



LOFT

RESIDENTIAL FURNISHING SOLUTIONS

www.LOFT.co.uk

INTRODUCING LOFT

Since LOFT began in 2003, we have been dedicated to providing products and services designed for both our clients and the end user alike. As the residential marketplace evolves, LOFT continues to adapt, fulfilling aspirations and expectation. LOFT has the product range, infrastructure and expertise to deliver a bespoke furnishing solution across the entire residential sector.

This document highlights results and showcases how our market driven, professional furnishing solutions can work for you.

The launch of LOFT symbolises another new chapter in our company history, helping to further strengthen the business and introduce a stronger emphasis on interior and product design. LOFT consistently adapt to the demands of the marketplace, our organic growth, brand development, bespoke products and services reflect this.



A stylized, handwritten signature in white ink, appearing to read 'Ben'.

Benjamin Hall | Managing Director
benjamin.hall@loft.co.uk



Union Wharf | London (Essential Living)



OUR SERVICES



Design

LOFT have a dedicated Interior Design service specialising in amenity spaces, show homes, property staging and residential & leisure design.



Furniture Packages

Tailored furniture packages to suit all markets. Our furniture and accessories balance style, durability and price point enhancing captivation, boosting retention, improving rental yields and avoiding void periods.



Property Staging

LOFT's Property Staging service is guaranteed to deliver your property's true potential. Offering a no-obligation consultancy service, we will use our expertise in design and staging to attract the ideal buyer, or increase the target market for your property sale or rental.



Furniture Replenishment

LOFT deliver, assemble and install brand new furniture & accessories, removing all packaging as well as liaising with agents and residents for access. LOFT also remove, recycle and up-cycle old unwanted furniture and appliances.



Blinds & Curtains

LOFT now manufacture quality bespoke blinds and curtains. Get the perfect fit with our made to measure service in a wide selection of colours and fabrics, we will assist you with expert advice and free consultation.



Show Homes

Our design expertise and on-trend range of furnishings add the wow factor to any show home or apartment. Our professional stylists use accessories to intelligently create an aspirational lifestyle through interior design.



Student Furniture

Our dedicated Student Furniture department fully understands the rising expectations of today's student. We create a design-led home-from-home environment supported by an all-inclusive service.



INTERIOR DESIGN SERVICE



Consultation

A member of our Interior Design Team will contact you to discuss your requirements, including style, budget and brand identity. We can work from floor plans or visuals or offer a site survey and meeting at one of our showrooms to discuss in more detail.



Brief

After the consultation we will confirm the brief with you which will lead our design process.



Concept & Design

From the brief, our Interior Design Team will develop the design and produce a design document presenting products, finishes and accessories for your consideration. We will have carefully considered your space requirements and can produce plans if required.



Developed Design

Upon confirmation of the design, as an additional chargeable service LOFT can produce renders to provide you with virtual clarity and allow you to visualise your design. You can use these visuals to secure investors or use within your marketing. We can provide material boards of the selected fabrics/ finishes.



Quotation

Once the products and FF&E schedule have been confirmed, our team will create a fully comprehensive quotation for you.



Finishing Touches

We offer a dressing service to create the best first impression for your property.

PROPERTY STAGING & SHOW HOMES



YOUR STEP BY STEP GUIDE TO THE PERFECT PROPERTY



Get In Touch



Consultation/ Property Visit



Understand Your Requirements



Consider Material Palette



Consider Colourways



Furniture Selection



Accessories



Quotation



Installation/ Staging Day

Maximise the selling potential for your homes.

LOFT provide a bespoke design solution for your show homes. Our Designers have a wealth of experience to offer and understand the importance of utilising your space to create an inviting home that reflects the purchasers' needs. We offer a tailored design to fit your requirements, budget and location.

Maximise your property's appeal with our Property Staging Service.

LOFT has a dedicated team of Designers and Stylists who work seamlessly from conceptual stage and site visit through to installation and styling. Their industry-wide knowledge enables them to display your property to its maximum potential - driving sales forward.

For More Information Get In Touch | **Email:** propertystaging@loft.co.uk | **Tel:** 03301 347 318



Multi-Family

An extension of the concept of co-living, the multi-family will see design focus on space and facilities for families, as we enter a new society where most people will expect to rent their entire lives rather than own their own home. There is a new need to incorporate longevity into properties. Co-living will become more pivotal as the lines between work and home will merge. Space for people to live, socialize and work all in the same place. Communal space will be key; where residents will communicate with one another and be able to build a sense of community.

TREND WATCH

Key insights into the top trends by our Interior Design Team

Biophillic Design

Breaking down the barriers and reinforcing the connection between humans and nature is a key concept for future developments. Proven to improve wellbeing biophilic design will incorporate more sustainable materials as it involves minimal impact on the mind. Focus will be on bringing the outside in, with bi-folding doors, open communal spaces and light interiors.



Smart Living

In this new digital age technology is key to our everyday survival. From day to day communication, now 'Smart Living' can be incorporated into your properties. New builds are now being fitted with smart metres, app/ remote controlled lighting and heating facilities, all designed to make the life of renters more relaxed and in control.

Apps will begin to be used as a way of communication between tenant and landlord. Creating forums within building and chats with landlords, tenants will be able to communicate on a better scale on reporting issues, online document storage and resident only events and offers.

Living Coral

Taking note of Pantone's colour of 2019 'Living Coral' will encompass more than a colour scheme. Alongside 'sea life' inspired prints and scalloped shaped furniture, design will become life-like. Incorporating more foliage into interiors, new builds will be encouraged to be built in surrounding natural landscapes.





BUILD TO RENT

LOFT understands the requirements of both operators and residents within the BTR sector. A founding member of the UKAA and proud supplier of furniture and accessories to the UK's first BTR development outside of London (Tribe, Manchester). LOFT have been involved with BTR from the very beginning.

From our concept creation and long standing international supply chain partnerships we have the capability to deliver on a large scale with our warehousing & distribution facilities. Our dedicated project management and installation teams complete the process to make LOFT the UK's top choice in the fast growing BTR sector.

UNION WHARF

Client: Essential Living

Location: London

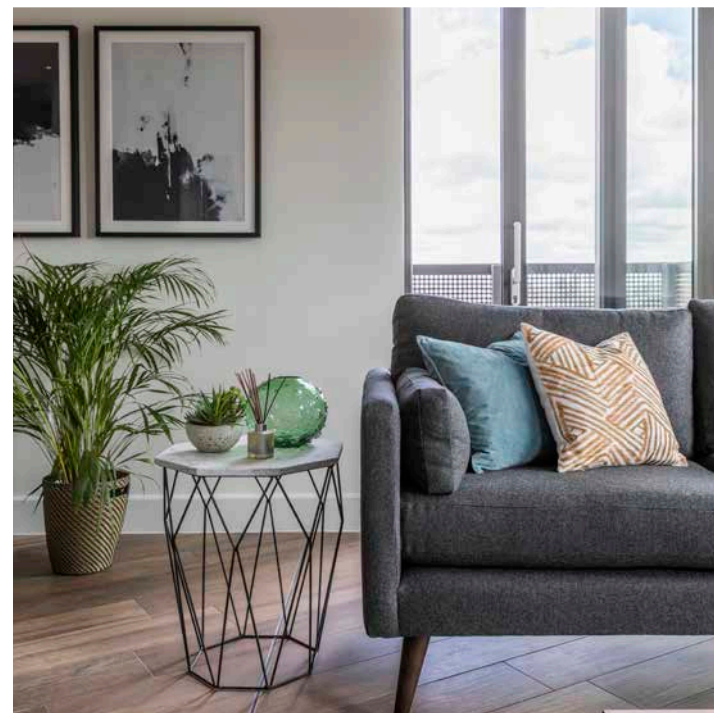
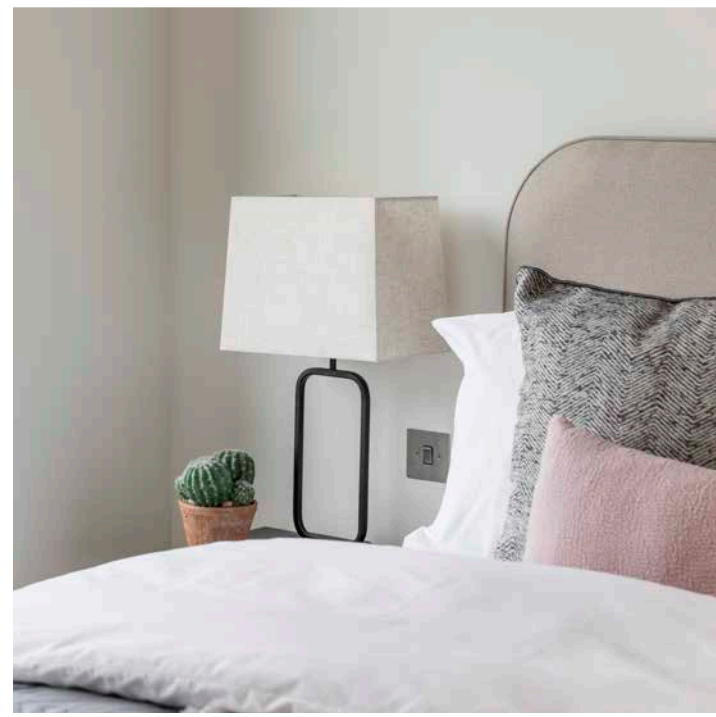
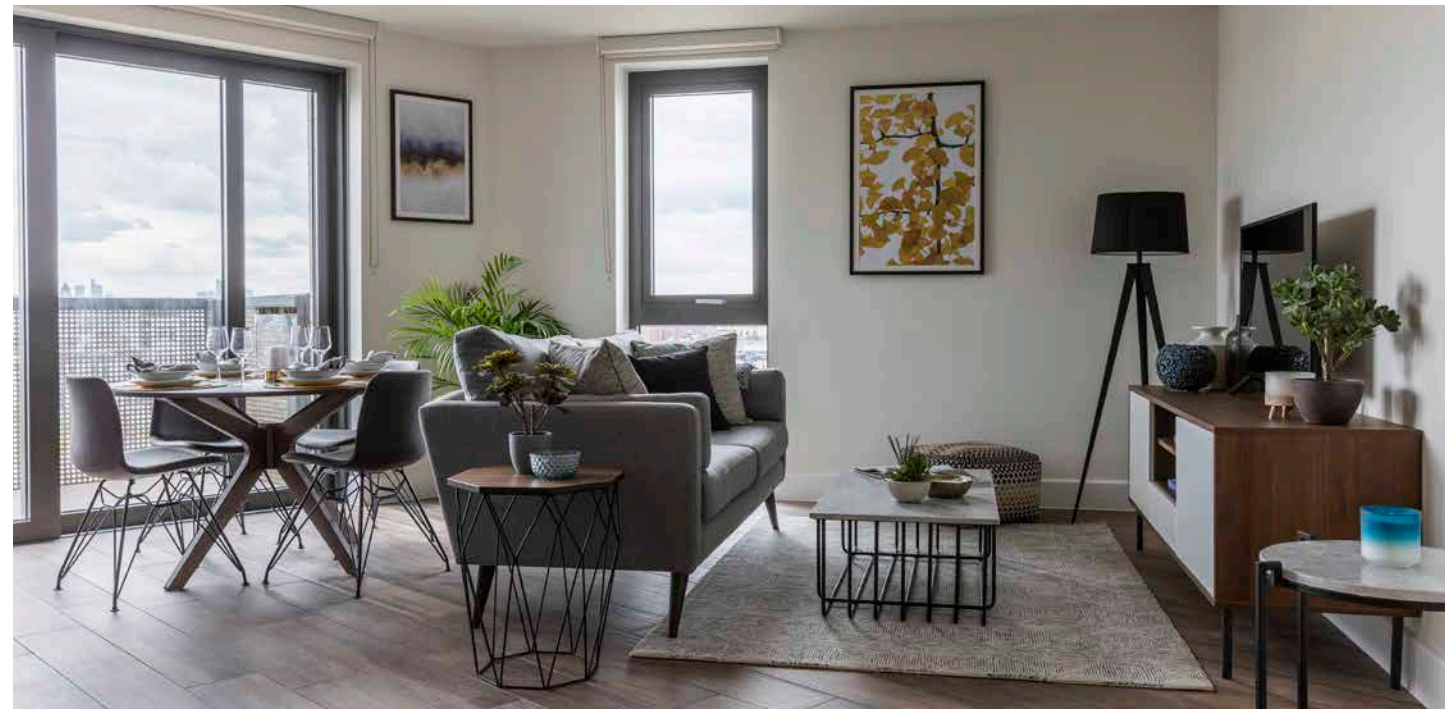
Development Type: BTR

