

FOUR IV completes '49 Park Lane' marketing project for Pembroke Real Estate

London 9th November 2009

London based design agency **FOUR IV** have completed the marketing collateral to support the launch of Pembroke Real Estates new eight-storey office building at **49 Park Lane**, London.

Andy Bone, Director of **FOUR IV**, commented; "The client's aim for the marketing of 49 Park Lane was to attract the most discerning of clients from around the globe. Therefore the branding and marketing had to appeal to an international customer whilst retaining classic luxury values."

"The development's location opposite The Dorchester hotel in the heart of Mayfair is one of the most prestigious in London and we have reflected that in our work, using materials and finishes that endorse the high specification of the finished building."

Within 4 weeks of completion, the office building has been let to a single tenant – a fantastic achievement, considering this year's difficult economic climate.