

The background is a dark, abstract composition of flowing, organic shapes in shades of deep purple, magenta, and vibrant orange-red. A white rectangular frame is centered on the page, containing the main title text.

**THE
PERFUME
FACTORY**

**1 & 2 BEDROOM APARTMENTS
SHARED OWNERSHIP**



LIVING WELL CONNECTED



Welcome to The Perfume Factory, a collection of 60 new apartments all available through Shared Ownership. Located in one of London's largest and most exciting urban regeneration areas, The Perfume Factory provides the perfect base to live life to the fullest – first-time visitors can't help to notice just how conveniently located it is, with North Acton Underground Station a two-minute walk away, and an Elizabeth Line Station in close proximity, both providing fast connections into the heart of the capital in under 30 minutes.

That so many delights are within easy reach is only the beginning. Homes here provide the perfect blend of comfort and practicality, with so much more, highlighted by amazing light from the floor-to-ceiling windows that accentuates the design style of the open-plan living, kitchen and dining space. Each home also comes with its own private outdoor space which benefit from the elevated aspect of the property. The Perfume Factory is the ideal place to start your home ownership journey or to settle into your forever home.

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START YOUR JOURNEY

04



The Perfume Factory is built on the site of the former Elizabeth Arden factory, in what used to be London's industrial western side, which is fast changing to reflect the area's redevelopment. A community is already building in the immediate location, supporting a Tesco Metro and Sainsbury's Local, as well as the Fu Lai Chinese Supermarket. And with such excellent transport links, it really does feel like so many of the capital's iconic experiences are practically on your doorstep, and when Old Oak Common Station (which will be the largest in the UK) is completed, just a fifteen-minute walk away, the rest of the country will become one step closer too. This transport super-hub will connect high-speed rail services to the Midland, the North and Scotland, complementing the excellent links to Central London and Heathrow on the Elizabeth Line. Connectivity also brings a wide variety of outdoor activities into everyday play, across numerous, highly accessible green spaces.

1. CGI Old Oak Common Station
2. Awakener coffee (North Acton Square)
3. North Acton Square/Station
4. JG Contemporary Street Art, Churchfield Road, Acton



Having so many things within easy reach just adds to the appeal of The Perfume Factory. A unique stand-alone red portal arch sets the tone for the development – a stylish, carefully considered, well-balanced living experience inside and out. There's communal outdoor space at street level and a substantial formal play area for children. Apartments feature well-considered layouts with contemporary designs and high-quality fixtures and fittings, such as Nordic Oak Wood Effect floors and mirrored fitted wardrobes in the master bedrooms. Roller blinds on all windows allow you to bathe in glorious light or set the scene for the perfect movie night. All kitchens come with beautiful stone worktops, denim blue handleless, edged doors, and state-of-the-art, Bosch appliances. All homes also come with a private balcony. The Perfume Factory offers the perfect balance of convenience, comfort and style.



