







# MY WORLD

Located in **vibrant cities worldwide**, the MY Locanda brand aims to lead the way in the provision of design-led accommodation, offering a range of **fully equipped apartments** for any length of stay.

Every MY Locanda will be a focus for the local community: a **creative environment** that blends vibrant spaces with clever technology, transforming the traveller experience, and bridging the gap between the locals and those in-the-know.



# MY SOCIAL

The public areas in a MY Locanda are designed with the local community in mind. The concept is not to create a private haven for guests only, but a shared **community space** that responds to the needs of both groups. To achieve this, each MY Locanda will reflect the local area, with a distinctive offering including pop up retail and diverse activities that appeal to both residents and locals.

- **350m2 public space** with seating for 75 guests
- 10Gb/s high-speed Wi-Fi throughout the building
- Dedicated **space for business** meetings and calls
- Food, drinks, and essentials available: **MY Grab & Go**
- **Social media-friendly** spaces: live feeds on display





# MY SPACE

Each MY Locanda is local, reflecting the authenticity of the city, while delivering consistently against the brand's core guiding principles.

- **200+ apartments**
- Ground floor communal areas suitable for co-living and co-working
- Indicative apartment make up as follows:
  - **Studio 25 sqm** (20% of stock)
  - **Studio 30 sqm** with sofa bed (60% of stock)
  - **One bedroom 40 sqm** with sofa bed (20% of stock)





YOU CAN  
BRING  
YOUR PET!



# MY COMMUNITY

Each amenity space is designed to flex both horizontally and vertically across the floor plan, opening up and closing down at different times of the day in response to demand and usage to ensure that the MY Locanda environment is always **responsive** and **activated**.

- **Pop-up activities** and activations (3rd party providers)
- Multi-functional forum space: communal kitchen and fitness studio which can be rented out
- Quiet zones when you need to escape





# MY TIME

Turn off  
the lights

The **fully equipped** apartments are designed to strike a balance between standardised modules for a consistent room experience, while also enabling **personalisation** by the residents throughout the duration of their stay.

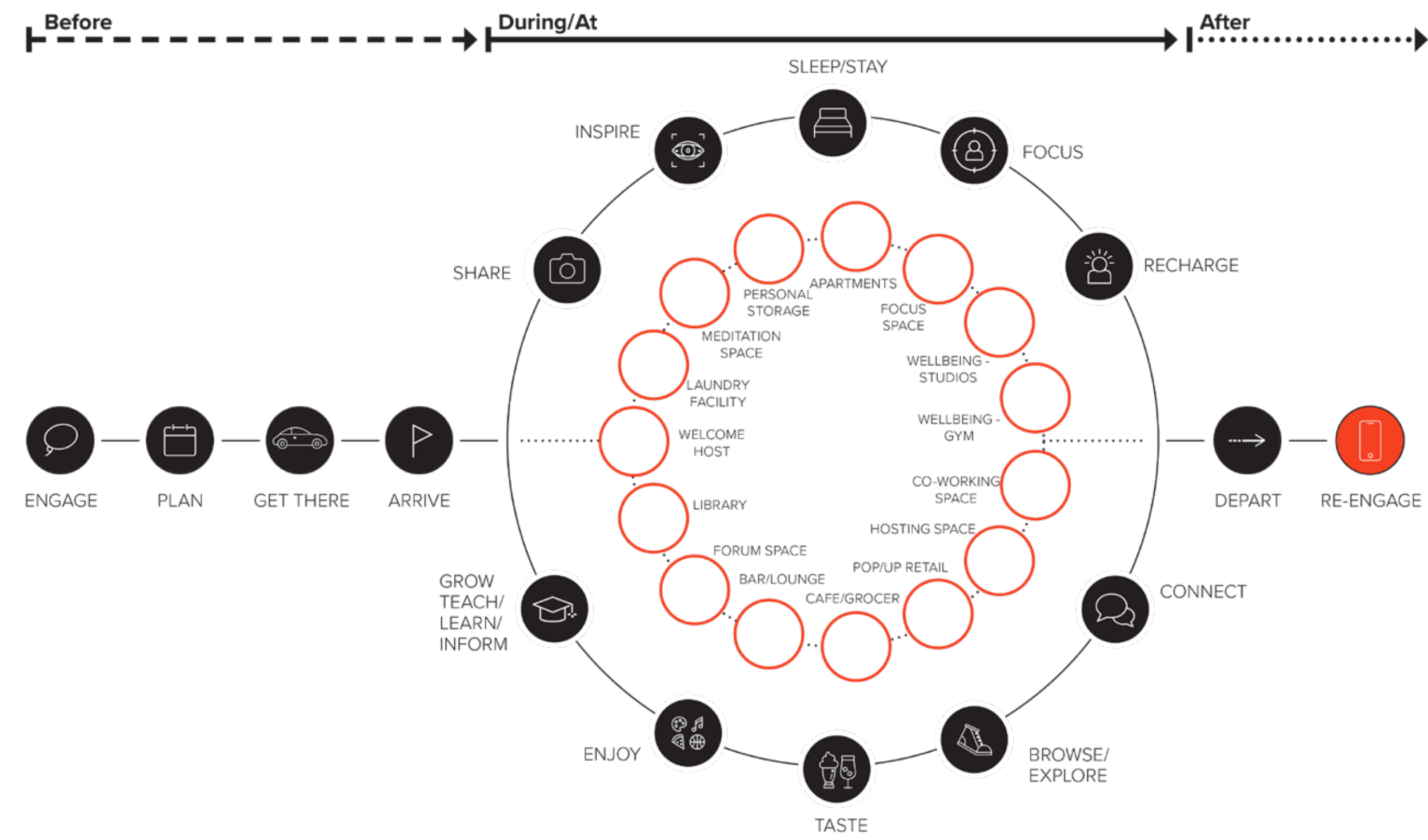
They are deliberately pared back with warm muted tones, dark joinery, and surfaces to create a blank canvas to be used by the residents to impart their own personality. Many of the furnishings are designed to be **multi-functional** and **flexible** for different user modes: cooking, dining, socialising and working.







