

Complete
furnishing
solutions



Outstanding
quality



All about furnishings

BASE Furnishings is one of the largest investor-focused furnishing companies based in London. We provide design-led and inspired furniture to all areas within the furnishing industry. We work with Landlords, Estate Agents, Developers, Private Investors, Property Management, Serviced Apartments, Councils, Social Housing, HMO, and Co-Living. We excel in BTR (Build to Rent), Volume orders, and Project management.

At BASE we also specialise in Residential Interior Design, Hospitality, Hotels, Student Accommodation and Nursing Homes.

The BASE family has a wealth of industry knowledge and many years of collective experience. We stand out because of our pride and dedication to deliver every order no matter how big or small, on time, within budget, and in a professional, friendly and helpful manner.

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Cool Starter

Contemporary and clean in design we have incorporated our best selling entry level lines which are functional yet comfortable. Our designers have cleverly combined grey textured Florence sofas, with oak and black furniture. A sophisticated glass dining table helps to create a light and spacious feel.

The white gloss Macy bedroom collection combined with a soft and calm colour palette of accessories shows how it can be adapted for all property styles.



Calm

inspiration





Urban Statement

It's a little more urban, more edgy in design. Comfortable Lizzie sofas sit beautifully against dark rich finishes and the glass marble coffee table set. Our Caz chair is the final feature to complete the on-trend design. Metal beds contrast effortlessly with the oak furniture. With bold and bright accessories it's a design statement.

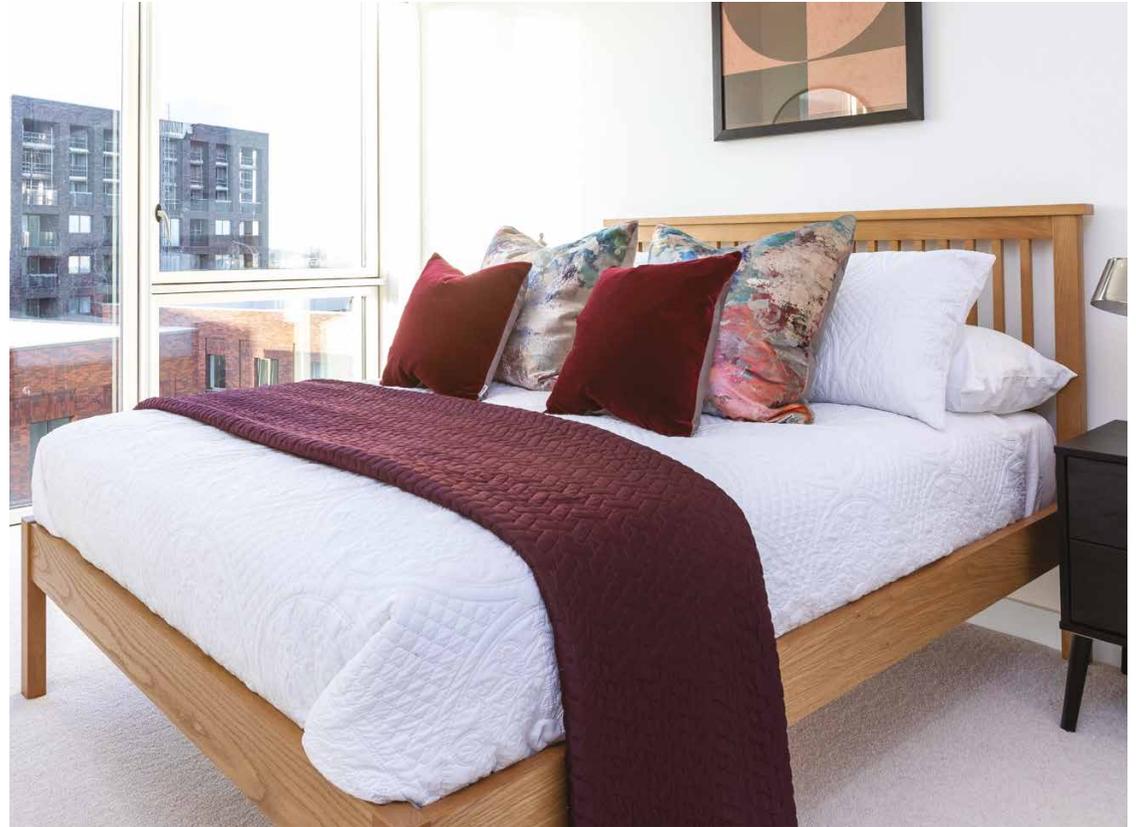




Bold & bright

Vibrant contrasts





Rich Nordic

With a hint towards Scandi, our clever use of wood finishes and colour variation add warmth and depth to the design. The parquet tables are a stunning key feature. In the bedrooms, dark and light woods and hues of grey combine beautifully. Add vibrant accessories, scatter cushions and rugs that bring energy to the room.



Classic Opulence

Contemporary, yet timelessly classic. The walnut and rich wenge furniture help to enhance the opulent Betty chair which has a wide colour palette selection. Paired with the rich, luxury blue velvet sofas that invite you to sit back, relax and enjoy home comforts. The showpiece statement coloured bed is luxury defined and has many design options available.





