

Made in London



Meet

In a world where workspace can feel more soulless than stylish, Made is flipping the script. We're not just a real estate company—we're matchmakers, fixers, curators, and occasional chaos-wranglers who live and breathe creating offices that work for real people.

From scaling startups to brand-heavy global teams, we design and manage office spaces that feel like they belong to the people who use them—because they should.

But this isn't a story about desks and square footage.

This is a story about us.

Made





Made for Business

What do Caracas in Venezuela, London, the coastal town of Dover and Carpi, a small town in Northern Italy have in common?

In truth, very little.

Caracas has made a name for itself around armed robbery (as one does), Dover has its white cliffs, London has an appalling weather and Carpi has the 3rd biggest piazza in Italy.

They are all bound however by being the birthplaces of Made's 4 team members. Hugo, Luke, Steph and Alice. We could talk about professional experiences, biggest deals done, career aspirations and the like but then you'd be very unlikely to get past the 2nd paragraphzzzzzzzzz.....

Who we are, how we are, what makes us tick.

Having Joined us in January, Alice (pronounced Ali-che) in her native tongue has been a tour de force and an incredibly bright spark. Learning on the job, she is responsible for our systems and operations on a day-to-day basis, all whilst becoming fluent in the market, not least around managed. Sadly, she has an irrational fear of swimming in the 'dark sea' as she puts it and disgracefully as a proud Italian, doesn't mind pineapple on Pizza. She thinks others would describe her as engaging... Reluctantly, you'd have to agree.

Steph and Alice were slight ships in the night, crossing over for a few months with Steph now the proud mother of baby Mila. Her previous fear was spiders but that has now been replaced with dropping her child! Fortunately, she's got safe hands. Sadly, her food taste is also worryingly safe, citing Pret's lasagne soup as her go to but we don't judge her for it. Steph has been foundational in establishing Made as a business and has had a major hand in all operational aspects. Once Mila is walking and therefore less of a drop hazard (!) we hope to have Steph back amongst the ranks – her razor-sharp gags have been missed!

Hugo joined forces with Luke and Steph in April 2024 to found Made and is the front man in the band if you will, dealing primarily with the broker and agent

community. His main love is food, hence persuading everyone to put restaurant reviews in our weekly mailers! If you do a deal with Made, you can be sure the deal celebration will be befitting of it! Known for sporting a pretty outrageous mullet, he reckons he'd be described as lively!

Speaking of, the final core member of the band is Luke. With an extensive set of experience in the agency market, Luke loves getting into the weeds of a deal, almost as much as he loves online shopping. If we manage to keep him away from buying yet another random T shirt, he's often to be found discussing the macros of his meals with anyone who'll listen. Alice calls Luke her 2nd dad which speaks to his evergreen age more than anything but as with the whole team, we're extremely lucky to have him amongst the ranks. He's also afraid of submarines – just so you know.

If you put all the above ingredients together, it's quite the recipe. To continue with the tenuous food analogy, we feel we're creating a dish we hope those in the market will enjoy. We all know what professional competency and skill looks like, what we hope is that this article gives you a bit more about us as a team and we look forward to spending more time with those in the market over the remainder of this year and into next!