Units: 167 apartments, amenity spaces, roof terraces and rental suite

Union Wharf is a brand-new development situated in Greenwich, London. Located on the banks of the lush Deptford Creek the scheme is split between two towers; with the 22-story tower featuring one and two-bedroom apartments aimed at young, vibrant and varied renters. Whilst the smaller 11 story tower is the first BTR development designed towards the family market and includes bigger apartments of two and three bedrooms. Each premium contemporary apartment is designed to feel homely for its residents, then drawing on inspiration from the natural surrounding we incorporated features of either deep navy blue or emerald green. These accents are used in cushions and tailored artwork throughout, whilst jewel highlights are used in feature side chairs in each living room. We kept the finishes natural including wool rugs and walnut and marble table tops adding warmth and quality to the apartments.



LOFT



ANACONDA CUT

Client: Atlas Residential

Location: Salford

Development Type: BTR

Units: 266 apartments, amenity space and three show homes

The UK's second tallest tower dedicated to a Build to Rent community, designed and built to enhance the lives of its residents. Anaconda Cut sits in the Greengate area and comprises of 349 spacious one, two and three-bedroom apartments across 44 storeys. Offering a luxury rental experience with on site amenity spaces and stunning views from a roof top terrace, we hand-picked pieces to accentuate the already upmarket aesthetic of the development. We kept interiors fresh and warm with walnut accents and brushed fabrics, whilst offering bursts of colour through bold accessories and soft furnishings.



LOFT



THE TRILOGY

Client: Moorfield Group
Location: Manchester
Development Type: BTR
Units: 170

The Trilogy is a brand-new rental experience – designed and built entirely with renters in mind located in historic Castlefield, Manchester. Inspiring a bespoke lifestyle to suit residents, this luxury accommodation is beautifully crafted with elegant and contemporary furnishings. Featuring bright yellows and bold blue accents, they pop out amongst the sophisticated grey backdrop of the main pieces. The aesthetic of the apartments invites residents to create their own bespoke lifestyle in the heart of Manchester. The development includes exceptional on-site amenities including gym and fitness centre, stylish residents' lounge, 24-hour concierge, pet wash and secure cycle storage.



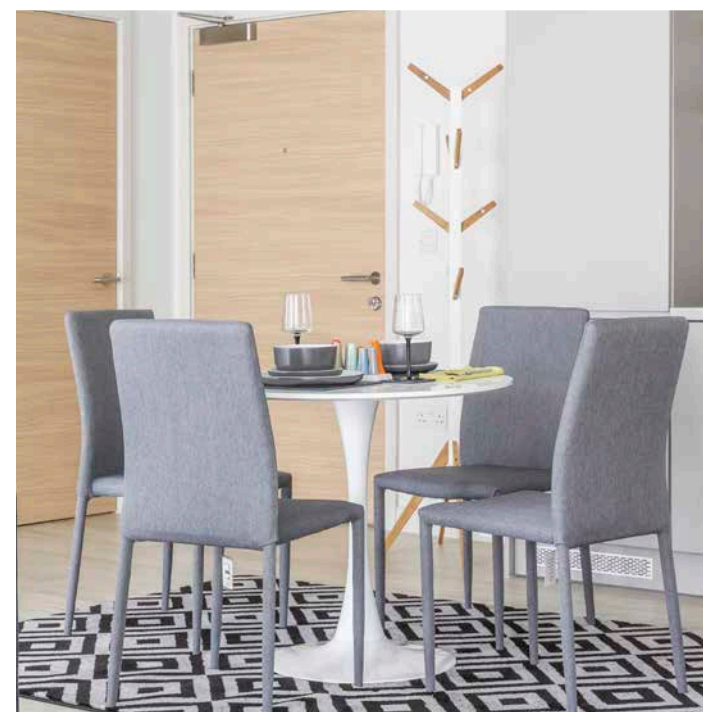
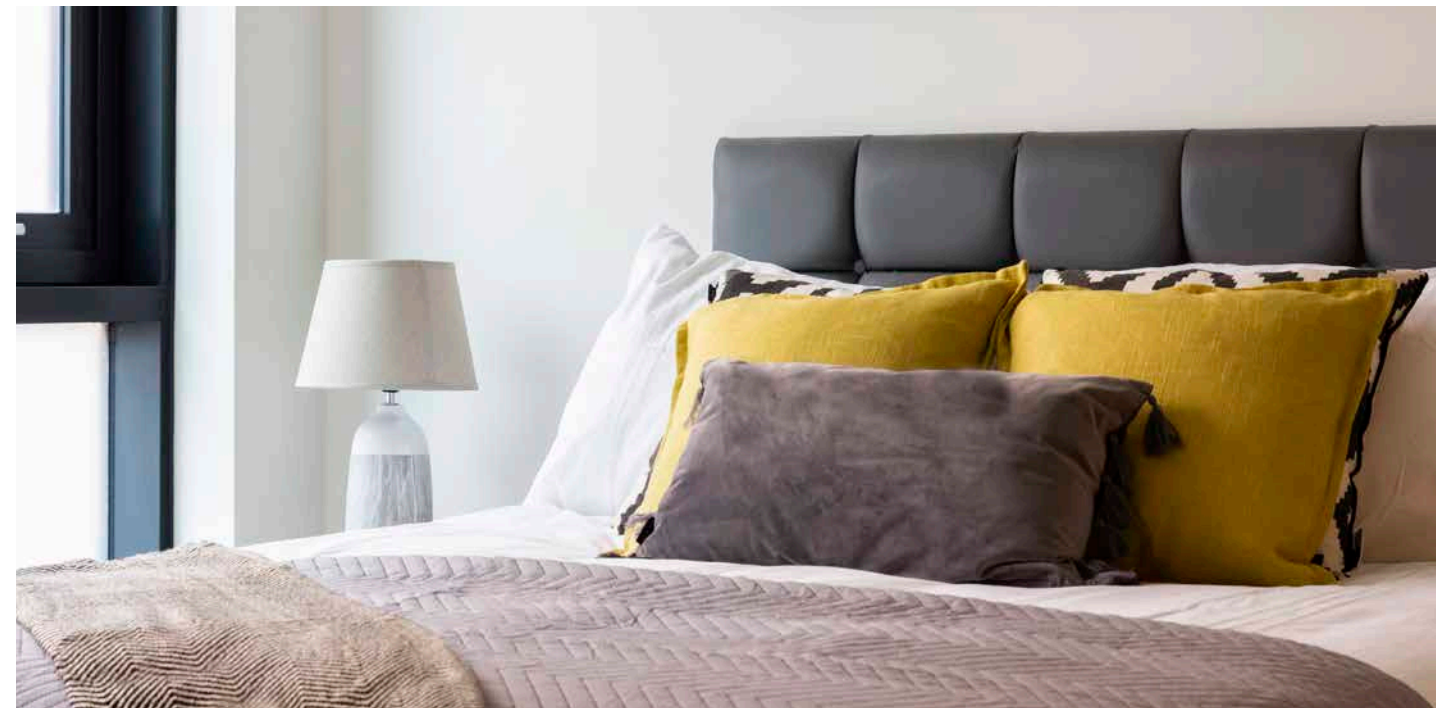
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CONCEPT & *Moodboard*



