

Waterfront

LUXURY LIFESTYLE MAGAZINE ISSUE 177

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AT YOUR **SERVICE**

Need help with an unusual request? We have just the concierge and lifestyle management service for you. No task is too big or small for S2 Lifestyle Management

Founded by Ali Samli and Goran Svilar, S2 Lifestyle Management (an "S" for Samli and Svilar) is a members-only service that will take care of your every request, from daily errands to extraordinary experiences. It was a natural progression for the duo who first met over a decade ago while working in the luxury lifestyle arena in London – Svilar in fashion and interior design and Samli in luxury brand management.

Svilar says: "Known as 'the boys' around many towns, we were frequently asked to assist in securing tables at exclusive venues and providing various recommendations. We decided to turn these favours into a formalised service."

The mission was to create seamless, personalised programming. To provide a multi-lingual, multi-cultural team of experts dedicated to offering a peerless year-round service, whether tasked with making reservations at the most in-demand venues, vacation schedules, extraordinary shopping experiences, household management or day-to-day tasks such as courier services and chauffeurs.

No longer just "London boys", S2 is now a global force that makes the impossible possible wherever you are in the world. It even received the royal nod of approval in *The Queen at 90*, a book celebrating the leaders of British luxury and high culture published to coincide with the late Queen's birthday.

Svilar adds: "The excitement of not knowing what each day will bring is my favourite part. We get involved in many aspects of our clients' lives, from simple tasks like grocery shopping to complex ones like organising exclusive trips. Building trust and relationships with wonderful people is immensely rewarding. We cherish being part of their significant moments, whether it's celebrating joyous occasions or offering support during challenging times."

Each client has direct access to the S2 team for any request, no matter how small or unusual. Some of the most memorable requests have included organising dinner at Central in Lima, Peru, "for a client who didn't realise the challenge".

Samli and Svilar say: "Central is the top fine dining restaurant in the world, with reservations booked months in

advance. Leveraging our connections, including a close friend who is Miss Peru, we managed to secure a table, and the chef personally prepared and served their dessert."

They add: "One unexpected request also involved looking up Pablo Escobar's family during our travels in Colombia. Meeting them and hearing their stories provided a unique and fascinating perspective on their lives and history."

Building a reliable network of support and ensuring that their partners provide what they need without fail is the most challenging aspect, according to Samli and Svilar. S2's affiliations include the most exclusive private members' clubs and educational institutions worldwide.

They say: "Staying updated is easier today with the vast amount of information available online. However, we prioritise recommending experiences based on our own and our trusted network's firsthand experiences. This ensures the authenticity and quality of our recommendations."

"Understanding human psychology and the diverse cultural backgrounds of clients is essential. Patience is also crucial, as requests are often urgent, and coordinating between clients and suppliers requires a calm and composed approach. Putting yourself in your clients' shoes helps in understanding their needs and delivering services effectively. Anticipating clients' needs and offering solutions proactively is what sets a world-class service apart."

Committed to developing profound, in-depth connections with its clients, S2 offers a range of membership packages including a full, year-round service for individuals or families, or a monthly Visitor membership for those clients who do not require services throughout the year. Each membership starts with a conversation with one of its founders.

Currently present in London and Geneva, and setting up in Milan, the team is also hoping to expand into the US and Asia in the future, leveraging its existing sister office in Boston to retain its core style and values.

For more information visit www.s2london.com.

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