

KALEIDOSCOPIC

DAZZLING

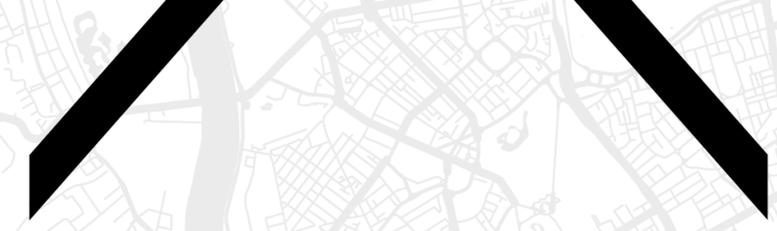
EAST LONDON

IS WHERE
YOU'LL FIND OXBOW

A VIBRANT NEW

NEIGHBOURHOOD

CRACKLING
WITH IDEAS
CONNECTIONS AND
POSSIBILITIES
ONLY IN
EAST LONDON
ONLY AT OXBOW



WELCOME
TO **OXBOW**

Inspired by a bow-shaped bend in the river and the land embraced by it, Oxbow is an exciting place in East London. Home to a vibrant generation seeking experience and adventure, Oxbow is made of a unique location, heritage and creative spark.





OXBOW - EAST LONDON

OXBOW

THERE'S *NOWHERE* LIKE
EAST LONDON

From the 18th century spice trade to the modern-day digital arts, life here has never stood still. Today this historic corner of the city pulses with fresh ideas and new arrivals, a fascinating blend of traders, inventors, artists and makers. And now, a reimagined neighbourhood to add to the mix: Oxbow.

WHEN **PEOPLE**
MEET THINGS
HAPPEN



Oxbow is more than just a new home. This is chance encounters at the work hub, sparking new connections. This is Canary Wharf on your doorstep and the buzz of change, crackling around every corner.

This is live, work, play, eat, shop and create, all in one exciting place. Oxbow: a glorious fusion of everything that's incredible about East London living.



Welcome to a new place in East London. A melting pot of new ideas and future thinking. A neighbourhood undergoing an extraordinary transformation.

MADE OF EAST LONDON

CONTENTS

12 - 21

The past, present and the future all meet at Oxbow.

THE STORY

22 - 25

Welcome to contemporary urban living, a collection of apartments inspired by landscape, people and heritage.

LIFE AT OXBOW

26 - 43

There's nowhere quite like East London. It's time to eat, drink and discover.

LOCAL AMENITIES

44 - 51

Prime Zone 2 location and connected to the world. Whether for work or play, getting around is easy.

LONDON LIVING

52 - 61

Life at Oxbow is all about community, offering vibrant, landscaped spaces and welcoming shared amenities, all moments away from Central London.

THE DEVELOPMENT

62 - 67

Contemporary living spaces meet spacious light-filled rooms.

LIVING SPACE

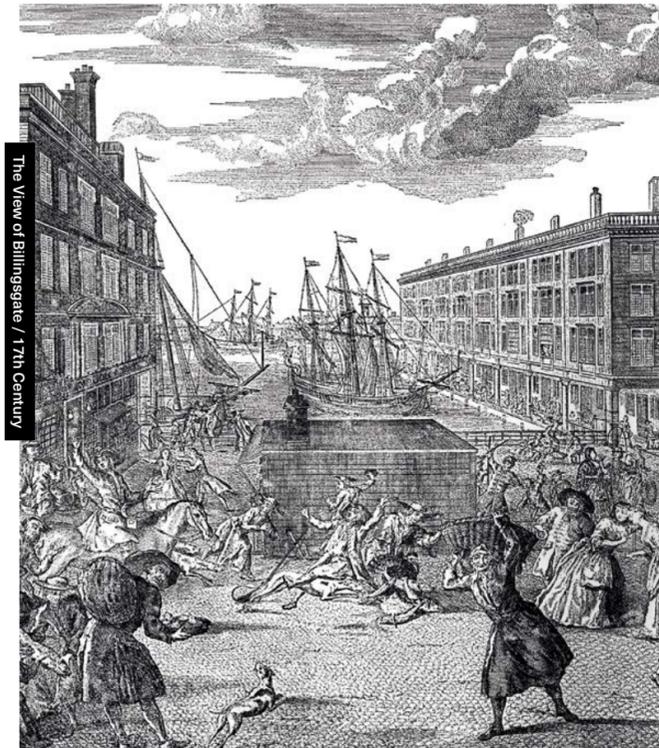
68 - 69

A long-term community approach and a strong belief in not only offering great homes, but a better quality of life.

ECOWORLD LONDON



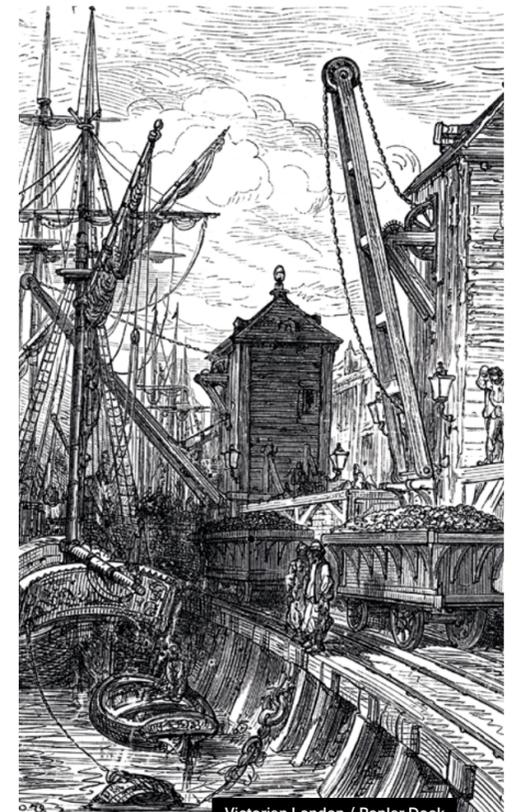
FROM THE 18TH CENTURY
SPICE TRADE TO THE
 FIRST ESTATE HOUSES
 OF THE 1930s, A PLACE
 THAT HAS BEEN **IN FLUX** FOR
 GENERATIONS.
CHANGE IS IN ITS **DNA**



