



AURIENS

C H E L S E A

AURIENS CHELSEA – THE LUXURY COMMUNITY REDEFINING LATER LIVING

“Coming here is coming home. It’s being at home – only better” Auriens Resident

Since opening in September 2021, Auriens has established itself as the game-changer in luxury later living. It brings together like-minded individuals in the heart of Chelsea to create a vibrant community for a demographic that is often under-served. With a mission to enrich lives with exquisitely designed homes, superb services and exceptional health and wellbeing, Auriens allows its residents to continue living full and independent lives with the very best of London on their doorstep.

Above all, Auriens is a place to call home with 56 spacious apartments available for lease, allowing for complete flexibility. Each private apartment is furnished by the residents themselves with their own furniture, artwork and personal effects ensuring they feel completely at home.

In the beautifully designed communal spaces and facilities, Auriens has the informal ambience of a private member’s club combined with five-star service and the added benefit of a world class health and wellness offering. The facilities include a beautiful restaurant with well-stocked wine cellar; a high-spec gym with a stunning swimming pool and spa; a tranquil garden; a speakeasy bar and cinema to enjoy with friends and family and a hairdressing and barber salon.

A world-class team, with experience from the Island of Mustique, Claridge’s and The Savoy, are on hand to cater to resident’s needs and desires, functioning as a concierge service or as part of their households. Each week, events inspired by the residents’ interests and passions, such as musical recitals, film screenings and wine tastings are hosted at Auriens and allow residents to be as social or as private as they wish.

Auriens Group CEO, David Meagher, says: *“Everything we thought we knew about later life has changed, with people living longer, healthier and more engaged lives than ever before and we’re perfectly placed to help people make the most of that opportunity. Since opening our doors, Auriens has become like a family and it’s wonderful to see this thriving and supportive community come together. After the challenges of the last few years, I have been heartened to see residents form new friendships, try new experiences and fully embrace this new chapter in their lives. As one of our residents said to me ‘this isn’t the end of the story, it’s the beginning of a new one.’”*

David's comments are underpinned by facts. The number of people aged over 65 is projected to rise by over 40 per cent in the next 15 years to over 16 million. By 2040, nearly 25% of people in the UK will be aged 65 or over. Nearly one in five people currently in the UK will live to see their 100th birthday and the number of centenarians living in the UK has risen by 72 percent over the last decade.

Advances in medicine, diet and lifestyle means that older people are working and contributing to society more than ever. Wealth amongst the baby boomers is also a key factor driving changes in behaviour. This generation has benefited from inflation like no other with house price growth of over 4,300% since 1970. This health and wealth is leading to more sophisticated tastes in housing, consumer items and leisure activities than previous generations and a desire to maintain pre-retirement lifestyles and living standards.

However, the options in terms of housing, appropriate design and services for this generation have not caught up, and older people often feel marginalised and ignored. Only recently has there been a shift amongst those at the forefront of later life thinking, such as Auriens, towards a focus on enhancing the experience of retirees and enabling them to be active in society for as long as they want.

HOMES AT AURIENS

The Auriens interiors are beautifully designed and subtly future-proofed to cater for a range of requirements and no detail has been left to chance, from kitchen cabinets that adjust in height for easy access to furniture that is designed with an older demographic in mind.

All the apartments are wonderfully spacious - ranging from a 900 sq ft 1-bedroom apartment to 2,200 sq ft for the largest 2-bedroom apartments. Many have balconies and outdoor space to enjoy. Auriens' own design team are also on hand to take the stress out of the move. They are experts in helping residents to downsize by working with them to curate the artwork, collectables and furniture for their new homes.

The apartments are complemented by beautifully curated spaces, designed as extensions of residents' homes. These are private places for residents to enjoy their time, catch up with family and friends and explore new horizons - whether in the restaurant and bar, entertaining in the private dining room, storing favourite bottles in the wine room, relaxing in the drawing room, library, cinema and speakeasy bar; being pampered in the hair & beauty salon or at the barber; keeping fit and healthy in the 15m swimming pool, MediSpa, gym and fitness studio - or simply relaxing in the vitality pool or sauna. During the summer the courtyard garden, designed by eight-time RHS Chelsea Gold Medal winner Andy Sturgeon, has become the social hub of Auriens.

