

Maslow's expands with third house and workspace at AshbyCapital's The Kensington Building

London, 6th August 2025 - AshbyCapital, the private equity real estate firm, has signed an agreement with [Maslow's](#), the luxury lifestyle and hospitality collection known for its thoughtfully designed workspaces in London, to open a new location in The Kensington Building. Continuing the brand's mission to create refined spaces for connection, creativity and community, the 30,000 sq ft members' house located on High Street Kensington will offer a sanctuary for London's community of discerning individuals and companies who seek to maximise time across their workday.

Maslow's third members' house will be located on the ground and first floors of The Kensington Building. With a grand atrium and nine metre floor-to-ceiling heights, Maslow's dedicated house entrance will be connected to the entryway via an internal staircase. The hospitality group will join existing occupiers, VR Capital, Ferrari Group, Ilex Capital, Manchester United and EssilorLuxottica.

Following the success of their existing house locations - [Mortimer House, Fitzrovia](#) and [1 Warwick, Soho](#) - Maslow's will open a similar concept in The Kensington Building. It will bring their signature blend of thoughtful design, intuitive service and holistic member experience to a new West London address. Building on Maslow's unique science-led approach to integrating work and holistic wellbeing, the house will offer a suite of elevated workspaces – including private studies designed for teams of four to 40 – alongside collaborative lounges, a member-only café, boutique gym, fitness studio and curated programming designed to nurture performance.

The Kensington Building was developed with Janson Urban and is the first new headquarters office building in Kensington in over 35 years. The building was crowned the winner of the 'Refurbished/Recycled Workplace' category at the BCO Awards London 2023. With high levels of natural light, generous proportions and a focus on air quality, the building incorporates 165 ground-floor cycle parking spaces and luxury changing facilities, making active commuting effortless.

In keeping with Maslow's commitment to sustainability, The Kensington Building has a BREEAM rating of 'Excellent' and incorporates features such as rooftop photovoltaics, LED lighting and smart controls via a bespoke building app. 100% of the building's electricity comes from renewable sources, and re-purposing the building's existing frame has reduced CO2 emissions by around 30% compared to a typical new-build office building.

Located next to High Street Kensington tube station, The Kensington Building offers unrivalled connectivity in the heart of West London. With direct access to the District and Circle lines, and Paddington Station just five minutes away – providing seamless connections to the Elizabeth line and national rail services – the entire city and further afield are within easy reach.

Peter Ferrari, CEO of AshbyCapital, said:

“At The Kensington Building, our ambition was always to create much more than simply a place to work. Kensington’s appeal lies in its world-leading culture and hospitality, and we have added to this not only through our creation of Wright’s Arcade and the varied new F&B occupiers at the Kensington Arcade, but now with Maslow’s third members’ house.

“While the amount of flexible workspace in the capital has grown considerably in recent years, it is rarely found at the highest-quality buildings in the best locations. But at The Kensington Building Maslow’s will create a space of unique quality, maximising the building’s light-filled floors, grand ceiling heights and exceptional amenities to serve Kensington with the very best place to work.”

Guy Ivesha, Founder & CEO of Maslow’s, commented:

“Opening within The Kensington Building is an exciting next step for Maslow’s. More than a new location, it represents an opportunity to evolve how we deliver workspace, combining member performance with our wellbeing-led philosophy. The building reflects our values, from its sustainability credentials to design integrity and architectural quality. We’re committed to designing and operating spaces people choose to spend time in, with workspaces that support productivity and wellbeing.”

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To register early interest in Maslow’s Kensington, please visit: maslows.com/kensington

Notes to Editors

About AshbyCapital

AshbyCapital is a private equity real estate investment firm creating commercially and environmentally sustainable assets for its investors and best-in-class buildings fit for today’s workforce. Design-led, focusing on lifestyle, technology, community and the environment, its portfolio includes some of the UK’s smartest and most innovative workplaces. In addition to equity investments, AshbyCapital provides debt solutions for best-in-class real estate assets across multiple sectors.

Further information is available at ashbycapital.com.

About Maslow’s

Maslow’s is a collection of thoughtfully designed members’ houses that seamlessly blend work and wellbeing, founded through a partnership between entrepreneur Guy Ivesha

and Cain International, a global investment firm with a \$18bn portfolio spanning real estate and lifestyle brands across the UK, Europe, and the US.

Inspired by Maslow's hierarchy of needs, these spaces cater to both professional ambition and personal fulfilment, offering private offices, shared workspaces, fitness studios, bespoke meeting rooms, rooftop bars, restaurants, and curated cultural events. Unlike traditional offices or impersonal coworking spaces, Maslow's houses are warm, tactile, and energising – designed for enhanced productivity in a familiar, relaxed setting. With existing locations in London's vibrant Fitzrovia and Soho, Maslow's fosters connection, conversation, and restoration, ensuring members thrive in an environment where time feels well spent. Maslow's is a joint venture between Guy Ivesha and Cain International.

Further information is available at [maslows.com](https://www.maslows.com).