



# AURIENS

CHELSEA



**A LATER LIFE  
LESS ORDINARY**



THE TIME OF YOUR LATER LIFE

## Later Life Luxury in the Heart of Chelsea

Auriens Chelsea is a collection of thoughtfully designed homes just off the Kings Road in Chelsea with every amenity you could desire, available to buy or rent. Your apartment is very much your home, designed just as you want it using your furnishings and art. Total privacy but with world-class service available if and when you want it. A community of like-minded people over the age of 65 waiting to become new friends. A calendar of exclusive social events to enrich your life. A central London home to give you access to one of the world's greatest cities.

**“COMING HERE IS COMING HOME.  
IT’S BEING AT HOME... ONLY BETTER.”**

Life at Auriens is all about celebrating the present and the future, knowing you have the freedom you want in a home you love but the support of a dedicated team as and when you need it. The Auriens team is here to make your life as easy and stress-free as possible. Your every need is covered. Please note, some services are subject to additional charges.

In addition, we have engaged experts in the fields of wellness, active ageing, nutrition and holistic therapies to create bespoke programmes to promote optimum health.

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## A Sense of Community

Auriens brings together a group of like-minded people who foster a wonderful sense of community. Many households are long-time residents of Kensington & Chelsea or have strong connections with the area. Common interests are discovered, and new friendships forged.

**“WHAT REALLY MAKES IT IS THE COMMUNITY. THEY’RE ALL PEOPLE I’VE GOT SOMETHING IN COMMON WITH - WHERE THEY COME FROM, PLACES THEY’VE BEEN, EXPERIENCES WE’VE SHARED, PROFESSIONAL CONNECTIONS.”**

Living at Auriens is a way of life. Residents can choose from an entertaining programme of cultural events, screenings in the cinema and regular bridge games, or can opt for an indulgent afternoon taking afternoon tea and relaxing in the spa. The public spaces have been designed as extensions to the apartments and are ideal for residents to entertain friends and family who come to visit.

The team are also a special part of the Auriens experience, who consistently go above and beyond every day for the residents.





Auriens Chelsea Residents | Josianne, John, Lorna, Claire & Paulene



## 5-STAR SERVICE AT HOME

### Your Team

The team at Auriens Chelsea is made up of warm and caring people, working together as one family that shares the same passion for delivering outstanding service in the comfort of your own home. Drawing on their experience from renowned establishments including Claridge's, The Lanesborough and Four Seasons, you can relax in the knowledge that you will enjoy outstanding service on a par with the world's leading hotels.

Head Concierge Dan McCaskie is a member of the Society of the Golden Keys, an exclusive organisation made up of the world's top concierges. The concierge team are on hand to assist with booking reservations and tickets to London's many attractions. The team can also make travel arrangements, both domestic and international.

While Head Chef Matthaios Tsistrakis draws on his experience from Simpsons in the Strand, The Savoy, The Connaught and The Sloane Club. His seasonal menus showcase the best quality produce which has been carefully sourced.

At Auriens, everything is just outside your front door - your own personal trainer, a driver, a gardener, 24-hour security, in-house maintenance and a team to assist with any technology needs.

## Residences

Life at Auriens is about choice. It's about choosing the location, lifestyle and environment that suits the way you want to live into later life. It's about choosing to live somewhere beautiful and enjoying the finest service on offer.

Auriens offers 56 generously appointed one and two-bedroom apartments. Echoing the classical Georgian architecture of the area, the spacious, fresh interiors are bathed in natural light and exude a relaxed elegance. Depending on the preferred aspect, apartments overlook either the surrounding streets of Chelsea or the private garden, with some benefiting from balconies or private courtyards.



