# Hayu premieres The Real Housewives of London on 18 August as UK’s first franchise commission



The Real Housewives franchise lands in London next week with a glossy new installment promising designer labels, VIP parties and a close-up of the capital’s social elite. According to The Standard, the series is set to begin on Monday 18 August 2025 on streaming service Hayu, offering viewers a weekly window into the wardrobes, events and rivalries of a six‑strong cast. The programme is being billed as a celebration of metropolitan glamour filmed against some of the city’s most recognisable backdrops.

The principal cast introduced in press coverage blends familiar reality faces with business owners and social personalities. The Standard highlighted Karen Loderick‑Peace and Nessie Welschinger among the headline names, while other reports identify Juliet (variously reported as Mayhew or Angus), Amanda Cronin and additional women described as entrepreneurs and former reality contestants. Brief biographies in the coverage note previous TV experience for some cast members and a range of ventures outside television, signalling a mix of personalities likely to drive both lifestyle segments and personal conflict on screen.

Beyond the cast list, the series represents a strategic step for Hayu. Industry reporting describes The Real Housewives of London as Hayu’s first original commission for the franchise, produced by UTAS UK Productions (also referenced as Monkey/UTAS in corporate materials). Mediaweek and other outlets say the show is a ten‑part run with episodes released weekly and that the season will conclude with a reunion special hosted by comedian Katherine Ryan — a format familiar to viewers of other Housewives iterations.

There are minor discrepancies in the timeline and messaging around launch. An NBCUniversal press release tied to Hayu’s London FanFest last autumn referred more generally to a late‑2025 debut and outlined production planning that was due to begin in early 2025. Later promotional material and TV listings give a precise premiere date of 18 August 2025, suggesting the timetable has been refined since the initial announcement. According to coverage of the trailer and advance reactions, the show leans into tea‑time civility that quickly turns to sharper exchanges and on‑screen feuds, with social media already reacting to clips and promotional images.

Availability beyond the UK is less clear. Independent reporting emphasises that Hayu is an NBCUniversal reality streaming service whose footprint does not include the United States, and some commentary notes viewers in markets without Hayu have considered workarounds such as VPNs to follow the series. The platform’s distribution strategy — whether the show will be licensed to other services or released in additional territories — has not been set out in detail in the reporting.

Hayu’s push into original UK reality commissions is being framed by the company as a deliberate expansion of its slate. Hayu’s managing director Hendrik McDermott was quoted in corporate communications describing the move as part of a broader effort to amplify the service’s offering with locally produced content, while industry outlets have placed the London Housewives within a wider trend of streaming platforms investing in homegrown reality formats to attract loyal audiences.

For viewers in the UK and other Hayu markets, the practical takeaway is straightforward: The Real Housewives of London is scheduled to premiere Monday 18 August 2025 on Hayu, with new episodes dropping weekly and a reunion special to close the season. Audiences should expect the familiar Housewives mix of high fashion, exclusive events and interpersonal drama, now played out on a London stage.

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* Paragraph 1 – [[1]](https://www.standard.co.uk/showbiz/real-housewives-of-london-cast-revealed-karen-loderick-peace-nessie-welschinger-b1227893.html), [[6]](https://www.tvinsider.com/show/the-real-housewives-of-london/)
* Paragraph 2 – [[1]](https://www.standard.co.uk/showbiz/real-housewives-of-london-cast-revealed-karen-loderick-peace-nessie-welschinger-b1227893.html), [[4]](https://www.independent.co.uk/arts-entertainment/tv/news/real-housewives-london-hayu-b2760068.html), [[6]](https://www.tvinsider.com/show/the-real-housewives-of-london/)
* Paragraph 3 – [[3]](https://www.mediaweek.com.au/hayu-sets-august-launch-for-the-real-housewives-of-london/), [[5]](https://www.nbcuniversal.com/article/hayus-fanfest-brings-reality-tv-favorites-london-ultimate-fan-experience)
* Paragraph 4 – [[5]](https://www.nbcuniversal.com/article/hayus-fanfest-brings-reality-tv-favorites-london-ultimate-fan-experience), [[3]](https://www.mediaweek.com.au/hayu-sets-august-launch-for-the-real-housewives-of-london/), [[7]](https://www.thedailybeast.com/obsessed/londons-real-housewives-turn-tea-time-into-war-time/)
* Paragraph 5 – [[4]](https://www.independent.co.uk/arts-entertainment/tv/news/real-housewives-london-hayu-b2760068.html), [[7]](https://www.thedailybeast.com/obsessed/londons-real-housewives-turn-tea-time-into-war-time/)
* Paragraph 6 – [[5]](https://www.nbcuniversal.com/article/hayus-fanfest-brings-reality-tv-favorites-london-ultimate-fan-experience), [[4]](https://www.independent.co.uk/arts-entertainment/tv/news/real-housewives-london-hayu-b2760068.html)
* Paragraph 7 – [[1]](https://www.standard.co.uk/showbiz/real-housewives-of-london-cast-revealed-karen-loderick-peace-nessie-welschinger-b1227893.html), [[3]](https://www.mediaweek.com.au/hayu-sets-august-launch-for-the-real-housewives-of-london/), [[6]](https://www.tvinsider.com/show/the-real-housewives-of-london/)