Alice Walker | Interior Designer
alice.walker@loft.co.uk

“ The colourways we selected were to echo the blues from the canal creating a calming and inviting atmosphere while energising yellow tones were used to promote positivity and energy. Paired with a mix of sleek finishes including reflective glass, white lacquer and smooth textures such as shaggy and geometric rugs, the overall aesthetic is a space that is inviting and homely. ”



Testimonial

“ Our relationship with LOFT has developed over recent years working on several residential projects across the UK. LOFT always create trend-driven interiors using design-led products that help us market our apartments to tenants. The diligence and consistency shown to get the job done teamed with a great range of quality products on offer, means we look forward to a continued working relationship with LOFT on future developments. ”

Moorfield Group
Joanna Henderson

FULHAM RIVERSIDE

Client: Greystar Real Estate Partners

Location: London

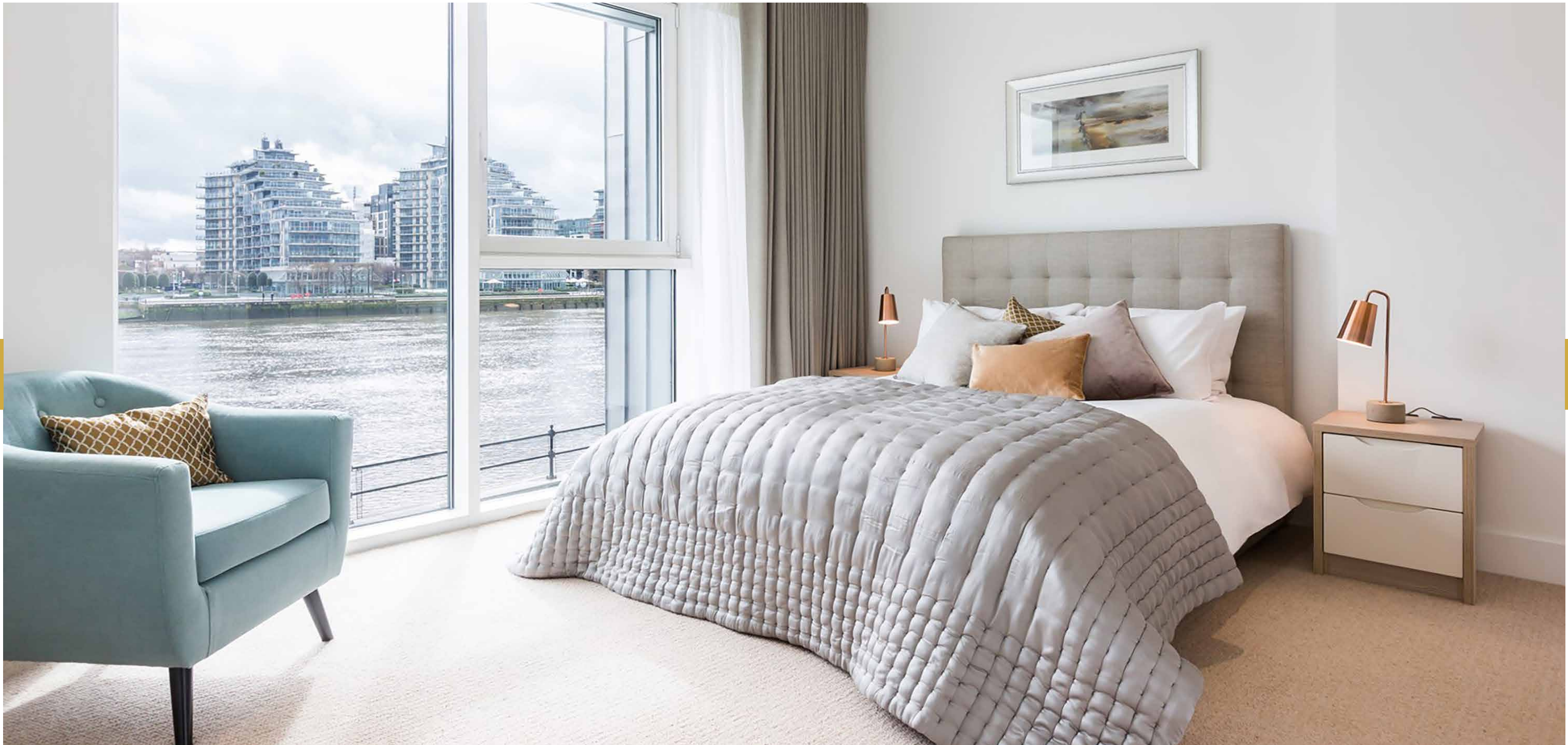
Development Type: BTR

Units: 17

An exclusive collection of one, two, and four bedroom apartments, all with their own private outdoor spaces (balcony or terrace) and stunning views across the landscaped gardens or the River Thames. The apartments are bright and spacious with large, open plan kitchen and living areas and ample natural light pouring in from floor to ceiling windows.



LOFT



THE FORGE

Client: Moorfield

Location: Newcastle

Development Type: BTR

Units: 223

Newcastle's first Build To Rent scheme to be completed, The Forge sets the bar for sophisticated living that is simple and tailored to residents' lifestyles. The 223 furnished apartments feature a selection of one, two and three bedroom apartments with a 24 - hour concierge, on site gym/ fitness centre and a 'Club lounge' with dedicated spaces for working and private dining. We used soothing tropical greens in the artwork along with the accessories to give an overall bright, exotic aesthetic to the apartments.



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EMBANKMENT

Client: InReach Living

Location: Birmingham

Development Type: BTR

Units: 92

Located in Birmingham city centre, Embankment boasts 92 fully furnished one and two bedroom luxury apartments. Generously sized and with spacious, private balconies, we created interiors to reflect the exclusivity of this development. Bold, contemporary pieces dominate the main living areas with simplistic art pieces as accessories. We opted for a calm, polished colour palette of cool greys, moody blues and chrome finishes to develop a sophisticated aesthetic for the interior.



LOFT



Testimonial

“ Embankment in Birmingham is the first Private Rental Scheme to be completed by InReach Living and we have been pleased to work with LOFT on this development. LOFT are a good company to work with, the furniture is of a high quality and our tenants have told us they are very happy with the furniture. The installation of the furniture was completed efficiently and to an excellent standard by very friendly and accommodating operatives. LOFT has performed above expectation in advising us about furniture and dressings for the lobby area of our development.

”

InReach Living
Cathy Jesson



BUY TO LET

LOFT provide professional property investors from across the globe an immediate and cost-effective furnishing solution. Partnering directly with the developer, our Interior Design Team create bespoke concept mood boards to showcase your vision in-keeping with the development's brand identity. Each apartment is carefully space planned and the interior specification always considered to create a bespoke solution with the investor's budget and the resident's comfort in mind.

DOWNTOWN

Client: McGoff Group

Location: Manchester

Development Type: BTL

Units: 71+ (ongoing)

Downtown is a prestigious “hotel-style” residential development in the heart of Manchester. Comprising of 368 one, two and three bedroom apartments, the Manhattan-inspired development has been specifically designed to exceed expectations and ultimately enhance the lifestyles of its residents. Working with McGoff Group's Design Team we combined forces to create a premium furniture package that is exclusive to Downtown's landlords. Using the Manhattan influence you will find muted, city-scape colours of grey and brown, complimented by walnut textures and marble finishes.



LOFT

CONCEPT & *Moodboard*



Nicola Trieu | Interior Designer
nicola.trieu@loft.co.uk

“ Collaborating with the Client’s Design Team enabled us to create a truly unique and bespoke interior designed exclusively for the landlords of the Downtown development. It was great to develop a new style of concept to a brand-new residential scheme in Manchester. Bringing Manhattan to Manchester. ”



LOCAL BLACKFRIARS

Client: Urbanbubble

Location: Manchester

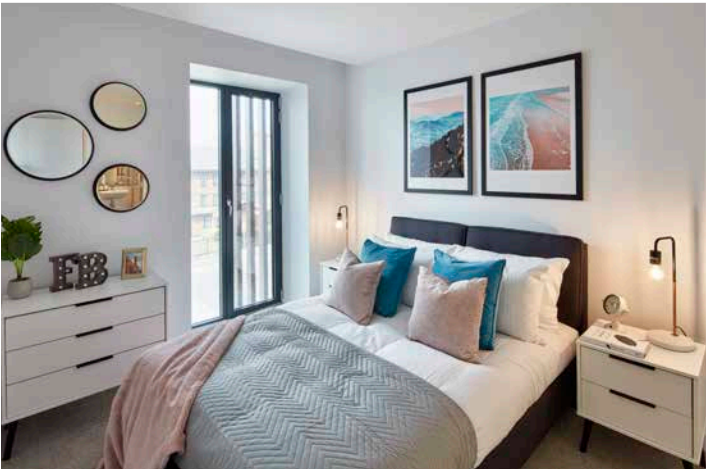
Development Type: BTL

Units: 45+ (Ongoing)

A stunning new luxury development built and designed to complement the Grade II listed former public house, Local Blackfriars. Featured across two towers is a mixture of 380 apartments, townhouses and penthouses all with access to an outdoor communal space, gym, bar, bistro, cinema and 24/7 concierge service. With a concept to provide its residents with everything they need we designed the interiors of the development to be as equally effortlessly stylish and homey for residents. Mimicking the sleek finishes used in the kitchen and bathroom areas a calm colour palette of light greys, ocean blues and cool white was infused into the furniture and accessories. A selection of contemporary, relaxed pieces are complemented by classic luxury finishing touches for this development, the perfect retreat for residents living in the bustling, vibrant city.



LOFT



TENNANT STREET LOFTS

Client: Elevate Property Group

Location: Birmingham

Development Type: BTL

Units: 13

An exclusive development of luxury apartments set in the heart of Birmingham. The design brief was to create a Birmingham city centre apartment that appealed to the young professional that was a city centre retreat away from the hustle and bustle of Broad Street. Using high end finishes such as marble and copper, we paired them with smooth luxury fabrics for a high end look. The colour scheme was calming and soothing with feature walls bringing textural elements into the room.