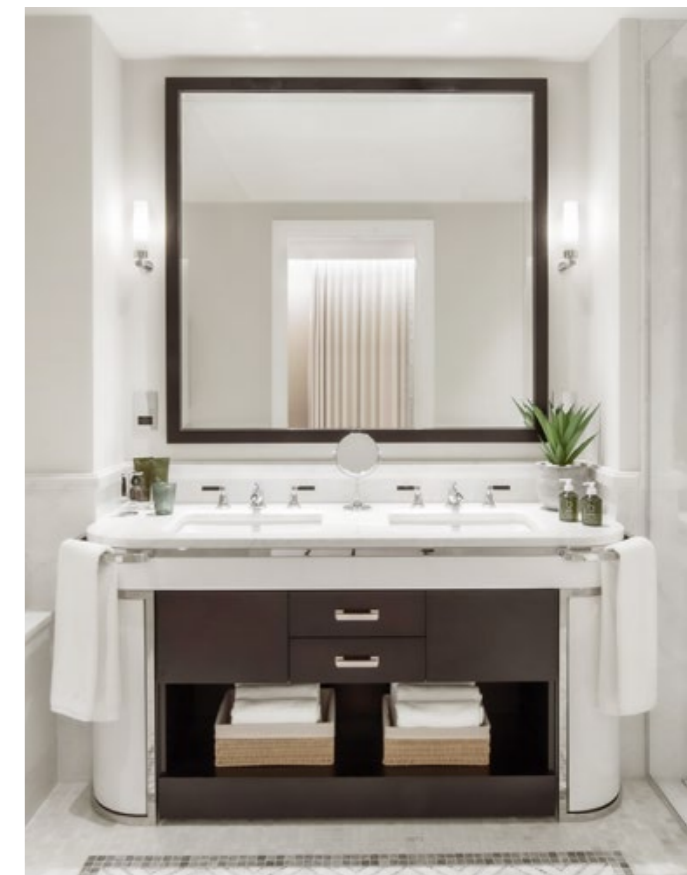
Large windows in each residence fill the rooms with natural daylight and are all triple-glazed, eliminating any external noise. Each residence enjoys its own independent air supply, while solid concrete walls and floors insulate apartments from any noise disturbance.





## World-class design

Interiors feature the finest materials such as Italian book matched marble and smoked oak floors while the British-made kitchens are by the award-winning Roundhouse Design. The Auriens design team are on hand to assist residents to create their own comfortable, stylish, elegant home, perfectly tailored to their tastes and needs.



## Live better, live smarter

During the design process, our architects and interior designers collaborated with both the Helen Hamlyn Centre for Design (part of the Royal College of Art) and healthcare professionals to embed their knowledge into every aspect of the amenities. Smart technology, such as motorised kitchen cabinets, has been seamlessly incorporated and each residence enjoys its own, independent air supply.



## The heart of London

Auriens Chelsea lies just steps away from the King's Road, which is still one of the most exciting places to shop, drink and dine in London. Historically home to actors, artists and writers, Chelsea is the location for events such as the Chelsea Flower Show and cultural institutions such as Cadogan Hall and the Saatchi Gallery.



## Architecture

The contemporary building draws inspiration from the elegant Georgian townhouses of Chelsea with its warm brickwork, classic proportions and distinguished setting. As a new building, it has been designed from the ground up with no compromises. Each material has been meticulously researched including the handmade, British bricks which have been selected in two shades of pale toast and earthy red to fit in with the local surroundings.

