



# MEDIA KIT

NEW LOOK AT REAL ESTATE INVESTMENT





## MISSION STATEMENTS

*Investment Club as a boutique level developer offers a fundamentally different approach to investing in real estate, radically different from anything else on the market today.*

*We occupy our own niche in the market and offer only the projects with unique and conceptual idea and a rate of return much higher than industry standards.*



A photograph of a modern, multi-story building with a courtyard. The building has a facade of dark panels and large windows. In the foreground, there is a paved walkway, a small stream with a large rock, and various green plants and trees. The sky is blue with some clouds.

MISSION STATEMENTS

*Turn-key service from A to Z:  
from concept, architecture, interior design and landscaping.*

*Our own production at factories in Asia for external  
and internal decoration.*

*Bespoke Collections Only.*



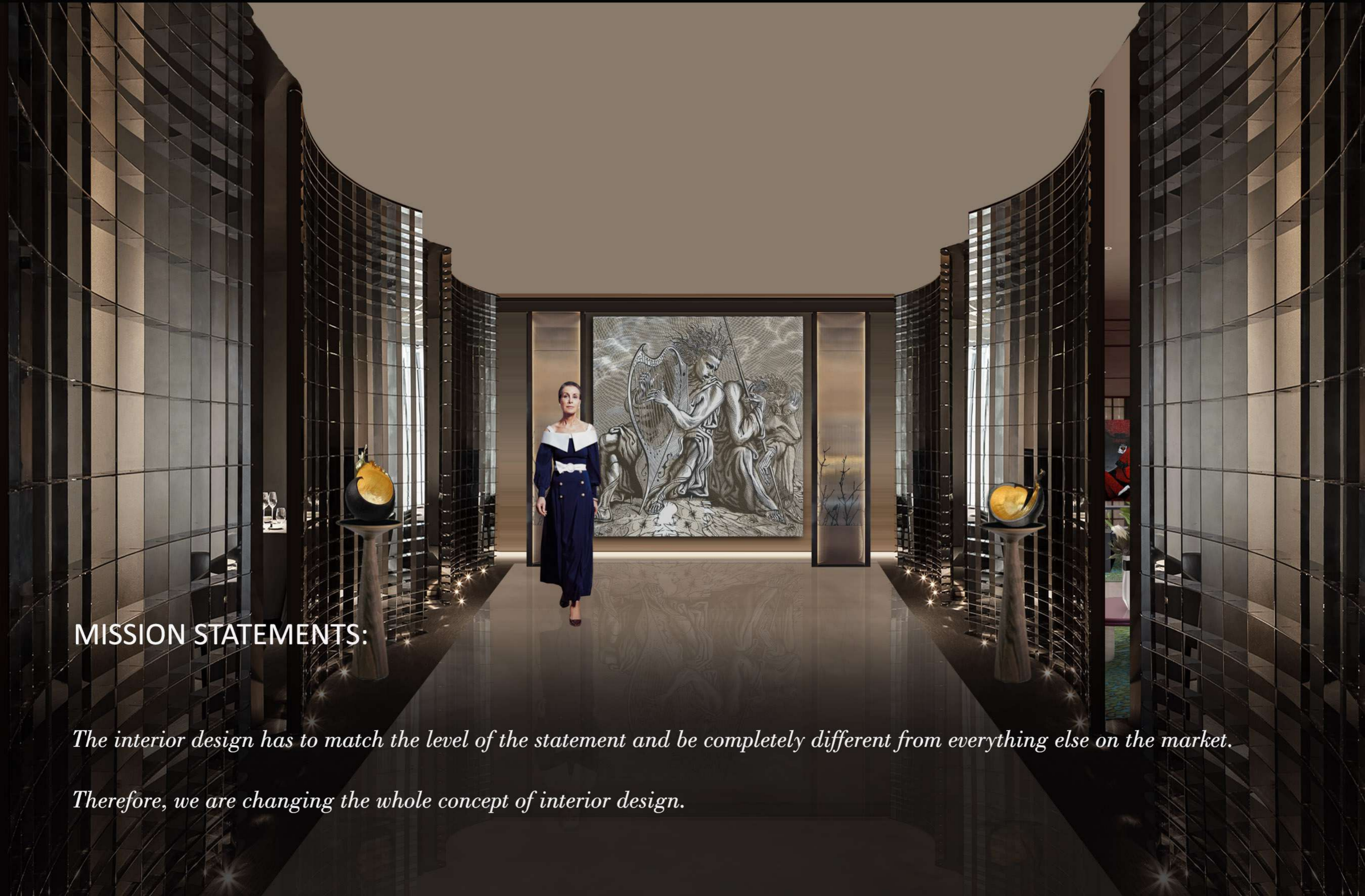


## MISSION STATEMENTS

*The magic lies in the fact that we are changing the very approach to the concept of luxury real estate. It is, above all, design on another level. Luxury real estate should not be faceless.*