Deluxe decadence

Supremely sumptuous



Luxury Living

Stylish and elegant, the stunning combination of bold and vibrant colours and rich textures complement the warm wood hues and beautifully carved design details on the coffee table. The leather green armchairs contrast with the brass accent finishes. The softness of the velvet completes the look and feel. It's simply pure luxury.



Studio Style

Designed with Student, HMO, and Co-Living in mind, our studio design is trendy but functional, accounting for strength as the key to longevity. Using metal bed frames, flexible dining and comfortable sofas takes into account the residents will spend considerable time at home, ensuring a happy place to live, work, and play.



Modern chic

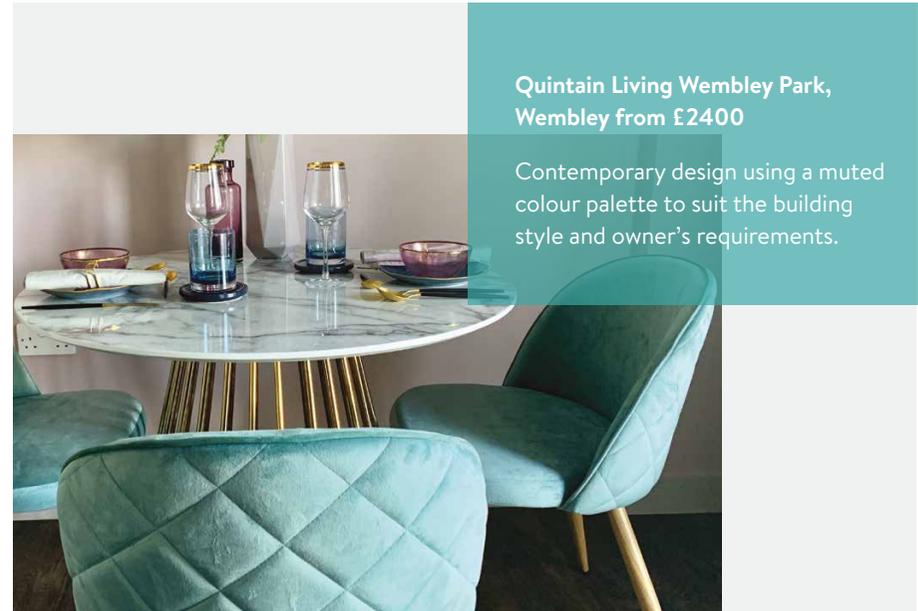


BTR (Build to Rent)

Is an exciting concept and one that BASE is proud to be part of, with its multiple block units, developers have created not just a property to rent, but a community to live and work in. With full concierge service, residential lounges, dining areas, entertainment spaces to hire and co-working areas all with trendy and inventive interior design solutions.

BASE's creative team work passionately to fulfill our client's brief, taking into account budget, concept and design. Our innovative procurement allows us to offer bespoke furniture solutions. We achieve the most appropriate delivery/ installation dates in an impressive and precise fashion keeping in line with the build schedule and client's deadline to ensure minimum void periods.

Our approach is flexible and we provide beautifully designed furniture whilst being robust enough to withstand the use of tenants and multiple occupancies.



Quintain Living Wembley Park,
Wembley from £2400

Contemporary design using a muted
colour palette to suit the building
style and owner's requirements.

QUINTAIN 
LIVING



Folio London - Multiple blocks
Porters Edges Canada Gardens,
Peto Royal Albert Wharf E16,
Gallions Reach E16, City Park West
Chelmsford, Aviator Acton.

folio



LONG HARBOUR



Longharbour

Wulcomb Leicester and
Lansdowne Birmingham.



Recent projects completed

163 Units – Way of Life, Lansdowne Birmingham.
Delivered and installed within a 2 week time frame.

232 Units – Folio London, Porters Edge, Canada Water.
Delivered and installed in stages as per the client's requirement.

180 Units – Way of Life, Wulcomb, Leicester.
Delivered and installed with a 3 week time frame.



Replenishments

BASE Replenishment is an important part of the business. Our unique dedicated service caters to Investors, Property Management and Landlords where we replenish items such as mattresses and sofas which is ideal for both existing or end of a tenancy.

We offer a quick turnaround service with next day possible. We collect keys, remove and dispose of items sustainably and where possible, supporting charities to make use of the old items.

Dedicated service



Flexible luxury

Serviced Apartments

Serviced apartments have become popular with people looking to stay in key cities and locations throughout the UK. They are a good alternative to a hotel and offer the benefit of flexible living. Guests are a mixture of short and long term stays and are popular with corporate clients for temporary and relocating staff.

Inventories vary from client to client depending on usage and typically require more than a furniture package. The quality is important due to heavy use. The Holiday and short-term let markets lead to high competition. Therefore, the solutions we provide need to be to a high standard to ensure our clients can maximise the potential of their properties and adhere to the quality and surrounding they want to achieve. These make for exciting projects to work on.