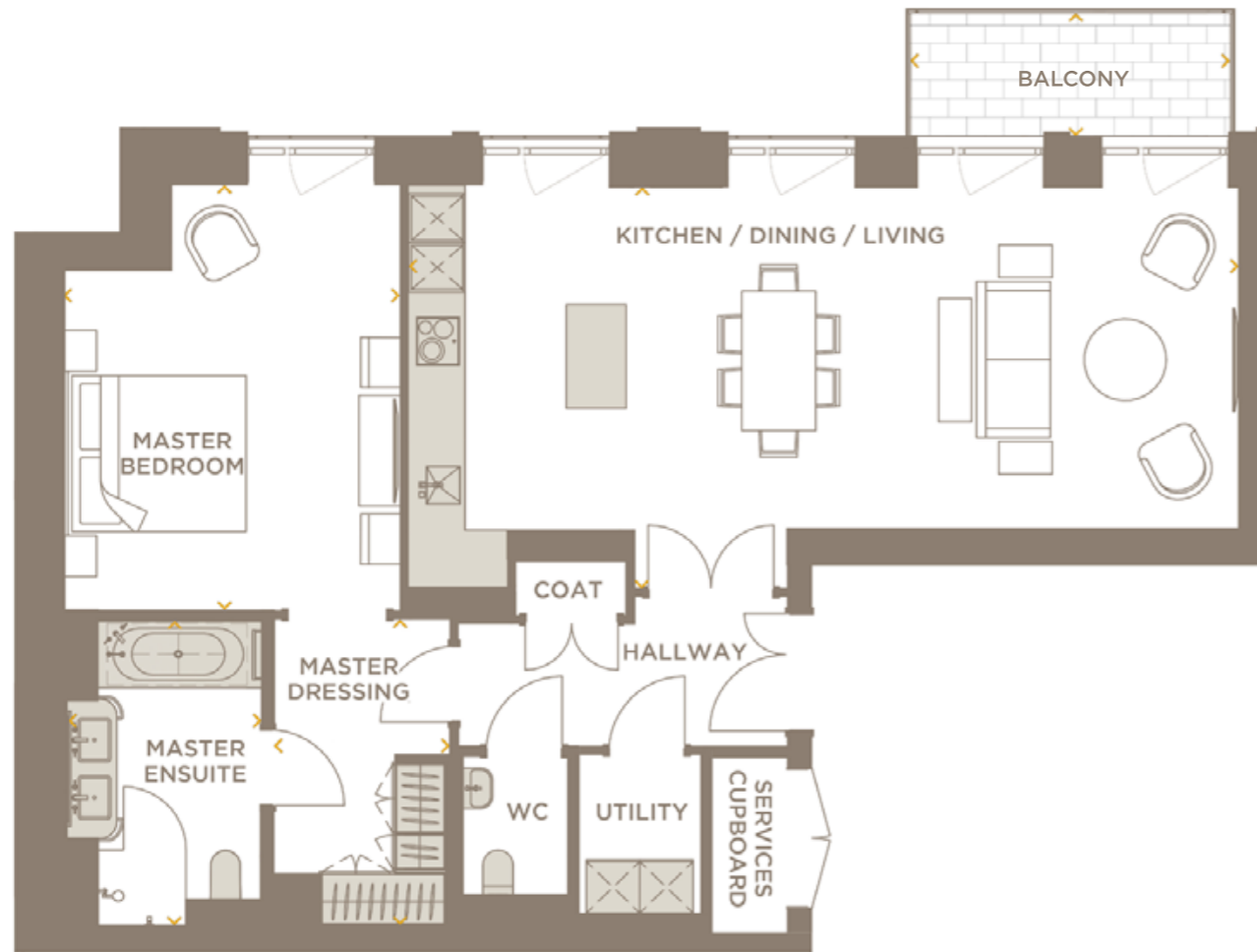




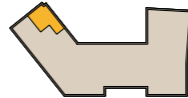
## Example One-Bedroom

1 Bedroom 1 Bathroom  
1168 sqft / 108 sqm

Room and furniture layouts are illustrative. Apart from kitchens and bathrooms, which are fitted-out to a high specification (please ask our Resident Advisors for details), the properties are unfurnished.



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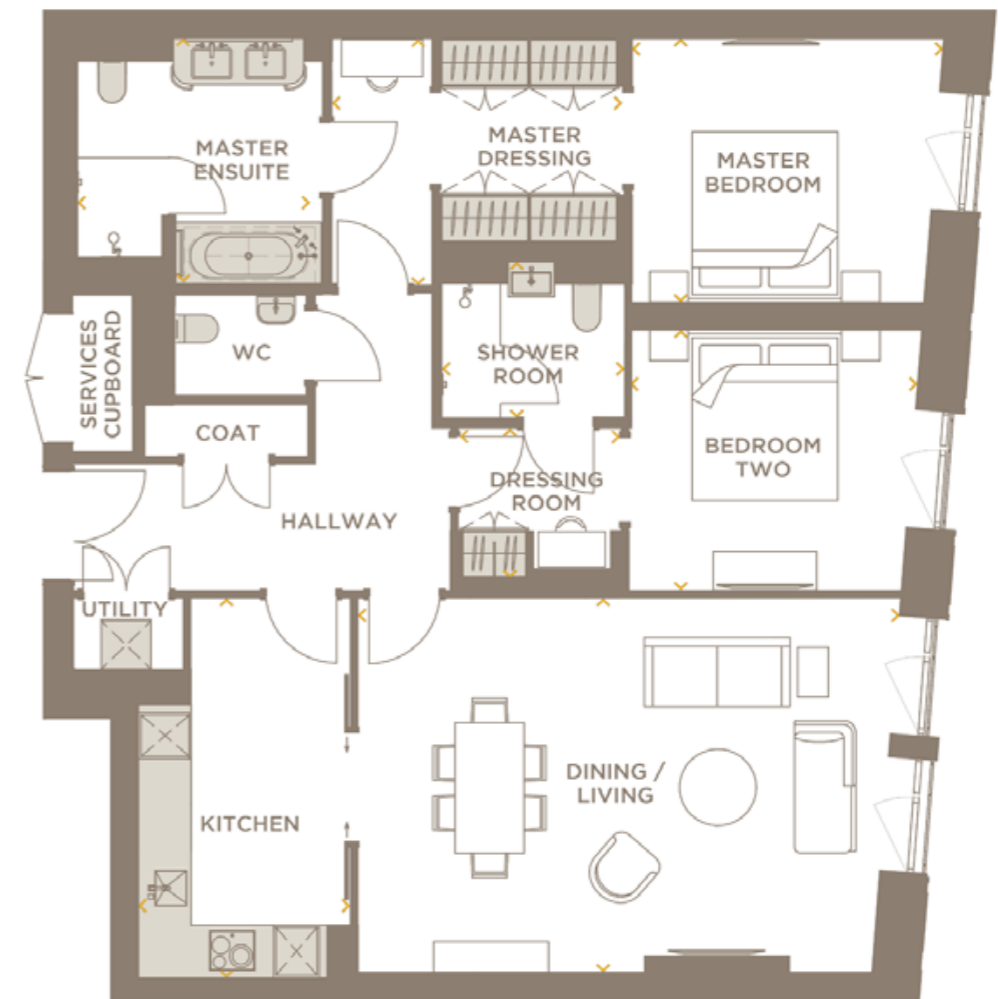


