

SLOAN SQU

ART \

Into the wild

THE NATURAL HISTORY
MUSEUM'S GREAT
NEW GARDENS

Parties and paintbrushes

125 YEARS OF THE
LONDON SKETCH CLUB

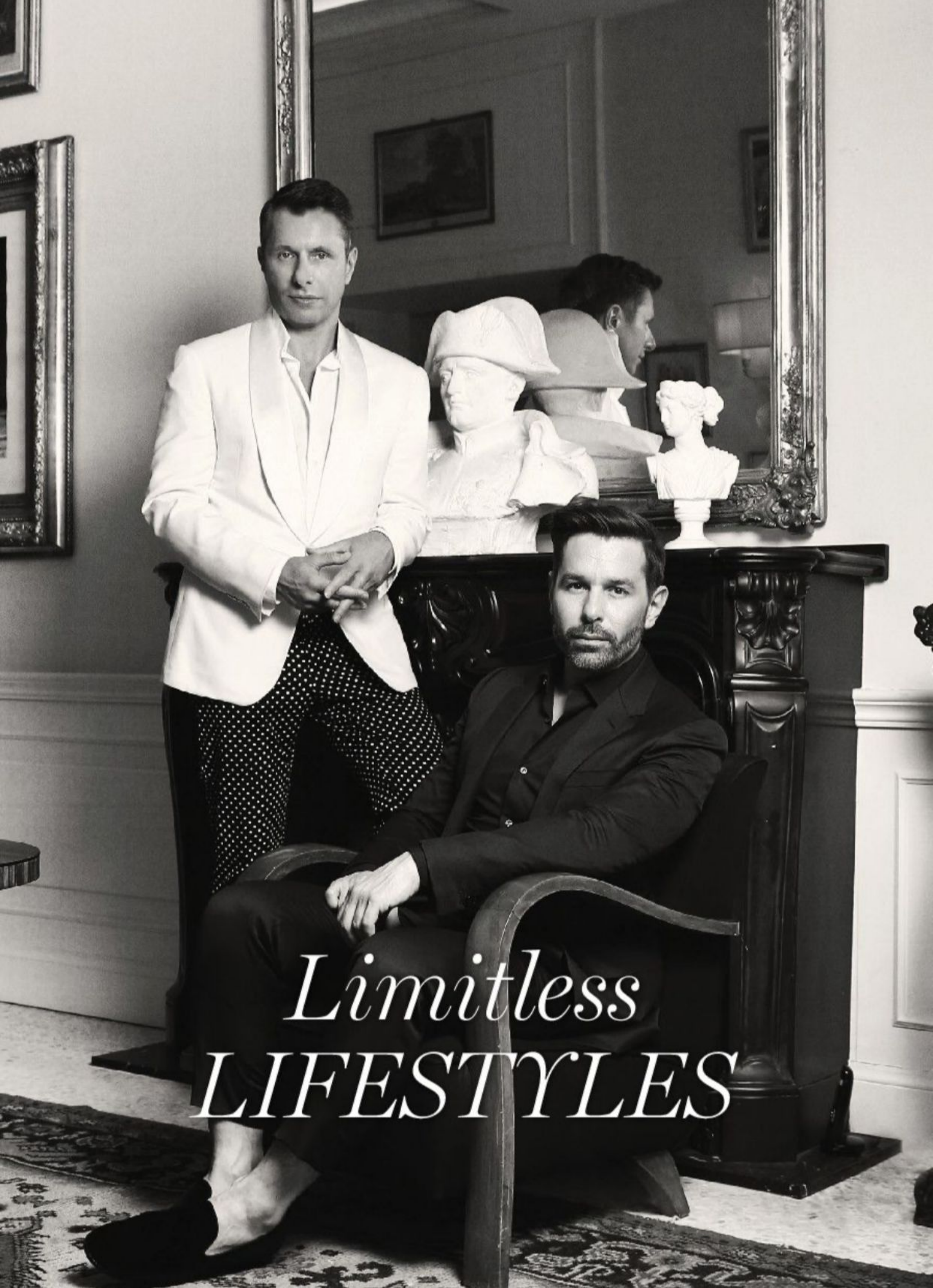
Safe haven

EXPLORING
HOMELESSNESS
THROUGH ART

FOUR-LEGGED FASHION

STYLE FOR DOG LOVERS





Limitless
LIFESTYLES

WELCOME TO S2 LIFESTYLE

MANAGEMENT, an exclusive concierge and lifestyle membership service that operates around the globe.

