

Founded by Lucy Carr-Ellison and Jemima Jones, Tart London is the latest name to sign up for the development, and will be the brand's first flagship site. The duo are the weekly food columnists for London's Evening Standard magazine and will release their first cookbook in April.



'We are hugely excited to welcome Tart London with its first permanent and flagship site, along with the confirmed signings, to Eccleston Yards. We have created a new destination that showcases and champions creative, independent talent and these signings – across hospitality, fashion and wellbeing – completely embody the health and energetic spirit we aim to foster at Eccleston Yards. We want Belgravia to work harder for its community and all Londoners with thriving, enterprising places that appeal to all,' says Joanna Lea, retail director, Grosvenor Britain & Ireland.

Eccleston Yards will also feature Central Working as the shared workspace provider and Barry's Bootcamp, which has opened its fourth London studio. The development will be located on 7,432 sq m of beautifully restored and renovated unused space just five minutes walk from London's Victoria Station.

Wellbeing is at the heart of Eccleston Yard's philosophy for a place that hosts live, work and play environments, bringing together visitors, workers and residents.