

Press Release



7 October 2026

GPE launches marketing campaign for The Howlett, W1

GPE has launched the marketing campaign for The Howlett, unveiling new CGI imagery that showcases its vision for the transformation of the buildings 7/15 Gresse Street and 12/13 Rathbone Place, W1.

The launch marks the successful delivery of a series of key construction milestones as the development progresses towards completion in Q1 2027. Planning consent for the redevelopment was granted by Westminster City Council in September 2025, followed by the completion of a new headlease extending GPE's interest to 2148 and enabling the comprehensive refurbishment of the building.

Recent progress includes the completion of additional massing to the Rathbone wing, increasing and rationalising floorplates while creating a generous, landscaped rooftop terrace. Atrium infills at Ground Floor and Level One have also been completed, delivering new communal meeting rooms and enhanced amenity space, while steelwork for a new mezzanine floor within the flagship triplex workspace is now in place.

Inspired by the heritage of the former Howlett & White shoe and boot workshops, The Howlett will deliver 42,800 sq ft of premium design-led Fully Managed workspace across seven floors, featuring a hospitality-inspired reception lounge with coffee bar, a gym, shared boardrooms and club lounge linking directly to an outdoor terrace with dedicated bar and outdoor kitchen.

Trevor Phyto, Senior Development Manager at GPE, said: *"The launch of our marketing campaign gives customers their first opportunity to see the vision come to life and explore a workplace designed around the evolving needs of modern businesses. With its Fitzrovia location, distinctive character and Fully Managed offer, The Howlett will provide a compelling proposition for companies looking to attract talent and support growth in central London."*

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