A MODERN MASTERPIECE IN FULHAM
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Madison Apartments is a striking, architecturally inspired new development in one of West London’s most desirable residential areas.

Created to reflect and celebrate the highest standards of contemporary living, these prestigious homes are arranged over five floors of just 16 private apartments and a stunning penthouse.

Exceptional design, structural innovation and inspirational finishes are intrinsic throughout the development, resulting in spaces that are perfectly elegant and beautifully functional.

“As well as being one of London’s most sought after residential locations, this historic and eclectic area of Fulham boasts a unique blend of attractions”
Bishop's Park, Parson's Green and Eel Brook Common, give this area its unique and unrivalled character.

VILLAGE LIFE IS JUST MOMENTS AWAY

You can fully immerse yourself in its village feel, mixing café culture and range of shops, together with its proximity to the City on the District line, means it is appealing to families and young professionals alike.

Sophisticated independent boutiques nestle alongside an exciting mix of restaurants and bars, including thriving venues along the New King's Road, the world famous River Café, Michelin-starred gastro pub The Harwood Arms and The Gate – one of London’s most popular vegetarian eateries.

**LOCAL AMENITIES**

1. 269 Antiques - Lillie Road
2. Friarwood Fine Wines - New King's Road
3. Locale - Munster Road
4. Brown Cow - Fulham Road
5. Parson’s Nose - Fulham Road
6. Whole Foods - Fulham Road
7. White Horse - Parson’s Green
8. Amuse Bouche - Parson’s Green
9. Claude’s Kitchen - Parson’s Green
10. Harwood Arms - Hammersmith
11. The River Café - Thames Wharf
12. Duke on the Green - New King’s Road
Bishop’s Park, nestling on the banks of the river offers not only beautiful gardens, but is also the perfect spot for a picnic. Young families are also wonderfully catered for with an award-winning children’s play area, waterplay zone and outdoor table tennis.

Just minutes away is Hurlingham Park, home to a wealth of sporting facilities and events, including international standard Polo tournaments.

The Hurlingham Club, recognised throughout the world as one of Britain’s greatest private members’ clubs can also be found close by.

Football fans can choose between supporting two of the country’s top teams with Chelsea FC’s Stamford Bridge and Fulham FC’s Craven Cottage, both within short walking distance.

The enviable location of Madison Apartments offers a variety of parks and green spaces within easy reach.

**SPACE TO BREATHE**
Each year the internationally famous Oxford and Cambridge Boat Race marks the beginning of summer, as the river comes alive and thousands flock to see this great sporting spectacle.

To the East lie the renowned cultural attractions of Battersea, Chelsea and Westminster, including internationally respected art collections such as The Saatchi Gallery and Tate Britain.

The iconic Battersea Power Station, currently undergoing a dynamic redevelopment promises to provide even more opportunities for Fulham residents to enjoy the very best of life on the river.

Heading west, the River Thames winds through the historic architecture, village-like communities and leafy spaces of Chiswick, Barnes and Richmond
A WORLD OF RETAIL CHOICES

With its unique blend of city style and village feel, Fulham boasts a plethora of places to shop, offering everything from everyday essentials to luxury fashion.

Foodies are superbly catered for with delicatessens such as Bayley & Sage, fresh seasonal produce from Parson’s Green Farmers’ Market and the locally renowned Parson’s Nose Butchers.

There is also a host of independent interior, antique and homeware stores, offering everything from stylish gifts through to high-end designer pieces.

Those with a love of fashion will be spoilt for choice with the world famous department stores and designer boutiques of Kensington, Knightsbridge and London’s West End, just a short distance away.

The popular Westfield W12 shopping centre is another must visit local destination with an extensive mix of top retailers, restaurants and cinemas.

“Those with a love of fashion will be spoilt for choice with the world famous department stores and designer boutiques”
“For food lovers out there, Fulham and its surroundings is one of the best places in London for choice and quality of cuisine on offer.”

From small family-run cafes to iconic fine dining establishments such as Bibendum and The River Cafe, appetising options are abound, with an eclectic range of menus to suit every taste.

There are a number of popular pubs and bars nearby, including The White Horse – affectionately known to locals as the Sloaney, rustic-themed gastro pub The Brown Cow and Jak’s on the King’s Road, a trendy and fashionable venue.

