

BRANDED RESIDENCES WITH A REAL DIFFERENCE

Renowned Hong Kong-based architect and designer Steve Leung brings his sophisticated brand of luxury to 8 Conlay.

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WHEN you buy into a branded residence, you are also subscribing to the developer's definition of luxury, which is often brought to fruition through the designer's philosophy and sensibilities.

The concept of branded residences is not new in Malaysia. So, what was KSK Land's approach for its branded project 8 Conlay, which comprises two towers of luxury serviced apartments, a nine-storey niche retail podium and the five-star Kempinski Hotel?

Answer: They formed a formidable group of creative extraordinaire to push boundaries and deliver solutions that add real value to a global consumer's lifestyle. Together, they pored into every single detail and corner. Nothing is an afterthought.

This will be evident when its on-site show gallery for its first residential tower (Tower A) opens its doors on Oct 8. The residential towers are named YOO 8, serviced by Kempinski. What you will witness are design elements of the highest standard. After all, the interior design is created under the brand, Steve Leung & YOO, two revered names in the design world.

YOO design studio was founded by property entrepreneur John Hitchcox and superstar designer Philippe Starck in 1999. Their A-list talents worldwide include Kelly Hoppen, Jade Jagger (Rolling Stones singer Mick Jagger's daughter), Marcel Wanders, and of course, Steve Leung.

A design virtuoso

Leung, 58, is a chameleon when it comes to creativity. He is an architect, interior designer and product designer. He was first introduced to the world of design by his uncle. Leung's tone softens as he speaks of his uncle, "When I was young, I stayed with my second uncle. He is an architect and I would watch him work at home after office hours. He is my idol. He is really good in calligraphy. He is an artist. I knew that I was going to be an architect as well. It was very natural as I like art, too."

To Leung, architecture, interior and product design are connected, and one discipline should not be regarded as more professional or prestigious than the other. Leung shares, "Some would say that I moved from architecture to interior, and now product design. I think that it is the



- 1 Type E is one of the largest units in Tower A.
- 2 Type B1 is designed around the "water" element. Upon entering, one is treated to the magnificent view of KL city centre, beyond the foldable doors.
- 3 The bathrooms feature different types of marble.
- 4 Leung is the creative director of Steve Leung & YOO.

other way around. I designed my own furniture when I was very young. So I often joke that I have been a designer for more than 50 years."

Leung also enjoys changing things up occasionally. For instance, he had the office repainted over a weekend and his staff wondered whether they had arrived at the wrong office come Monday.

"I like doing these things. Design should be fun!" Leung chuckles as he relates his brand of humour. The surprises don't stop there.

He points to his colourful jacket, "This is my first time wearing this. I usually wear plain colours. Today, I suddenly changed my image. I told my staff that this is just the beginning, as I also bought a pink jacket!"

While design should be fun, Leung is serious when it comes to augmenting commercial success. His entrepreneurial streak extends to his other passion – food. To date, he has six restaurants under his lifestyle brand, 1957 & Co. They are Gonpachi, Sushi Ta-ke, Mango Tree I and II, An Nam and Bella Vita. Dining at any of his a-cut-above restaurants is a visual feast and a complete delight for the palate.

Highly curated luxury

Leung will bring in a fresh lifestyle experience to 8 Conlay. Tower A of



YOO 8 highlights the essence of nature as reflected in the Eastern Chinese philosophy that incorporates the elements of fire, wood, metal, water and earth. The focus for Tower A would be on two elements; "water" (represents purity, fluidity and calmness) and "wood" (represents harmony and warmth). "Water" showcases lighter hues, while "wood" delivers more contrast. The apartments also feature other elements, such as brass and copper ("metal"), which lend a beautiful touch of refined elegance.

There are 564 branded residences in Tower A, with built-up sizes ranging

from 682 sq ft to 1,295 sq ft. They are standardised in certain ways. All apartments feature an open-plan layout where the kitchen, dining and living areas breathe quality liveability. The outdoor area is also seen as an extension of the living room. Leung explains, "When the doors are open, we want to feel that the living room is extended to the balcony and beyond, into the surroundings. This is also a very typical Chinese way of designing, which is to borrow the view outside into the room and it becomes part of the room."

The luxury is indeed in the details and you will sense it when you live at YOO 8. ♡



Noted projects in Hong Kong by Steve Leung

- I Yoo Residence**
A high-floor, one-bedroom unit was sold at HK\$43,000 (RM22,694) per sq ft, making it the highest-priced unit of its type in Hong Kong.
- II 39 Conduit Road**
The unit boasts stunning views of Victoria Harbour. It is the epitome of the high life, enjoyed by those with impeccable taste.
- III Sing Yin Chinese Restaurant**
Instead of traditional grandeur, this Chinese restaurant of W Hotel Hong Kong is designed to recreate the unique features of Hong Kong's streetscape.