In conversation with



Laura Hogg

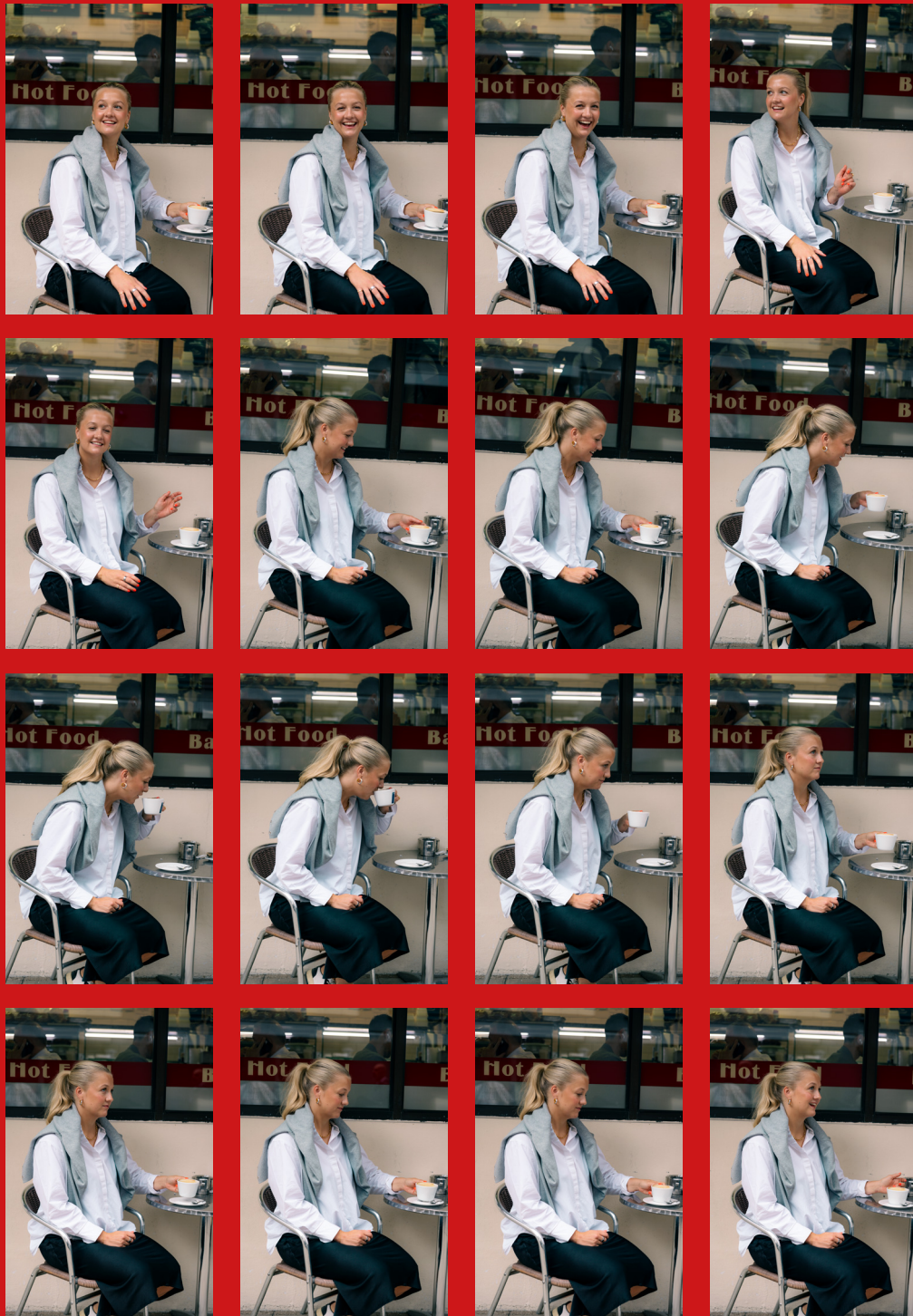
Laura and I have known each other for coming on 9 years. In that time I have had the pleasure of working with her as colleagues and more recently, in a broker / provider capacity.

What always strikes me about her is the energy levels, the endless positivity and brightness. It's never a meeting I dread, quite the opposite and it's clear she has this same effect on her clients.

Laura (and her now husband) George got married in France this summer (not that you'd have heard about it...) but she is now back and about London, busy as ever.

This week we caught up to find out what makes her tick professionally as well as asking her some incredibly serious and important questions...

Enjoy.



Hugo: If tomorrow you weren't allowed to work in property ever again... what would you do instead?

Laura: I'd have to stay client-facing. That's the part of my job I love.
So probably, go back to my Spin Instructor world.

Hugo: You were a Spin Instructor?

Laura: Yeah, I was at Lululemon and then a Spin Instructor. So either that or a dog walker.

Hugo: Do you think people underestimate how emotional property is? It's meant to be about sq footage and floorplates, but how much of it is ego and politics?

Laura: I think it plays a huge part. It always starts with objective metrics but quickly becomes emotive. The focus is on the staff, perception of the company etc.

Hugo: Do you remember the first time you thought, "I could be good at this"?

Laura: Well, you've known me since WeWork, and even at the start of that I felt I could be. My community background helped, but when I moved into real estate sales, I fell in love with buildings — and that passion just grew.

"As soon as you start doing it for commission or your reputation, you've gone wrong."

Hugo: When you think about legacy — what do you want to be known for?

Laura: To be known as client-first, always. As soon as you start doing it for commission or your reputation, you've gone wrong.

Hugo: Go-to lunch at work?

Laura: Rotisserie chicken from M&S.

Hugo: It's been a good year for you then...

Laura: OK, half a rotisserie chicken maybe. With a Greek salad and sourdough croutons.

Hugo: Cash rich, time poor?

Laura: Yep, ha!



Hugo: What's changed the most in real estate since you started?

Laura: The openness of landlords. As the market softened, people have become more receptive to flexibility — taking on products such as managed. Made, for example, are really gaining traction now.