Those looking for a slower pace can head to one of the many riverside pubs, which include London landmark The Dove, where you can relax with your favorite tipple and watch the Thames roll by from the outside terrace.

Fulham compares with the best of London for the sheer variety, quality and availability of places to eat and drink.

A TASTE OF THE BEST
There is excellent public transportation close by, including the District and Piccadilly lines. Parsons Green and Fulham Broadway are the nearest tubes.

Transport Links

Madison Apartments is extremely well serviced by an extensive transport network providing fast and easy access across London and beyond.

The nearby A4/M4 links the area closely and directly with Heathrow Airport to the West and Central London to the East.

There is also excellent public transportation close by, including the District and Piccadilly lines, accessed by stations at Hammersmith, Barons Court and Earl’s Court. Parsons Green and Fulham Broadway are the nearest tubes on the District line.

Numerous and frequent bus routes run in all directions, and include direct services to Kensington, Knightsbridge and the West End.

For high fliers, Battersea Heliport is located just across the river and for an exciting change of scenery, the Thames Clipper service at Chelsea Harbour provides an exhilarating and direct route to the London Eye, Canary Wharf and the O2 Arena.
Residents and guests step into a stylish and contemporary communal entrance hall complete with a colour video entry phone system.

This commitment to the very best is continued within each of the designated apartments with stunning integral features and finishes throughout - enabling the development of spaces that are distinctive and functional, while obtaining a product specification of the utmost quality.

Befitting of a development of this quality, only the very highest standards of design and workmanship have been utilised throughout Madison Apartments.

“Refined interior touches, high-class finishes, and superior product offerings ensure a distinct commitment to the pursuit of excellence throughout.”

KITCHENS
- Contemporary Metris kitchens in a soft grey matt finish
- Corian worktops and Corian moulded basins throughout
- Glass splashbacks
- Handle-less, soft closing doors and drawer systems
- Modular titch points
- Individual wine coolers
- Feature LED under-cabinet and plinth lighting
- Washer/dryer (located in utility cupboards)

BATHROOMS
- Luxuriously designed bathrooms
- Wall hung Starck WCs with soft closing toilet seat
- Contemporary high quality white sanitaryware
- Dusky contemporary porcelain basins
- Porcelain tiled bathrooms
- Walk-in showers with frameless glass enclosures to all two bedroom apartments
- Bespoke mirror and walnut bathroom cabinets with LED lighting details
- Feature LED concealed lighting detail to all walnut bath panels
- Heated towel rails

TECHNOLOGIES
- Programmable underfloor heating to key spaces
- Recessed energy efficient LED downlighters throughout
- LED lighting details to internal feature staircases in duplex apartments
- Telephone points to all living rooms and master bedrooms
- TV/Satellite points to all living rooms and master bedrooms
- Mains operated smoke alarms with battery back-up

PROPERTY GUARANTEE
- Two year Fruition Properties post completion warranty
- The peace of mind of the 10 year BLP new homes warranty upon legal completion

SECURITY AND PARKING
- Colour video door entry system provided for visitor access
- On site ground floor parking available
- Secure cycle storage available

FINISHING TOUCHES
- White Oak timber flooring to all living rooms, hallways and bedrooms
- Aluminium powder coated double glazed windows and doors
- Mains operated from with stainless steel ironmongery
- Built in contemporary wardrobes to master bedrooms
- Nickel black light switches and power sockets
- Secure lockable personal mail boxes
- Glass balustrades to common areas

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HEATING AND ELECTRICAL

BETTER BY DESIGN
Our portfolio is diverse in both scale and character, taking a bespoke approach to each development. We have developed luxury apartments and cost-effective housing, exceptional town-houses and sympathetic listed conversions. All are developed with people at the centre, from first-time buyers, to young professionals, families or investors looking for capital growth.

Our developments combine a creative, considered, intelligent design philosophy with exceptional attention to detail and commitment to innovation and the environment. Our specialist in-house construction, consulting, planning, development and finance teams deliver consistently exceptional homes and maximise the potential of every site.

We are confident in the quality and integrity of our work and provide a ten-year warranty on all new builds. This, combined with an in-house rental and block management team provide a personal, seamless, straightforward purchase and complete peace of mind.

Fruition Properties is a boutique London developer, with extensive experience and knowledge of the North, West and Central regions of the capital.

Fruition Properties

ABOUT THE DEVELOPER

fruitionproperties.co.uk