

# Press Release



22 June 2026

## **GPE fully pre-lets 30 Duke Street St James's, SW1, following final retail letting to M.J. Bale**

Great Portland Estates plc (GPE) has completed the pre-letting campaign at 30 Duke Street St James's, SW1, following the exchange of a new retail lease with Australian menswear brand, M.J. Bale.

M.J. Bale has taken 2,636 sq ft of prime retail space on the Jermyn Street frontage for its first London store, completing the leasing of the entire building. The deal follows the pre-letting of the entire office space, comprising 62,300 sq ft, to Clayton, Dubilier & Rice (CD&R) in May 2025 and the letting of the Piccadilly retail unit to L'Eto, the restaurant group, in October 2025.

In total, 30 Duke Street St James's, SW1 has secured c. 67,700 sq ft of lettings across high-quality office and retail space, at rents on average 6.7% ahead of ERV, delivering a blended ERV of £186 per sq ft, £12.6 million of total annual rent, supported by strong sustainability credentials.

**Dan Nicholson, Executive Director at GPE, commented:** "Fully pre-letting 30 Duke Street St James's ahead of practical completion is a great result and highlights the enduring appeal of the West End. From CD&R to M.J. Bale, the quality of the customer line-up demonstrates the continued pull of St James's and the depth of demand which our development pipeline is well placed to capture."

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