

KSK partners YOO for design branding

By Kent Tan

KUALA LUMPUR — It is an undeniable fact that people buy Nike not merely for its quality but for its branding. Indeed, the power of branding in this modern era cannot be underestimated, as cited by American entrepreneur and author Lisa Gansky: “A brand is a voice and a product is a souvenir.”

Taking note of this vital point, KSK Group Bhd announced this week its partnership with renowned design studio YOO as its newest brand partner for 8 Conlay, an upmarket residential highrise project located along Jalan Conlay, Kuala Lumpur.

The maiden project under the group's property arm, KSK Land Sdn Bhd will incorporate the design brand “Steve Leung and YOO”, a collaboration between YOO and celebrated designer Steve Leung, into its interior and common areas of the serviced residences.

According to KSK Land, the degree of design for the serviced residences will differ between fully-furnished and semi-furnished units. Leung's design will be seen in one of the residential towers while a different designer that will be announced at a later date is planned for the other towers.

In Knight Frank's 2012 research *Branded Developments: The impact of branding on luxury residential developments*, it highlighted that branded residences emphasise on services and facilities to serve wealthy but time-poor individuals, with five-star hotel quality within a residential property.

The report also said that branded residences will have better credibility, endorsement and image, allowing buyers to identify with a certain lifestyle and flavour linked with the brand.

“By tapping on YOO's experience as a pioneer in branded residences and their reputation as the most visionary design minds in the business, KSK land is offering much more than merely luxury homes in a

high-rise development, in line with our aim to be a developer of choice. For investors, branded developments have been proven to command better value, with Knight Frank reporting that branded residences command an average uplift of 31 per cent in value globally, compared to equivalent non-branded schemes, reaching as high as 50 per cent uplift in some locations,” said Joanne Kua, Group Chief Executive Officer of KSK Group and Managing Director of KSK Land Sdn Bhd.

“Just like the finest branded developments worldwide, KSK Land will have two brand partners for 8 Conlay, namely YOO and an internationally renowned five-star luxury hotel operator to be announced soon. We believe these three parties will elevate 8 Conlay above other types of branded residences commonly found in Malaysia, which focus strongly on the service element,” said Kua.

The development comprises three towers sprawling across 3.95 acres of freehold commercial land with a gross development value of RM4 billion. Tower A has 62 floors, Tower B has 55 floors and the hotel tower has 62 floors, all built on top of an eight-storey podium comprising four storeys of retail space, two storeys of basement car park, two storeys of elevated car park and a banquet hall. The project features two sky bridges linking the towers.

The plan for the development includes 260 units of hotel accommodation, 403 units of serviced residences, 576 units of serviced apartments in Tower A and 516 units in Tower B ranging from 600sq ft to 1,200sq ft. The estimated launch of the project falls on the first quarter of 2015 with prices ranging from RM2,000psf to RM3,000psf.

The project is currently waiting for the Kuala Lumpur City Hall's approval and is targeted to be completed by 2020.



(From left) Andrew Pang, YOO's Asia Pacific region managing director, Steve Leung, chairman of Steven Leung Designers Ltd and Joanne Kua, executive director of KSK Group Bhd stood proudly in front of the Kuala Lumpur diorama.