▲ **Southwark Residence – Southwark London**

This beautiful building had nine bespoke designed flats with stunning views of the Shard, across to St Paul’s Cathedral, with a terrace facing towards the Millennium wheel. We worked very closely with our client and their tenants to achieve bespoke furnishings that were in line with their strong and specific design requirements. It was a fantastic project.



Bell Yard – Holborn London WC2A ►

This stunning property opposite the Royal Courts of Justice has been beautifully refurbished in keeping with the original designs. Bell yard is steeped in interesting history and is located just off the Strand and near to some of the best theatres.

This project allowed us to make the apartments unique and stylish in design, adding vibrant colours to the upholstery and feature pieces. Despite the complex window design, we were able to accommodate a clever solution, which led to the use of Electric Blinds in the basement. The design layout was challenging but we overcame this. The end results were stunning.



Stunning solutions





Complete solutions

We provide furnishing solutions for a wide range of clients, that include residential, social housing and contract furnishings, delivering our outstanding service and value to these sectors.



Residential Interior solutions

Private Investors

Showhomes & view units

Interior Design



Contract Furnishing solutions

Student Accommodation

Nursing and Residential homes

Hotels



Social Housing solutions

Local councils

Assisted Living (extra-care housing)

Services

Window treatments

We offer a complete supply, delivery, and installation service for all types of windows. Our Blinds and Curtains are all bespoke made to order and are available in a wide range of colours and finishes. All blinds conform to British Safety Standards BS EN13120. We offer a free measure service and our professional and experienced fitting team is on hand to propose the best solution for each window.

Our team will suggest which tracks or poles would be the most suitable and advise on the best designs from:

Roller Blinds	Vertical Blinds
Venetian Blinds	Velux
Curtains – Machine or handmade	Bespoke Designs

Treating your windows with the right product is key to completing the overall look and feel of your property. Our products are stylish, durable but competitively priced.

Just windows and no furniture, we can still help.



Simple & stylish



Soft Furnishings

The final finishing touch. The key is partly in the name, adding these as the final touch to your property complete the overall look and feel. When people feel at home they are more likely to extend their tenancy length on renewal.

The added benefit for Investors, Landlords, Estate, Developers, BTR companies is that when we design our packs we take into account they expect a 5-year return from the key items of furniture. Quick replaceability is key, in between tenancies you can refresh the look and feel, or follow a new design trend easily and inexpensively.

Scatter Cushions

Throws

Rugs

Wallpaper

Prints and Art Work

Mirrors

Lighting

Dress Accessories



Flooring

We offer all types of flooring solutions, our specialist flooring team work closely with our clients and offer a wealth of expertise and valuable advice. We work with our landlords, investors, and developers, to provide a hardwearing but cost-effective solution and offer a tenancy replacement service.

We have access to a wide range of suppliers and cover:

Hard Flooring – Amtico Karndean, safety flooring

Engineer wood

Laminate

Solid wood

All Types of carpets

Bespoke carpet and stairs runners



Strong &
durable

Finance

For corporate clients we offer furniture leasing. This is more economical than furniture rental and the great thing is you not only get to keep the furniture at the end of lease, it's also tax deductible.

Outlined below is a brief summary of potential monthly payments for £5000 furniture pack over a three-year period.

Purchase value	Approximate monthly payment amount (Exc VAT)	
	More than 3 years trading accounts	Less than 3 years trading accounts
£5,000.00	£178	£194
Total lease finance cost over 3-year term		
Total repaid	£6,425	£6,995
Total interest paid	£1,425	£1,995
Corporation tax relief @ 19%	£1,221	£1,329
Net cost of finance	£204	£666
Net annual interest	1.37%	4.4%



Complete furnishing solutions



Security & Stability

BASE Furnishings was established in 2010 and has been growing year on year with an expanding experienced team and strong balance sheet.



Guarantee

Although all furniture comes with 1 year manufacturer warranty, we have been supplying furniture since 2010 without comebacks on faulty goods.



Inventory & Storage

Based in NW London we acquire over 20,000sq of warehousing, stocking 400 Apts worth of furniture at any given time.



Project Management

Since 2010 we have delivered an installed over 20,000 Apts to satisfied clients with the assistance of dedicated account managers and experienced and professional installation team.



Time Crucial Projects

We delivered 90 fully furnished apartments in 2 weeks for a Service apartment company, delivered NHS projects on time and have worked with Student accommodation providers in furnishings 123 units within 4 weeks.



Flagship Projects

Secured, delivered and installed 232 Apts for a BTR project.



Economy of Scale

We have the capacity to scale up for large projects allowing to buy in bulk and offer competitive rates and exclusive products.



Value for Money

On projects over 100 units, we offer free furnishings for a Show flat and free welcome packs on all apartments, price match promise, along with our asset tagging management service.

Unrivalled value

PRICE
MATCH
PROMISE





BASE Furnishings Limited

10 Walmgate Road | Perivale | Middlesex | UB6 7LH
Telephone: 0208 991 9700 | www.basefurnishings.co.uk