Founders Goran Svilar and Ali Samli first met while working in the traditional luxury lifestyle arena in London. Now, their clients include fashion houses, celebrities and famous chefs to name a few, and Goran and Ali are based in Chelsea.

"We have lived in Chelsea for 18 years and have cherished every moment," says Goran. "As neither of us is originally from Britain, Chelsea provides an international community feel with a cosy, village-like atmosphere where we feel part of a community. We live on Cheyne Walk, and despite the occasional traffic noise, having the river right in front of our window makes everything more serene."

Ali continues: "We are fortunate to avoid long commutes and stay in the area all day. For coffee, we go to Hagen or Gail's for a chocolate babka, a daily necessity. Birley Bakery is another great spot for coffee or meetings, conveniently located for our fruit and vegetable shopping at Andreas."

"B Bagel is our favourite lunch spot unless we have a client meeting, in which case we recently discovered Josephine Bouchon on Fulham Road, or [we go to] At Sloane hotel. For dinner, we love Wild Tavern or Le Petit Beefbar, and if we don't feel like cooking, we get takeaway from Jak's on Walton Street."

Clients are looked after by an expert team 24 hours a day, 365 days a year, and no task is too big or too small. Daily tasks include sourcing dog walkers and babysitters, providing the right consultants for children's education, securing daily personal training sessions and dietitians with experts and booking appointments with well-known doctors, overseeing art procuring and collecting, event planning, household relocation and securing VIP nightlife entry.

"We can fulfil 99 per cent of requests," says Ali. "It's all about thinking, planning and having the right network. We have a fantastic team and a network of trusted individuals and companies we've worked with for years, while always looking for new suppliers."

"If we can't fulfil a request, we ensure the client is never left empty-handed by proposing alternative plans so they feel secure and well-supported."

As for wacky requests - "we could write a TV show with those, and it wouldn't be just one season!" says Goran. "A client realised just a couple of days before that his girlfriend's birthday was coming up. He had booked the hotel, but that was it. He knew she wanted a Birkin bag, which were even harder to come by at that time."

"This is where we came in. Long story short, we found the bag, but it was in Dubai. With time running out, we calculated that the only way to get it was to send one of our team members to Dubai on a private jet, which we did. We got the bag in Dubai, but on the way back, the client decided to

leave early for Paris. By the time we landed, the client was already on his way there. To make things more interesting, we couldn't get a slot for the jet to fly out on time, so we had to switch to a train.

"Meanwhile, no restaurant reservation had been made, so a last-minute call to chef Ducasse was needed to arrange a chef's

table. This was quite a feat, given it was a Friday night and the call was made at 6pm. But we pulled it off, and the bag arrived just in time for dinner. It ended up being a very expensive bag."

While some requests may be on the extreme side, there is broad demand for the service. "We've noticed an increased demand in London and internationally," says Ali. "It's becoming much more difficult to get things done or find someone to follow through on requests. Our clients rely on us because most of our team has been with us for a long time, fostering trust and loyalty. We handle many personal requests and life situations, making trust and consistency crucial."

As for what's next - "we are well-known in the UK, especially in London. We have an office in Switzerland and are now setting up a new location in Italy," says Ali. "We also have a sister company in Boston and summer offices in Ibiza, Mykonos and Forte dei Marmi. Our aim is to grow internationally and expand into the corporate world, without compromising our service quality."

Watch this space.

s2london.com

TIME POOR AND HAVE
A TRICKY REQUEST?
THIS CONCIERGE
MEMBERSHIP
SERVICE MAY BE
FOR YOU

WORDS: CHARLOTTE PASHA