

Vision Collaboration Reality

London's Finest Homes
Crafted to Perfection


THE
COLLABORATIVE
LONDON



Exceptional Homes Begin with Exceptional Decisions.

Every refurbishment is a series of choices. Some shape how a home looks, others determine how effectively the project is planned, coordinated and delivered.

When design, construction and project management are handled by separate teams, homeowners can be left balancing competing advice, managing timelines and carrying responsibility for the overall outcome.

Collaborative Interiors was created to offer a different approach our experience as Prime Central London developers combines interior design, construction and project delivery within one accountable team.

Every stage of the construction process is carefully considered, professionally managed and delivered with the same level of care and judgement we apply to our own properties.

The Collaborative London Key Services:

Collaborative Partnership

Collaborative Interiors





Abuthar Saraj

Jaffar Saraj

Abuthar Saraj (Founder)

Abu leads the creative and delivery side of Collaborative Interiors, overseeing projects from the earliest design concepts through to final completion. With extensive experience delivering high-end residential refurbishments across Prime Central London. He works closely with architects, consultants, contractors and specialist craftspeople to ensure every element is executed with precision and care. His focus extends beyond beautiful interiors. By pairing design with practical construction knowledge, he ensures every detail is managed with precision and executed to the highest standard.

Jaffar Saraj (Founder)

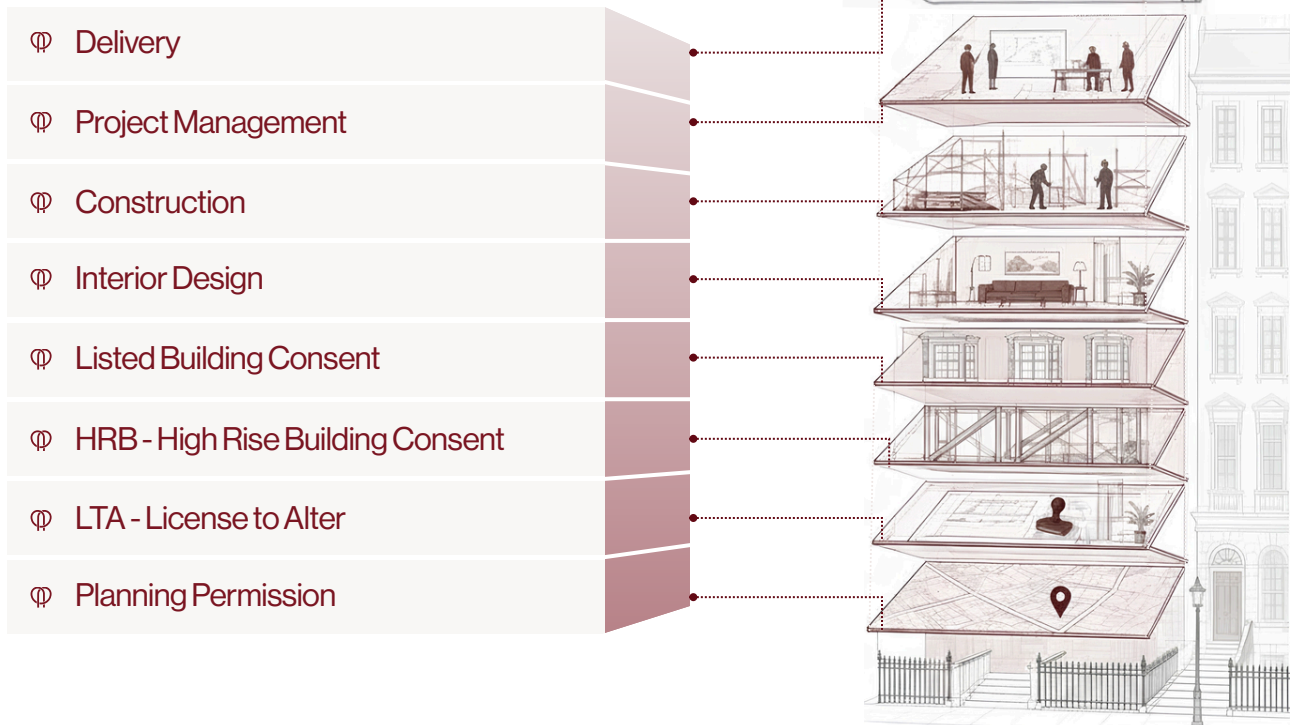
Jaffar pairs a background in property law with a track record of acquiring, refurbishing, and delivering residential projects across Prime Central London. His legal and development experience brings a disciplined approach to the early stages of every refurbishment, helping clients navigate complex decisions around scope, budgets and contracts before work begins. Having overseen projects from an owner's perspective, he understands that successful refurbishment is more than good design. It requires clarity, careful planning, and diligence from the outset.



