

Star
Living



SIGNATURE STAR LIVING

The background is a solid teal color. On the left side, there are several overlapping, semi-transparent leaf-like shapes in a slightly darker shade of teal, pointing towards the right. The shapes are stylized and have smooth, curved edges.

“The details are
not the details.
They make the
design.”

- Charles Eames

Table of contents

06 MAKE AN ENTRANCE

11 FIRST IMPRESSIONS

16 FEEL AT HOME

27 WORK, REST
AND PLAY

34 FETED PETS &
PERSONALISATION

39 DETAILED
SPECIFICATION

40 ESTATE/ OPERATIONS

41 ABOUT STRAWBERRY
STAR

Make an entrance





SECURITY & PERMEABILITY

A home is a safe space, full of reassurance and security, something that is built into the core of all Star Living projects from the siting of a building to the entry and exit points, all monitored by CCTV.

Well-lit, easily identifiable and in good locations - Star Living buildings help residents feel confident leaving and returning home. Secured by design and using SMART technology premises will be surveilled to ensure that only residents, guests or identified tradespeople gain appropriate access.

Further, residents will gain entry via a double-door digital system designed to prevent tailgating and unauthorised access to the buildings. Glass and retractable partition walls ensure permeability and clear sight lines enhance the sense of security and give residents confidence.





First impressions

The tone is set for what's to come - exactly what a Star Living building does. Not just aesthetically stunning but functionally too - making access easy and residents' lives seamless, from keyless entry to an app allowing them to manage everything online. From paying bills and reporting maintenance issues to check-in and check-out at the end of the tenancy - it's all at their fingertips.

Hospitality and resident wellbeing are also at the forefront of Star Living's ethos - creating a place that residents enjoy, feel proud to live in and want to share with friends and family.



A monitor and two-way communication system enable real-time interaction between residents and concierge.



LIFE, AS YOU FEEL IT ✦ LIFE, AS YOU ENGAGE IT ✦ LIFE, AS YOU NEED IT ✦ LIFE, AS YOU CHOOSE IT ✦ LIFE, AS YOU DEMAND IT ✦ LIFE, AS YOU FEEL IT ✦ LIFE, AS YOU ENGAGE IT ✦ LIFE, AS YOU NEED IT ✦ LIFE, AS YOU CHOOSE IT ✦ LIFE, AS YOU FEEL IT

VIRTUAL CONCIERGE

The first point of contact for residents, visitors and guests has to strike the right note. Available 24 hours a day - seven days a week, helping with queries and ensuring packages, deliveries and contractor services are directed securely and safely.

At reception the virtual concierge is contacted via a video call button or discretely from a resident's wireless intercom mobile app - always on when they need help or reassurance at the touch of a button.



**POST AND LARGE
PARCEL ROOM**

Parcel delivery solutions are essential as they affect the life of every resident, especially since the experience of COVID turned many more people to online shopping - an increase of 50% between 2020 - to 2021.

At Star Living, we understand the on-demand lifestyles of our target market - professionals, students and young parents, so we design and operate our buildings to free up as much of their time as possible. Parcel lockers are available 24/7 to ensure packages can be delivered whenever is most convenient. Bulky packages are also easily accepted via the large parcel room by the postboxes on the ground floor, adjacent to the residents' lobby and virtual concierge.

Feel at home

INSIDE IS JUST AS STYLISH AS THE OUTSIDE

A home with the ambience of a boutique hotel. At the end of a long day, residents can switch off and enjoy their haven from the digital and physical world - lounging in comfort, snuggling in bed with a good book or binging the latest must-see series.

Timeless elegance is the hallmark of Star Living design - leaving space for residents to add their touch or simply enjoy a stylish home.





E, AS YOU CHOOSE IT ✦ LIFE, AS YOU PICTURE IT ✦ LIFE, AS YOU DEMAND IT ✦ LIFE, AS YOU FEEL IT ✦ LIFE, AS YOU ENGAGE IT ✦ LIFE, AS YOU NEED IT ✦ LIFE, AS YOU CHOOSE IT ✦ LIFE, AS YOU FEEL IT

EMERALD RETREAT

Tile, wood and colour fuse to rejuvenate and refresh, creating a spa-like atmosphere. Relaxing lighting and mood-boosting pops of green are styled to contrast and complement with clever detailing, like the thread of gold in the splash-back tiles, adding a touch of luxury. From the knurled motif on the door handles picked up again on the levers and base of the mixer tap - no detail is left to chance.

Residents can control the lighting to create the right warmth or illumination, knowing that low energy fittings are not just cost efficient but greener and set the temperature of the water just how they like it, from invigorating wake-up to end-of-day calming.