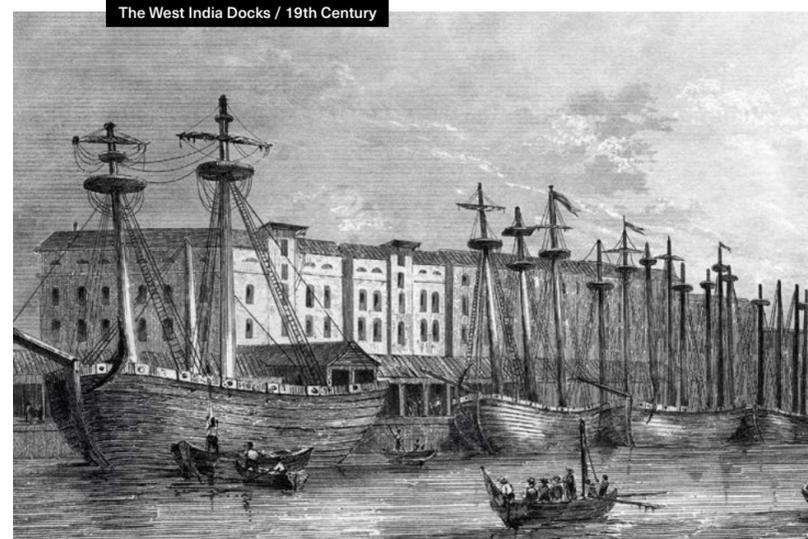
The View of Billingsgate / 17th Century

ONWARDS FLOWS **THE** STORY

Once a global commercial hub, handling teas, silks and spices from the East Indies, Oxbow's patch of East London has always looked outwards and onwards. When the mighty docks fell silent, change rode in on the financial markets: up sprung the skyscrapers of Canary Wharf, igniting redevelopment across the district.



Victorian London / Poplar Dock



The West India Docks / 19th Century



The Gaugers / London Docks



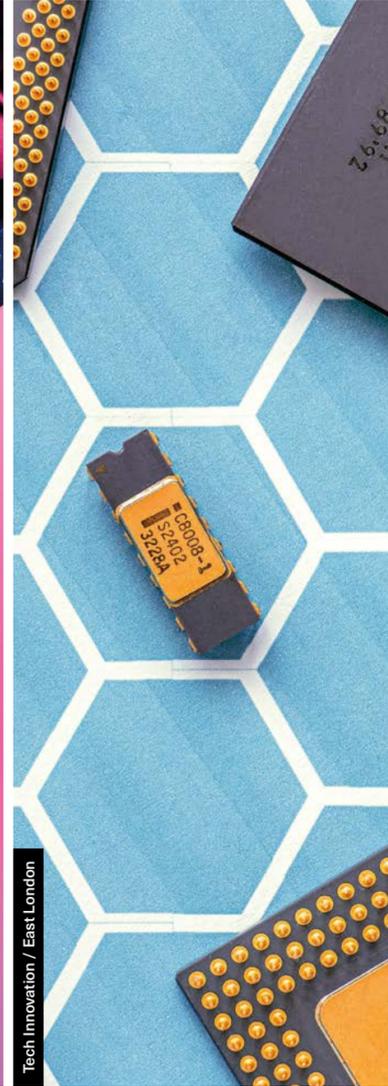
Art Installation / Bow Roundabout



Streetart / Hackney Wick



Digital Start-Ups / East London



Tech Innovation / East London



Creative Trends / London College of Fashion



Financial Capital / Canary Wharf



Arts & Culture / East London



Digital Creatives / Key Destination

IT'S TIME TO CREATE

The latest wave of regeneration builds on the wildly successful foundations of the 2012 Olympic Games, transforming not only Stratford but Hackney Wick, Bow Creek and Poplar, Oxbow's home. Design studios, digital start-ups and tech labs all flocked here, leading to the densest concentration of artists and creative professionals in Europe.

Today, East London enjoys an unrivalled level of investment, reimagined as a key destination for culture, sport, business and education. There's so much to come – and Oxbow is in the heart of it all.

A decorative border on the left side of the page, consisting of black and white geometric shapes like triangles and squares, some with small black dots.

INSPIRED **BY A** UNIQUE **BLEND** **OF** LANDSCAPE **PEOPLE & HERITAGE**

Oxbow offers quality design, balanced with lush outdoor spaces and authentic natural materials. This is contemporary urban living in harmony with past, present and future – and there's a dazzling array of bright ideas to discover.





Community Amenity Space / Aberfeldy Street

SURROUNDED BY **VIBRANT** LANDSCAPED SPACES

Oxbow is a collection of studio, one and two-bedroom apartments, inspired by the original warehouses of East India Docks. Apartments are surrounded by vibrant, landscaped spaces and a collective mix of well-being amenities to suit everyone's needs.