05

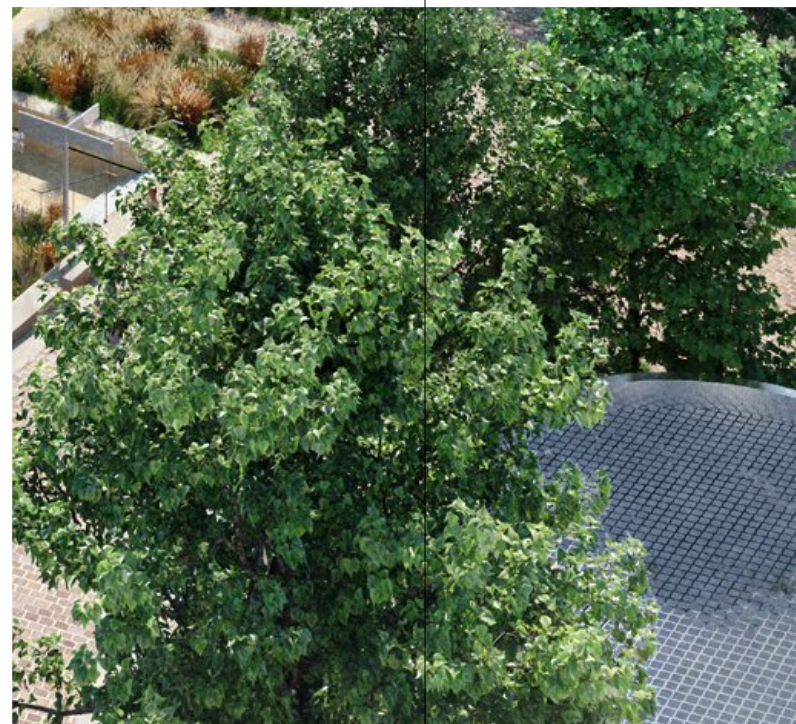
IN WEST LONDON



AN AREA ON THE MOVE

06

07



North Acton's rich industrial past had a creative side. As it is just two stops on the Central Line from White City and the former BBC Television Centre, North Acton was home for many years of the BBC Television Rehearsal Rooms, a complex so large and buzzing that it was dubbed the "Acton Hilton". Although closed in 2009, this creative heritage has carried over to the approach to the £26 billion Old Oak and Park Royal development, within which The Perfume Factory sits. This is a hugely ambitious project to rejuvenate the areas surrounding Acton, consisting of new amenities, shops, parks and public spaces and enough industry to cater for 65,000 new jobs. Set to rival Canary Wharf, this redevelopment will be home to the only station where the Elizabeth Line and the HS2 intersect, making North Acton one of the best-connected locations in all of England.



- 1. Portobello Market
- 2. The Drapers Arms – Ealing
- 3. Westfield - Shepherds Bush
- 4. Basil & Tom's, Churchfield Road, Acton
- 5. Eating out in China Town



SO MUCH WITHIN EASY REACH

With excellent connections to the capital and the west through North Acton Underground Station and Acton Main Line Crossrail Station, so many iconic London experiences are well within easy reach. To the east is legendary Portobello Road, home to one of the world's largest antique, bric-a-brac and vintage markets as well as incredible street food from around the globe. Thirteen minutes in the other direction brings you to Westfield London, with around 280 stores focusing on popular high street and high-end brands, complemented by a seemingly endless choice of food offers and a twenty-screen cinema.

Eleven minutes west is Ealing Broadway, The Perfume Factory's local shopping, dining and socialising hub, with its vibrant high street and excellent markets (don't miss the French Market and Ealing Vegan Fiesta, held periodically throughout the year). Marble Arch, the gateway to both Oxford Street's shopping district and the famous middle eastern food of Edgware Road, is twenty minutes by tube. For a great dinner and a world-class show, stay on the line for ten more minutes and you've reached the West End and Chinatown. And The Perfume Factory is ideally situated for holiday goers and business travellers alike – thanks to Crossrail you can be at Heathrow Airport just under 40 minutes from your front door.



LIVING WELL CONNECTED

SHOPPING

- 1 Westfield
- 2 Ealing Broadway
- 3 IKEA Hammersmith
- 4 Oxford Street

CULTURE

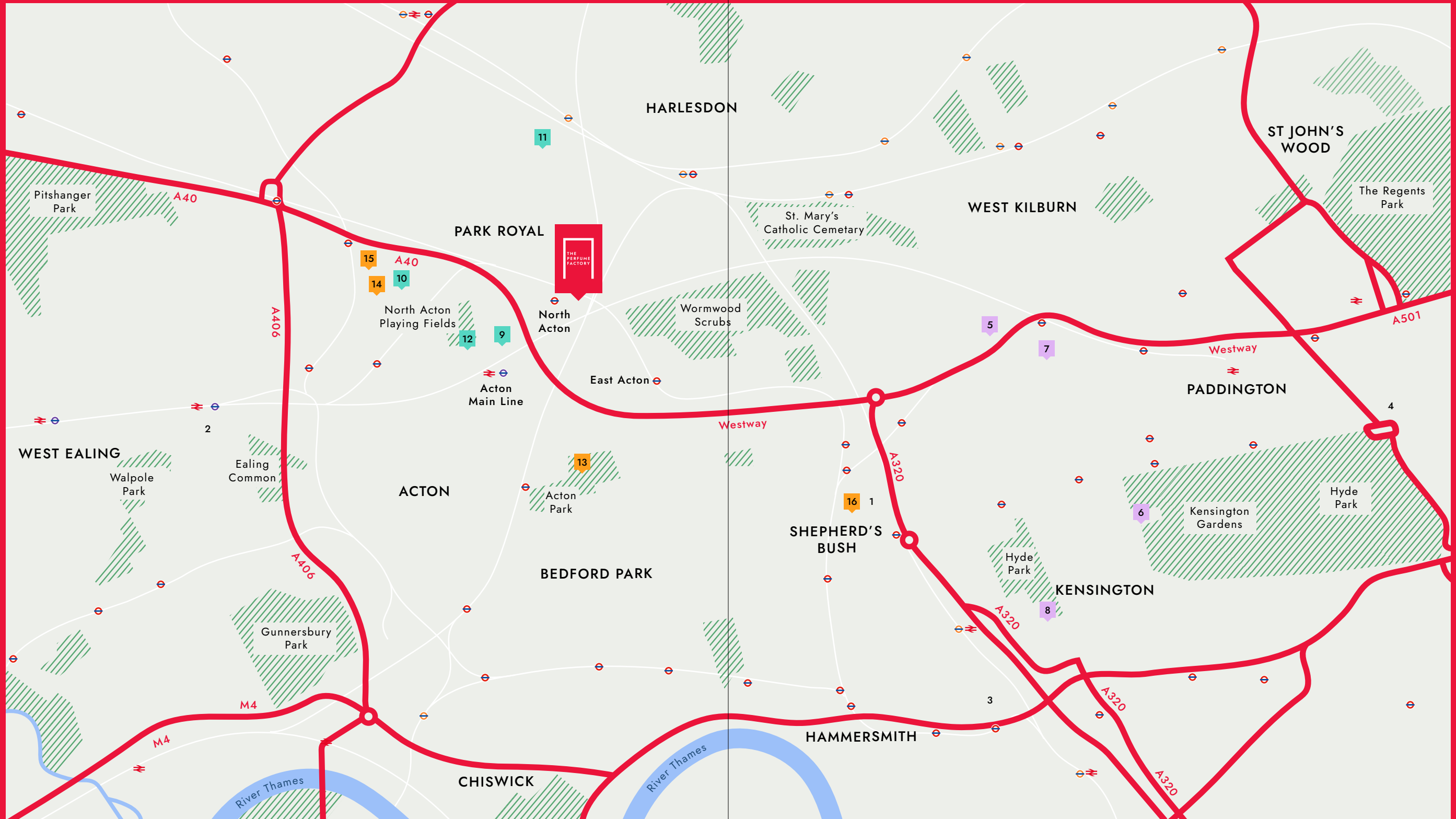
- 5 Portabello Market
- 6 Kensington Palace
- 7 The Tabernacle
- 8 Design Museum