Kitchen/Dining/Living	4.9m x 10.1m / 16'1" x 33'1"	Master Ensuite	3.7m x 2.4m / 12'1" x 7'8"
Master Bedroom	5.2m x 4.1m / 16'11" x 13'5"	Master Dressing	3.7m x 2.1m / 12'2" x 7'0"

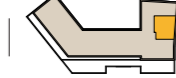
## Example Two-Bedroom

2 Bedroom 2 Bathroom  
1478 sqft / 137 sqm

Room and furniture layouts are illustrative. Apart from kitchens and bathrooms, which are fitted-out to a high specification (please ask our Resident Advisors for details), the properties are unfurnished.



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Dining / Living	7.1m x 4.9m / 23'1" x 15'11"	Master Dressing	3.2m x 3.8m / 10'6" x 12'4"
Kitchen	4.9m x 2.8m / 16'2" x 9'0"	Bedroom Two	3.7m x 3.4m / 12'3" x 11'1"
Master Bedroom	3.4m x 4.1m / 11'3" x 13'3"	Shower Room	2.4m x 2.0m / 7'9" x 6'8"
Master Ensuite	3.0m x 3.2m / 9'11" x 10'5"	Master Dressing	1.9m x 3.7m / 6'2" x 12'2"

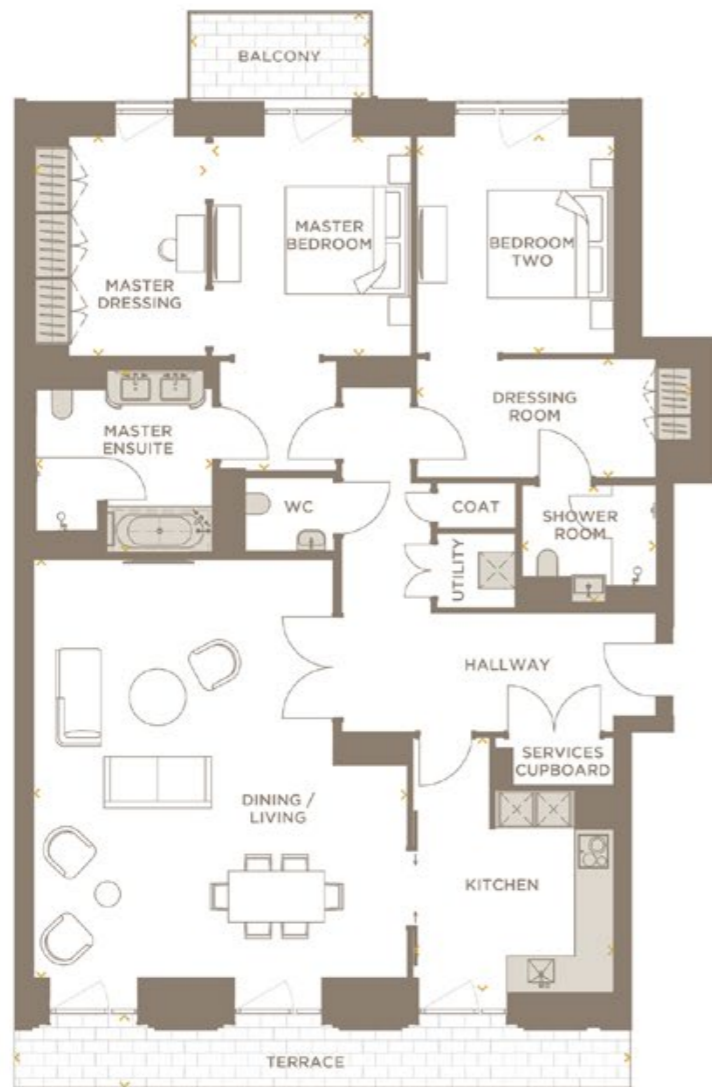


FLOORPLAN

## Example Two-Bedroom

2 Bedroom 2 Bathroom  
1813 sqft / 168 sqm

Room and furniture layouts are illustrative. Apart from kitchens and bathrooms, which are fitted-out to a high specification (please ask our Resident Advisors for details), the properties are unfurnished.



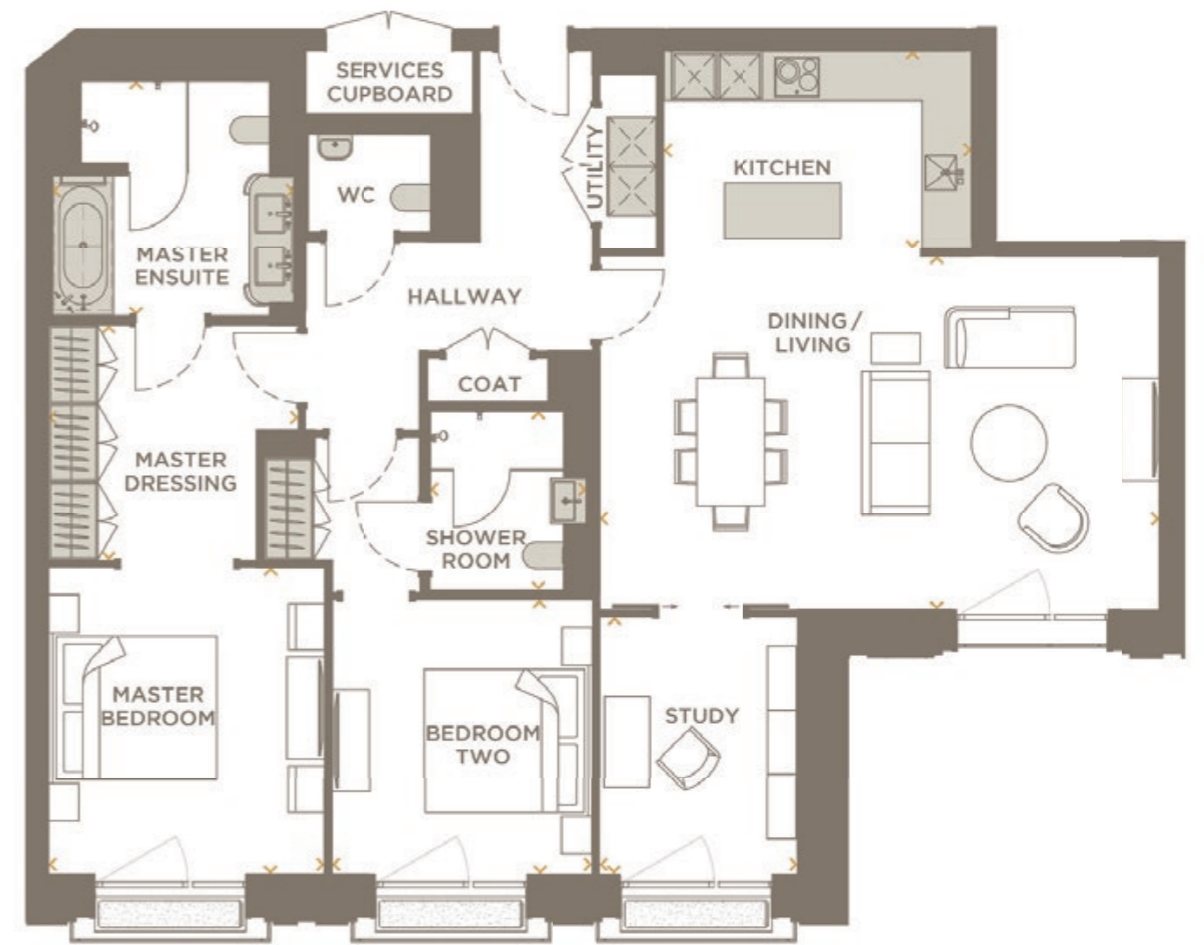
Dining / Living	7.4m x 6.5m / 24'2" x 21'4"	Bedroom Two	3.9m x 3.5m / 12'7" x 11'4"
Kitchen	4.5m x 3.5m / 14'8" x 11'7"	Shower Room	2.4m x 2.0m / 7'8" x 6'8"
Master Bedroom	5.9m x 3.5m / 12'8" x 19'4"	Dressing Room	4.8m x 2.1m / 14'9" x 6'11"
Master Ensuite	3.9m x 3.0m / 12'8" x 9'11"	Balcony	1.5m x 3.1m / 4'11" x 10'2"
Master Dressing	4.8m x 2.1m / 14'9" x 6'11"	Terrace	1.3m x 10.1m / 4'3" x 33'2"

