



At your service

S2 London

Luxury entrepreneurs Ali Samli and Goran Svilar are committed to offering the very best to their clients. Together they own S2, which boasts a high-end portfolio of luxury businesses, including a concierge service; luxury properties; interior architecture and design; premium wines and spirits; and the ConSept store on the King's Road, London.

Samli, who has a background working with luxury brands, learnt the pivotal importance of customer service while working in the world of fashion. His retail expertise complements Svilar's experience in interior design, property, and buying and selling luxury estates. With their combined talents, the pair are experts in every field that the company covers and are extremely passionate about quality. Their success has won S2 an array of elite VIP and celebrity clients, who rely on the company's concierge, property and shopping services.

Central to S2 is providing its clients with the optimum experience. "That might mean helping them to purchase a property, arranging a holiday or organising a personal shopping experience at ConSept," says Svilar. "Only the best will do."

S2 Concierge London is an invitation-only service available to S2's most high-profile clients, who are looked after by an expert team. "Our concierge team will attend to the client's every need," says Samli, "whether that means booking the most in-demand restaurants, hotels and shows, or sourcing a limited-edition piece of jewellery. Our team is renowned for its excellent level of service and dedication to its loyal clients. We can organise bespoke travel arrangements and tailor-made holidays. We can also book flights

or jets and arrange accommodation, international visas and an array of the best fast-track services to ensure a smoother trip."

The company's clients agree. "S2 London is a silent, smooth operator," says one satisfied client. "They make the unattainable attainable and the impossible possible."

S2 offers design and property services for its VIP clients both in the UK and internationally. With global access to exclusive new and pre-owned assets, and extensive knowledge and experience in the international luxury industry, S2 advises, represents and facilitates deals on behalf of its clients in the utmost confidence. The company also offers business introductions to clients relocating to the UK or overseas, helping them find properties, office spaces or even introducing them to new clients.

A recent addition to the S2 portfolio is ConSept, located on the King's Road in Chelsea. Launched in March 2015, it is already starting to rival the world's most talked-about concept spaces, with a layout and brands that changes every six months. VIP shoppers have been flocking to the store since its inception to purchase limited-edition luxury products from the likes of Hermès, Versace, Baccarat, St Louis and Vistosi. A host of international models, European dignitaries and even Kylie Minogue have been spotted at ConSept.

"What is not available on the shop floor, we can supply via clients' private orders through the shop or our concierge service," says Samli. "I think what differentiates us is not price, but our selection of items. We make sure that we cater for our varied levels of clientele. Everyone has to leave the store with a smile on their face. That's our rule."