LOCATION

Emirates AIR LINE

The O₂

Republic

CANARY WHARF

CROSSRAIL PLACE
CANARY WHARF

Canary Wharf Crossrail Station

OXBOW

East India DLR Station

Future Phases

Canning Town Station

Future Regeneration

Aberfeldy Street

20 | 21

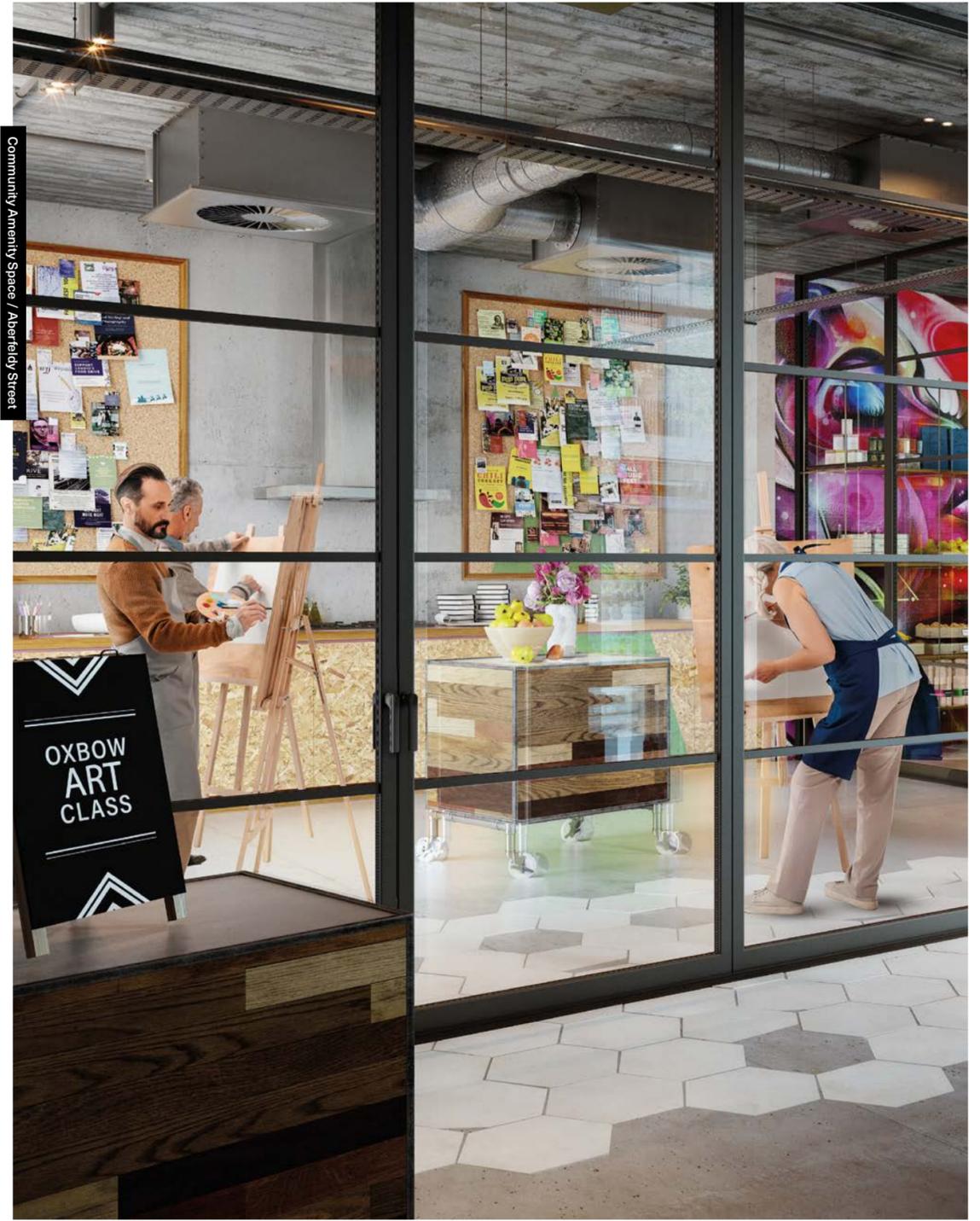
LIFE AT OXBOW IS ALL ABOUT COMMUNITY



Every resident can use the on-site gym. Open from 6am every day, it's fitted with state-of-the-art Technogym equipment. There's also a 24-hour concierge and resident lounge.

In the centre of Oxbow, Aberfeldy Street is evolving. The scene will soon change with a host of new stores, cafés and restaurants, drawing people in not only from Oxbow, but from every corner of the Capital.

MADE OF EAST LONDON





MADE OF EAST LONDON



MADE OF
TRUE LOCAL
CHARACTER

From vintage shopping to vegan cafés, relaxing green spaces to exhilarating sport, there's so much to see and do around Oxbox.



Street Food Pop Ups / Aberfeldy Street

THE TASTE OF SOMETHING DIFFERENT

The Oxbow Wellness Café will be more than just a place to eat. It's a neighbourhood hub. Drop in at the weekend to have lunch with friends. Stay on for a cooking class, using herbs you've just picked from the community garden.



Oxbow Wellbeing Café / Aberfeldy Street



Oxbow Café / Aberfeldy Square



Chinese Dining / Royal China @ Westferry Circus



Craft Breweries / Hackney Wick



The Gentlemen Baristas / Republic



Dining Options / Canary Wharf

Hop over to West India Quay for a range of waterside eating and drinking, or down to Trinity Buoy Wharf for two of East London's most charismatic joints: Fatboy's Diner for burgers and shakes or The Orchard Café's vegan plates, served up inside a shipping container.



The Sipping Room / West India Quay

EAT DRINK AND DISCOVER

Just a five minute walk from Oxbow you'll find incredible coffee and flavourful brunches at The Gentlemen Baristas at Republic, and authentic Italian cooking at Bar Salento.



Lunch With Friends / Trinity Buoy Wharf



FROM **MILK GRABBING**
 TO WEEKEND **BROWSING**
LIFE AT OXBOW
 WILL OFFER **EVERYTHING**
YOU NEED WHEN IT COMES **TO**
SHOPPING

For daily essentials and organic groceries, drop into The Oxbow Deli. Over at Canary Wharf you'll find Marks & Spencer Simply Food and Waitrose, plus a wide range of fashion and homewares stores, including The Kooples, Zara, Russell & Bromley and more.

A MODERN BAZAAR

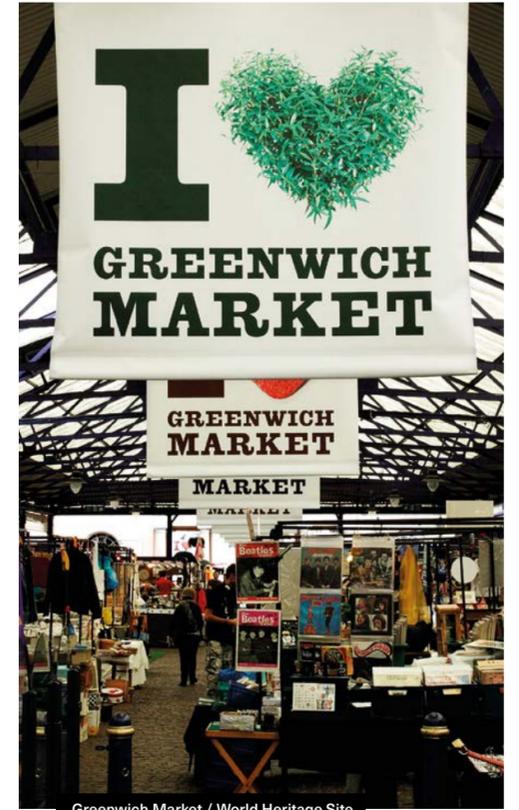
For big expeditions, head to Westfield Stratford City. Take your pick from the best in fashion names, such as All Saints, Boss, Cos & Reiss. On the hunt for something different? Hop over to Greenwich on the DLR. In just half an hour from Oxbow you'll be browsing antiques, jewellery, vintage fashion and crafts, in the beautiful surroundings of London's only World Heritage Site with a market.



Fashion & Textiles / East London



High Street Shopping / London



Greenwich Market / World Heritage Site



High Street Shopping / London



World Leading Fashion / Canary Wharf



Westfield / Stratford City



ENDLESS SPARKS OF INSPIRATION

Street Art Attractions / Creative Community

English National Ballet / Canning Town



Thriving areas with interesting histories have always attracted artists, and East London is no exception. Whether you're in the mood for cutting edge or cosy mainstream, you'll find it near Oxbow.