EATING

- 9 Miod Malina
- 10 Nova Park Royal
- 11 Beit el Zaytoun
- 12 Blue Collar Speciality Coffee

LEISURE

- 13 David Lloyd Fitness
- 14 Tenpin Acton
- 15 Odeon Luxe Acton
- 16 Vue Cinema Shepherd's Bush (Westfield)



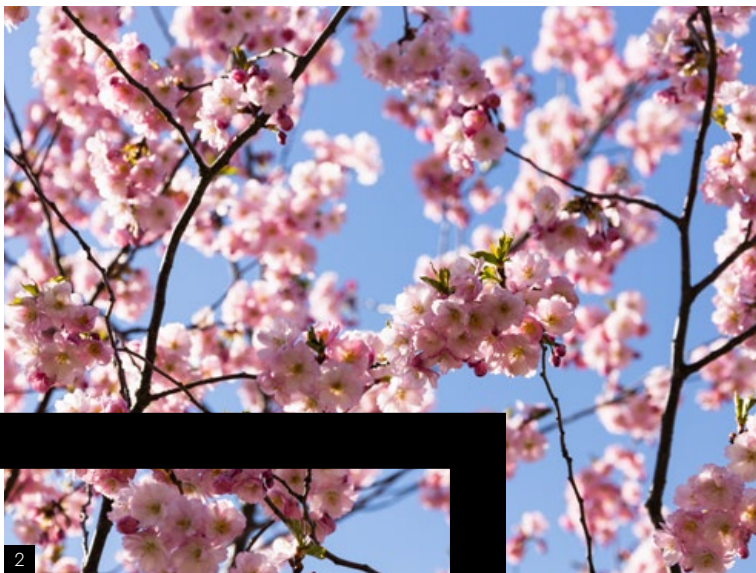


1

The Perfume Factory is perfectly located to benefit from green outdoor spaces, whether for relaxation, exercise, socialising or a day of discovery. A short stroll down the hill is North Acton playing fields, with a cricket field, tennis courts and pavilion available to hire. Pitschinger Park has beautiful gardens featuring over 1,000 types of roses and a sensory garden for visitors with disabilities. Or you could try Horsenden Hill and Farm, a nature reserve and working farm which truly feels like it's deep in the countryside. Highlights include outstanding panoramic views from the summit, three distinctive walking routes (1.2km-2km) and the Sudbury Golf Club.

The local area is also fantastic for cycling. You can choose from Walpole Park, on the grounds of Pitzhanger Manor & Gallery, or Wormwood Scrubs, one of the largest commons in London. The historic Grand Union Canal is equally good for cycling, jogging, or walking, and can be reached by bike in only three minutes. You can take the towpath all the way to Paddington. At around thirteen minutes to the east, Holland Park is a must-visit, with its stunningly beautiful and tranquil Kyoto Garden and the seasonal tulip displays of the Dutch Garden. Hyde Park, the largest of London's Royal Parks and host to the world's biggest musical acts every summer at British Summer Time, can be reached in just over 20 minutes by Central Line.