There are many reasons to live at Auriens - downsizing from a larger home that can begin to feel overwhelming; the comfort of living in a beautifully designed, future-proofed environment with like-minded people as neighbours; the reassuring levels of service and care or the proximity to friends and family. Whatever the reason, Auriens focuses on community, lifestyle, convenience and care and removes many of the daily hassles of home ownership.

Residents can dip in and out of the Auriens community as much, or as little, as they like. Keeping family and friends central to residents' lives is all part of the Auriens philosophy - entertaining them in the restaurant, catching up at family lunch on Sunday or celebrating a special occasion together. And, should the need arise, Auriens' team can liaise with families on any care requirements.

WELLNESS AND CARE

Alongside providing an exceptional level of service, wellness and care flows through every aspect of Auriens' DNA, with a seamlessly integrated approach, dedicated to supporting the health and welfare of residents.

Setting Auriens apart from other establishments is the exceptional levels of 24-hour, on-site healthcare, if required, through Auriens' partnership with Draycott Nursing & Care. The level of care is tailored to each resident's individual requirements, although many Auriens residents might have no immediate care requirement but take comfort in knowing it is there if they might need it in future.

Auriens has also partnered with some of the best known names in the health and wellness arenas, The Auriens gym, studio and spa is run by Kyros Project under Auriens' Director of Wellness, Gideon Remfry, named as one of the top 25 trainers in the world. Here Gideon champions active aging with his highly personalised and enjoyable programmes.

When it comes to food and nutrition, pharmacist and medical nutritionist Aidan Goggins - author of the international phenomenon The Sirtfood Diet and named as one of the most influential individuals in the food industry - leads the Kyros nutrition approach at Auriens. Aidan will liaise with Auriens' chefs to prepare delicious healthy aging food, using cutting-edge blood work to accurately identify resident's nutrition needs and cellular ecosystems.

Ben Williams, physiologist and experienced multidisciplinary team leader comes from Elite Sport and is currently the Head of Human Performance for Sir Ben Ainslie's British Americas Cup Team, INEOS Team UK. The partnership focuses on improving all aspects of the America's Cup athletes' health & human performance using cutting edge nutrition medicine, recovery science and movement efficiency.

THE AURIENS LEASE

The apartments at Auriens are available for lease, not for sale. The lease has been designed to offer residents security of tenure, whilst allowing complete flexibility should circumstances change. All leases have a notice period of just three months, and a guaranteed right to renew every year for 30 years, subject to terms and conditions.

The monthly fee for 1-bedroom apartments is from £13,750 per month and for 2-bedroom apartments from £16,500 per month.

The monthly charge includes many of the costs associated with home ownership: electricity, heating, water, broadband, telephone, TV licence, council tax, buildings insurance. It also includes the services on the concierge desk, the courtesy house car; access to all common spaces; access to 24-hour on-site care support; a calendar of exclusive events and 24-hour security. The on-site team is available to take care of household administration and day-to-day maintenance, leaving residents free to live their best life.

Auriens has been created for residents aged over 65 years - although only one person in a couple needs to be over 65 to be eligible.

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About Auriens

Open since September 2021, Auriens is above all a place to call home. A community of thoughtfully designed homes for independent later living, Auriens is located a moment's walk from the Kings Road in Chelsea. With 56 one & two-bedroom apartments available to lease, each home has been thoughtfully designed for independent living and intelligently future-proofed with residents able to decorate and furnish them to their own taste. With beautifully designed communal spaces and facilities, Auriens has the informal ambience of a private member's club combined with five-star service and the added benefit of a world class health and wellness offering. Residents are looked after by a world-class team with experience working for some of the best hotels and restaurants from around the world.