Testimonial

“ Elevate Property Group have worked with LOFT for a number of years and when we decided we would market our latest development Tennant Street with a two bed luxury show apartment in Birmingham, we knew LOFT would realise our vision as we have worked with them on other projects and the company fully understand our taste, ideas and the lifestyle that our development needed to inspire to. LOFT are not only capable of delivering design led, creative schemes but also the personal service they provide allows us to liaise throughout the design decisions creating a wonderful partnership.

Our two bed show apartment looks fantastic and LOFT always go the extra mile for Elevate. The LOFT team are professional, creatively innovative and refreshingly different. We will look forward to utilising their design skills and industry knowledge on many more schemes to come.

Elevate Property Group Ltd
Jules Dodd

”

DUN WORKS

Client: Crucible Sales and Lettings

Location: Nottingham

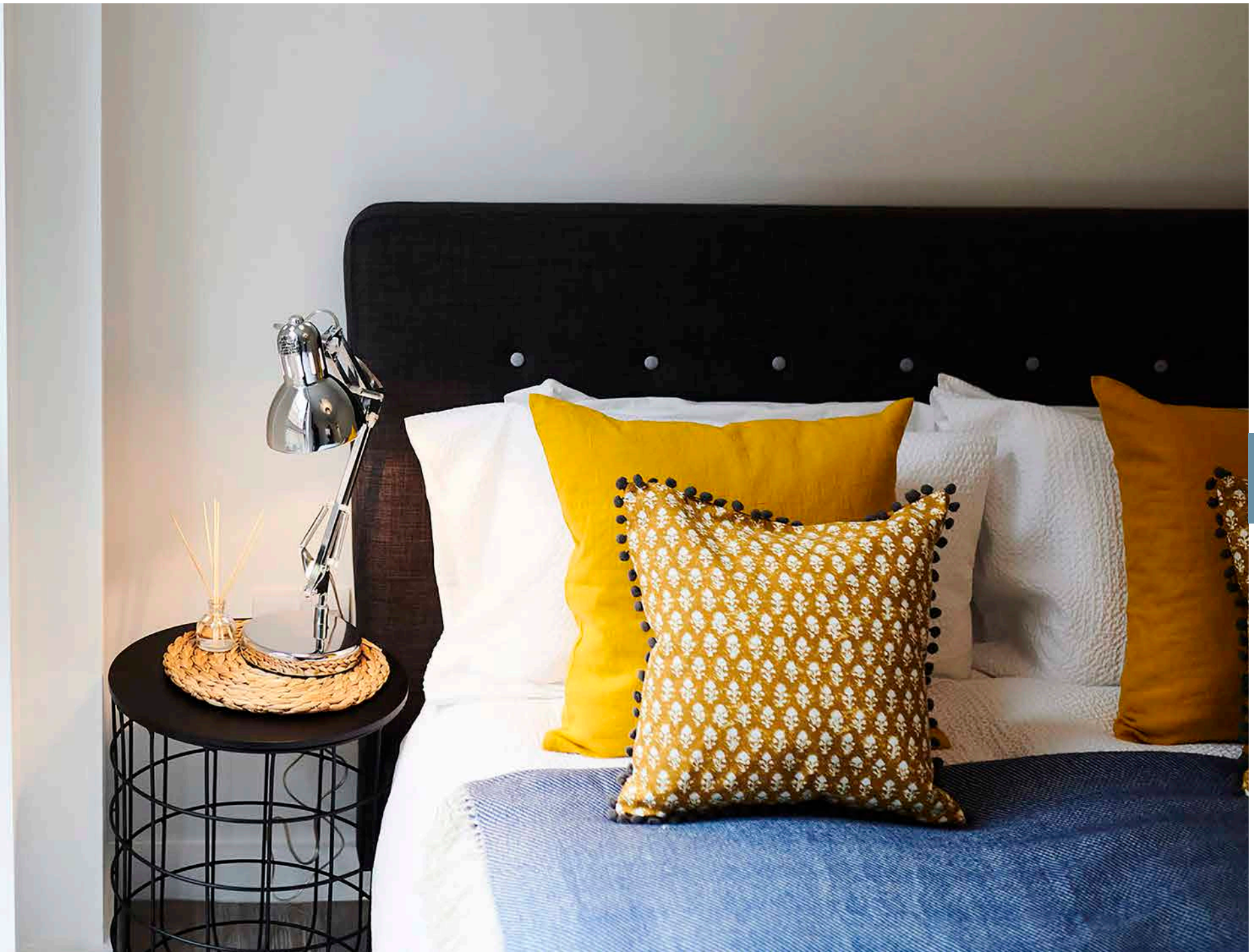
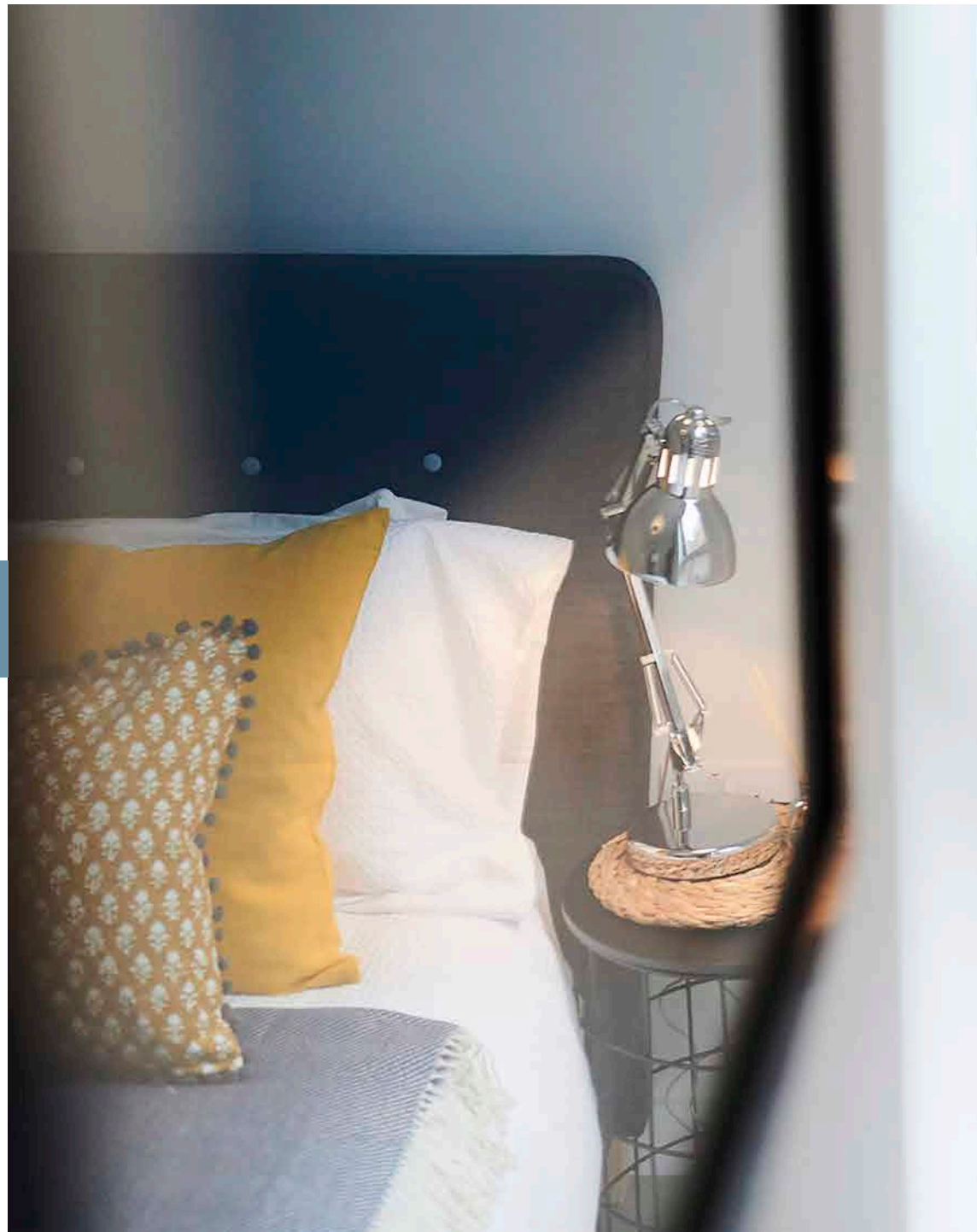
Development Type: BTL

Units: 50+ (ongoing)

Home to 225 studios and one and two bedroom apartments, Dun Works is located in the heart of Kelham Island. Named after the weirs on the River Dun the development is listed as one of the best places to live by The Sunday Times. The client's brief was to create a welcoming and stylish furniture pack that would capture the attention of both city-goers and students. To complement the cool, up and coming style of Kelham Island we used artwork designed by a local artist, the style reflecting the bright, retro style of the interior.



LOFT



RIVER GATE HOUSE

Client: Complete Prime Residential Ltd

Location: Salford

Development Type: BTL

Units: 90

Towering in Manchester's city centre is Rivergate House. A stylish development that comprises of one and two bedroom apartments featuring spacious open plan living. We installed a selection of modern furniture packages for Buy to Let investors for the development. With quality fittings and finishes we created collections to match the modern interiors, using oak furniture pieces paired with light, brushed fabrics to make tenants feel at home.



LOFT

ONE REGENT

Client: Fulcrum Global

Location: Manchester

Development Type: BTL

Units: 301

Experience the cosmopolitan One Regent. Located in the historic Castlefield district this development benefits from open riverside views. Standing at 28 storeys this stunning building features a mix of one, two and three bedroom apartments and six townhouses. LOFT designed a range of furniture packages to complement the contemporary aesthetic of the build. Using a modern subtle colour palette with a splash of colour we made the interior feel stylish and inviting with bright accents and warm grey fabrics.





SHOW HOMES

A key service offering from LOFT. All show homes are designed and furnished bespoke to the property's layout and target audience. Our on-trend range of furnishings will add value to your development and our professional stylists will use accessories to intelligently create an aspirational lifestyle through interior design.