FLOORPLAN

## Example Two-Bedroom Plus

2 Bedrooms 2 Bathrooms 1 Study  
1514 sqft / 140 sqm

Room and furniture layouts are illustrative. Apart from kitchens and bathrooms, which are fitted-out to a high specification (please ask our Resident Advisors for details), the properties are unfurnished.



Dining / Living	4.1m x 2.6m / 13'4" x 8'6"	Master Dressing	3.3m x 3.1m / 10'9" x 10'2"
Kitchen	4.1m x 2.6m / 13'4" x 8'6"	Bedroom Two	3.5m x 3.6m / 11'3" x 11'10"
Master Bedroom	3.6m x 4.1m / 11'11" x 13'3"	Shower Room	2.4m x 2.1m / 7'8" x 6'9"
Master Ensuite	3.1m x 3.2m / 10'2" x 10'5"	Study	2.6m x 3.4m / 8'7" x 11'1"

ATTUNED TO EVERY TASTE

## Culfords Restaurant

Taking inspiration from some of London's most favoured restaurants, Culfords offers a menu celebrating the freshest, seasonal ingredients and produce. The terrace looks out over the garden allowing residents to dine outside during warmer months. Larger parties and special occasions can be hosted in one of our two private dining facilities, including the Wine Room.





## RELAX & UNWIND

### Speakeasy Bar

Adjacent to the private cinema, the speakeasy bar is the perfect place to meet family and friends with a cocktail or glass of wine to discuss the evening film screening and enjoy some intermission refreshments.



## CELEBRATE & ENTERTAIN

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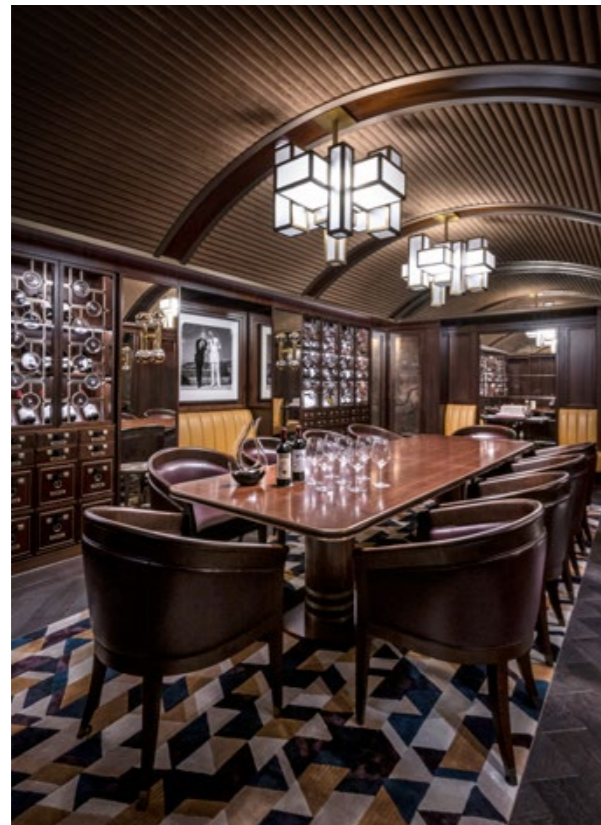
### Private Dining

Auriens Chelsea offers a number of private spaces ideal for celebrating birthdays and anniversaries or hosting family gatherings, cocktail parties and business meetings.