A HEALTHY APPROACH TO LIFE



2

- 1. Walpole Park
- 2. Holland park Kyoto Gardens
- 3. Cycling in Walpole Park
- 4. Hyde park



3



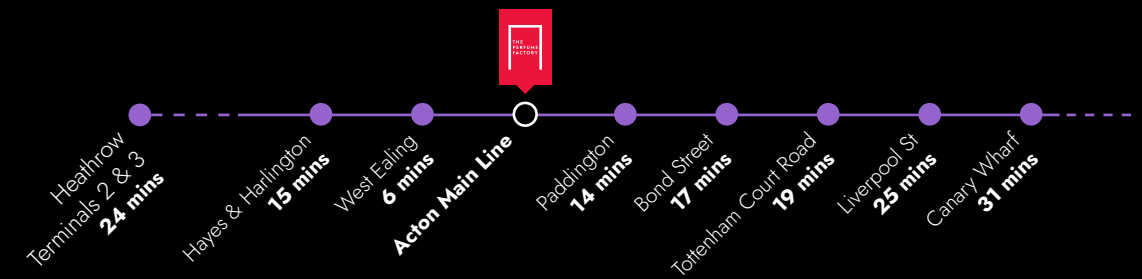
4



Central line
2 minutes walk from The Perfume Factory



Elizabeth line
12 minutes walk from The Perfume Factory



Bus
From The Perfume Factory

266 To Harlesden
10 mins

440 **266** To Acton
17 mins

440 To Chiswick High Rd
33 mins

95 To Westfield
19 mins

Primary Schools & Nurseries

- John Perryn Primary School – 15 min walk
- East Acton Primary School – 18 min walk
- West Acton Primary School – 21 min walk

- Melrose Nursery School – 11 min walk
- Happy Feet Day Nursery – 20 min Walk
- Monkey Puzzle Nursery & Preschool – 23 min walk

Travel times are approximate. Sources: Google Maps, tfl.gov.uk and www.nationalrail.co.uk

14 **CONNECTED
IN ALL
DIRECTIONS**

North Acton Underground station, for the Central Line, is a two-minute walk away and the newly opened Acton Main Line Crossrail station is a little over ten minutes by foot (seven minutes by bus). The stop for buses south to Chiswick and the Thames, and north to Harlesden, Willesden and beyond, is even closer, just a one-minute walk from The Perfume Factory.





MODERN LIVING, IN STYLE

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Homes at The Perfume Factory have been designed to take advantage of the spectacular natural light available from floor-to-ceiling windows and private balconies. This frames and showcases the modern style and high quality throughout each apartment. These homes are equally suited for having friends around or spending a quiet night in and are also well-set up for working from home.

SPECIFICATIONS

General:

- White satinwood flush doors with chrome ironmongery
- Smooth-finished ceilings emulsioned in white to complement the white emulsioned finish of the interior walls. Bathroom ceilings are painted in white GRP
- Oak Nordic Beige wood strip effect floors in the living room, kitchen and hallway
- Underfloor heating system to all rooms except bathrooms, with digital programmable room controls
- Dark beige roller blinds on all standard-size windows and full-height windows and doors
- Downlighters in the living room, bathrooms and kitchen
- External lighting on all balconies
- Communications plate in the living room with digital, Freeview, SkyQ and broadband-enabled points (subject to additional subscription at extra cost)
- TV (Terrestrial and Freeview only) outlets provided to all bedrooms
- Double power sockets with USB and USB-C charging ports in selected rooms
- Freestanding Bosch washer dryer with a Quiet Mark certification (located in separate utility cupboard see floor plans for details)

Specifications are correct at time of going to print, but are subject to change without notice. Please contact the Sales Team for further information.



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Kitchen:

- Fitted Denim Blue modular kitchen with handle less edged doors
- Mains operated LED cabinet lights mounted under wall cabinets
- Brushed stainless steel electrical switch plates with black inserts
- Stone worktop in Caesarstone Pebble
- Stainless steel undermounted single sink
- Contemporary Vado chrome mono sink mixer tap
- Satin white splashback extending up to wall unit
- Bosch stainless steel built-in oven
- Bosch induction hob
- Stainless steel Miro wall-mounted canopy extractor hood
- Super quiet, fully integrated Bosch dishwasher
- Fully integrated Bosch fridge/freezer

Bathrooms & WCs:

