



# Breaking Borders with Design with 8 Conlay

*8 Conlay, in the heart of Kuala Lumpur, is planned as three towers, with branded residences managed by Kempinski, with an adjacent five-star Kempinski hotel. With one to three-bedroom branded residences designed by Steve Leung & YOO, YOO8 serviced by Kempinski offers luxury living in a promising investment environment.*

**SET TO CHANGE** the skyline of Kuala Lumpur, 8 Conlay's 57- and 62-story branded residence towers, designed by top Malaysian architect Hud Bakar, curve sensuously to form shape of the Chinese character for eight, while a third tower will host a Kempinski Hotel, and a lifestyle retail quarter—the city's first.

Inside, guests enter the realm of interior designer Steve Leung & YOO, a collaboration between Steve Leung and YOO, which was founded by Philippe Starck and John Hitchcox. Every aspect of the residences reflects their mastery of design & space utilization.

For example, floor-to-ceiling windows sweep along an axis from entryway to kitchen to living room to balcony. The effect brings the outside "inside", keeping occupants close to nature, even when high atop the metropolis.

Meanwhile, herringbone oak flooring and surprising pastiches—such as textured walls festooned with gorgeous patterns—offer striking and space-enlarging eyelines.

"The conceptual luxury experience for branded residence living does not begin and end in marble," Joanne Kua, Managing Director of KSK Land, says of the guidance she gave the designers.

Inspired to bring nature to a vertical

space, Leung themed the branded residence units either "Wood", with accents such as brown textured fabric walls to evoke a forest, or "Water", with cool blues and undulating patterns suggesting a transition from beach to sea when gazing from bathroom to bedroom.

"When you develop you have the power to design lifestyles for people, making the design come alive is the hardest part," Joanne says.

8 Conlay offers access to Kuala Lumpur, a city that is multicultural, entrepreneurial, changing, confident and influential, Joanne says. "It's hard to find a single word."

Set between the city's Golden Triangle and city center, 8 Conlay is a pleasant five-minute walk from Pavilion, a perennial favorite high-end shopping destination for visiting Indonesians.

Less than a kilometer away via quiet, well-maintained streets is the world-class Royal Selangor Golf Course, as well as the Prince Court Medical Center, a global top-10 hospital for medical tourism.

The development will become even more strategic with the planned launch of the Kuala Lumpur-Singapore High-Speed Rail (HSR) project in 2026, cutting the trip time between the capitals to barely 90 minutes.

Meanwhile, Kempinski, Europe's oldest and most established luxury hotel group, will bring a unique touch to 8 Conlay—offering something fundamentally different from the brand's other properties, according to Michael Henssler, the Chief Operating Officer Asia for Kempinski Hotels.

"We want to create a sense of space that hasn't been seen before," says Henssler, a frequent visitor to Kuala Lumpur as he and Joanne develop the vision for their partnership. "Luxury is in having options," he says of the five-star a-la-carte services to be offered at the branded serviced residences, which might include having chefs cook in your Gaggenau-equipped kitchen.

Investors take note: Branded serviced residences such as YOO8 serviced by Kempinski in Kuala Lumpur could command an above-average premium of 35.7 percent over non-branded apartments, according to a report by Knight Frank.

Kempinski will leave its mark on Kuala Lumpur with the city's first Kempinski hotel, as well as a mark on its branded residences, YOO8 serviced by Kempinski—and boost capital appreciation for buyers, according to Joanne.

"Many luxury apartments are not maintained and the value goes down," she says, adding that Kempinski will put its

reputation on the line to guarantee results, having inked a partnership with 8 Conlay for 15 plus five years. Simply put, when you have a residence managed by Kempinski, it is taken care of.

On buying basics, YOO8 Kempinski-serviced residence at 8 Conlay, which range from swank one to amazing three-bedroom residences, are offered freehold to overseas investors, who currently comprise around 60 percent of all buyers. Overseas investors can count on the support of the Malaysian government as well as a legal system based on British law, Joanne says.

She points out that "The Malaysia My Second Home" program (MM2H) offers a host of incentives to non-Malaysians interested in overseas property investment, such as 10-year long-stay visas, the right to make freehold property purchases over one million ringgit (US\$236,000) and access to financing from Malaysian banks as low as 4.5 percent.

However, it's clear that Joanne's passion is for the curated spaces 8 Conlay will offer residents. "We want a sense of being welcome—a convergence of culture, where service is a given."

For more information, visit [8conlay.com](http://8conlay.com)