## THE SECRET GARDEN

### Courtyard Garden

The private garden provides an essential escape from the hustle and bustle of Chelsea. The planting and landscaping of the space has been designed by the acclaimed garden designer Andy Sturgeon, multiple gold medal winner and twice Best in Show at the Chelsea Flower Show.



## VINTAGE YEARS

### Wine Room

The bespoke wine room is a space to enjoy, explore and keep fine and vintage wine. This beautifully designed room hosts wine tastings with some of the capital's foremost sommeliers, as well as private dining parties for residents and other intimate gatherings.



## MUSIC & LAUGHTER

### The Library

The Library is a playful take on a traditional British library or music room, such as one might find in a grand country house. Filled with colourful artwork, antiques, books and a baby grand piano, this room is a focal point for both relaxing and socialising.





SILVER SCREEN

## Cinema

The private cinema has sumptuous seating and surround sound, a perfect environment in which to enjoy screenings of the latest and greatest films. Residents can also book the cinema for private screenings for a special occasion or a select group of friends or family.





**BEAUTIFULLY STYLED**

## Hair Salon

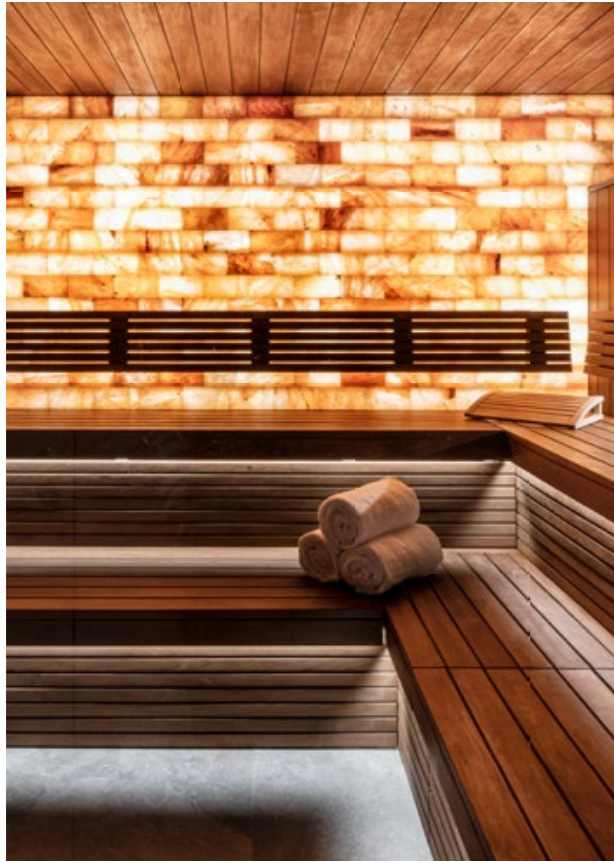
While many of our residents might already be loyal to a particular hairdressing salon, there is also an on-site hair and beauty salon for in-house treatments.



**PERSONAL TRAINING**

## Gym & Fitness Studios

Our fully equipped gym contains state-of-the-art equipment. Meanwhile, yoga and pilates classes, either private lessons or in groups, take place in our dedicated studios.



## OASIS OF CALM

### Pool & Spa

The 15-metre swimming pool and the vitality pool are located on the lower level and accessed via the spa. Treatment rooms are available for spa-style massages as well as tailored sessions with London's best physiotherapists, chiropractors and alternative therapists. These can also be arranged in the privacy of your own apartment. While, our salt sauna specialises in halotherapy, involving breathing salt-infused air to promote relaxation and rejuvenation.



## Wellbeing

It is widely agreed that staying active promotes good mental and physical wellbeing, and this becomes even more important as we get older. However, at Auriens we are not content with just establishing a beautifully equipped gym and spa. Our approach is one of individualised wellness that addresses the underlying causes of any issues rather than just treating symptoms.

