

KSK Land targets locals, foreigners for 8 Conlay

KSK Land Sdn Bhd is targeting a balanced ratio of local and foreign purchasers for the branded serviced residences within its maiden mixed development, 8 Conlay.

MD Joanne Kua said the development offered liveability and quality that Malaysia had yet to see through its partnership with an international designer, YOO.

She said the collaboration between YOO and celebrated designer Steve Leung to undertake the design for the interior and common areas for the 8 Conlay branded serviced residences.

"We believe these parties will elevate 8 Conlay above other types of branded residences commonly found in Malaysia which focus only on the service element," she said.

The developer would start the project in the first-quarter of 2015 and it is expected to be completed by 2020, she said.

Branded residences are an emerging concept in luxury housing wherein developers tie up with celebrities, international luxury hospitality and lifestyle brands. —

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