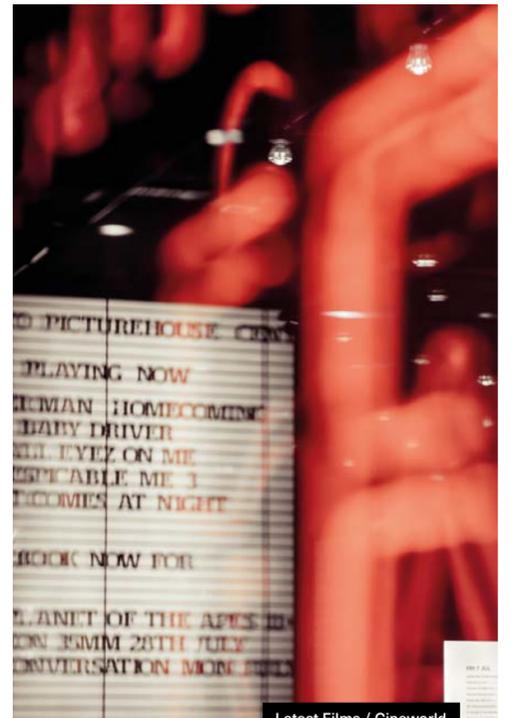
Sporting Events / The O2

A NEW CENTRE FOR THE ARTS



Modern Dance Shows / Poplar Union

At West India Quay, learn more about your local history in the excellent Museum of London Docklands or watch an Oscar winner at Cineworld. Just across the river, The O2 has evolved into one of London's premier entertainment venues, featuring music, sports, comedy and more.



Latest Films / Cineworld



Art Installations / East London

Oxbow is in the heart of London's most creative quarter. Explore the sculpture park and street art at Trinity Buoy Wharf, or head up to Theatre Royal Stratford East for a ground-breaking play or comedy slam. Over by Bartlett Park, Poplar Union runs a diverse programme of events, from spoken-word performances to dance shows and art classes. For live entertainment and shows, visit the Grade II listed venue, Troxy.



Street Art / Trinity Buoy Wharf



Intimate Events / Live Music



OXBOW IS SURROUNDED BY OPEN SPACES BOTH TRADITIONAL AND UNEXPECTED, GREEN AND BLUE

Live Music Festivals / Victoria Park



Evening Walks / East India Dock Basin

ROOM TO BREATHE



The Boating Lake / Victoria Park

Walk through the stunning roof garden at Crossrail Place, an artificial island in West India Docks, or meet friends at Victoria Park, just 17 minutes away by bike. Enjoy a lazy cruise across the boating lake – or wild time out at All Points East, a 10-day summer festival.

Just a short hop south from Oxbow lies Bow Creek Ecology Park, a former ironworks, shipyard and coal wharf, now an award-winning wildlife haven, and neighbouring East India Dock Basin, a sanctuary teeming with birds and wildflower meadows, offering panoramic river views.

But there's more to come. With exciting plans in the pipeline to regenerate the River Lea waterfront, creating riverside parks and walkways, you'll have a brand new space to stroll, jog and meet friends, right on Oxbow's doorstep.

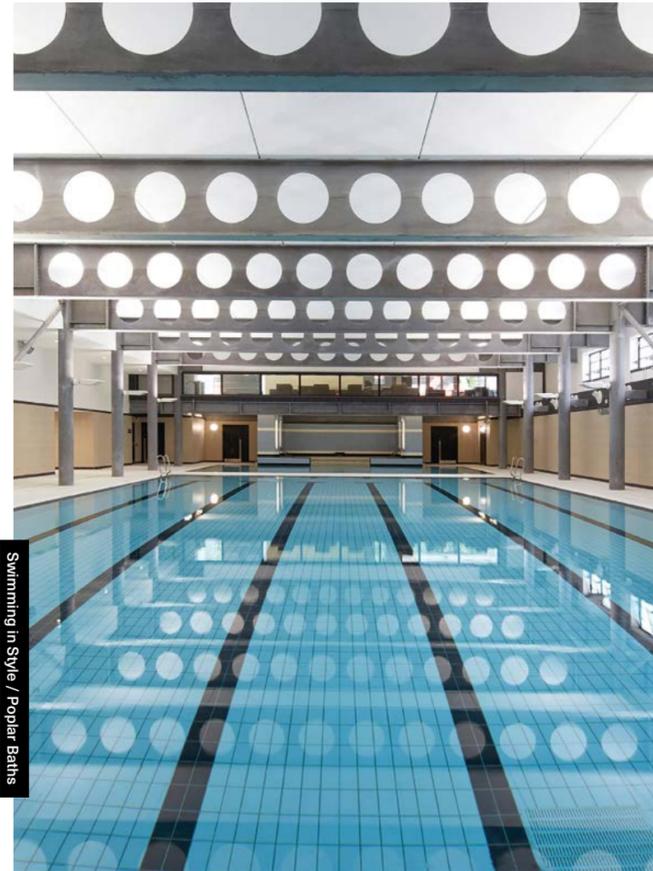
AN ENDORPHIN RUSH



Open Water Swimming / London Royal Docks

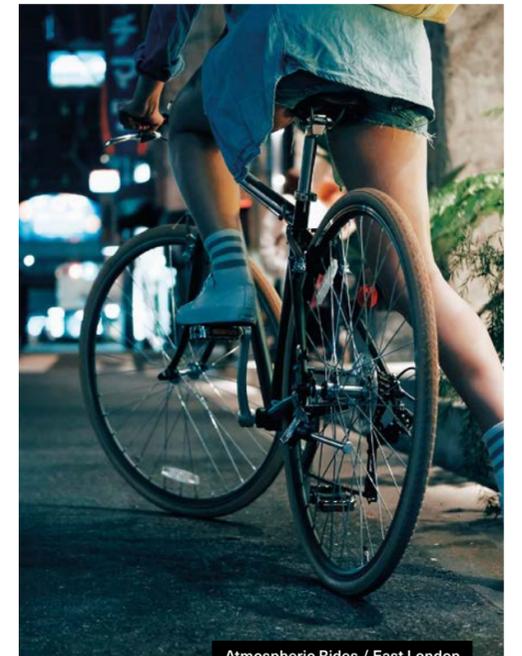
Life at Oxbow is an active life. However you want to exercise, you'll find like-minded souls nearby. Swimmers will relish the restored Grade II-listed Poplar Baths. Or try exhilarating open water swimming at the Royal Docks.

Cyclists should head through Bartlett Park to Limehouse Cut, London's oldest canal, and cruise along the towpath for an atmospheric ride through East London's industrial past.