Refurbishing In Prime Central London Demands More Than Good Design.

Every property in Prime Central London presents its own challenges. Listed buildings, conservation areas, mansion blocks and complex regulations all influence how a project must be approached. Coordinating the many consultants, contractors and specialists involved takes experience and careful oversight from start to finish.

Collaborative Interiors has delivered projects across London's most established neighbourhoods and understands what it takes to navigate this landscape.



A Considered Approach to an Important Decision.

Choosing the right team is one of the most important decisions in any refurbishment.

Why Collaborative Interiors

Owner-developer insight

Decisions informed by experience on both sides of the project.

Fixed-price delivery

A defined price based on the agreed design, scope and specification.

Prime Central London experience

Practical knowledge of the buildings, approvals and complexities that shape each location.

One accountable team

Design, construction and project management coordinated through one central relationship.

Quality carried through

Experienced oversight, trusted craftsmanship and agreed warranties through to completion.

Intelligent sourcing

High-end finishes and materials matched to the brands and styles you already love sourced through specialist suppliers at more efficient project pricing.

Greater certainty. Clearer decisions. A Home Crafted to Perfection.





We Have Been Where You Are.

At **Collaborative Interiors**, we approach each refurbishment with the perspective of an owner and developer, not simply as a designer following a brief or a contractor delivering a specification.

Our experience comes from acquiring, refurbishing and delivering Prime Central London properties ourselves. We understand what it means to compare proposals, allocate a significant budget, make decisions before every condition is visible and remain responsible for the eventual quality, cost and outcome.

That perspective shapes how we assess the property, where we recommend investment and how we guide the project from the first decisions through to completion.

Every home in our portfolio reflects decisions we made ourselves, not instructions we executed. That distinction, between taste and accountability, is what our clients are ultimately paying for.



AGREED SCOPE.
DEFINED PRICE.
CONTROLLED
DELIVERY.

Collaborative Interiors Philosophy

Thinking Like Owners

Every decision is considered in relation to the complete property, its function, character and long-term value.

Intelligent Investment

Budgets are directed towards the elements that genuinely improve the home, avoiding unnecessary expenditure.