IRWELL RIVERSIDE

Client: Urban Splash

Location: Manchester

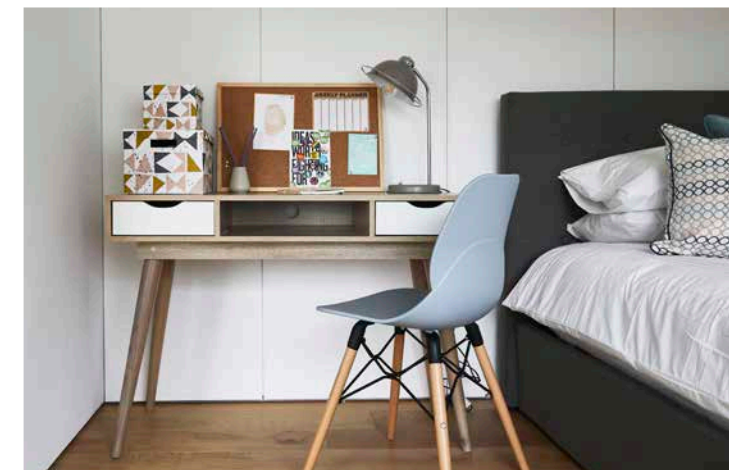
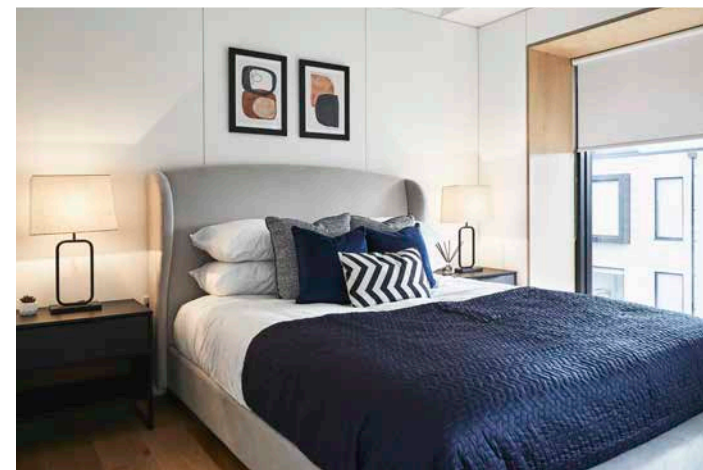
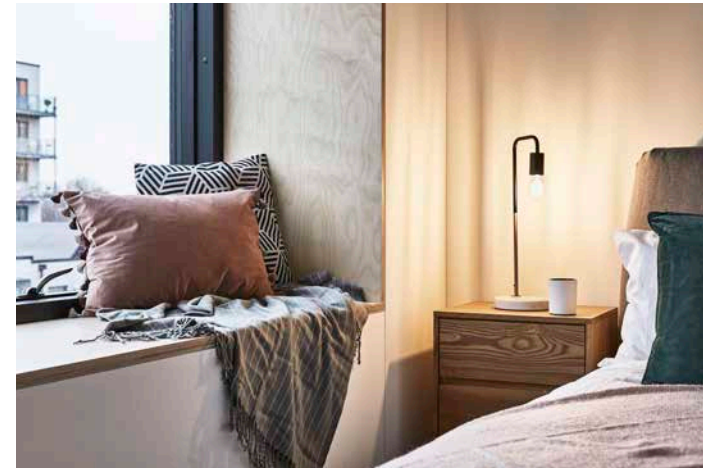
Development Type: Show Home

Combining the best of both worlds this picturesque new development in Manchester sits amongst a vibrant green landscape on the riverbank whilst only being walking distance from the bustling city centre. We created interiors to feel light and open, with plenty of space for residents. Sleek and clean white panelled walls with contemporary fittings were paired with splashes of colour and pattern to soften the interior and provide a subtle contrast.



LOFT

CONCEPT & *Moodboard*



Lauren Ashmore | Interior Designer
lauren.ashmore@loft.co.uk

“ The scheme represents the hybrid mix of urban city living combined with the family neighbourhood. Using materials that are both stylish and functional the overall aesthetic appeared comfortable and perfect for the young family rental market. ”

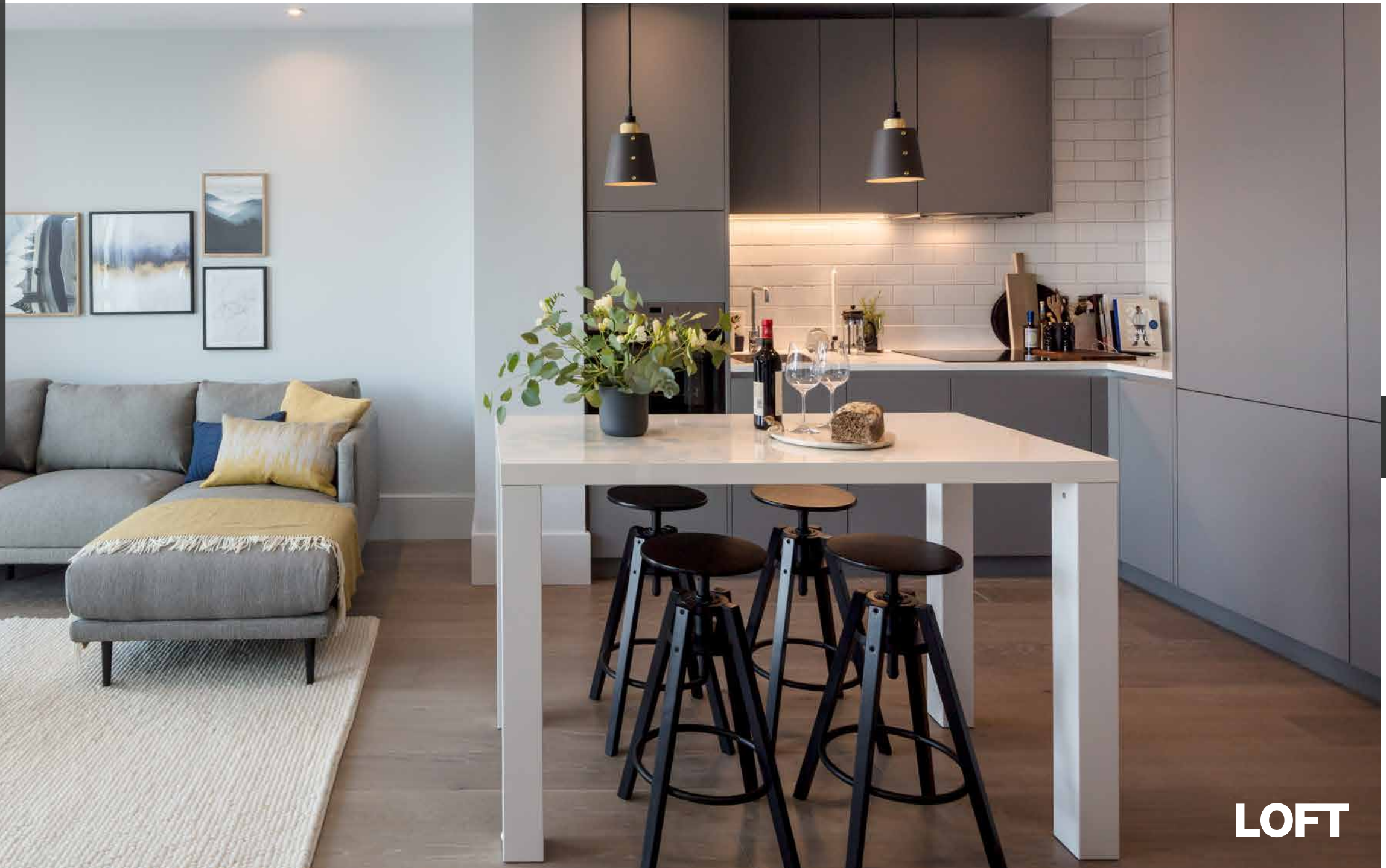
LEON HOUSE

Client: FI Real Estate Management

Location: London

Development Type: Show Home

Award winning redevelopment of Leon House. A modern, new vision transformed an iconic 1960s building into a stylish skysrise, introducing true luxury living to Croydon. We worked closely with the client's Interior Designers to create a sympathetic interior to the conversion. A modern and minimalist concept was created that complimented the high-end materials including oak flooring, specialist ceramics and designer specification appliances.



LOFT



SHOW HOME

Client: Confidential

Location: Manchester

Development Type: Show Home

A modern, sleek and luxurious show flat was created on a very tight deadline for a leading Build to Rent Developer for a topping out ceremony. The Client was looking for a high-end finish with muted furniture and a clever use of warm lighting. The theme for this show flat was black and white tones with gold finishes. LOFT created this by using monochrome photography mixed with statement gold lighting and accessories. To truly extenuate the aesthetics of the walls we imported gallery artwork and used bold, oversized headboards in the bedroom and decorative mirrors in the open plan living space.