- Roca Semi-recessed white china washbasin
- Chrome Vado mono bloc basin taps
- Roca white wall-hung W.C. with soft close seat
- Rosa Contessa steel white bath (in bathrooms only)
- Ensuite shower featuring chrome wall-mounted Vado multi-function shower handset and slide rail
- Chrome wall-mounted Vado multi-function shower handset and slide rail above the bath in the bathroom
- Large mirror-fronted wall storage unit above W.C./basin
- Merlyn Touchstone shower tray
- Silver with plain glass semi-frameless sliding shower doors in the ensuite
- Two-part panel silver with plain glass semi-frameless over bath screens in the bathroom
- Chrome electrically powered and controlled towel warmers/radiators, with remote digital programmer
- Chrome Vado toilet roll holder and double robe hook on the back of the door
- Cenzia Saloni floor tiling and wall tiling provided up to the ceiling on all walls
- 20mm thick Caesarstone Raven shelf
- Shaver outlets in all bathrooms and ensuites



Bedroom:

- Built-in wardrobe in master bedroom with two mirrored doors
- Pewter-coloured Clarendon Elite Twist carpet
- Pendants with low-energy bulbs

Security:

- Visitor building and common area access is controlled by a video entry phone system
- Resident building and common area access via key fob readers

Communal spaces:

- Landscaped communal gardens and a roof terrace with lawn, seating, and a formal play area
- Cycle storage
- Two elevators servicing all floors
- A bank of letter boxes provided in communal areas
- Refuse storage

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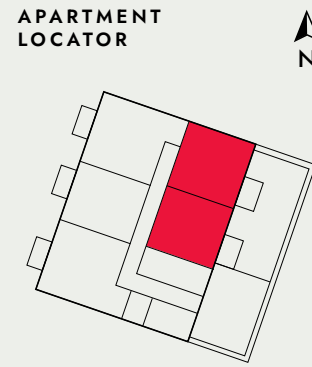
THE DEVELOPMENT AT A GLANCE



1 BEDROOM APARTMENT

FLOORS 01-12:
2 UNITS PER FLOOR

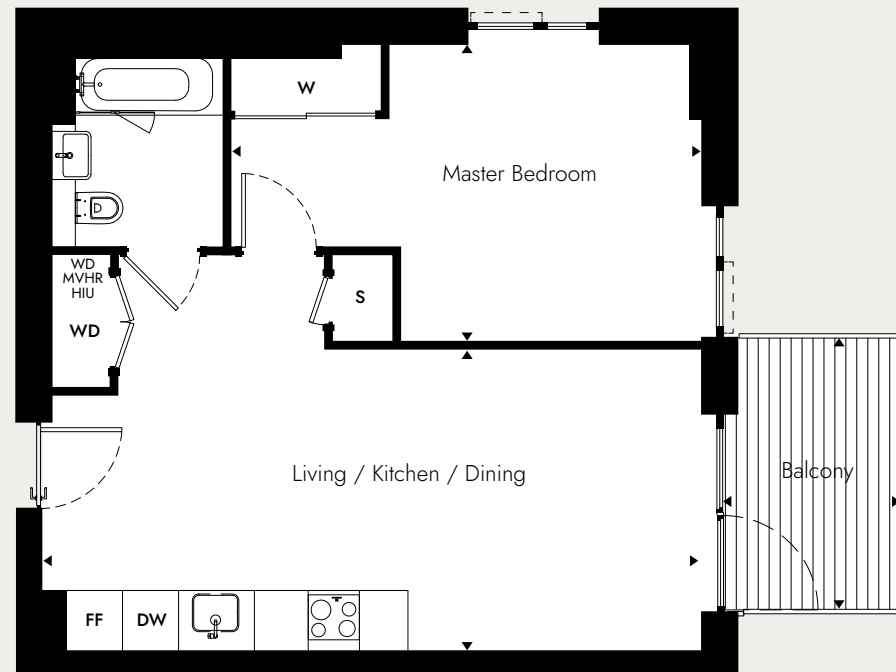
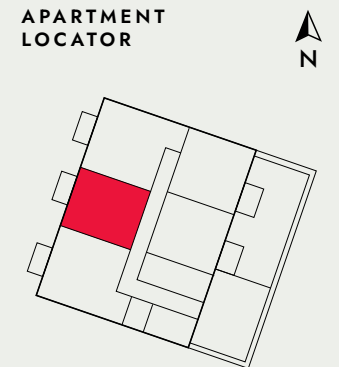
PLOTS: 4,5*,9,10*,14,15*,19,20*,24,25*,29,30*,34,35*,39,40*,44,45*,49,50*,54,55*,59,60*
(*mirrored layouts)



