



PRESS RELEASE – FOR IMMEDIATE RELEASE

Wednesday, 15 October 2014

YOO set for Malaysia with 8 CONLAY

London, 15 October 2014 – YOO , the international property design and lifestyle company, has announced today the appointment by Malaysian developer KSK Land, to design residences under the Steve Leung & YOO brand for a new luxury development precinct, 8 Conlay, located in Kuala Lumpur City Centre (KLCC).

Developed by Malaysian Develop, KSK Land, 8 Conlay marks the first YOO project in Malaysia, and will offer three towers of branded residences, a 5-star hotel and a retail precinct located at Jalan Conlay in the vibrant Bukit Bintang district of Kuala Lumpur. Tower A residences and amenities will be designed by Steve Leung & YOO, with the serviced apartment Tower B, and five star hotel Tower C designers to be unveiled at a later date.

The interior concept by Steve Leung and YOO will be unveiled at the marketing launch in the second quarter of 2015 with development completion scheduled for 2020.

8 Conlay is set to continue the Steve Leung & YOO success in Asia, after the success of YOO Residence in Hong Kong, which garnered the highest price per square foot for a one bedroom apartment sale in Hong Kong.

John Hitchcox, Chairman and Co-founder of YOO, said: “We are incredibly excited to be entering the Malaysian market for the first time with Steve Leung and YOO and 8 Conlay. KSK Land are a creative developer and they share the YOO vision for design-led living that is synonymous with our brand. 8 Conlay is a truly landmark development for Kuala Lumpur and the residences and amenities will introduce a completely new lifestyle concept unlike anything seen before in Malaysia. ”

Joanne Kua, Group Chief Executive Officer of KSK Group and Managing Director of KSK Land Sdn Bhd, says:

“This collaboration with YOO is a meeting of like minds – we both share a similar design vision for residential properties. KSK Land believes in crafting personal spaces that allow residents to express their personalities and tell their own life stories, which echoes YOO’s philosophy of designing spaces for people.



We both believe strongly that design should enhance a resident's living experience, and is not merely for enhancing aesthetic quality. With this partnership, we are offering quality and liveability that Malaysia has yet to see, through 8 Conlay. Steve Leung & YOO's design philosophy also harmonises perfectly with the lifestyle preferences of our target market. We looked in many places for a design brand partner that could express the vision we imagine for 8 Conlay, and are delighted to have found our match in YOO."

"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% in value globally, compared to equivalent non-branded schemes, reaching as high as a 50% uplift in some locations," said Joanne.

YOO, the acclaimed design studio founded by property entrepreneur John Hitchcox and award-winning designer Philippe Starck, has a strong global identity, and is viewed as an international lifestyle brand synonymous with original design and exceptional quality around the globe.

Steve Leung is globally lauded as one of the world's leading architects and designers, with a distinctly unique character of minimalism and a skilful infusion of Asian culture and arts, resulting in rich and textured environments. He has extensive experience and natural synergy with sophisticated Asian styles and tastes.

KSK Group recently ventured into the property development industry via KSK Land, its wholly-owned property development arm.

For more information on 8 Conlay and to register your interest please visit www.8conlay.com .