

Meet London's Crazy Rich Asians

On location

The Crazy Rich Asian diaspora is confined to Zones 1 and 2. Holland Park, Notting Hill, Belgravia, Mayfair and St James's are all popular, according to Penny Mosgrove, CEO of Quintessentially Estates. "Proximity to peers and business associates is important. The average Asian buyer we work with is spending £9.5 million on London property, £1.7m if it's an investment."

Agents often view properties with feng shui masters before they invite buyers to look. Mosgrove recently took a feng shui expert to One Hyde Park for a client: "He used a feng shui compass (known as a Luopan) that was triggered by air flow — thankfully it passed the test. For this buyer, we had already had to turn down 15 other properties because they didn't meet feng shui requirements." Another family will only look at properties with a square layout because it supports wealth.

"They don't want tradition, they want it straight out of the packet." New builds such as Park Crescent, 20 Grosvenor Square and 88 St James are being snapped up — viewings by drone are available so they don't have to be there physically.

To read more, please visit: <https://www.standard.co.uk/lifestyle/london-life/meet-londons-crazy-rich-asians-a3945236.html>