Hugo: What do you hope doesn't change?

Laura: The in-person element of our industry. The social side, the client contact.

Hugo: So no AI clients then?

Laura: Ha — AI for admin definitely. But I really hope the human side always remains.

Hugo: When you walk into a space with a client, what are you trying to do?

Laura: I'm always trying to gauge their reaction. I care exclusively about how they feel in the space — whether it's "the one." And I take on the feedback, good, bad, indifferent. It all builds the picture.

Hugo: When are you most productive?

Laura: Viewings! I'm not productive at my laptop. I talk to everyone in the office, I play music, I make coffees.

Hugo: Sounds worryingly familiar...

Laura: I'd say viewings and client calls are when I'm most switched on — that's when I'm most stimulated.

Hugo: Which bit of red tape or outdated process would you gladly set fire to?

Laura: Ooooh. It's not red tape exactly, but the broker-to-broker competition could be way less sharky. I'd love to see us learn from each other as a cohort instead of pushing one another down.

Hugo: Death row meal — starter, main, dessert?

Laura: Pan con tomate to start. Main might actually be a salad...

Hugo: Interview terminated.

Laura: Nooo it has to be! Roast chicken, great veggies, croutons.

Laura: Crème brûlée for dessert.

Hugo: Past or future travel?

Laura: Future, 100%. I'm not a history girl. I'm tech, I'm forward-thinking. I would not have survived the plague.

Hugo: Worst haircut you've ever had?

Laura: Honestly? Never had one. They were all on-trend at the time!

Hugo: Hard or soft cheese?

Laura: Hard. Cheddar, on everything. I had to cut it out for the wedding — it was parmesan only for a while...





LUCA

Farringdon

If I were to ever design a restaurant, I fear my design and visions on both aesthetic and menu would end up creating a poor mans Luca. Let me begin by saying I love this place. I love everything about it. In a restaurant culture where we appear to have a constant need for all things new, funky, vegan, deconstructed, reconstructed, rolled in glitter and served on a leaf, Luca eschews almost the opposite. Beautifully comfortable in its

own skin, timeless yet always feeling contemporary. It's a masterpiece.

It is a testament to it's enduring quality that Luca will celebrate its 10th year in 2026, having been awarded it's Michelin Star in 2023. I've always found there's something quite classy about a 1 Michelin Star restaurant. It's understated yet clearly of the highest quality with a level of zip and desire without being unattainable.





The owners, Daniel Willis and Jonny Smith did two things sensationally well when they opened Luca. The designed the most beautiful space. Bar at the front, restaurant at the back. A focus on high end materials (leathers, linens, wood) and a colour palate that immediately calms you upon entry. It's as if you're stepping into the living room and dining room of your dreams.

Nothing is over the top, nothing gaudy yet everything has a sense of purpose and design to it. You can't help but feel this is the standard for

how restaurants should be done. The second masterstroke was bringing in Isaac McHale as head chef. If anyone has been to Lita's in Marylebone since it opened last year under



McHale's stewardship, you will see and taste the influence Luca has had on it. Imitation is the greatest form of flattery.

"You can't help but feel this is the standard for how restaurants should be done."

A good meal should always leave you remembering a specific plate and at Luca, there are a couple that're etched in the memory. The

parmesan fries (which are SO much more than parmesan fries) go in my book as one of the single most epic things I've had the pleasure to it. Their name hugely undersells them. In

reality they're wonderful tubes of parmesan mousse, lightly fried resembling a churros, dusted in paprika, salt and parmesan shavings. My god. At the other end of the menu, Luca make the best Sicilian lemon tart I have ever eaten. It comes with a fennel ice cream which is other worldly, and the combination is outstanding. It may not be on the menu anymore but if you ask, you just might get...

LE 21
 parmesan fries x1
 lobster x3
 1 bottle of wine pairing -
 sauce on side.
 cork.





“Luca will
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LA CARTE
out Aubergine with
Smoked Jambalaya
No Anchovy.
Bay Ribeye. x 3
TABLE 3 -> Allergy

Naturally, pasta is where Luca really excels but the fact that’s taken as a fait du complet shows you just how good these other little morsels are. The wine ain’t half bad either. It’s always a pleasure to rifle through a leather bound wine bible, even if only to look at the multitude of bottles one cannot remotely afford. Whilst Luca adheres to this (like any top restaurant), it also has some very good wines at very good value (by restaurant standards at least). The waiting

staff and the sommelier team are expert but not pushy and are always on hand at just the right time – a sign of true craftsmanship in the hospitality game.