MACRO USER JOURNEY



# MY PEOPLE

MY Locanda seeks to appeal to a more individual, discerning traveller with a **youthful mindset** for whom the more orthodox definitions of luxury are less relevant.

Our guests, whether staying for leisure or business, as individuals or as a family, for short or long stays, will want to share their stories and feel part of their environment, upholding their **individuality** but as part of a wider **community**.

They are defined neither by age nor social demographic or occupation, but by a **state of mind**, selecting a smart way to enjoy the city.

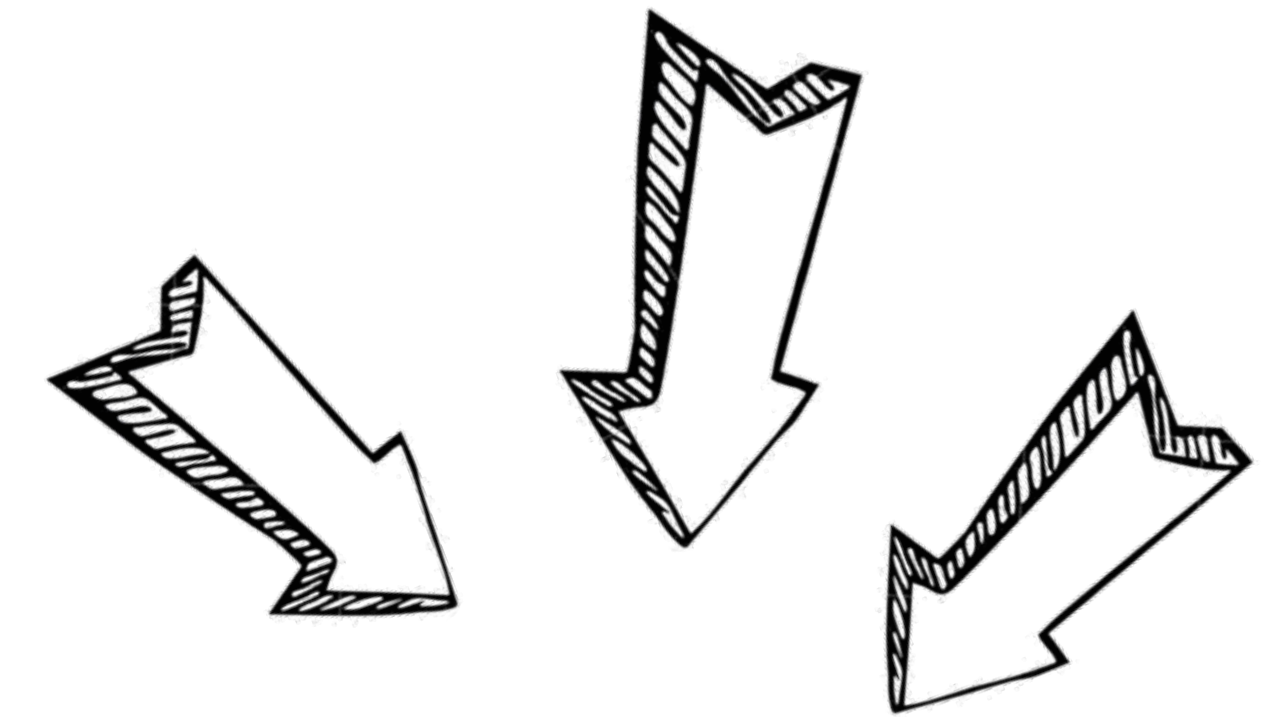




With almost 40 years' experience in the accommodation sector, **Cheval Collection** operates an eclectic portfolio of serviced apartment brands. These include Cheval Residences, Cheval Maison and MY Locanda.

Each brand is designed to appeal to investors and owners looking to stand out with a distinctive product.

Cheval Collection has extensive expertise and resource available to take on new projects, from inception to opening.



**FOR DEVELOPMENT OPPORTUNITIES**

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