**“I THOUGHT I WAS GOING TO HAVE A VERY LAZY TIME WHEN I MOVED HERE BUT SUDDENLY I’M WORKING OUT IN A GYM. I NEVER USED TO GO TO THE GYM BEFORE BUT I’M LOVING IT!”**

Our wellness team have worked closely with a team of experts in the fields of fitness, nutrition and wellbeing. Under their expert guidance, and after a personal assessment, a holistic programme can be put together for each resident to promote optimum health and wellbeing. It is a truly bespoke experience.





## A tailored approach

Auriens offers residents a live-in pre-operative, post-operative, or goal-specific performance program. Each unique program is carefully designed around the residents' personal focus and requirements in order to support optimal physical and mental health.

Each resident receives a bespoke plan which can be tailored to last between four to eight weeks. The weekly plans can include activities such as physiotherapy, physio-led gym rehabilitation, massage as well as a personalised nutrition and supplement plan.



## Healthy mind & body

Our search for a forward-thinking wellness approach led us to Gideon Remfry, our Director of Wellness. One of London's most highly regarded personal trainers, (and named among the top 25 trainers in the world) he has worked with numerous elite athletes and transformed the lives of many clients in later life. Together with a team of experts, Gideon's approach is to champion active ageing with his unique, enjoyable exercise and nutrition programmes. Assessments, using the latest technology, are available which give a full picture of the unique physiology of each individual. This allows Gideon and his team to create a bespoke wellness programme for each resident.



## Advantages of Living at Auriens

The Auriens way of life has been specifically designed to offer residents extensive benefits including:

- ❖ Elegant, luxurious, lateral apartments designed with future-proofing in mind
- ❖ An enviable location in the heart of Chelsea with its vibrant cultural and social scene
- ❖ Peace of mind which comes with the knowledge that care and wellness are at the core of Auriens
- ❖ A holistic approach to active ageing through wellness, nutrition and core exercise
- ❖ The reassurance that a highly experienced team including concierge, security, care and housekeeping will look after your needs 24 hours a day
- ❖ An independent lifestyle with a sense of community and a curated calendar of events



## DISCLAIMER, MISREPRESENTATION ACT 1967 & DECLARATION



We are provisional members of the Associated Retirement Community Operators (ARCO) and as such are currently working towards securing 'Approved Operator' status under the ARCO Consumer Code. ARCO aims to build confidence in the Integrated Retirement Community sector by setting and enforcing rigorous standards. We aim to comply at all times with the Code. Our client advisors will be happy to give you a copy.

Auriens Chelsea Holdco Limited is incorporated and registered in England and Wales with company number 11592674 and whose registered office is at 18 Culford Gardens, London, United Kingdom, SW3 2ST

The brochure and the following wording are available in a LARGER FONT, please ask the client team for a copy if you require it.

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The details here do not form part of any contract. They have been prepared from preliminary plans, specifications, include computer generated images and are intended only as a guide. Details may have changed during construction and final finishes could vary. Further information is available from our resident advisors.

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themselves as to the appropriateness of such items in respect of their requirements. Branded products, goods or any other details referred to within property specifications are not guaranteed, alternatives of a comparable quality may be provided. Additionally, other details within the specification may be subject to change. We reserve the right to make such changes as are required; iv) Car Parking is available for lease subject to availability. No resident may apply to the Royal Borough of Kensington and Chelsea for a resident parking permit in respect of the property (except for a "purple badge" permit); v) all photography, drawings, plans and computer generated images are indicative and for illustrative purposes only. They must not be relied upon as a true or accurate visual depictions of the relevant scenes or subject matters. Any furniture, fittings and interior decorative items shown in computer generated images are not for sale; vi) we reserve the right to alter any layouts, building styles, landscaping and specifications at any time without notice; vii) floorplans are not to scale and are illustrative, by way of example only; viii) all journey timings (whether by foot or by vehicle) and distances are approximate only, source: [www.google.co.uk/maps](http://www.google.co.uk/maps); ix) no employee of Auriens Chelsea or any of its associated companies or partnerships (or their agents where applicable) has any authority to make or give any representation or warranty or to enter into a contract whatever in relation to the property; x) Nothing in these particulars shall be construed as Auriens providing financial advice or holding itself out as a broker; Auriens is not regulated to give financial advice or act as a broker and does not hold itself out as so doing. Subject to Contract. Auriens Chelsea excludes liability for all losses arising out of, or in connection with, these particulars to the maximum extent permitted by law.





# AURIENS

C H E L S E A

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