MICHELIN
2023

If this article reads like a waxing lyrical torrent of gushing love for Luca, that is because it is and for that, there will be no apologies. It is a superb establishment and if you’re half as cool as the restaurant itself, you’ll be getting yourself a reservation there soon.

Grab yourself a table



101



ST MARTINS LANE

Inside 101 St Martins Lane

A Covent Garden classic, reimagined for modern work. Right in the heart of London's most vibrant cultural district, 101 St Martin's Lane brings together timeless West End charm with a fresh, contemporary workspace experience. Fully refurbished and thoughtfully reimagined, this is more than just a Covent Garden address – it's where creativity, comfort, and connection meet.



The newly designed reception by Barr Gazetas sets the tone - spacious, elegant, and welcoming – while the revitalised central atrium offers bookable meeting rooms, quiet zones, and collaborative breakout areas tailored to the way people work today. Up on the third floor, a fully fitted workspace combines structure and flexibility, with 58 workstations and 46 collaboration desks ready for teams to move in and get started. Add in showers, lockers, and secure cycle storage, and it's a setup that supports both productivity and well-being.

Step outside, and you're surrounded by everything that makes Covent Garden one of London's most iconic neighbourhoods – from fine dining at Barrafinna and Frenchie to independent boutiques, theatres, and hidden corners like Neal's Yard.

The energy is unmistakable: creative, theatrical, luxurious, and alive at every hour of the day.

Transport couldn't be simpler, with Covent Garden, Leicester Square, Tottenham Court Road and Charing Cross stations all just a short walk away - offering seamless connections across London and beyond.

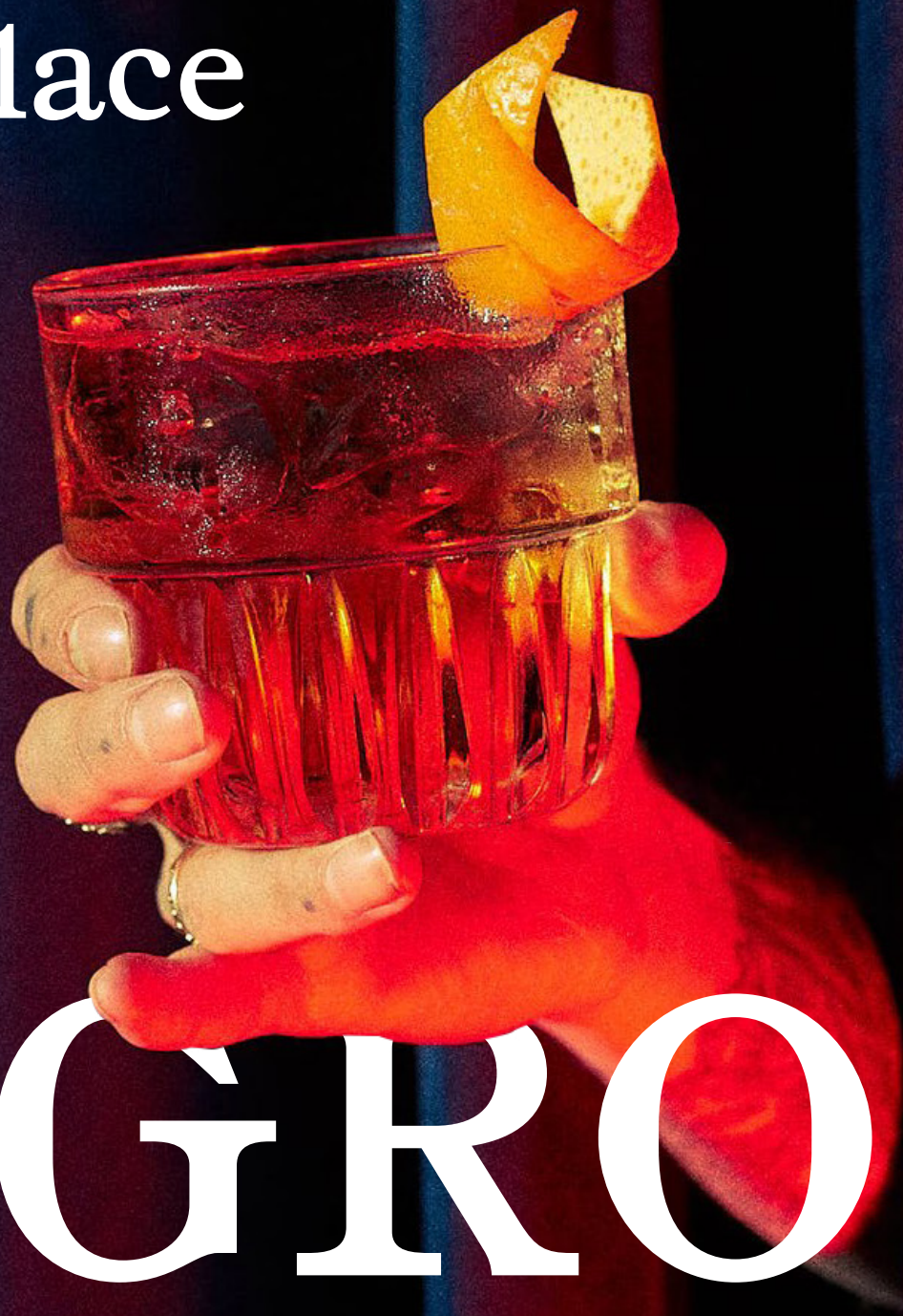
At its core, 101 St Martin's Lane is designed with businesses in mind - offering high-quality fit-out, flexible spaces, and modern amenities, all supported by a trusted landlord. It's a place to focus, collaborate, and grow - right in the centre of one of London's most dynamic neighbourhoods.