SETTING THE SCENE

A home is not just a place to be at ease - it is also a hub for family, friends, socialising and capturing moments. A beautiful interior is inviting and encourages residents to entertain more as they are confident in their space, leaving them to focus on the menu and setting the table.

Modern integrated appliances make cooking a joy in the open-plan kitchen while hosts engage their guests and concentrate on getting that killer cocktail just right. The clean-up will be a breeze too with a dishwasher to hand, and if they feel too tired - residents can book housekeeping to take care of it in the morning.

CREATURE COMFORTS

Open spaces with floor-to-ceiling windows maximise natural light, timeless interiors furnished and ready for move-in or unfurnished to allow residents to bring their antique coffee table, favourite dresser or sentimental heirloom. Choose from designer-curated furniture packs for that touch of sophistication, on-trend or instagrammable look.

In this hybrid world of work, a home also needs to be efficient and purposed for multi-screening, high-speed communication and wired for work. This is where attention to detail in planning pays big dividends, like well-thought-out electrical installation to prevent plugging nightmares or reaching behind furniture to charge devices. Great insulation and a fabric-first approach help to reduce bills and make a home more energy efficient, but also ensure quiet for those all-important Zoom calls.





STOW - AWAY

Star Living's approach to SMART buildings does not stop at technology but flows through to storage solutions and furniture. From kitchen units and bathroom shelves to clever furniture options, maintaining that new home feel is easy. When is a coffee table not a coffee table - when it doubles as a workstation for those work-from-home days. A bed is a large item and eats-up a lot of space in a room, but it can also double up as storage. Space is always at a premium, so being able to organise and keeping clutter at bay helps residents stay in love with their new place.



Work, rest & play

Star Living locations sit close to transport connections in the heart of their local neighbourhoods to ensure resident amenity needs are right on their doorstep. From gyms to shopping, dining, entertainment. Star Living works to create connections with local retail and leisure outlets to benefit residents.

