



## Central London Apartments reveals new luxury collection of the capital's finest properties.

London serviced apartment agent [Central London Apartments](#) has unveiled its new portfolio of the finest apartments available for short or long stays in London.

The formation its new parent company – [Habicus Group](#) - was also announced this week, with all firms within the group undergoing a visual refresh. The new look brands will be showcased to the serviced apartment industry at this week's ASAP Annual Conference, where the team will also be demonstrating new and improved technology for property partners.

Central London Apartments offers a tailored service to find guests the perfect London apartment, the emphasis being on personal service and the quality of the apartments welcomed into the portfolio.

Hand-picked and rigorously reviewed, each one has been selected by Central London Apartments for its outstanding guest experience, unique style, space and convenient location. For those travelling with family or children, a Central London Apartment will offer the finest quality facilities, privacy, security, space, and independence, all in the most popular and desirable areas of the capital.

### **Marcus Angell, Habicus Managing Director:**

“With the relaunch of Central London Apartments, we are bringing to market an unrivalled collection of the best apartments in London. Each one will offer something unique and truly special for guests who are looking for an exceptional level of quality and service when they travel. The best choices, at the best rates, supported by the most efficient, knowledgeable and friendly service you will find anywhere”

### **Caroline Saunders, Habicus Group Head of Marketing:**

“Central London Apartments only accepts one out of every fifty properties we are invited to view and we only work with operators who share our philosophy on outstanding service and quality.

The new visual brand we have launched this week is the result of a 12 month project to develop Central London Apartments to its full potential internationally. The marque and visual identity draws on London culture and heritage in a way that we hope our guests will love and which does justice to promote the most exciting and diverse city in the world.”



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About Central London Apartments

The formation of Habicus follows the acquisition in 2016 of Citybase, Central London Apartments and Orbital Partnerships by the world's leading serviced apartment agent SilverDoor.

Central London Apartments is the London serviced apartment specialist offering an exclusive, hand-picked collection of the capital's finest apartments and suites. Coupling the convenience and flexibility of a hotel with the space, privacy and facilities of a home rental, our portfolio of exclusive serviced apartments allows you to live like a Londoner, not a tourist.