

# A NEW ROMANCE

CELINE ESTATES ARE APPLYING THEIR INTERIOR DESIGN ACUMEN TO TURNING MULTIPLE UNITS INTO DREAM APARTMENTS



Classic but thoroughly 21st-century, opulent yet understated, elegant and inviting – this is the aesthetic that defines Celine Estates, the interiors brand that has been taking the finest addresses in London and abroad by storm. Now, the team is taking its finessed interiors to the world of boutique serviced apartments, transforming out-dated multiple units into luxury studio rooms, and transforming large-scale investments into covetable, aspirational spaces.

One recent project in the heart of London has created 18 studio flats in a dilapidated building in record time, with the look and feel of a boutique hotel in a serviced apartment building.

At the heart of the business is Noor Charchafchi, whose interior design expertise is matched by her pride in providing the highest degree of service, working closely with clients to turn out a bespoke, fully realised, and functional luxury home.

Her expertise is often sought out to upgrade property developer stock and tackle private clients' investment portfolios, where design is filtered through a return-on-investment strategy so that the project may focus on the turning of hostels, two-star hotels and multiple units into aspirational, elegant, luxury apartments, whilst working with planning and budget restraints. The usual interior design brief is set aside and the property



## EXPERT

Clockwise from top: At Celine Estates, quality finishes, luxuriant soft furnishings and an elegant aesthetic conspire to define a design look and feel that is catching the eye of top property developers

studied in detail with market conditions in mind, so that designs and budgets are based on a full research feasibility strategy. 'We are unique in that we do not provide one type of luxury finish, we provide luxury design that targets a specific type of buyer or occupier,' says Noor Charchafchi. Celine Estates thinks out of the box.

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