1 BEDROOM APARTMENT

FLOORS 01-12:
1 UNIT PER FLOOR

PLOTS: 2,7,12,17,22,27,32,37,42,47,52,57



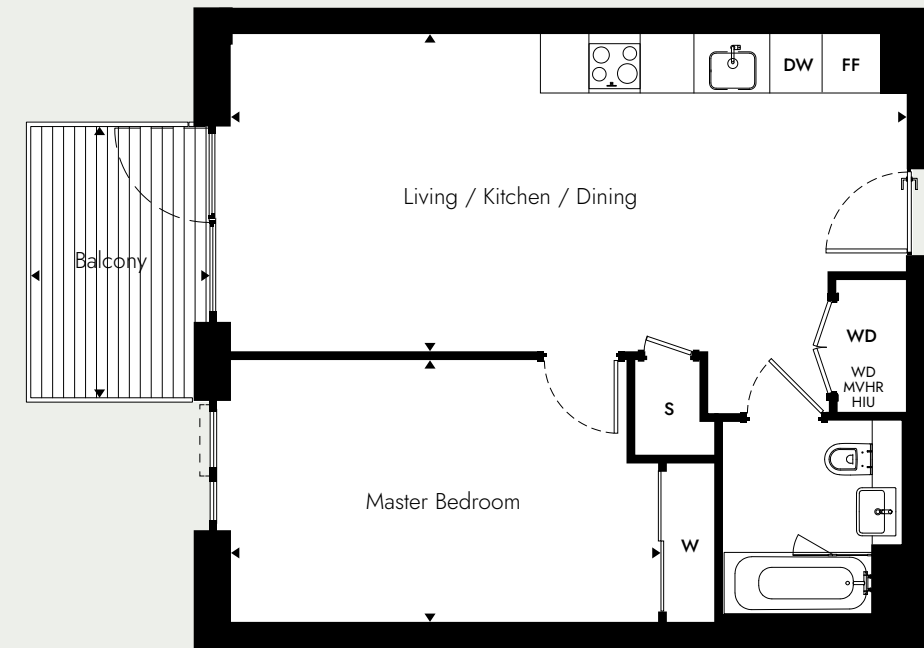
INTERNAL AREA DIMENSIONS

Living / Kitchen / Dining	7.51m x 3.40m	24'-8" x 11'-2"
Master Bedroom	5.33m x 3.35m	17'-6" x 11'-0"
Gross Internal Area	52.5 sqm	565.1 sq ft
Balcony	2.03m x 3.10m	6'-8" X 10'-2"

KEY

WD WASHER DRYER	MVHR MECHANICAL VENTILATION
FF FRIDGE/FREEZER	HEAT RECOVERY SYSTEM
DW DISHWASHER	HIU HEAT INTERFACE UNIT
W WARDROBE	S STORE

The floorplans depict a typical layout of this apartment type. The number of windows and locations may vary. For exact plot specification, details of external and internal finishes, dimensions and floorplan differences, consult your Sales Executive. Any areas, measurements or distances quoted are approximate only and should not be used when ordering floor coverings or furnishings. Floorplans are not shown to scale.



INTERNAL AREA DIMENSIONS

Living / Kitchen / Dining	7.69m x 3.62m	25'-3" x 11'-11"
Master Bedroom	4.85m x 2.96m	15'-11" X 9'-8"
Gross Internal Area	52.0 sqm	559.7 sq ft
Balcony	2.03m x 3.10m	6'-8" x 10'-2"

KEY

WD WASHER DRYER	MVHR MECHANICAL VENTILATION
FF FRIDGE/FREEZER	HEAT RECOVERY SYSTEM
DW DISHWASHER	HIU HEAT INTERFACE UNIT
W WARDROBE	S STORE