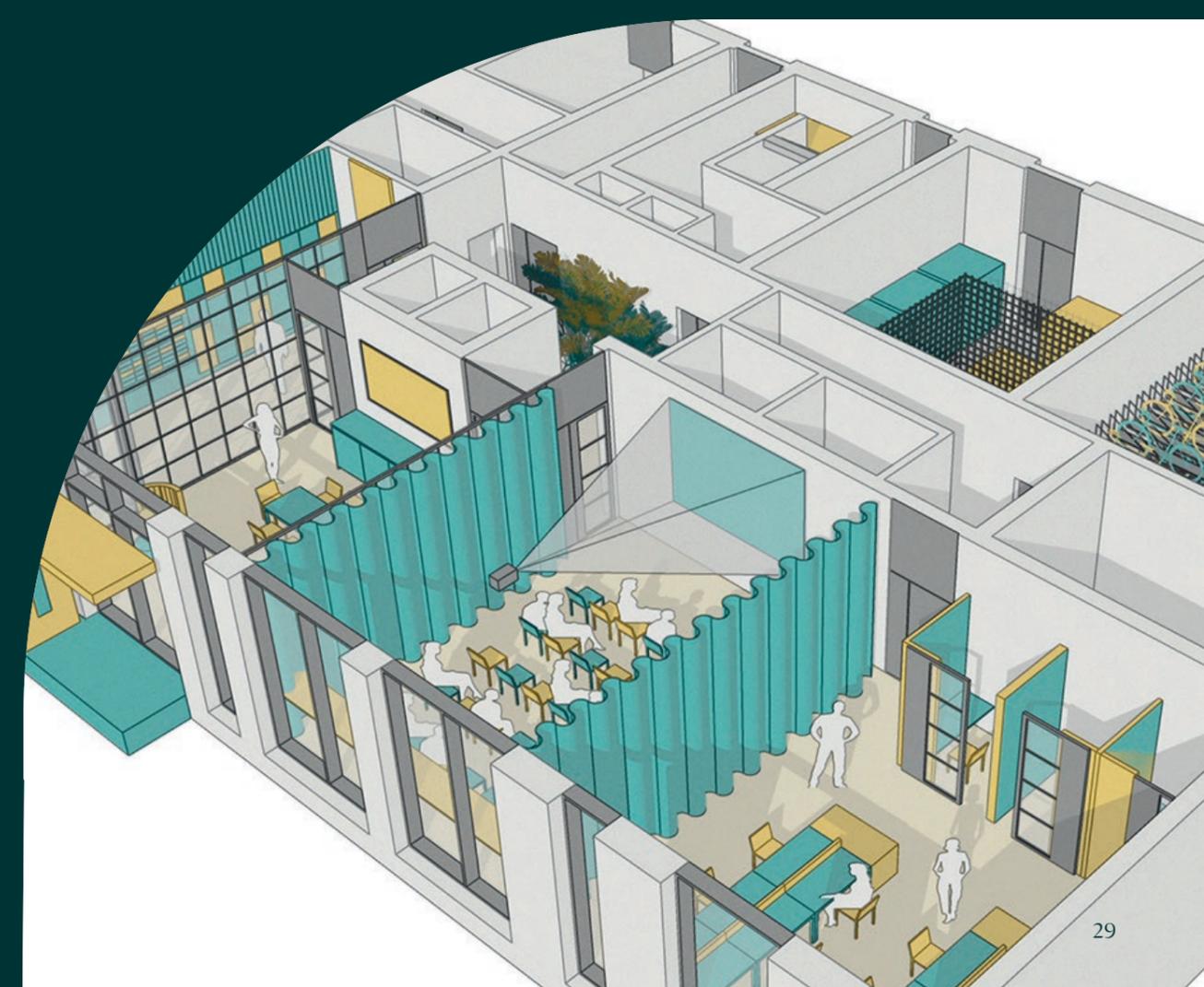
RESIDENT'S LOUNGE

Our lounges and shared spaces provide opportunities to build connections with neighbours. Star Living has carefully designed these lounges to be compelling environments to work and relax. A self-service bar for tea, coffee and soft drinks means residents can socialise, work or meet for as long as they need.



LIFE, AS YOU DEMAND IT

Star Living puts the resident in control. We have designed amenities to be flexible and avoid dead space that residents pay for but hardly use. Rather than a dedicated cinema, yoga/pilates studio, gym or private dining room, Star Living buildings will feature an adaptable space for different uses. What was a yoga class in the morning becomes a cinema in the evening; booked, it can be exclusively held for a private function or alternatively used for a community event to showcase local artists as a resident-only VIP gallery.



ROOM TO ZOOM

For Zoom, Skype and Teams calls, Star Living offers dedicated booths cocooned from distractions and electronic noise for today's video conferences with dispersed colleagues. Residents can also select or create their own backdrop with green screens for professional videos and podcasts.



CO-WORKING SPACE

A members club style working space with Hyperoptic broadband is available for students, entrepreneurs running a business from home or executives working a hybrid week and wanting a change of scene. Residents can work from communal tables and soak in the ambient soundscape to get their creativity flowing or search out a quieter nook for even deeper focus or confidentiality; alternatively there are also private meeting rooms.



LIFE, AS YOU CHOOSE IT ✦ LIFE, AS YOU PICTURE IT ✦ LIFE, AS YOU DEMAND IT ✦ LIFE, AS YOU FEEL IT ✦ LIFE, AS YOU ENGAGE IT ✦ LIFE, AS YOU NEED IT ✦ LIFE, AS YOU CHOOSE IT ✦ LIFE, AS YOU FEEL IT

ROOFTOP TERRACE

Perched high on Star Living rooftops, residents can enjoy sun traps during the day, some of the best views overlooking the Thames, countryside and stunning sun sets to rival top holiday destinations.

Star Living terraces make the most of their locations with clever landscaping to tease the senses and add a touch of nature while remaining flexible enough to accommodate outdoor yoga classes, barbecues or even cinema nights.

Feted pets & personalisation





FETED PETS & PERSONALISATION

A home is not a home if it does not welcome residents' furry friends. The UK is renowned as a nation of pet lovers, however, despite this, it is notably difficult to find landlords that allow pets. Star Living values these family members who reduce stress and loneliness, boost health and happiness, and notoriously introduce owners to new friends - a great catalyst to community.

Part of belonging and feeling at home extends to decorating, adding personal touches and hanging frames of family and friends, and that's why our apartments have stylish shelving options and dedicated feature walls for residents to showcase their personality and own their space.

Research shows that tenants who are able to decorate their home and those with their furry friends welcomed tend to stay longer.

HOUSEKEEPING

Residents can book a spring clean or extra help after a birthday party or private function booked in the multi-use room. Housekeeping can also help residents with small tasks like arranging dry cleaning or ironing at additional cost.