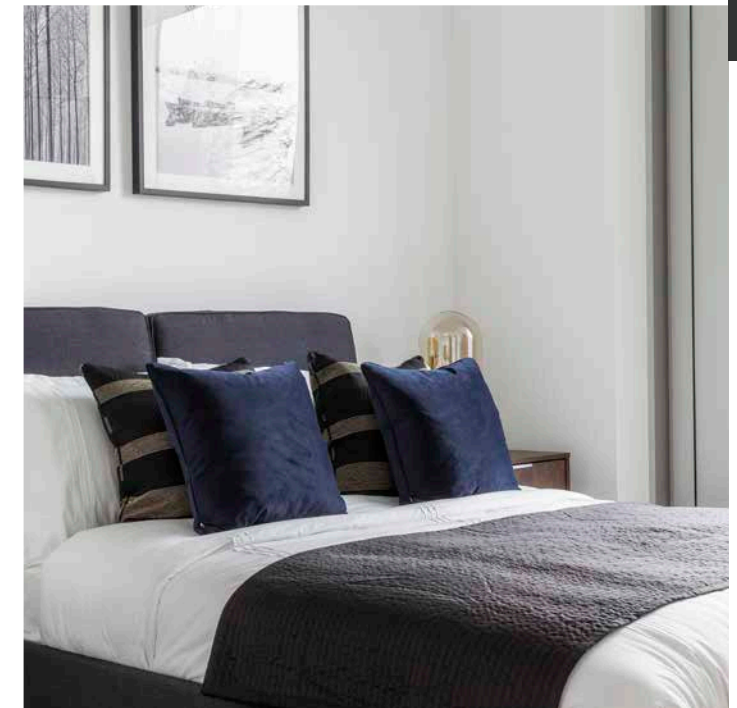
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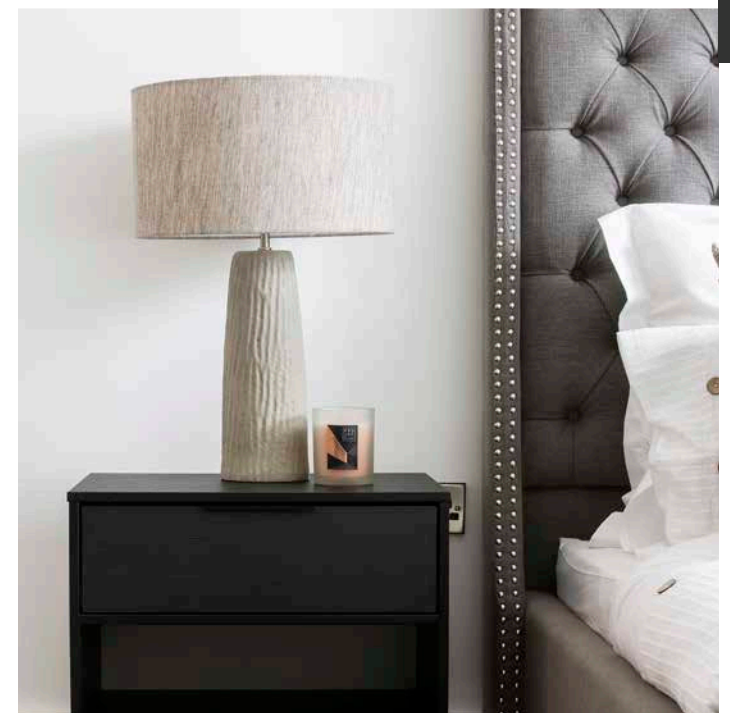
CONCEPT & *Moodboard*



Stephanie Dodd | Interior Designer
stephanie.dodd@loft.co.uk

“ Creating this statement show home was an enjoyable experience as it allowed me to explore new avenues in design and work alongside a leading BTR Developer. We created a gallery wall piece for the large expanding wall area of the living space and created zones to show how the space can be used. Gold accents were used to accentuate the luxurious aesthetic of the apartment and to appeal to the target market. My favourite item was the oak sideboard which created a focal point for the living area, a bold piece that adds both functionality whilst looking on-trend. ”







PROPERTY STAGING

As the Private Rented Sector develops and becomes more competitive, the use of Property Staging has become pivotal as a requirement of today's conscientious property professional. The emergence of Build to Rent has forced traditional Buy to Let to consider the importance of lifestyle-focused interior design. LOFT has a dedicated team of Interior Designers on-hand to offer styling advice and consultancy.

THE LIBERTY BUILDING

Client: Stay and Escape

Location: London

Development Type: Property Staging

Located in the bustling community of the Isle of Dogs, East London, is the brand-new Liberty Building. Offering stunning views of the River Thames and of London's towering business district, this apartment aims to provide an exceptional experience. A paired back, sophisticated design was applied to the apartment.

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Testimonial

“ At Stay & Escape, we manage several luxury properties over London and have clients who all require different needs in terms of furniture and styling. When we were given the challenge of furnishing a home from scratch, we stumbled upon LOFT. We couldn't believe they could offer us the full service, from interior design, to styling, to installation, making our jobs ten times easier! We couldn't have imagined a smoother process with something that takes so much dedication and creativity. Thank you so much to the LOFT team for such wonderful service and we will be using them again!

Stay and Escape
Kelly Donovan

”

THE EDGE

Client: City Centre Chic

Location: Manchester

Development Type: Property Staging

Introducing 'The Edge', a waterside development in Manchester City Centre offering high specification throughout and an internal interior design influenced by the Designer Ben De Lisi. The high-end aesthetic of this triplex penthouse is reflective of its surroundings, featuring sophisticated finishes and luxury textures. With a brief to create a sophisticated interior with the ease of flexibility for family life, we selected feature pieces that would inspire a classic, stylish feel.



