

Bond Street	18 mins	Central
Paddington (Heathrow Express)	18 mins	Circle/Hammersmith & City
Oxford Circus	19 mins	Central
King's Cross St Pancras	24 mins	Circle/Hammersmith & City
Bank	33 mins	Circle/Hammersmith & City + Central
Canary Wharf	45 mins	Circle/Hammersmith & City + Jubilee Line

All times are approximate. Walking, driving and cycling times are based on Google Maps. Public transport time are based on tfl.gov.uk and taken from from either Goldhawk Road Station, a 4 minute walk from The Oswald, or Shepherd's Bush Station, a 14 minute walk.





### Frontier For Education

Consistently ranked one of the world’s top ten academic institutions, Imperial College London, is creating a brand-new, state of the art research campus and actively shaping the fabric of Shepherd’s Bush. Sitting a 20 minute walk north of The Oswald, Imperial West will be a new hub for academia, commerce and industry in White City and the university’s second major campus. It will bring together students, academic leaders and researchers, improve the urban environment and bring a new lease of life to the area, all the while pushing the boundaries of science and technology.



*Proposed Silicon Green of Shepherd’s Bush.*

### A Green Investment


An influx of forward-thinking investment in the local area, including the £150m planned overhaul of the market, brings with it ambitious regeneration plans so that residents will be able to enjoy a continual run of green urban space stretching from White City down to Goldhawk Road, making Shepherd’s Bush one of West London’s greenest neighbourhoods.



## SHEPHERD’S BUSH: FAR REACHING REGENERATION







“YOU CAN’T ALWAYS  
GET WHAT YOU  
WANT, BUT IF YOU  
TRY, SOMETIMES, YOU  
MIGHT FIND YOU GET  
WHAT YOU NEED.”

*Mick Jagger*

*1999 - Shepherd's Bush Empire played host to  
Mick Jagger and the Rolling Stones*





Planning For The Future

The areas surrounding The Oswald are home to a fine selection of schools with some being rated as “Outstanding” by Ofsted and several considered to be the best in the country. Such a varied selection ensures a fit for every child, just a short distance away from home. Superb and easy-to-access transport connections mean that some of the world’s greatest universities are less than an hour away.

Primary Education

Addison Primary School		6 Mins
St Stephen’s C of E Primary School		7 Mins
St Mary’s Catholic Primary School		8 Mins
Miles Coverdale Primary School		9 Mins
Larmenier & Sacred Heart Catholic Primary School		11 Mins
West London Free School Primary		11 Mins
Greenside Primary School		18 Mins

Secondary Education

St Paul's Girls' School		13 Mins
Ecole Francaise de Londres Jacques Prevert		15 Mins
Sacred Heart High School		16 Mins
The Godolphin and Latymer School		18 Mins
St James Senior Girls’ School		27 Mins

Higher Education

Imperial College White City		8 mins
University College London		27 mins
London School of Economics		35 mins
King’s College London		38 mins
Queen Mary University of London		47 mins





Iconic London Living





### An individual interior vision

Each of the homes at The Oswald are built to a high specification, with open-plan kitchens, carefully designed living areas to maximise space, generous bedrooms and indulgent bathrooms.





THE OSWALD *Iconic London Living*









*Ensuite Master Bathroom & Bedroom*





A photograph of Adele performing on stage. She is wearing a black and white vertically striped dress and is singing into a microphone. The background is dark with a large, illuminated sign that reads "ADELE".

# ADELE

“HELLO  
FROM THE  
OTHER SIDE”

*Adele*

*2008/2011- Adele playeing at  
the Shepherd's Bush Empire*



# *Interior Specification*





Apartment Interiors

- ‘Coco Pico
- l’ engineered european oak flooring in hallway and living spaces
- Walls painted in contemporary colours
- Joinery primed and decorated with an eggshell finish
- Hardwood internal doors with a smooth spray finish
- Tiled flooring in bathrooms and balconies
- Double glazed windows with sliding doors to external areas

Kitchen

- Clean & classic kitchen design
- Fitzroy graphite base units
- Tall matt white wall units
- Matt black and brass handles
- Quartz stone work top and upstand in phoenix sand storm
- Fully integrated Siemens appliances:
  - Fan assisted electric oven
  - Induction hob
  - Extractor fan
  - Low frost fridge freezer
  - Dishwasher
- Under mounted sink, integrated into the worktop with drainer grooves
- Vado mixer tap with hose
- Under counter strip lighting

Bedroom

- Fitted wardrobes with rail lighting
- Pendant light fitting
- Kingsmead bliss easy clean carpets

Bathroom & Ensuite

- Saloni tiled floor & walls inspired by an industrial look
- Duravit sanitaryware
- Wall hung toilet with concealed system and soft-close seat
- Brushed nickel vado fixed shower head and hand-held shower in bathtubs and shower enclosures
- Brushed nickel thermostatic shower valve
- Brushed nickel ‘Sussex Range’ Pevensy heated towel rail
- Meryln low profile shower tray (en suite only)
- Meryln frameless shower screen on baths and in shower enclosures
- Discreet built in mirrored cabinet, with shaver socket and lighting
- Powerful & discreet extractor fan

Balcony

- Glass balustrades with tiled floors

Heating & Electrics

- Underfloor heating to bathrooms
- Water and heating powered by communal gas boiler, individually controlled in each apartment
- Stelrad planar radiators to each room
- White down lights
- Master switch at the door
- Dimmer switches
- Tv aerial/cable tv/digital tv outlet points
- Siemens washer / dryers in utility cupboards
- Telephone data cable and Sky points
- Outdoor lighting on the balconies
- Generous supply of power sockets with USB

Security

- BPT video entry system
- Heat, smoke & carbon monoxide detectors throughout
- Security fob access for residents
- CCTV in communal areas

Sustainability

- Green roof
- Energy panels

Communal Areas

- Smart post and parcel boxes
- Lifts servicing apartments
- Secure bike storage
- Visitor bike stands
- Secure bin stores

Warranty

- All apartments are covered by a 10 year ICW warranty

Lease

- 250 years



# CAMROSE

LONDON



## About the Developer

At CAMROSE we see and build differently. Fusing decades of property development experience with an ever-innovative outlook, our passion is to deliver distinct, modern and well-built living spaces which change the way people experience home.

Every space we build tells its own story and offers its own feeling, driven by both our appetite for individuality and dynamically shaping environments. With each new project, we apply a fresh understanding of the places where we build and the people that live there, crafting beautiful and inspiring living spaces with their own unique personality.

# THE OSWALD

*These particulars are intended only as a guide and are not to be taken as forming any part of a resulting contract, nor to be relied upon as statements or representations of fact. Whilst every care has been taken in their preparation for accuracy, this cannot be guaranteed and precise details may vary. All information and elements within are indicative, not to scale and for guidance only, including: descriptions, travel times, photographs, layouts, illustrative maps, plans, measurements and dimensions. Images of the property are computer generated and some elements portrayed do not come as standard and/or are subject to planning.*