Detailed specification

COMMUNAL AREA

- Portal door entry to prevent tailgating
- Feature interior designed entrance lobby
- 24-hour daytime virtual concierge
- 24-hour estate CCTV and Security
- Post box & parcel room
- Low energy light fittings
- Interior designed residents' lounge
- Interior designed co-working area
- Interior designed multi-function room
- Zoom rooms
- Private residents' roof garden
- Car parking spaces available
- Secure bicycle spaces

GENERAL

- Audio/visual entry phone system
- Intelligent security access control system to entrance doors
- Walls painted in brilliant white
- Square edge skirting and architraves throughout in satin white finish
- Satin white doors and polished chrome ironmongery with knurled detail
- Low energy lighting throughout
- Amtico wood effect laminate flooring throughout

LIVING DINING

- Low energy pendent lights
- White double sockets, BT and TV points

KITCHEN AREA

- Single tone Fossil grey integrated designer kitchen with handleless cabinets featuring strip underlighting
- Laminate worktop and splashback in marble effect
- Stainless steel single bowl sink and polished chrome mixer tap with knurled detail
- Samsung induction hob and single oven, integrated electric cooker hood, fridge freezer and free standing Samsung washer/dryer (utility cupboard)
- Integrated recycling bins
- LED Downlighters

BEDROOMS

- Low energy pendent lights
- White double sockets, BT and TV points

BATHROOM & EN SUITES /SHOWER ROOM

- Matt white contemporary bathroom suite featuring bath, shower tray as appropriate, wall mounted WC and basin
- Mirrored vanity cabinet with LED lighting and wood effect laminate shelves
- Polished chrome mixer tap with knurled lever handle and base
- Polished chrome bath & shower thermostatic mixer
- Polished chrome shower screen, heated towel rail & robe hooks
- Feature tiling
- LED Downlighters



Estate/ operations

Strawberry Star, have the in-house capability and infrastructure to manage the Star Living brands. A dedicated Strawberry Star operational team will drive the on-boarding and management of the Harlow - Star Living Brand.

We look to provide a simple customer journey from initial viewing to end of tenancy, blending technology and friendly 24/7 customer support.

Member services including maintenance requests and tracking, digital concierge, parcel delivery and storage, as well as providing ancillary services such as laundry, dry cleaning & housekeeping for the residents.

Member communications will be provided through the use of an App for the community and offer rewards to enhance customer retention.

We will provide a safe and secure environment through portal door entry to prevent tailgating with well thought design and technology.

A digital interface will link residents, building management and the community. As part of our Star Living brand we will be provided a flexible communal lounge with a coffee / bar area, that can be adapted simply to an exercise space, or for events.

Multiple options varying from dedicated booths for zoom meeting will enable the amenity space to become adequate for working from home. Informal desk and seating areas will also be provided within the amenity space.

This amenity space can also be hired by local residents as organised with the local estate team.

Enabling local residents an active frontage to the amenity space.

At street level, the commercial units will offer a mix of local, independent cafes, bars and restaurants, flexible workspace as part of the A - C masterplan.

The team's ethos of delivering an exceptional customer journey results in focus being placed on residents' social cohesion by ensuring a focus on communication and resident events. In turn, this reduces anti-social behavior and positively impacts the surrounding neighborhood and creates an environment where people wish to live.

About us

STRAWBERRY STAR

Strawberry Star is a London-based international property company with a vision to build quality homes at lower capital values in London zones 3-9 and popular commuter belts as working professionals relocate to outer London areas. Demand for quality homes is rapidly increasing, and our preference is for homes and communities that benefit from new and existing fast transport links to Central London and business hubs.

To meet the needs of this target market by offering more affordable solutions to home ownership and renting while exploiting the benefits of a location so close to both the city and home counties.

- First-time buyers
- Young families
- Owner-occupiers
- Commuting professionals in London
- Home-movers
- Buy-to-let landlords
- International Buyers
- Renters

We intend to create a pipeline of 2,000 residential units over the next five years to address the growing demand for quality homes.

The team has created efficient and good quality apartment typologies and exemplar building blocks that can be replicated on all projects to maximise efficiency and cost benefits. The product is backed by a dedicated team of innovation and research professionals, who provide intelligence to evolve effective marketing strategies.

By partnering with leading construction and consultancy firms and utilising a combination of alternative and traditional methods, we intend to reduce capital costs and improve build quality.

BRAND VISION

Deliver a unique and branded end-to-end value proposition of quality homes and services in and around London and its commuter belt by positioning Strawberry Star as a platform with wider housing opportunities.



Star Living 

Part of the Strawberry Star Family

DISCLAIMER

Strawberry Star reserves the right to alter any specifications and plans and layouts without prior notice. Interior and exterior images are photos and computer generated and are for illustrative purposes only. All development CGIs and artwork contained in this brochure are subject to copyright of Strawberry Star and cannot be reproduced in any way without prior written consent.

© Strawberry Star 2022