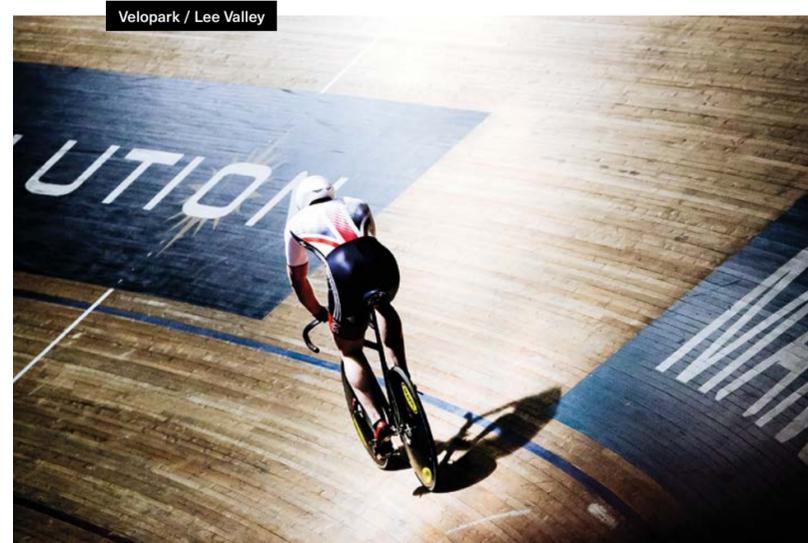


Swimming in Style / Poplar Baths

Nearby Victoria Park offers running clubs, tennis courts and football pitches, while the Queen Elizabeth Olympic Park is packed with top-class opportunities to work up a sweat. Don't miss a session at the Lee Valley VeloPark, still the fastest indoor velodrome track in the world.



Atmospheric Rides / East London



Velopark / Lee Valley



London Stadium / Queen Elizabeth Olympic Park

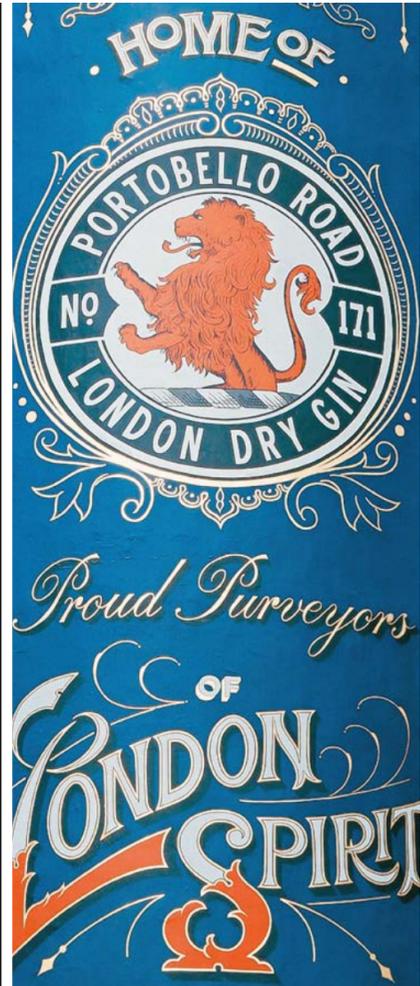


MADE OF

WORLD-CLASS EXPERIENCES

Incredible London. An extraordinary, ever-changing city, where every day ignites new connections and ideas. Just moments from Oxbow.

NEVER A DULL MOMENT

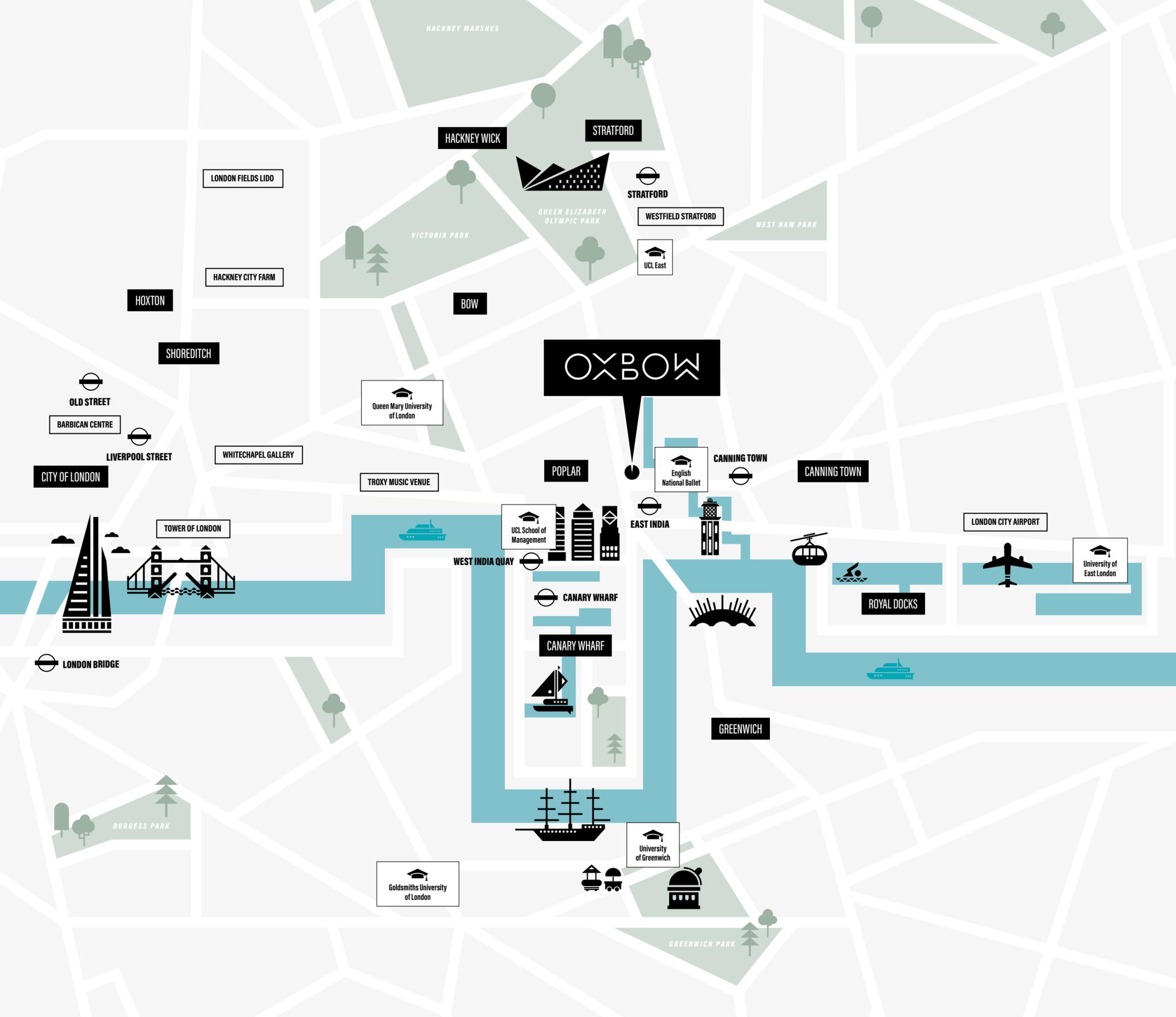


Spend a weekend by the river, exploring the galleries and attractions of South Bank. Head into the West End for shopping and champagne afternoon tea. Wander the great monuments and museums, soaking up the atmosphere of centuries past. Visit street markets, art trails, experimental theatre and venerable zoos. One thing's for sure: when you make a home at Oxbow, life in London will never leave you bored.