INTEGRATED DEVELOPMENTS IN KL

Integrated developments are now built around a 'walkability range' system, creating a sustainable and liveable environment with a lower carbon footprint.



The city of Kuala Lumpur is known by many names. Among them: the 19th most liveable city in Asia (according to Bloomberg), the city of lights, the city that never sleeps. But to many other people, Kuala Lumpur is a place called "home". Where once homes were landed properties located in sleepy, quiet neighbourhoods, today's modern home may be located at the top of a tall skyscraper in the heart of the hustles and bustles of the city.

In the bygone days, developers created spacious homes surrounded by a host of amenities. Nowadays, you'd be hard-pressed to find something similar, as units are getting smaller due to rising costs and limited space. Residents usually need to travel to get to amenities, but this is not the case for the modern integrated development. Everything the discerning resident could possibly want is now located within a walkable range.

Many of them now host various features such as entertainment hubs, hotel partnerships, transport convenience, active lifestyles and verdant sanctuaries.

Entertainment hubs

Many modern integrated developments will build shopping malls and a host of F&B options for their residents to enjoy, but a few also include entertainment hubs. Mid Valley City by IGB Corporation Bhd stands out from the rest with their offering of retail, leisure, dining, entertainment and hospitality aspects all under one roof. Spanning 50 acres with not one, but two popular shopping malls (The Gardens and Mid Valley Megamall), this development also boasts two hotels, 224 residential units and office suites.

It is the entertainment hub that takes the cake; from clubs and bars (Gravity Club and The Library Bar) to wholesome family fun (Black Bull, incorporating a western fusion kitchen alongside activity areas such as Brunswick bowling lanes, pool tables and private karaoke rooms), these are just some of the various leisure options that can be found at Mid Valley City.

Hotel partnerships

It is becoming evident that developers are looking for new ways to create integrated developments that not only offer a holistic and wholesome living environment, but also more value added services. They thus enter into partnerships with international branded hotels where the name of the game is to offer only the best in world-class services and bring luxury to a whole new level.

8 Conlay by KSK Land is a 3.95-acre integrated development in a class of its own. Comprising three glittering skyline-redefining towers that range from 55 to 62 storeys, there will be residential, hotel and retail components. Exceptional brand partner Kempinski, Europe's oldest luxury hotel group, joins 8 Conlay to offer impeccable personalized services to guests and residents.

Famous for making every five-star stay count, an unwavering attention to detail and creating precious moments, this heritage brand of hoteliers that have been operating since 1897 brings a sense of exclusivity to the entire development.

Transport convenience

Getting to and from areas in Kuala Lumpur can quickly turn into a nightmare when peak hours and rainy days are involved. Public transportation is thus a relief, especially if it's located right at your doorstep. One dazzling development sprawled across 23 acres of prime freehold land sets out to prove that it's possible to have your cake, and eat it too.

Being the only integrated development in KL with a direct link to two underground MRT stations (Cochrane and Maluri), Sunway Velocity by Sunway Group manages to create a perfect blend of all the components needed for a balanced lifestyle. It consists of a shopping mall (approximately 1 million sq ft), hotel, medical centre, V Boulevard (700m environmental deck), V Garden (2-acre Central Park), residences, shops and offices.

With exceptional connectivity from main highways such as New Pantai



Expressway (NPE), SMART, KL-Seremban Expressway and Maju Expressway (MEX), residents and visitors will find it easy to come and enjoy all that the vibrant Sunway Velocity has to offer.

Verdant sanctuaries

When it comes to escaping the hectic life that living in the city brings about, many people would think of short getaways to somewhere serene and where they can be one with nature again. But what if your home is already set amidst nature's lush green offerings that not only provide welcoming shade, but allow you to enjoy the tranquility without having to go away?

Suez Capital has created a green vertical integrated development called KL Gateway. Having been GBI certified, it contains a rainwater harvesting system, clean air technology and brown field development among others. It is also surrounded by a verdant landscape that features outdoor tropical gardens and pockets of manicured greenery, all tied together by the Central Piazza, an eco-friendly iconic ring.

This contemporary development, conceptualised by award-winning lead designer Ted Givens from 10 Design, sits on a 7.71-acre plot of land. It consists of residences, a 500,000 sq ft retail mall, an array of F&B outlets and corporate offices. ☺

- 1 Mid Valley City hosts a complete range of elements such as entertainment, retail, commercial and residential.
- 2 The glittering towers of 8 Conlay soar majestically above the KL skyline, marking a new chapter in luxurious living.
- 3 The only integrated development in KL with two underground MRT stations, Sunway Velocity is a thriving place.
- 4 KL Gateway is envisioned to be a peaceful green oasis in the midst of the hustle and bustle of a busy crossroad.

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