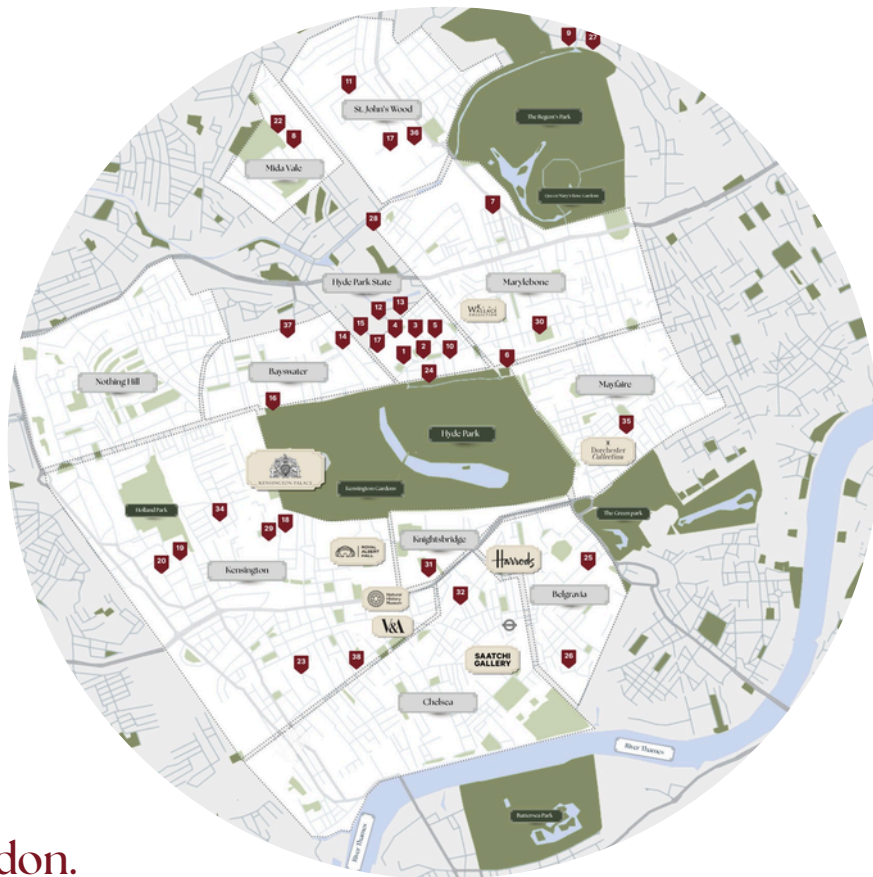
Direct Sourcing

Direct sourcing gives us access to high-end finishes and materials through specialist suppliers, allowing us to deliver greater value throughout the refurbishment.

Developer-Led Execution

Our experience as owners and developers informs how we assess, design and deliver each project from early decisions through to completion.





Established across Prime Central London.

With projects across Prime Central London's most established neighbourhoods, including Mayfair, Belgravia, Knightsbridge, Chelsea, Kensington and Marylebone. We bring first-hand experience across a diverse range of properties, from grand period townhouses to contemporary apartments and mansion blocks.