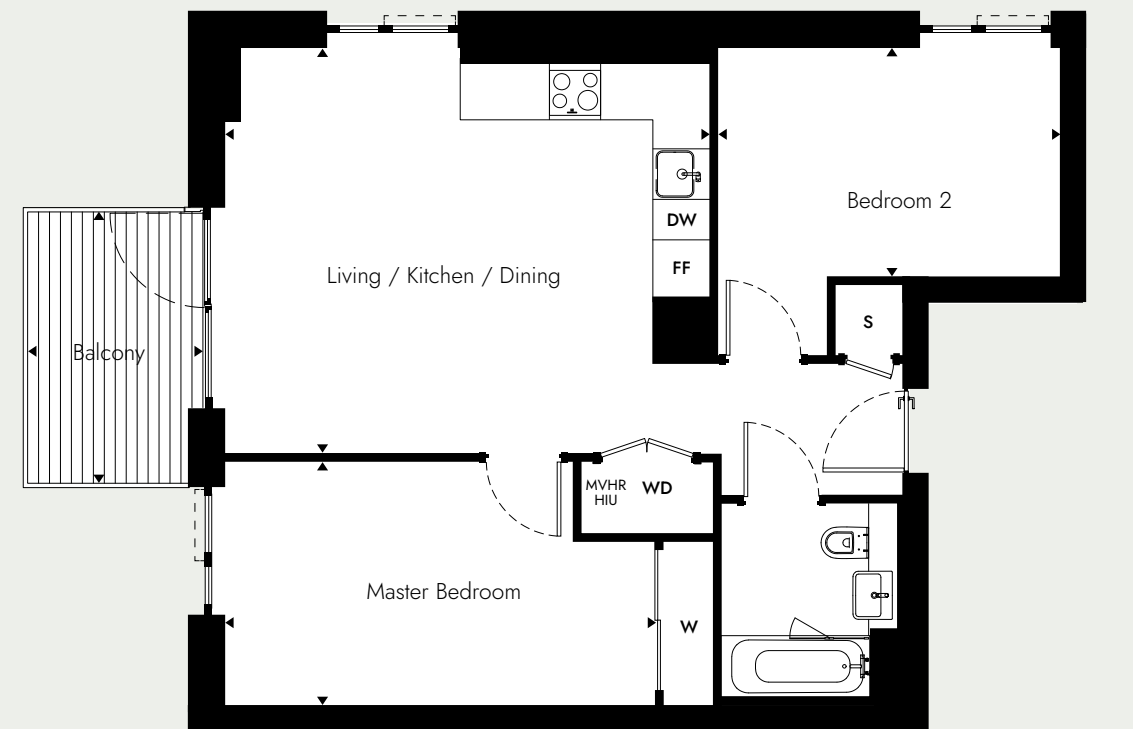
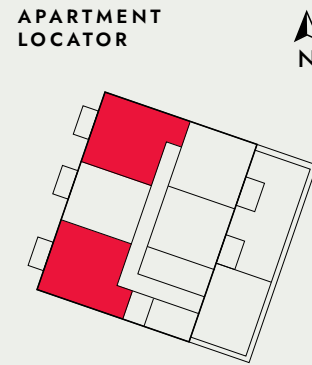
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2 BEDROOM APARTMENT

FLOORS 01-08:
1 UNIT PER FLOOR
(SOUTH UNIT ONLY)

FLOORS 09-12:
2 UNITS PER FLOOR

PLOTS: 1,6*,11,16*,21,26*,31,36*,41,46*,51,56*
(*mirrored layouts)



INTERNAL AREA DIMENSIONS

Living / Kitchen / Dining	5.48m x 4.61m	18'-0" x 15'-1"
Master Bedroom	4.85m x 2.75m	15'-11" x 9'-0"
Bedroom 2	3.88m x 2.83m	12'-9" x 9'-3"
Gross Internal Area	63.3 sqm	681.4 sq ft
Balcony	2.03m x 3.10m	6'-8" x 10'-2"

KEY

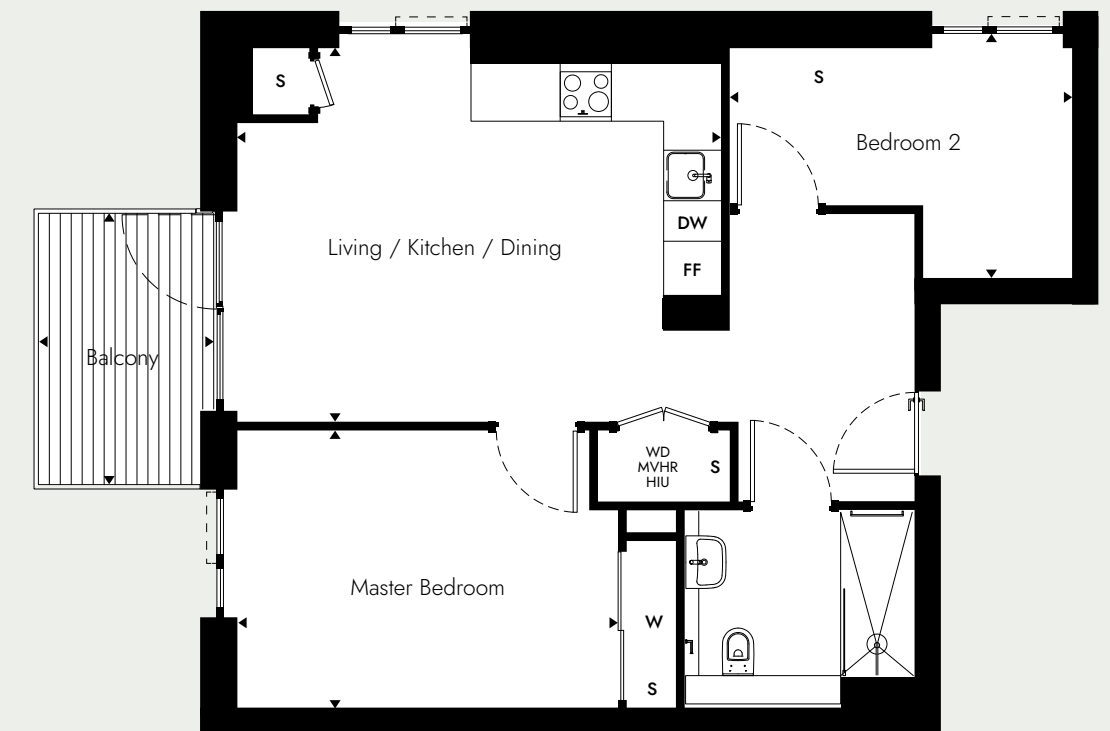
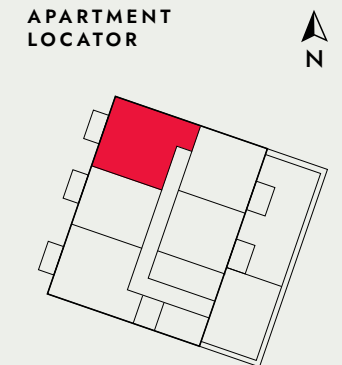
WD WASHER DRYER	MVHR MECHANICAL VENTILATION
FF FRIDGE/FREEZER	HEAT RECOVERY SYSTEM
DW DISHWASHER	HIU HEAT INTERFACE UNIT
W WARDROBE	S STORE