Cutting-edge meets ancient Roman, bucolic royal parks beside buzzing bars and restaurants. London is a city of intoxicating, constantly reinventing contrasts.

MADE OF EAST LONDON



THE BEST OF EAST LONDON LIVING

Situated in the centre of London's fastest growing area, Oxbow is just moments from many of East London's attractions.

With Canary Wharf to the South, London City Airport to the East and London's first-class educational opportunities and gastronomic delights on your doorstep, Oxbow gives you the best the capital has to offer.



CANNING TOWN STATION

CYCLE FROM OXBOW

04 MINS

Walk to Canning Town Station, East India Dock Basin and Trinity Buoy Wharf in under 15 minutes.



LIVERPOOL STREET STATION

CROSSRAIL FROM CANARY WHARF

06 MINS

By bike: Canary Wharf in 9 minutes, and Royal Albert Docks in 16 minutes. Victoria Park and Queen Elizabeth Olympic Park can be reached in 17 minutes, Westfield Stratford City in 18 minutes.



LONDON CITY AIRPORT

DLR FROM EAST INDIA STATION

09 MINS



LONDON BRIDGE

JUBILEE LINE FROM CANNING TOWN

10 MINS

Journey times taken from tfl.co.uk, google.co.uk/maps and crossrail.co.uk



CONNECTED TO
THE WORLD



05 MINS



EAST INDIA DLR STATION

WALK FROM OXBOW

07 MINS



CANARY WHARF

DLR FROM EAST INDIA STATION

In under an hour by car, you can reach the UK's major airports. London Stansted is only 35 minutes' drive, while both Gatwick and Heathrow can be reached in 50 minutes.

09 MINS



STRATFORD STATION

DLR FROM EAST INDIA STATION

With the arrival of Crossrail at Canary Wharf, you'll be able to reach Farringdon in 8 minutes and Paddington in just 17 minutes.

13 MINS

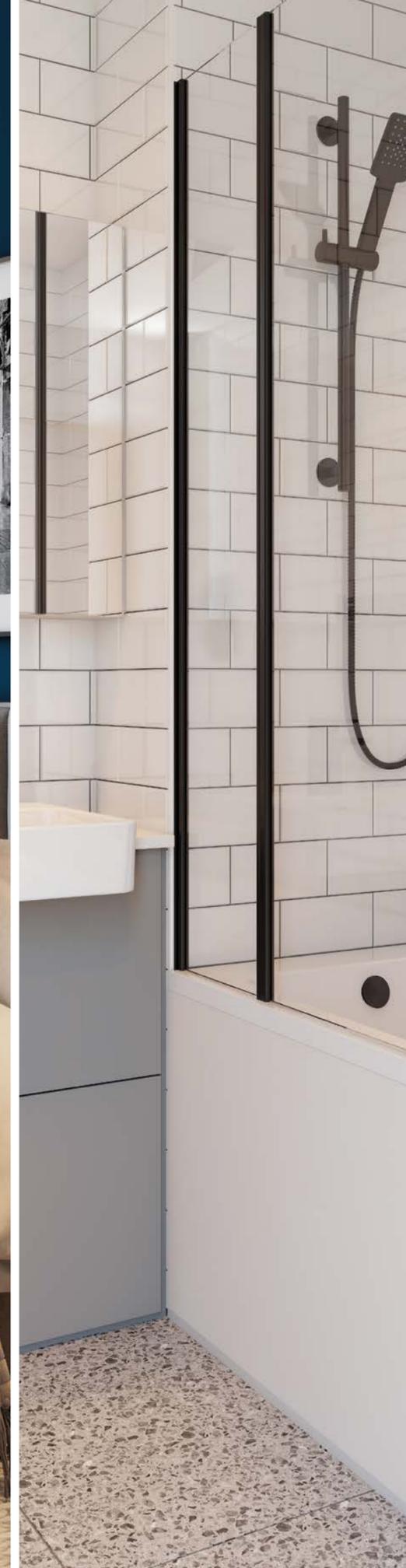


BOND STREET

CROSSRAIL FROM CANARY WHARF



MADE OF EAST LONDON



MADE OF

INDUSTRIAL HERITAGE & MODERN THINKING

Welcome to a beautiful new home in Oxbow that feels as good as it looks, designed to embrace and inspire community spirit and modern living.

MODERN LIVING DESIGNED FOR YOU



Community Amenity Space / Aberfeldy Street

Brick finish, oversized windows, a balcony with every apartment. Oxbow is contemporary living, beautifully done.

Carefully designed to create a community feel, the landscaping includes wide lawns, shady trees, seating areas and water features.

Community Amenity Space / Aberfeldy Street





Community Space / Oxbow

THE **BEST** OF **OUTDOOR** LIVING

Carefully designed to create a community feel, Oxbow's landscaping includes wide lawns, shady trees, seating areas and water features.



