

For Quintain Living, TULU delivered curated convenience beyond the apartment

Quintain Living · Multifamily
Alameda & Canada Gardens, Wembley Park

TULU Rent

TULU Shop

TULU Print

ABOUT QUINTAIN LIVING

Quintain Living is part of Quintain, the award-winning developer behind Wembley Park — a neighborhood just 12 minutes from Central London. TULU was installed in Q4 across two residential buildings, Alameda and Canada Gardens, as part of Quintain's effort to enhance the resident experience across its 3,651 homes.

WHY TULU

Quintain has invested heavily in understanding what residents want beyond their own four walls — and found that experience often comes down to shared community spaces and what's on offer within them. TULU let the team curate a range of products that add real value to that experience.

SUSTAINABILITY IMPACT

TULU supports Quintain's sustainability goals: residents can rent goods they'd otherwise have needed to buy, cutting down on waste and unnecessary spending and letting items get used far more than once or twice in their lifetime. Regular resident surveys also give Quintain the ability to keep the product range current as tastes and needs shift over time.

COMMUNITY IMPACT

The variety is part of the appeal — everything from a movie projector for when friends and family visit, to massage therapy tools after a gym session, gives residents something relevant to their moment, not just a generic amenity.

PARTNERSHIP & DATA

The TULU team has been proactive in anticipating Quintain's needs and getting the program up and running quickly. Farouk credits TULU's expertise in breaking down usage data by resident demographic, which lets Quintain display a wide variety of products while still tailoring the range — mixing one-off, novelty items with things residents can build into daily life.



Whether it's a movie projector for when family and friends visit, or massage therapy tools for those who have had a full-on session in one of our gyms, there is always something for everyone to benefit from!

Farouk Omarshah, Resident Manager