

KUALA LUMPUR: 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.

Managing Director 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 partnership would see the design brand "Steve Leung & YOO", a collaboration between YOO and celebrated designer Steve Leung, undertake the design for the interior and common areas for the 8 Conlay branded serviced residences.

Kua added that KSK Land would also be announcing another partnership in November with a five-star luxury hotel operator.

"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.

She was speaking to reporters after unveiling the brand partner for the branded serviced residences here today.

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

Kua added that KSK Land had obtained the approval for the development order from Kuala Lumpur City Hall for the 8 Conlay development.

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

Sprawled over 1.59 hectares of land at Jalan Conlay, the development comprises two blocks of branded residences, a five-star hotel and a retail component, which is expected to generate a gross development value of RM4 billion.

The development offers a total of 1,092 residential units of branded serviced residences contained in the two towers with built-ups of between 600 sq ft and 1,200 sq ft.

The residential units are priced from RM2,000 per sq ft and RM3,000 per sq ft.

KSK Land, a property development arm of KSK Group Bhd, will venture into branded property with high-rise residential and mixed use commercial developments across the Klang Valley and Penang.--

Bernama