*Therefore, we are changing the architecture.*





## MISSION STATEMENTS:

*The interior design has to match the level of the statement and be completely different from everything else on the market.*

*Therefore, we are changing the whole concept of interior design.*





## MISSION STATEMENTS

*And finally, there's price. It should be affordable.  
Therefore, we are changing the price of luxury real estate.*

*These three components define the new philosophy.*





• *Unique Private villas - turnkey development*

*Unless you know how to make the price affordable with such luxury, you never get a similar level.  
The cost of the property would be astronomically high.  
We know how to make it substantially below the industry's accepted standard.*





• *New Business start-ups*

*One of a kind business ideas for investors in different fields of industries with a high margin of profit*

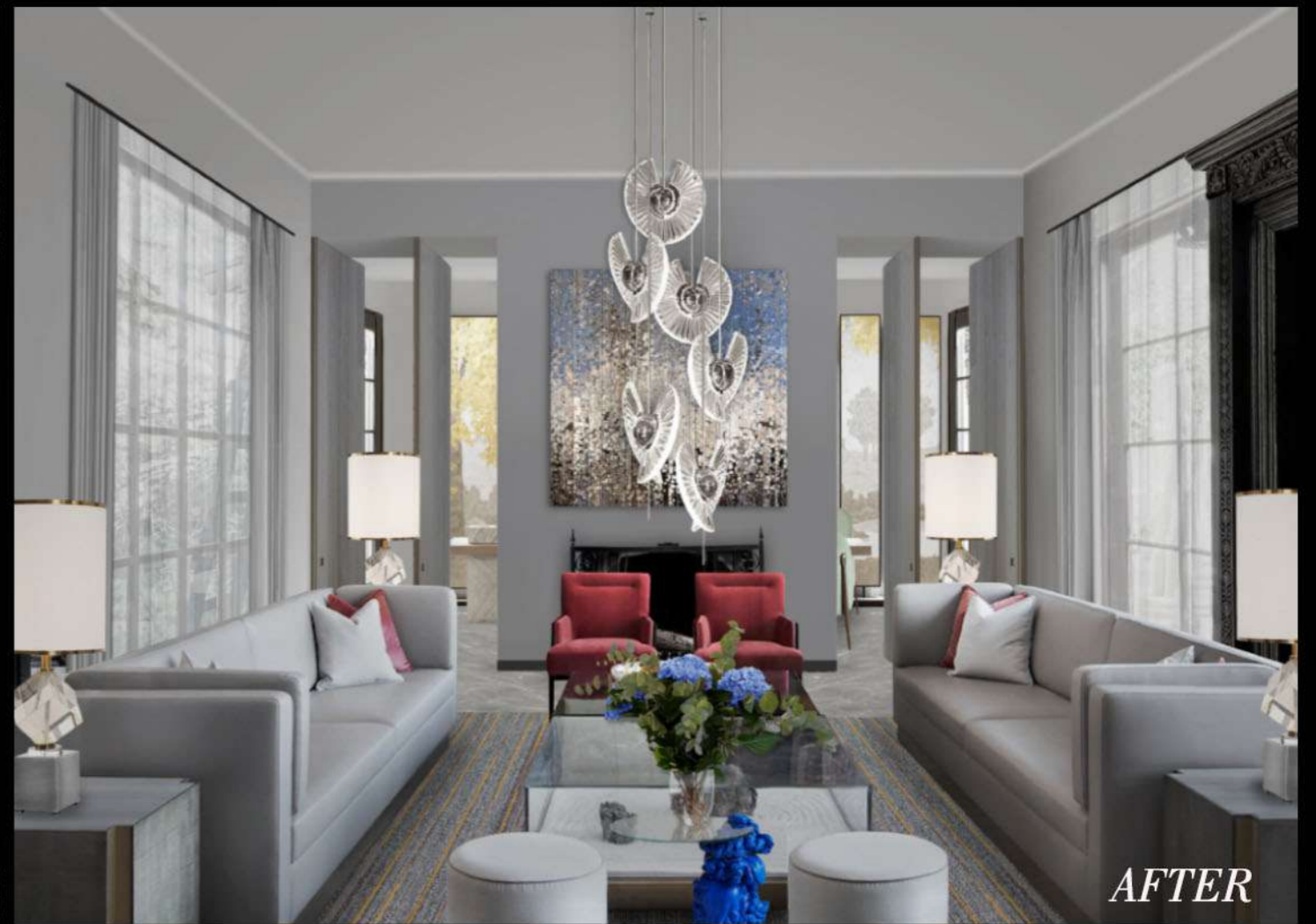




• *Renovation of Old Villas*

*Design affects the value of property a lot. We do the level of renovation to increase the sale price dramatically.*









