

Is all of this activity a passing fad, or will Marylebone one day be as chic a name as Mayfair or Belgravia? Perhaps it's a case of "Who cares?" — because right now, the area is definitely where it's at. "A client of mine who moved there from Kensington says she feels she's lost about 20 years," says the search agent Robert Bailey. "There's fresh blood in Marylebone, and it's a really cool place to live." Take that, Mayfair.