



CASE STUDY

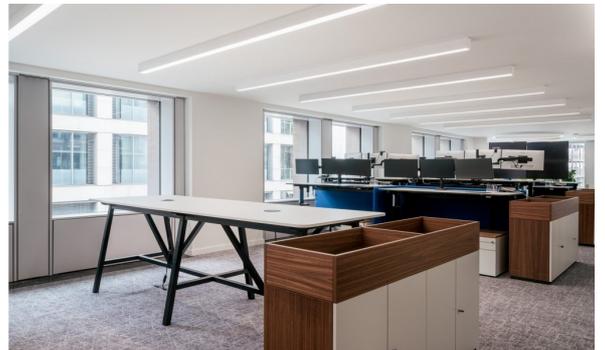
Bringing Circularity to the Heart of London

A sustainable transformation of 80 New Bond Street

80 New Bond Street is a prestigious £36.6m development in the heart of London's West End. With a double-height retail space on the ground floor, it also features over 30,000 sq ft of office space and a communal roof terrace.

Designed with strong environmental and [sustainability](#) principles at its core, the existing space was completely refurbished rather than being demolished and redeveloped. This philosophy extended to lighting, with mechanical and electrical installer, [ONE MEP](#), choosing our [Vitality range](#).

Nick Power, ONE MEP's Pre-Construction Director, explains: "I liked Whitecroft's focus on sustainability and circularity, and it also struck a chord with our client."



£36.6m

DEVELOPMENT

WELL

PLATINUM READY

BREEAM

EXCELLENT



Key facts

Project Name	80 New Bond Street
Location	London
Client	Red Construction Group
Architect	Orms
Contractor	ONE MEP
Opened	April 2024

The solution

Almost 1,500 Avenue Metro Vitality luminaires were used in the project, chosen because the range embraces the principles of circularity by being modular in design and incorporating replaceable components, making upgrades and regeneration possible. It has also been designed so that much of the product can be recycled at the end of its life. The full Whitecroft Vitality range is [Cradle to Cradle certified](#) allowing you to track the full product life cycle, including end of life.

Nick Power continues: “Everyone is concerned with the environmental impact of our buildings, from the developers and the owners, through to the people who work there. There is a real focus on reducing carbon in the development stage, as well as embodied carbon in construction, right through to reduced operational carbon.

Key products



Avenue Metro Vitality Direct



Avenue Metro Vitality Recessed



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