## *All Investment Projects are very profitable*

- \* we create unique designs for everything: from architecture, interiors to bespoke furniture and panels;*
- \* we manufacture everything ourselves at our factories in Asia with lower cost;*
- \* we use only the masters in art during production with no limitation for creativity;*
- \* we use our know-how to get affordable prices for super luxury product*



# BRAND HISTORY

## There's a Reason to Be Another Brand

The brand has a rich pre-history, full of impressive creatives and ideas before getting its final name - Investment Club.

Established in Spain:	2020
Headquater:	Marbella, Spain
Founders:	Alexander Anisimov (Al Sander) H.S.H. Prince George Yourievsky

## Brand Background Where and When It Began

1998

The Art lover Alexander Anisimov (later as Al Sander) started his design carrier as a private designer after getting his Master of Design digree and opening his first studio Alexander's Collection in Moscow doing textile design.



2008

Versace Home licenced to design and manufacture Versace Rug Collection





## 2009 Going to Middle East



Collaboration with H.R.H Sheikh Mohamed Al Maktoum, Ruller of Dubai  
Engineering Office

One of the major exclusive suppliers for the Sheikh's global property in Emirate.

Private palaces in Doha, Qatar



# BRAND HISTORY

2010 Going to China. Carrier of Interior Designer



Collaboration with several top luxury factories manufacturing product for home decoration gives a long term relationship with leading real estate companies: Green Town and Star River. Interior design for model villas in major cities.

Besides, a carrier of product designer started and joint ventures with furniture and carpet factories.



# BRAND HISTORY

## 2013 New Chinoiserie Style Brand Collection “Forbidden City”



The Forbidden City was constructed in Beijing from 1406 to 1420, and was the former Chinese imperial palace and winter residence of the Emperor of China from the Ming dynasty. The Forbidden City served as the home of Chinese emperors and their households and was the ceremonial and political center of the Chinese government for over 500 years.

The modern project of the unique settlement with the same name is a symbol of the revival of China's aristocratic traditions and its imperial cultural grandeur. The Forbidden City became a luxury collection with the highest standards of quality for the China's new elite.



# BRAND HISTORY

## 2020 Investment Club in Spain With Several High Profile Investment Projects

The idea of creating Investment Club belongs to the two partners:  
Alexander & H.S.H. Prince George Yourievsky

The idea was not originated by chance. Both founders have worked in the luxury industry  
and in luxury real estate for many years.

Alexander is the ideological director of the project, Prince George is its inspiration and financial advisor.

Their meeting took place in 2012 when the first steps were taken to implement a number of investment projects in Europe.



H.S.H. Prince George Yourievsky joined the group and brought  
the Princely family status to the company with an idea to set up the headquarter as a private high end  
villa showroom in Marbella, Spain: Villa “Georg”.

## 2020-2021 “Hidden World” Flagship Real Estate Projects

Several one-of-a-kind projects for real estate development were created with a new and fresh concepts as The Investment Club  
library of ideas to attract world-wide high caliber investors.



# TEAM MEMBERS



## **Alexander Anisimov (Al Sander in Europe)**

### **Founder**

Alexander grew up in Moscow (born 1960), completed the College and graduated from the University of Telecommunication in Moscow, then graduated from University of Architecture with a Bachelor's and then a Master's degree on Design. Since 1999 worked as independent private interior and product designer.

Over 25 years worked with different Chinese companies and was a Master Designer for several factories doing annual collections for their product line (mostly for furniture, wall panels, rugs & carpets)

Master Designer for Real Estate Development Companies and Private placements in China.

Moved to Spain, Marbella (2019) and founded Investment Club - a boutique level development and investment company.



## **H.S.H. Prince George Yourievsky**

### **Founder**

The house of the Princes Yourievsky comes from the 2nd wedlock of HIM Emperor (Tsar) Alexander II (1818–1881) with Princess Catherine Dolgorouky (1847–1922). She received from the Emperor name and title with predicate Her Serene Highness (HSH) Princess Yourievsky for her and her descendants as a wedding gift.