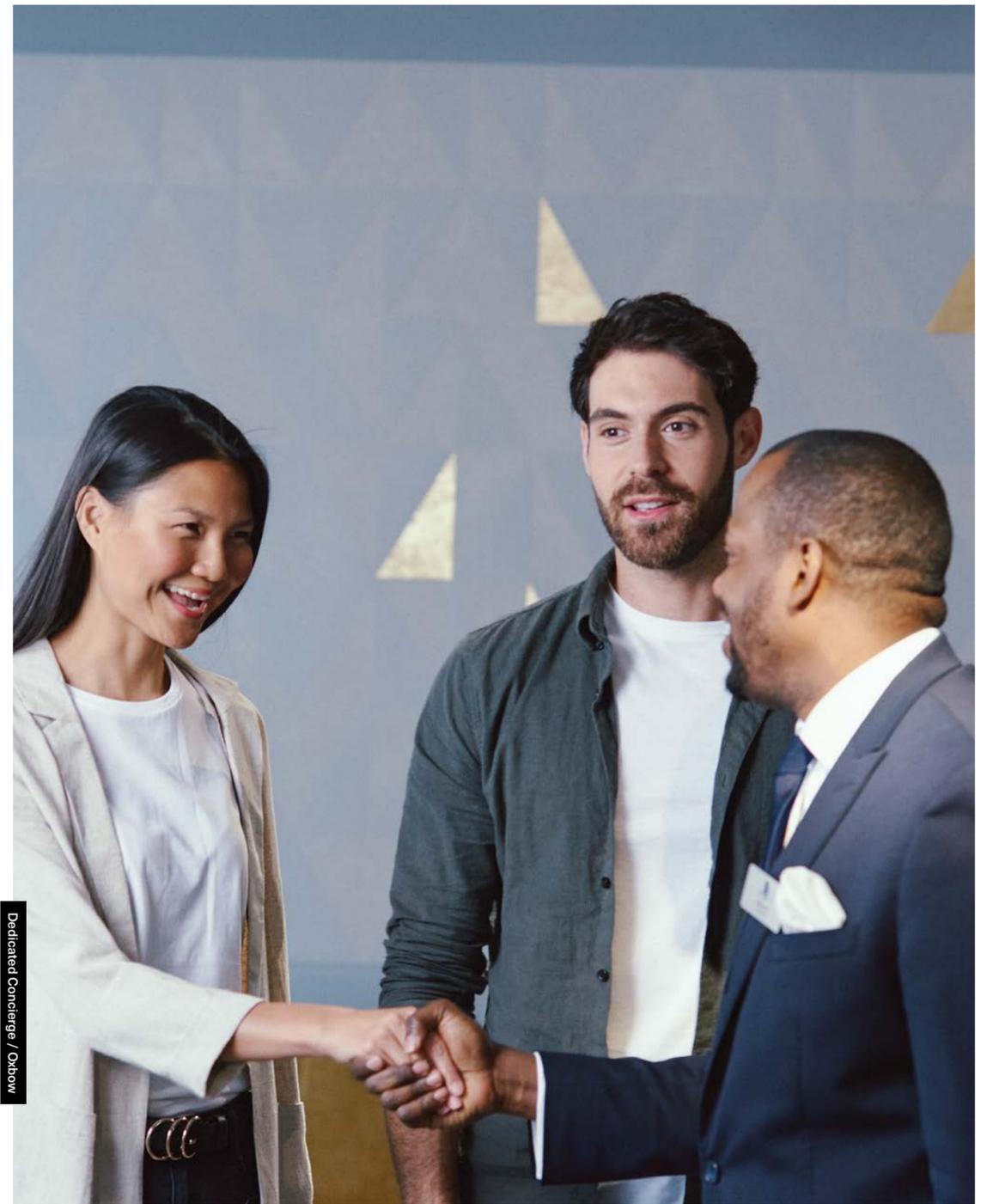
Courtyard Gardens / Oxbow



Community Amenity Space / Aberfeldy Street



WHATEVER
YOU NEED



Dedicated Concierge / Oxbow

Open 24 hours a day, 7 days a week, the Oxbow Concierge team is ready to help with whatever you need, from taking in parcels to greeting your guests.

Oxbow features light, airy work spaces in reception and fast, free wifi. The Residents' Lounge is perfect for entertaining with a 75" screen, drinks fridges and plenty of seating.

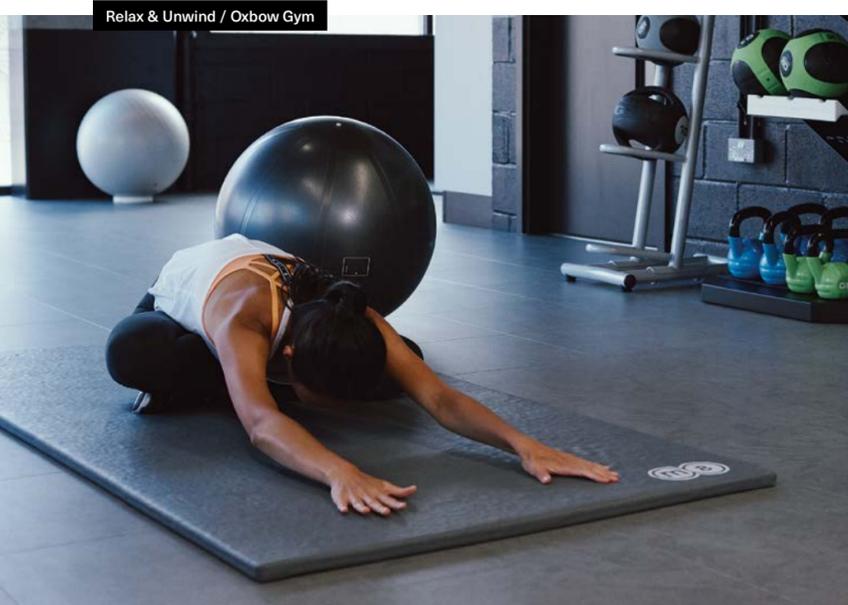


Freeweight Training / Oxbow Gym

LIVE AT OXBOW WORK OUT AT OXBOW

Every resident can use the on-site gym. Open from 6am every day, it's fitted with state-of-the-art Technogym equipment. Need a little extra push? Book a personal training session to get you started.

THE DEVELOPMENT



Relax & Unwind / Oxbow Gym



Residents' Only Gym / Oxbow

SPACIOUS AND LIGHT FILLED ROOMS

Living and dining areas feature wood effect flooring leading to your private balcony, with underfloor heating throughout the apartment.

Discreet, stylish downlights bring a welcoming glow at night, while large, stunning windows help to pour light in during the day.



THE **DETAILS** OF DESIGN

Contemporary designed kitchens are fitted with high-quality integrated appliances.