+ 35 Years Of Combined Experience





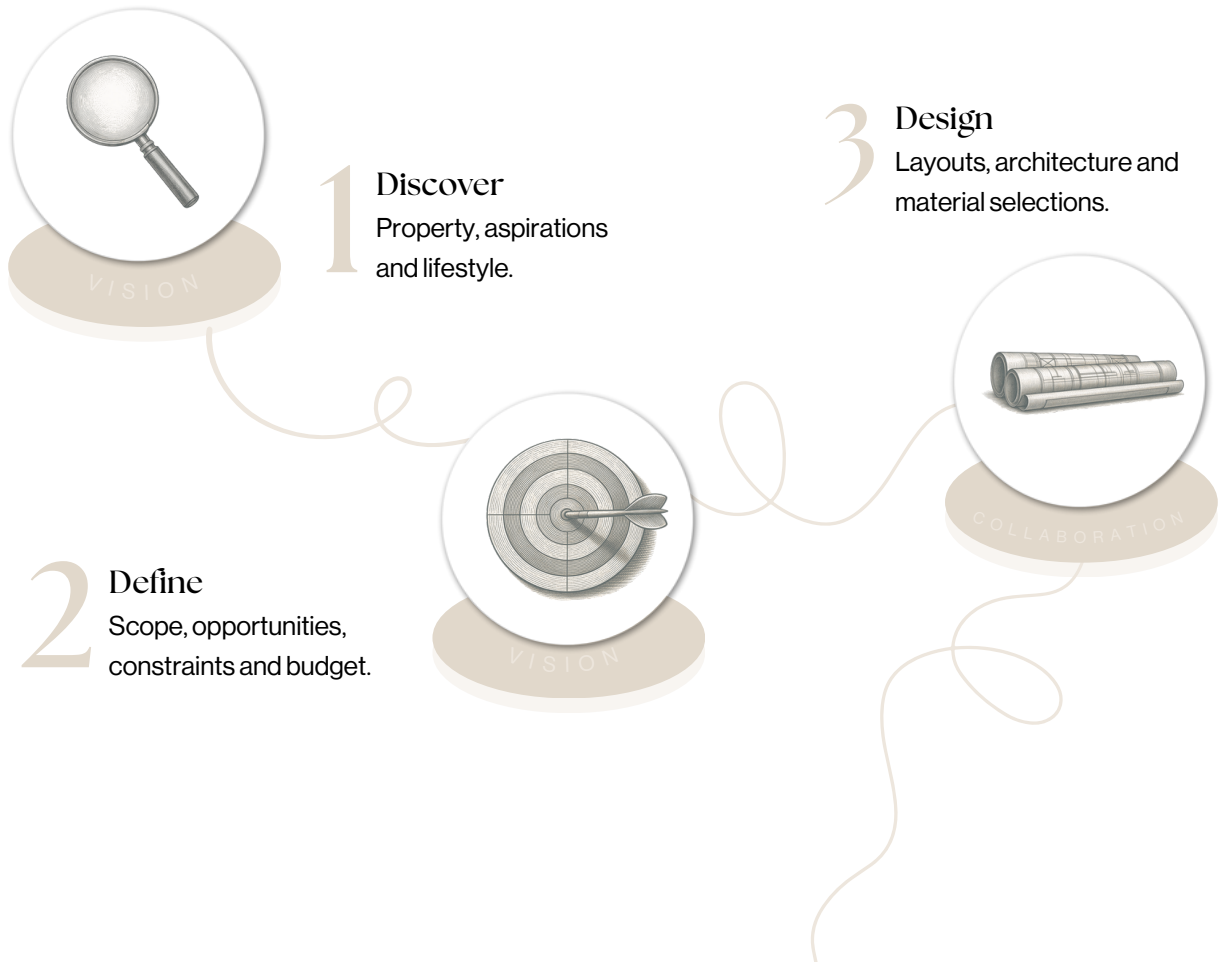
The Collaborative Interiors Process

A Clear Journey. Carefully Managed.

A structured process keeps decisions, responsibilities and delivery aligned.

Vision becomes Collaboration.

Collaboration becomes Reality.



4 Prepare

Procurement, programme and construction planning.



5 Deliver

Construction, quality and project oversight.



6 Handover

Installation, snagging and completion.





Knightsbridge

A three-bedroom masterpiece in Knightsbridge, defined by high-spec finishes and understated luxury at its finest.









South Kensington

Two-bedroom apartment set within a well-established residential building in South Kensington, combining refined craftsmanship with a calm, contemporary aesthetic.













Chelsea

A three-bedroom gem in Chelsea, showcasing elegant design, refined finishes, and effortless contemporary luxury.









Marylebone

A beautifully refurbished three-bedroom lateral apartment positioned on the fourth floor of a prestigious portered building overlooking Portman Square Gardens.





Kensington

A freehold mews house in Kensington, comprehensively reconfigured and extended with an additional floor to create a refined contemporary home, balancing character, space and modern functionality.





Maida Vale

A substantial four-bedroom terrace house on Blomfield Road, Little Venice arranged over four floors with a private rear garden and multiple terraces, finished with a mansard roof extension





Testimonials What Our Clients Say

From our very first meeting, we felt we were in safe hands. Every recommendation was carefully considered, and we always understood why decisions were being made. The result is a home that feels beautifully resolved, but what we valued most was the confidence we had throughout the entire process.

- Private Client, South Kensington

Living overseas, we needed a team we could trust completely. Communication was exceptional, decisions were handled thoughtfully, and we never felt disconnected from the project. Collaborative Interiors gave us complete peace of mind from beginning to end.

- International Homeowner, Knightsbridge

What impressed us most wasn't just the quality of the finished home, but how seamlessly everything was managed. Every stage felt organised, transparent and carefully coordinated. The end result reflects exactly how we wanted to live, and the journey was far less stressful than we ever imagined.

- Private Client, Chelsea



The Next Step Is a Conversation.

Whether you are acquiring a property, developing early plans or preparing for refurbishment, the next step is an initial conversation. This allows us to understand your vision, priorities and requirements, while determining how we can best support the project.

It allows us to establish a clear understanding of the project, priorities and expectations, ensuring every stage is approached with a shared vision from the outset.

Arrange a private consultation with our founders

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