

Panoramic photo taken from a height of 226m from the site of 8 Conlay's Tower A



# KSK Land's branded luxury residences in KLCC make Singapore debut

BY LIN ZHIQIN |

Developer KSK Land, a wholly-owned subsidiary of Malaysian investment holding company KSK Group, will launch its maiden project in Singapore on the weekend of Oct 14 and 15. The RM5.4 billion (\$1.7 billion), freehold mixed-use scheme is located at 8 Jalan Conlay in the heart of Kuala Lumpur City Centre (KLCC).

The development, called 8 Conlay, comprises three high-rise towers: The 62-storey Tower A has 564 serviced apartment units and the 57-storey Tower B has 498 units. Both towers will feature residences branded YOO8 and serviced by Kempinski. The third tower will be the 68-storey Kempinski Hotel, featuring 260 rooms and 300 strata-titled hotel suites, and marking the maiden entry of Kempinski Hotels in Kuala Lumpur. Founded in Berlin in 1897, the 120-year-old Kempinski Hotels is one of the oldest luxury hotel groups in Europe.

8 Conlay is targeted for completion by end-2020, says Joanne Kua, CEO of KSK Group and managing director of KSK Land. The branded residences in Tower A were launched in Kuala Lumpur in November 2015, and 80% of the units have been snapped up. About 60%

of the buyers are foreigners and the rest are Malaysians. Following its launch in KL, the project was also showcased in other cities in Asia such as Bangkok, Jakarta, Beijing and Shanghai.

"This weekend will mark the project's debut in Singapore," says Kua. It will be launched at The St Regis Singapore, with SRI as the exclusive marketing agent.

KSK Land purchased the four-acre freehold site at 8 Jalan Conlay in 2013 for RM568 million. It is situated in Kuala Lumpur's Golden Triangle and well served by amenities, including KL's biggest malls — Pavilion Kuala Lumpur and Suria KLCC at Petronas Twin Towers are within a few minutes' walk. 8 Conlay is also within walking distance of the upcoming Conlay station on the second MRT line, which is under construction.

For the convenience of its guests and residents, 8 Conlay will also have four stores of retail space. All the serviced apartments branded YOO8 will be sold fully furnished.

8 Conlay was designed by renowned Malaysian architect Hud Bakar of RSP Architects in KL. Hud is the designer behind many of the landmarks in KL such as Felda Tower, Paradigm Mall and Matrade Exhibition and Convention Centre.



Kua: We want to deliver a lifestyle that people aspire to have

Bangkok-based landscape architecture firm TROP: Terrains + Open Spaces, headed by Pok Kobkongsanti, was engaged as the landscape architect for 8 Conlay. Landscape designs by TROP include Hilton Pattaya, Sento-

sa's Seascope condominium as well as Iconic Hotel and Residence at Bintan Island.

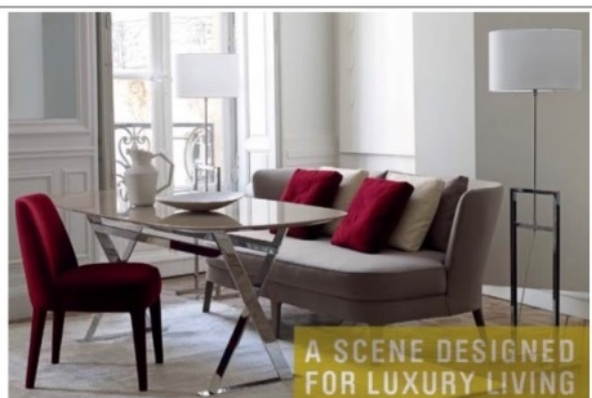
The interiors of the branded serviced residences in Tower A are designed by Hong Kong designer Steve Leung in collaboration with YOO, a partnership between property entrepreneur John Hitchcox and world-renowned French architect Phillippe Starck.

The branded residences at Tower A of 8 Conlay were launched at an average price of RM2,700 psf two years ago, but today they are priced at RM3,200 psf.

Residences range from one-bedroom units that start from 700 sq ft to three-bedroom units of 1,308 sq ft.

The units launched in Singapore this weekend will range from RM2.1 million for a one-bedroom unit to RM2.77 million for a 1,073 sq ft, two-bedroom unit with a study. Some units will be offered for sale with a two-year rental guarantee of 6%.

The units were deliberately kept at a compact size so that the absolute prices would be palatable, says Kua. "There are people who like to buy branded residences around the world, and we want to deliver a lifestyle that people aspire to have," she adds. "Half of the buyers are buying for their own use, and the rest buy for investment."



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SPACE



8 Conlay comprises two towers of branded residences, a hotel tower and a retail podium



Showflat showing the living and dining space of a two-bedroom unit



Showflat showing the bathroom and bedroom of a one-bedroom unit