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## Bibliography

1. <https://www.standard.co.uk/showbiz/real-housewives-of-london-cast-revealed-karen-loderick-peace-nessie-welschinger-b1227893.html> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/showbiz/real-housewives-of-london-cast-revealed-karen-loderick-peace-nessie-welschinger-b1227893.html> - The Standard article announces The Real Housewives of London and lists the principal cast, including Karen Loderick‑Peace and Nessie Welschinger. It states the series will air on Hayu from Monday 18 August and describes the show as promising designer labels, exclusive VIP events and an inside look at the opulent lifestyles of London’s elite. The piece gives brief biographies of cast members, noting previous reality appearances and business ventures, and situates the series within the broader Housewives franchise. It emphasises fashion, social scenes and lavish settings across London, and highlights audience expectations for glamour and drama and upcoming episodes worldwide.
3. <https://www.mediaweek.com.au/hayu-sets-august-launch-for-the-real-housewives-of-london/> - Mediaweek reports Hayu will premiere The Real Housewives of London on 18 August, confirming it as an exclusive commission and the platform’s first original commission in the franchise. The article outlines a ten‑part series produced by UTAS UK Productions and states episodes will drop weekly, concluding with a reunion hosted by Katherine Ryan. It lists the six cast members including Juliet Mayhew and Amanda Cronin, and highlights production and international cast details. Mediaweek frames the series as blending glamour, ambition and conflict, emphasising Hayu’s strategic expansion with original reality programming aimed at its loyal audience in the UK and beyond.
4. <https://www.independent.co.uk/arts-entertainment/tv/news/real-housewives-london-hayu-b2760068.html> - The Independent announces Hayu’s confirmation of The Real Housewives of London and names the six-person cast, including Juliet Angus, Amanda Cronin and Karen Loderick‑Peace. It reports production began in March and quotes Hayu managing director Hendrik McDermott expressing excitement about the series arriving later in the year. The Independent explains Hayu is an NBCUniversal reality streaming service and notes uncertainty over a U.S. release because Hayu is not available in America. The article provides biographies of cast members, references their social standings and businesses, and positions the series as part of Hayu’s strategy to expand its reality slate with commissions.
5. <https://www.nbcuniversal.com/article/hayus-fanfest-brings-reality-tv-favorites-london-ultimate-fan-experience> - The NBCUniversal press page details Hayu’s FanFest in London where the network announced The Real Housewives of London as Hayu’s first original commission. Dated 28 October 2024, the release explains the series will premiere on the service in late 2025 and that production was due to begin in Q1 2025. It quotes Hendrik McDermott on Hayu’s strategy to amplify its offering with original content set in London, and notes the series is produced by Monkey/UTAS UK Productions. The piece contextualises the announcement within Hayu’s broader growth and describes FanFest highlights including panels and appearances by reality stars and fan engagement.
6. <https://www.tvinsider.com/show/the-real-housewives-of-london/> - TV Insider lists The Real Housewives of London with a series premiere date of 18 August 2025 on Hayu, describing a glamorous ensemble of six women including former reality stars, entrepreneurs and a celebrity cake‑maker. The page highlights the show’s focus on London’s elite social scene, featuring designer fashion, high‑end events and personal drama, and notes episodes will be released on the streaming service. It provides promotional materials such as a trailer and images, invites viewers to add the show to watchlists, and frames the series as a must‑watch reality offering that blends lifestyle, conflict and aspirational London settings now.
7. <https://www.thedailybeast.com/obsessed/londons-real-housewives-turn-tea-time-into-war-time/> - The Daily Beast piece previews The Real Housewives of London, noting the trailer’s release and the cast, including Juliet Angus and Karen Loderick‑Peace. It describes tea‑time‑to‑war‑time drama, teases feuds over estates and sharp exchanges, and highlights cameo appearances from Dorinda Medley and other franchise personalities. The article confirms the series will premiere on 18 August on Hayu and notes Hayu’s limited availability in the United States, prompting mention of VPN use by some fans. It contextualises audience reaction on social media, emphasises the show’s posh aesthetic and entertaining conflict, and signals expectations of high‑society scandal and spectacle and broad appeal.