

Jamie Reuben's Vision Brings New Life and Global Welcome to London's Mayfair

June 27, 2025

— Categories: Real Estate



In the heart of Mayfair, just off the busy thoroughfare of Piccadilly, Jamie Reuben is spearheading an ambitious £1 billion redevelopment that aims to redefine one of London's most prestigious neighborhoods. The Reuben Brothers' Piccadilly Estate project combines luxury residences, a boutique hotel, exclusive members' clubs, and carefully curated public spaces all designed to blend historic charm with contemporary sophistication.

This development arrives at a pivotal moment. Recent changes to the UK's tax regime, including the end of non-dom status and sharply increased stamp duties for foreign buyers

(which can exceed 17%), have contributed to a 14% decline in prime property sales above £5 million in the last year. Despite this cooling, Jamie Reuben remains resolutely optimistic about London's future as a global hub. "We need to make foreign investors feel welcome," he emphasizes, recognizing their critical role in sustaining the city's economic and cultural vibrancy.

The Reuben family's legacy is one of strategic patience and decisive investment. Originating from modest beginnings in the 1950s as Iraqi Jewish immigrants, David and Simon Reuben built a diversified empire spanning real estate, metals, and more. Jamie, representing the third generation, joined the family firm in 2018 and has since driven projects like One Carrington, a discreet, luxury apartment complex priced from around £3 million, offering residents access to the exclusive Carrington Club.

Beyond new developments, the Reubens have invested significantly in preserving London's heritage. Their acquisition and revitalization of Burlington Arcade, the iconic early 19th-century shopping gallery, has attracted high-end, independent retailers and renewed the arcade's prestige. Additionally, their transformation of Admiralty Arch into a Waldorf Astoria hotel, featuring a rooftop restaurant by Michelin-starred chef Daniel Boulud, signals a commitment to world-class hospitality steeped in history.

Jamie acknowledges the market's cyclical nature and highlights ongoing interest from American buyers, buoyed by a strong dollar and enduring affection for London's culture. "All cities experience ebbs and flows," he notes. "London's appeal is enduring."

From meticulous restoration work at Cambridge House, including historic marble fireplaces and plasterwork, to collaborative efforts with Westminster Council to enhance pedestrian spaces in Shepherd Market, the Reuben Brothers are shaping a refined, authentic Mayfair. Jamie Reuben's vision combines respect for tradition with a forward-looking approach positioning London to remain a premier destination for global investors and residents alike.