In short: 101 St Martin's Lane isn't just a workspace. It's where Covent Garden's creativity and culture meet the needs of the modern working day.

[Book a viewing](#)

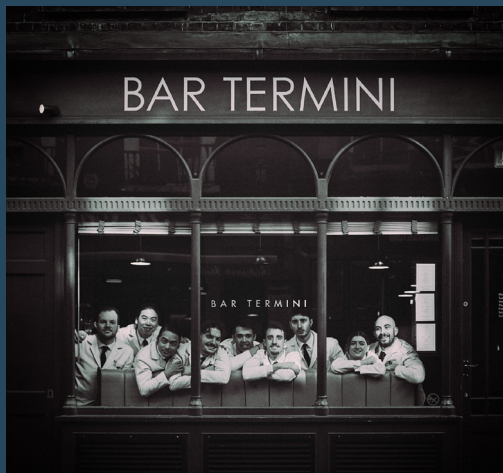


Where is
the best place
for a...



NEGRONI

Bar



Termini



Nestled on the vibrant Old Compton Street in Soho, Bar Termini has rapidly earned a reputation as the go-to destination for cocktail enthusiasts, particularly those with a penchant for the classic Negroni. Harmoniously blending Italian aperitivo culture with London's buzzing nightlife, they create a unique experience that takes cocktails to new heights. But what exactly makes Bar Termini stand out, and what is the intriguing history behind the Negroni cocktail that finds its perfect

expression here?

The Negroni is a cocktail steeped in history, with its origins often debated among cocktail aficionados. One of the most widely accepted stories traces the drink back to Florence, Italy, in the early 20th century. Legend has it that Count Camillo Negroni requested a stronger variation of the Americano, a popular cocktail made with Campari, sweet vermouth, and soda water. asked the bartender, Fosco Scarselli, to replace the soda with gin, thus giving birth to the Negroni as we know it today.

Another theory suggests that the drink was created in the 1860s, with variations appearing in Italian bars long before the count's request. Regardless of its true origins, the Negroni has become a symbol of sophistication and is enjoyed worldwide, particularly in Italian bars where the art of cocktail-making is taken seriously.

The ambiance at Bar Termini is reminiscent of a classic Italian bar, infused with a modern twist. The intimate setting, with its cozy seating and warm lighting, invites patrons to linger over their drinks which is ideal for a Negroni, which is traditionally sipped slowly. One can go faster but the results may differ!

While the classic Negroni is a staple, Bar Termini also showcases innovative twists on the cocktail.

Seasonal ingredients and creative techniques are often employed, providing visitors with new experiences while maintaining the essence of the beloved drink. This commitment to creativity and refinement keeps Bar Termini at the top of the class.

One of the true joys in hospitality (not least in an ever digital world) is the human connection. The staff at Bar Termini are passionate about their craft and expertly knowledgeable. Whether you're a Negroni novice or a seasoned connoisseur, they offer expertise across the menu as well as the specific ingredients used in your drink. Pop to the bathroom and your glass will be whipped away and into the fridge to keep cool. It's presented back to you immediately upon your return – sensational!



"Bar Termini is a true celebration of the Negroni cocktail and the vibrant spirit of Italian drinking culture."

With its expert craftsmanship, authentic atmosphere, and innovative approach to mixology, it stands alone as a venue of true class.

Be sure to book to snag one of its 16 or so seats – Wednesday through Saturday can be like gold dust getting in!