The floorplans depict a typical layout of this apartment type. The number of windows and locations may vary. For exact plot specification, details of external and internal finishes, dimensions and floorplan differences, consult your Sales Executive. Any areas, measurements or distances quoted are approximate only and should not be used when ordering floor coverings or furnishings. Floorplans are not shown to scale.

2 BEDROOM APARTMENT WHEELCHAIR ADAPTABLE

FLOORS 01-08:
1 UNIT PER FLOOR

PLOTS: 3,8,13,18,23,28,33,38



INTERNAL AREA DIMENSIONS

Living / Kitchen / Dining	5.48m x 4.23m	18'-0" x 13'-11"
Master Bedroom	4.30m x 3.13m	14'-1" x 10'-3"
Bedroom 2	3.92m x 2.59m	12'-10" x 8'-6"
Gross Internal Area	63.3 m²	681.4 sq ft.
Balcony	2.03m x 3.10m	6'-8" x 10'-2"

KEY

WD WASHER DRYER	MVHR MECHANICAL VENTILATION
FF FRIDGE/FREEZER	HEAT RECOVERY SYSTEM
DW DISHWASHER	HIU HEAT INTERFACE UNIT
W WARDROBE	S STORE

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WHAT IS SHARED OWNERSHIP?

FIND

1. **Start your journey** Choose the right home for you by visiting our website or giving us a call. Tell us what you are looking for and we will answer any questions you have.
2. **Are you eligible?** Complete the online application form. We'll check your form to see if you've met the overall criteria for Shared Ownership and whether it is affordable for you.
3. **Check out the development** Book your viewing at The Perfume Factory with our Sales Team.

APPLY

4. **Select your preferred home** Have you seen something you like? Tell us which apartment is your preferred one.
5. **We offer you a home** We'll try to offer you your preferred home. If we can't, we'll look to offer you a similar home at The Perfume Factory or at another development of ours.
6. **Purchasing interview** You'll supply evidence of your income, savings and other required information to one of our Specialist Financial Advisors. They will review whether buying the home is affordable for you in more detail and will look to find the right mortgage deal available to you. A Sales Executive will then contact you (usually by phone) to discuss the outcome of the review and explain the buying process in more detail.

BUY

7. **Instruct your solicitor** When you instruct a solicitor you will also need to pay your reservation fee and apply for a mortgage.
8. **Exchange of contracts** You're nearly there – exchanging contracts means that everything is tied up. We've legally agreed to sell you the home and you've agreed to buy it.
9. **Home demonstration** When the building is ready, we'll invite you to see your home before you move in. We'll give you a resident's manual and make sure you are familiar with key features such as kitchen appliances, heating and security systems.
10. **Legal completion** Reaching legal completion means you have bought your home and can move in. Congratulations, you are now a homeowner at The Perfume Factory!

Shared Ownership is subject to affordability and eligibility criteria. Notting Hill Genesis terms and conditions apply. Please ask the sales team about any of these details at the time of purchase and they will advise you of any changes. Shares available to buy at The Perfume Factory may vary.

NOTTING HILL GENESIS

Notting Hill Genesis is one of the largest housing associations in London and the south-east, owning and managing more than 66,000 homes. We provide homes across a range of tenures and are committed to continuing to deliver housing that is affordable for all. Our focus is our customers. We put their needs at

the heart of our structures, processes and systems and they drive our decisions each and every day.

We want them to be proud of the place they call home and from where they can begin to build lives, communities and futures.



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Genesis