The son, Prince Georgij Yourievsky (1872–1913), was married to the Georgian Countess Alexandra of Zarnekau (1883–1957) which was the daughter of Prince Constantin of Oldenburg and his wife Princess Agraphena Dzhaparidze. Their son, Prince Alexandre Yourievsky (1900–1988) and his wife Princess Ursula Yourievsky, born Beer, gave birth to a son, Prince George Yourievsky (\*1961), the last living great-grandson of an Russian Emperor.

Prince George Yourievsky grew up in Switzerland, completed the economic grammar school and studied in Zurich (law/MBA). He led during 18 years different IT-companies.

Since 2006 he decided to work as an international entrepreneur in the special field of Real Estate Development and Private Placements.

Furthermore, he is patron of different organisations/projects and on governing boards of various companies.



# TEAM MEMBERS



**William Wu**  
Shanghai Congress Senator

Associated Partner in China

William's practising fields include inbound and outbound investment, M&A, capital markets, compliance and daily legal advisory.

He has represented foreign investors in more than 100 FDI and M&A projects, and is familiar with laws and regulations in sectors such as the internet, medical, chemical, food, automobile and real estate.



**Ernesto Palanco**  
Architect

He has been creating and constructing unique tailor-made villas for more than 20 years.

With over 300 completed projects, my studio has specialised in pure Mediterranean architecture with Arabic influences, adding a contemporary edge to traditional materials and textures.



**Santiago de la Cruz Lopez**  
Legal Advisor

A professional lawyer who, having run and managed a large firm that provided the complete range of legal services, later decided to operate in an exclusive field. His service is personal, on-going and direct, with appropriate experience and confidence. This company of experienced professionals know their business, and aim to offer their greatest efforts and talent to your cause.

# ASSOCIATED PARTNERS



# COMPETITIVE ADVANTAGES

- Real Estate Unique Ideas for Investors
- Strong Team with Experience in Luxury industry
- Our own Factories for Manufacturing Most of Items for Projects
- We manufacture in low labor cost Asian countries
- High Profit, Much More Than Industry Standards





# TARGET AUDIENCE



- Private Clients for Building a Luxury Villa
  - Real Estate Investors
  - Real Estate Agencies
  - Private Family Offices
- Wealth Management Companies



# PROJECTS



## Aristocratic & Business Club

European Aristocratic & Business Club is a gated community for the aristocratic families of Europe and the large caliber of business people, world-wide billionaires.

24 private villas from 1,600 to 3,000 sqm on a plot of 220,000 sqm construction are and 195,000 sqm of green zone.  
5,000 sqm The Club Palace

10, 000 sqm Beach Club with 30 boutique level rooms, extra 12,000 sqm plot

Aviation Club, Car & Bike Club, Yacht Club, 50,000 sqm Agrecultural Organic Farm, Horse Club, Golf Club, Helicopter port.



An architectural rendering of a modern, luxury gated community entrance. The scene features a long, low wall with several tall, rectangular pillars. The pillars are illuminated from within, casting a warm glow. The wall is made of light-colored stone or concrete panels. In the background, a modern building with large glass windows is visible. The sky is a clear blue with a few white clouds. The overall atmosphere is one of elegance and exclusivity.

## FORBIDDEN CITY

Luxury gated community for the Chinese elite.  
20 private villas from 1,600 to 3,000 sqm on a plot of 200,000 sqm construction with the green zone.

2,000 sqm The Club Chinese Palace

Residents become the members of Aristocratic & Business Club community.

Residence on Membership basis



# EDEN

## LUXURY RETIREMENT



The first in the world retirement complex for super rich, with no match in the industry.  
Life time service with one time payment.

Cell therapy clinic, European & Asian SPA, salt and ice rooms, aroma therapy, beauty salon, super luxury apartments, fine dining, fresh and salt water therapy, private theater, cars with drivers, guest rooms, boutique hotel service 24/365, armed security, full privacy, helicopter port, medical service and many more





# The DREAMS park

One-of-a-kind park of music fountains and marble fine mosaics, unique restaurant ICE, children section FROG CITY, huge waterfall with laser show. New tourist center in Europe on special municipal land. All video presentations are available upon the investor's inquiry. No match in the world.





# CELEBRITIES

Boutique Hotel

Exclusive project with 30 rooms only, prime location on Mediterranean coast.  
Only suites after such names as CUCCI, Louis Vuitton, Pateck Phillipe, Chanel, Audrey Hepburn and many more.  
All bespoke interior design and architecture, fresh and sea water swimming pools, SPA, fine dining, limo service, 24/365 security.



# CONTACT INFORMATION

For Press:

Alexander Anisimov

Alexander.AISander@gmail.com

+34 722 182 294 WhatsApp  
WeChat  
Telegram