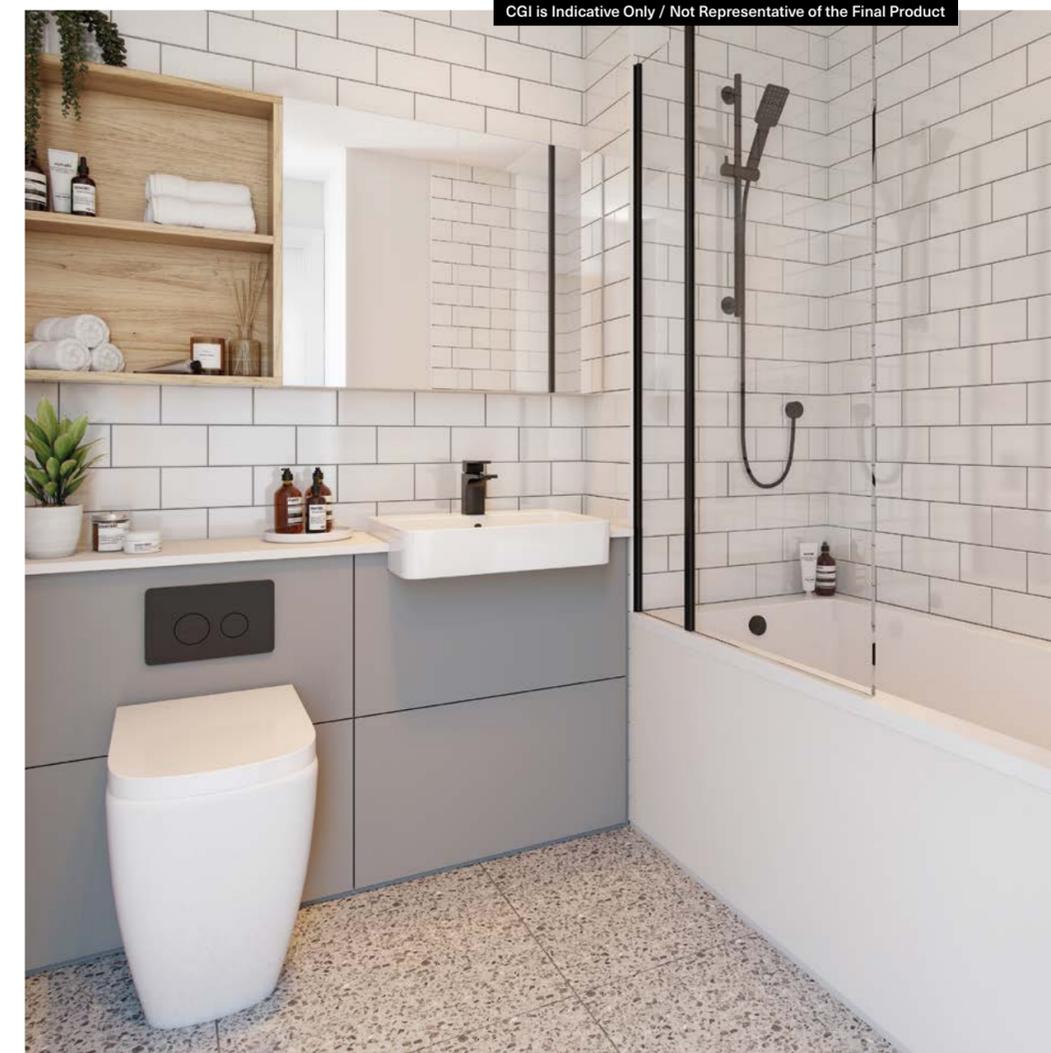




CGI is Indicative Only / Not Representative of the Final Product

RELAX AND RECHARGE

Apartments at Oxbow benefit from well-sized bedrooms with satellite TV, telephone points and fitted wardrobes in the principal bedroom. The sleek modern bathrooms/en suites come with powerful showers, elegant ceramic floor tiles and a mirrored wall cabinet.



CGI is Indicative Only / Not Representative of the Final Product



AT ECOWORLD LONDON,
WE'RE CREATING
 OUTSTANDING **AND** SUSTAINABLE
DEVELOPMENTS **THAT** WILL
 STAND **THE** TEST OF **TIME**

To us, eco isn't just about being green. While we're mindful of our environmental impact, our goal is to create vibrant, welcoming places that grow and develop. We don't leave when the building work finishes. We're here for the long haul, helping to foster strong, flourishing communities that enhance the lives of everyone who comes here – residents, visitors and workers alike.

Our focus on design is just as long term. We believe good design is about more than high-quality finishes; it's about the way a home works. So we continually talk to our customers, seeing how they live and finding ways to adapt and improve our approach.

£50k

PUBLIC ARTS INSTALLATION

We're partnering with Bow Arts, London's leading arts and creative learning provider, to install £50,000 of public art by emerging local artists across Oxbow.

£150k

COMMUNITY SUPPORT

We're facilitating a £150,000 Community Trust to support local and community initiatives, from a summer stage school at Culloden Primary School to renovations at the Church of Saint Nicholas.

20%

LOCAL EMPLOYMENT

We're working with the local authority to ensure that 20% of the employment opportunities created at Oxbow will be taken by Tower Hamlets residents.

SALES CONTACTS

Sales & Marketing Suite
Abbott Road, Aberfeldy Village
London E14 0ND

+44 (0)20 8131 3567

oxbow@ecoworldlondon.com

ecoworldlondon.com

London

EcoWorld London
25 Victoria Street
London SW1H 0EX

+44 (0)208 066 2255
hello@ecoworldlondon.com

Singapore

EcoWorld Gallery @ Singapore
8 Marina View, #43-01,
Asia Square Tower 1, Singapore 018960

+65 6235 2525
sg-gallery@ecoworld.my

Kuala Lumpur

EcoWorld International
No. 2 Jalan Hang Tuah,
55100 Kuala Lumpur, Malaysia

+603 2116 2525
ewi@ecoworldinternational.com

Important notice: Due to EcoWorld London's policy of continuous improvement, the finished product may vary from the information provided within this brochure. Whilst every care has been taken to ensure accuracy these particulars do not constitute part of any offer or contract and the right to change plans, specifications and materials is reserved. No liability can be accepted for any errors arising there from. No responsibility is taken for any other error, omission, or mis-statements in these particulars. Neither the vendor nor its agents make or give, whether in these particulars, during the negotiations or otherwise, any representation or warranty in relation to this property. Specifications for this development may not include fixtures, fittings and furnishings shown in the photographs and computer generated illustrations. Consequently these particulars should be treated as general guidance only and cannot be relied upon as accurately describing any of the specified matters prescribed by any order under the Consumer Protection from Unfair Trading Regulations 2008 (CPR) and the Business Protection from Misleading Marketing Regulations 2008. The dimensions shown on plans are subject to minor variation and are not intended to be used for carpet sizes, appliance sizes or items of furniture. Travel times indicated represent the fastest travel times by road or rail at the time of going to press. Similarly, information regarding local amenities, schools, shops and restaurants are correct at the time of going to press. Oxbow is a marketing name only and will not necessarily form part of the approved postal address. Applicants are advised to contact EcoWorld London or one of its appointed agents in order to check final product details and ascertain the availability of any particular property.

ECOWORLD
LONDON
CREATING TOMORROW & BEYOND

KALEIDOSCOPIC
DAZZLING
EAST LONDON
IS WHERE YOU'LL FIND OXBOW
A VIBRANT NEW
NEIGHBOURHOOD

CRACKLING

WITH IDEAS

CONNECTIONS AND

POSSIBILITIES

ONLY IN EAST LONDON

ONLY AT OXBOW



MADE OF EAST
LONDON