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ROYAL MILLS

Client: Private Landlord

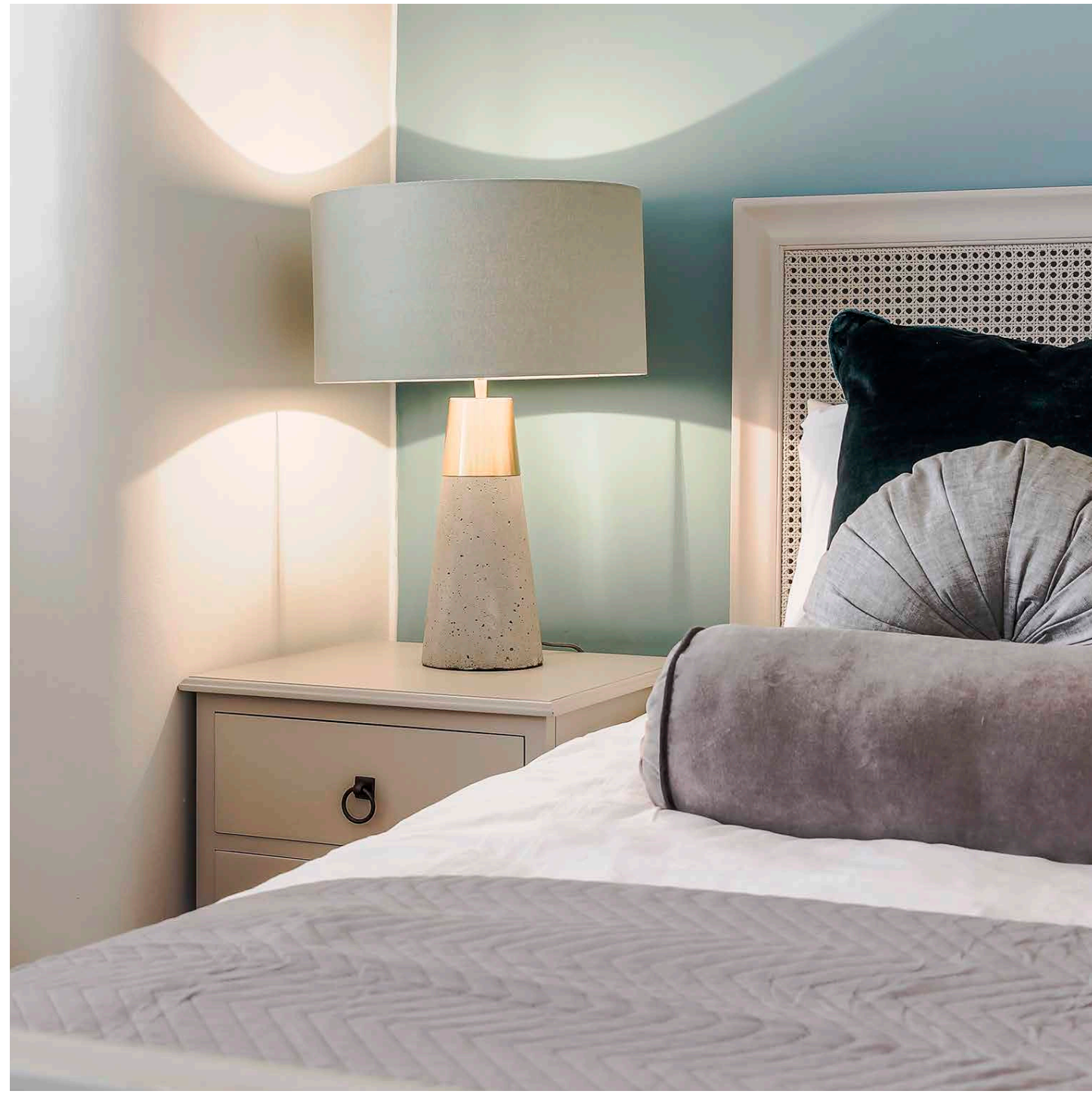
Location: Manchester

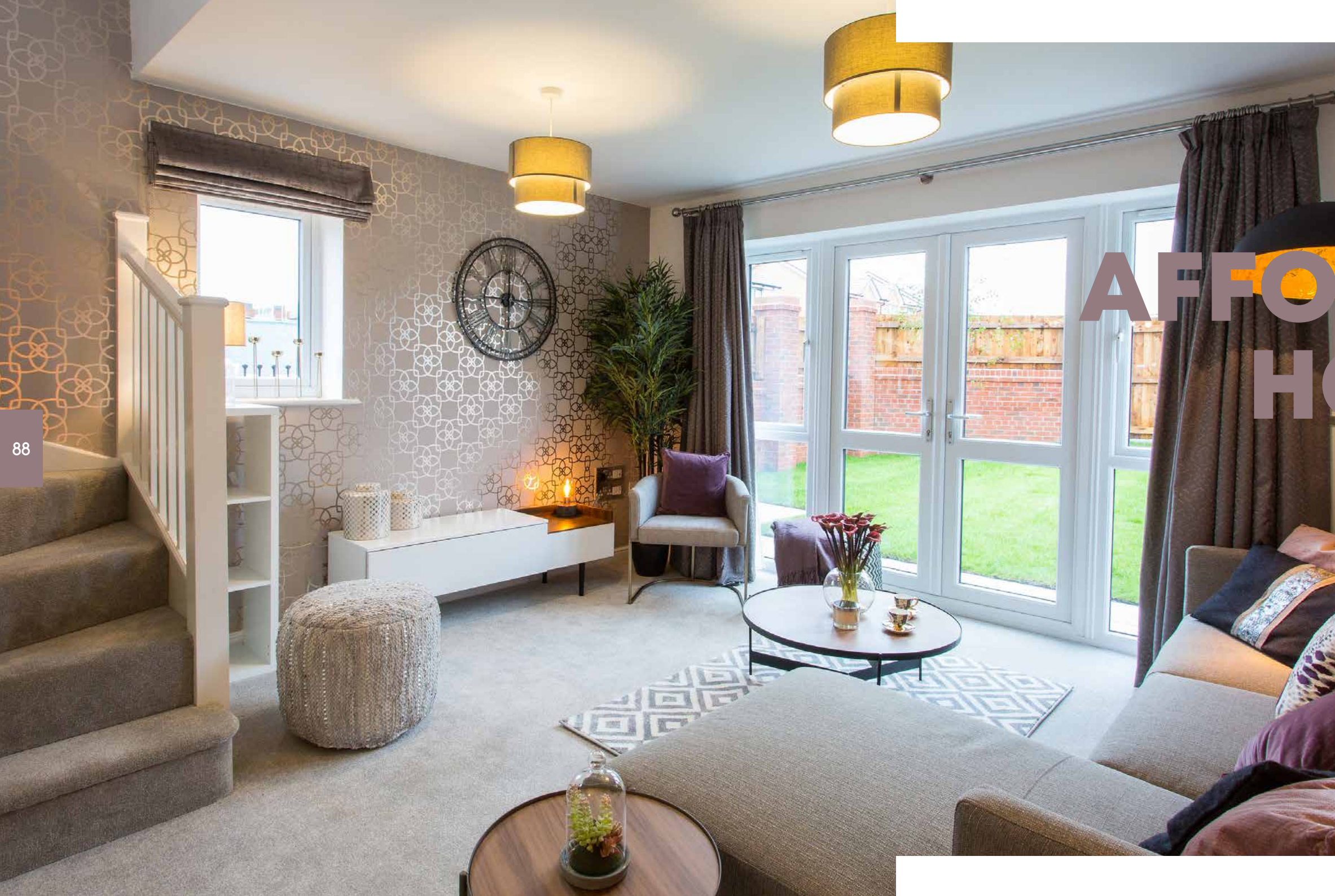
Development Type: Property Staging

Urban living defined. Nestled between the canals and marina at New Islington and Manchester's bohemian Northern Quarter, Ancoats Urban Village is one of Manchester's hottest destinations. Full of distinctive character, culture and vitality, Royal Mills offers a variety of stylish apartments unique to any other. Accentuating the exposed elements of the building LOFT incorporated a relaxed design. Wooden pieces of furniture and soft leathers added texture whilst light blue hues created a stylish contrast.



LOFT





FTB & AFFORDABLE HOUSING

LOFT provide a range of products and services that cater for the first-time buyer's market. Providing a complete service including delivery, assembly and installation, we offer help and advice every step of the way to guide our first time buyers. By partnering directly with developers and sales teams, LOFT can fully furnish your property on the day of completion, adding value and ease to the moving experience. First time buyers benefit from receiving an efficient installation service, quality trend-driven products and great savings when comparing like for like with traditional on-line or high street retailers. At LOFT we believe that luxury living can be affordable.

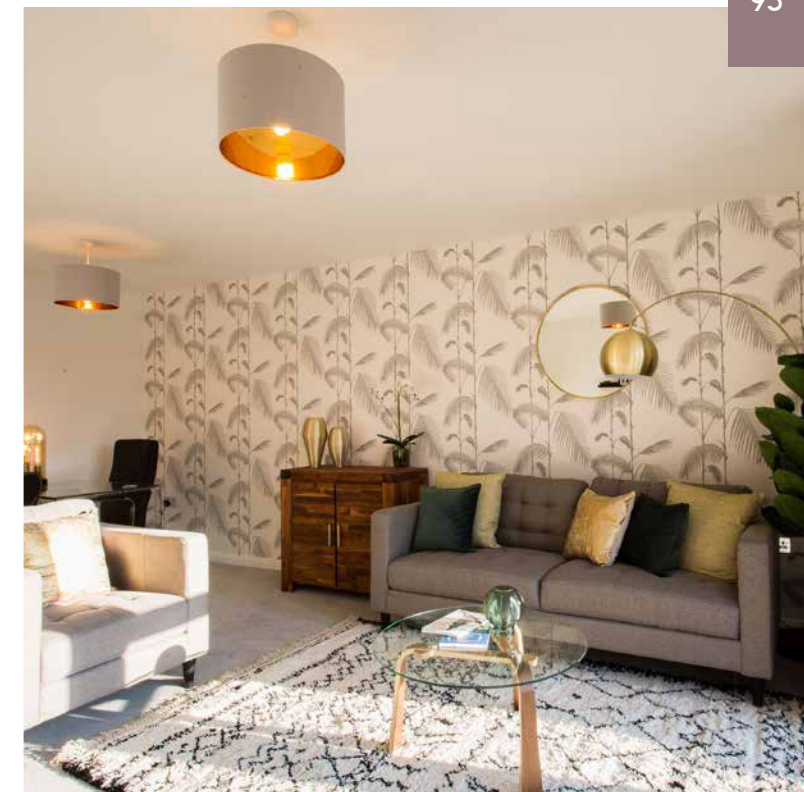
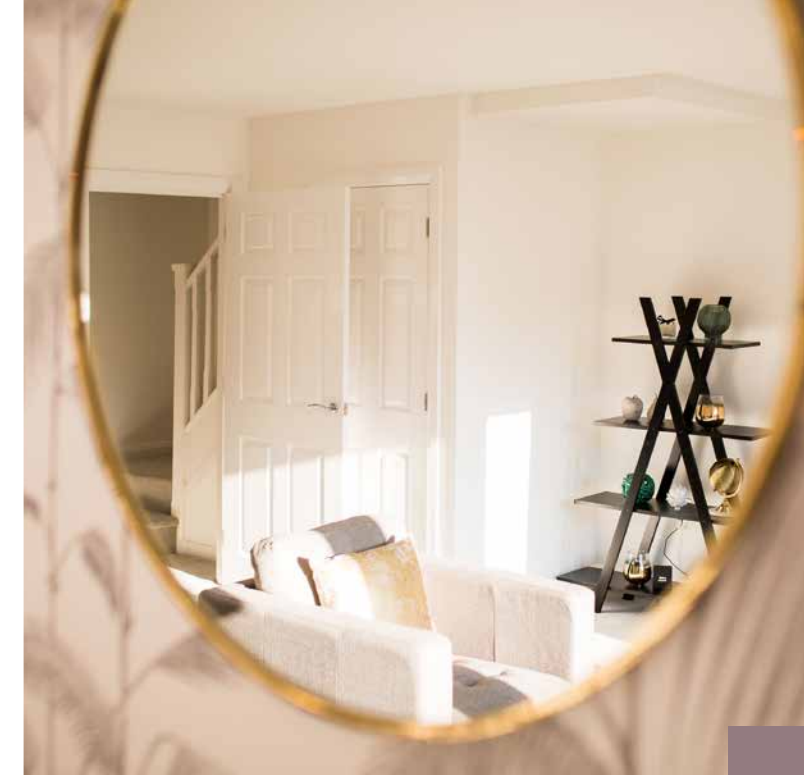
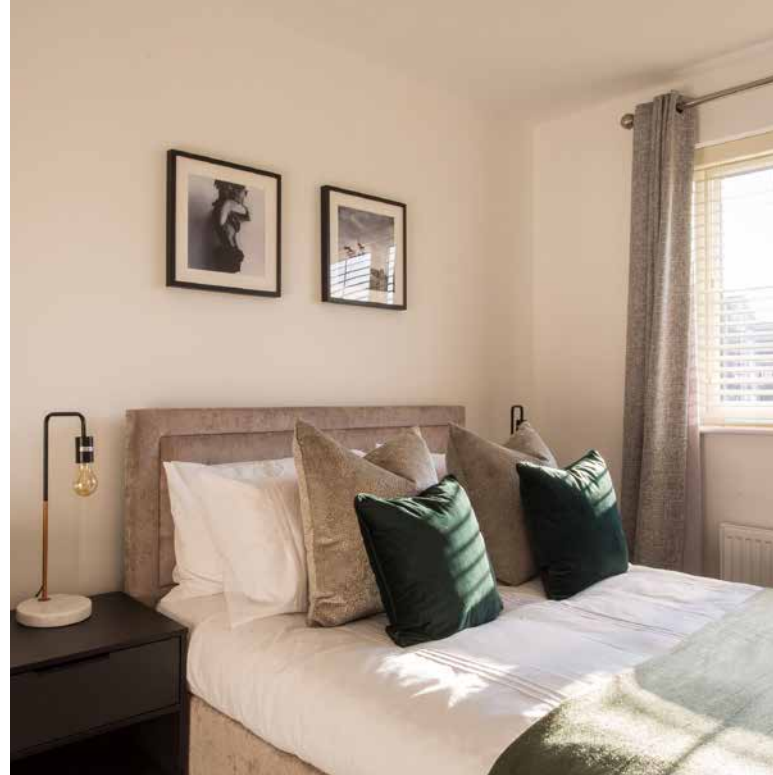
WREN GREEN

Client: Plumlife Homes
Location: Preston
Development Type: FTB

In the rural urban village of Bamber Bridge is an exclusive development of two and three bedroom homes. Situated on the historic site of a Victorian Cotton Mill the homes offer stylish and sleek affordable homes for first time buyers and families. LOFT created a homely look for the development show home. Taking inspiration from its lush outdoor surroundings the interiors appear light and open. With considered space planning and the use of soft textures the homes are both inviting and stylish for the target market.



CONCEPT & *Moodboard*



Maeve Bellerby | Creative Assistant
maeve.bellerby@loft.co.uk

“ Using a soft wallpaper and a neutral pallet for the furniture we then added warmth with tones of green and gold accessories. The overall aesthetic is simple yet effective with key pieces of furniture and subtle warmth from the soft furnishings.

”

ARKWRIGHT PLACE

Client: Plumlife Homes

Location: Manchester

Development Type: FTB

A new community of 131 homes just outside Manchester city centre. The development is a perfect blend of contemporary design and modern specification which gives uniqueness, individuality and personality. The client wanted a modern home that appealed to the first time buyer market as well as families. We added warmth and texture with subtle wallpapers and with clever use of large feature lighting and layered textiles we made the space feel light and open.



LOFT



Testimonial

“ LOFT designed and furnished our latest show home at Arkwright Place, we were really impressed by the quality of the interior and contemporary feel they achieved on a limited budget. We have received great feedback on the show home from our customers with people wanting to know more about the design and who created it. As the development is being sold off-plan it has been a huge help to have a show home with the wow factor.

”

Plumlife Homes
Lizzy Batchelor

MIDDLEWOOD LOCKS

Client: Middlewood Locks

Location: Manchester

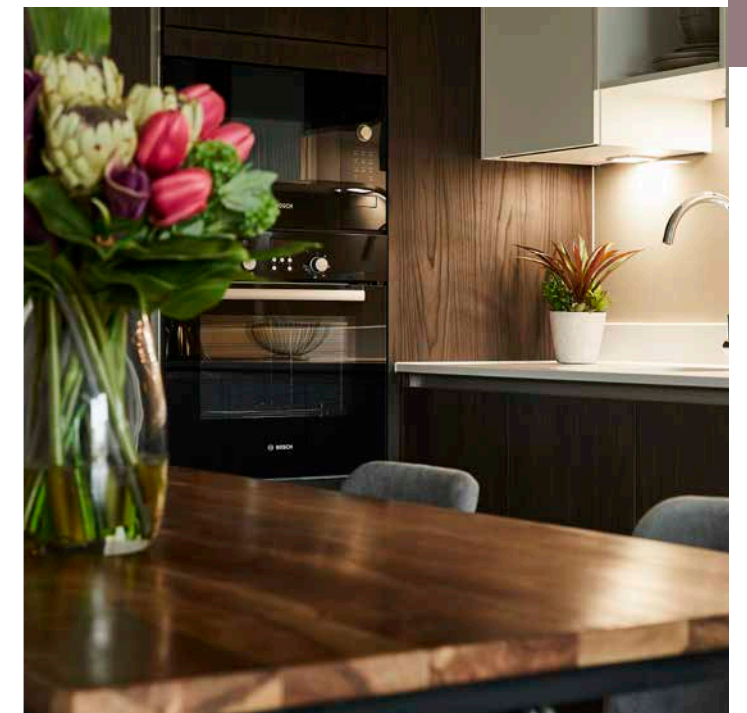
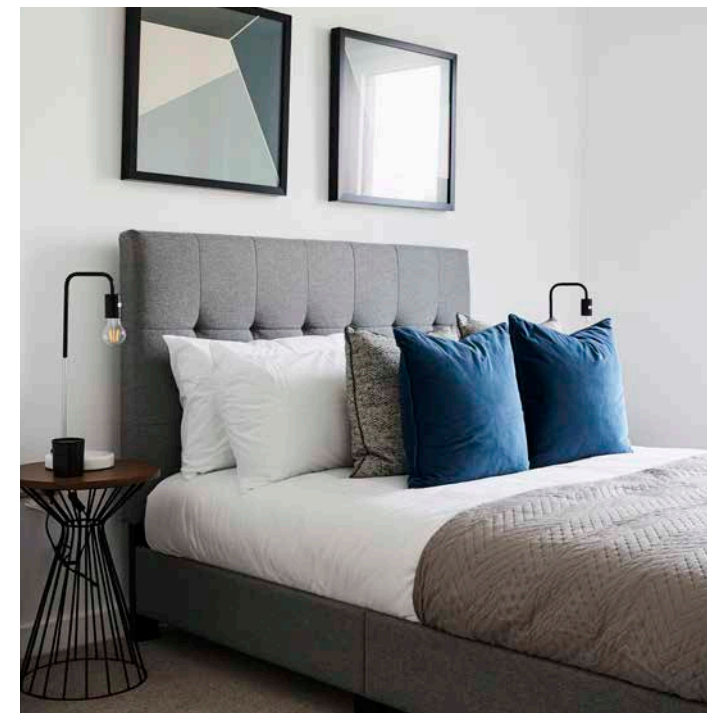
Development Type: FTB

The Architect's vision for this development was to provide for a long-term sustainable, liveable community, with strong ties to the local history and character of the area. The apartment block names reference the Salford iron works as founded by Bateman and Sherratt in 1800. Our brief was to bring this history into the interiors using natural materials including warm timbers, rusty weathered tones and cool greys to echo the history of coal usage at the iron rolling mill. In the living room we included a large natural timber topped table with industrial cast iron legs, a feature chair in rusty ochre velvet, dark grey sofas and all chair legs in black to add that industrial feel.



LOFT

CONCEPT & Moodboard



Lauren Ashmore | Interior Designer
lauren.ashmore@loft.co.uk

“ The use of botanics highlighted in the artwork and colour scheme keeps the design young and on trend, perfect for the young professional occupier. The industrial furniture adds interest with textured woods and ironwork, a link to the area’s past ironmongery heritage. ”



WAREHOUSE & DISTRIBUTION (NORTH)

Our northern distribution facility encompasses 80,000 sq.ft warehousing, office and photography studio space.

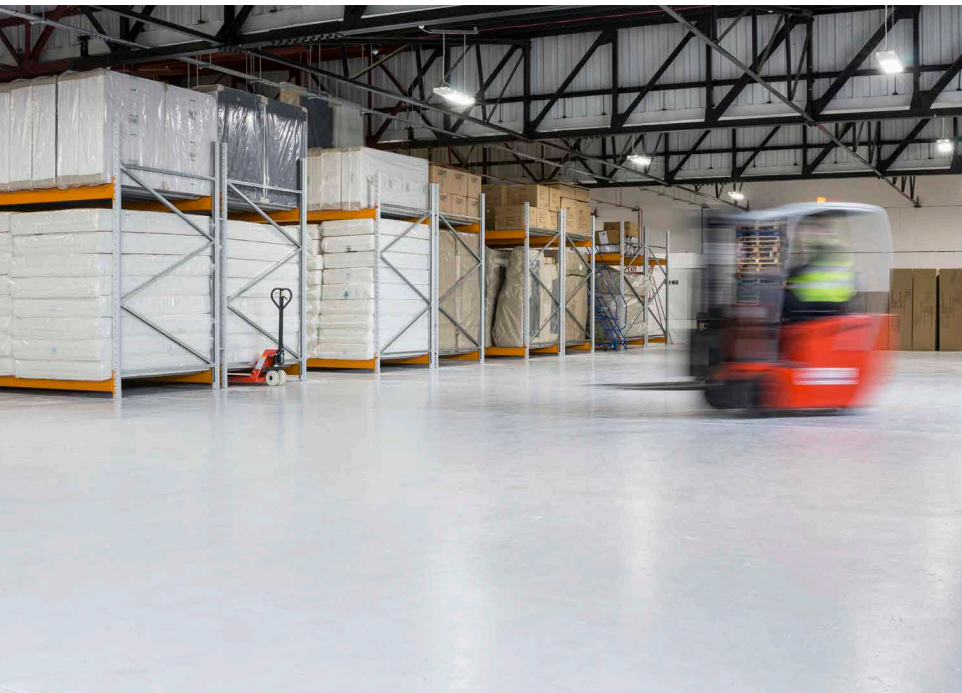
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M12 5AQ



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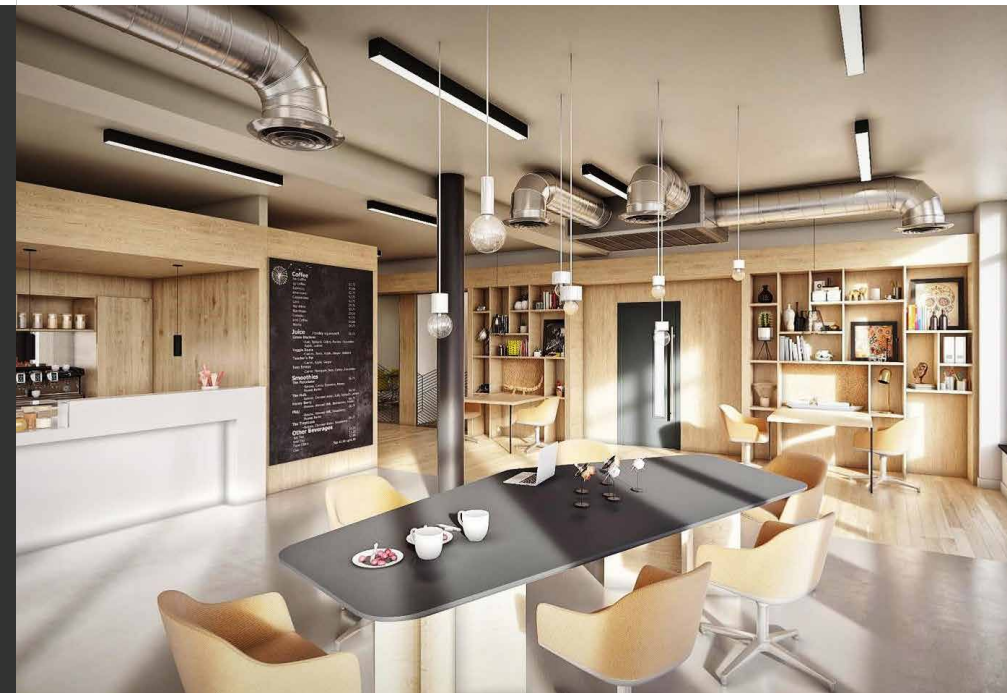
Venture House
227 Ayres Road
Old Trafford
Manchester
M16 0WQ



WAREHOUSE & DISTRIBUTION (SOUTH)

Our southern distribution facility holds 45,000 sq.ft warehousing and office space located in Zone 3 of West London.

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