



Press Release  
For Immediate Release

**CSI Properties' Subsidiary Couture Homes Limited  
Presents its First Ultra-Deluxe Development "The Hampton"**  
*An Epitome of Refined Lifestyle and Elegant Design  
Setting a New Benchmark in Luxury Property Market*

(May 18, 2011) -- Couture Homes Limited ('Couture Homes'), the wholly owned subsidiary of CSI Properties Limited (Stock code: 497) proudly announced that its first residential project will be named 'The Hampton'. Located on 45 Blue Pool Road in Happy Valley, The Hampton is the first ultra-luxury residential project in a prime location where tasteful good life and the art of design are brought together in unison. Every unit features a unique theme designed by internationally-renowned architect and interior designer Mr. Steve Leung, offering a perfect home for those who are craving for an exquisite life experience.

Mr. Jimmy Fong, Managing Director of Couture Homes, said, "Discerning end-users of the luxury property market have exposed to finest things of life, while standardized property developments with stale design are unable to satisfy their yearning for residences of rarity and sophistication. Couture Homes is proud to present its tailor-made designer residences, in responding to the needs of discerning users with distinctive tastes."

The concept of Couture Homes is a synergy between haute couture and special edition luxury residences. The high-end brands have their tradition of tailoring exclusive custom-fitted clothing for discerning customers. Adopting this concept, Couture Homes crafts special edition residences made to order for private clients, redefining the art of living.

The Hampton is the first residential project developed by Couture Homes. Located on Blue Pool Road, upper Happy Valley, The Hampton enjoys both the tranquility to its own while the convenience of city life is at arm's reach. The perfect combination of excellent location and exquisite design makes it a valuable, unique luxury residence in the city. The naming of the development is inspired by the Hampton Court Palace built in 1540 under Henry VIII of the Tudor Dynasty. This palace exemplified the most elaborate and elegant style of architecture, and it was one of the most modern and sophisticated in England. The Hampton not only



## THE HAMPTON

- COUTURE HOMES -

manifests the continuation of such glamour, but also demonstrating the classy chic design by infusing innovative idea.

The Hampton is the collaboration between Couture Homes and Mr. Steve Leung, the internationally-renowned architect and designer. This crossover has successfully delivered a fresh perspective on residential living. Leung's design embodies the perfect combination of the art of living and the essence of traditional art and culture. Mr. Leung, together with a team of expert designers and professionals, has given The Hampton a contemporary style of its own. He said, "Instead of treading the well-trodden path, we chose to design a luxury residence that combines fashionable design with refined taste. From architecture of building to interior design and furniture setting, every minute detail is well taken care of. The Hampton, being the first Couture Homes' residential project, is ideal in terms of location and space. My responsibility was to bring together all the elements that are the prerequisites for a good life."

Mr. Fong continued, "Blue Pool Road has long been a traditional up-market residential district with low density. Being the debut project of Couture Homes, the location of the project is one of our key concerns. Blue Pool Road matches perfectly with our brand's strategy of developing low density luxury developments. Comparing to other low density developments, this prime location allows users to enjoy the vicinity of the urban city vibe as well as the prestigious Hong Kong Jockey Club, Craigengower Cricket Club and Hong Kong Football club. It has been the choice of many of Hong Kong's most notable celebrities and business leaders, each of whom has contributed to the neighbourhood's distinctive flavor and culture. Nestled in the lush green hill and overlooking Wong Ngai Chung Gap Road, living at The Hampton is by no doubt enjoying a tasteful lifestyle."

The Hampton is a low-rise building offering 11 exquisite residences with a floor area of 3,235 sq ft or above. The layout will all be 3 ensembles with 3 living rooms plus a multi-function room. In addition to the typical units, there will be one combined unit and two Garden Villas. Each unit has its unique theme, and all of which are fully fitted with furniture and are in ready-to-move-in condition. In this way, users are saved the hassle of having to deal with designers and contractors for decorating the unit. Alterations to the original design can be made upon individual user's request. The launch of The Hampton will undoubtedly bring the luxury property market to a new benchmark.

--- End ---



THE HAMPTON

- COUTURE HOMES -

### **About Couture Homes Limited**

Couture Homes Limited is the wholly owned subsidiary of CSI Properties Limited (Stock code: 497) newly set-up to develop ultra-luxury residential developments in Hong Kong and PRC. With Haute Couture (the tradition of tailoring exclusive custom-fitted clothing for privileged customers) as its blue-print concept, Couture Homes specializes in crafting special residences made to order for private clients, and The Hampton is the first of its series in this direction.

### **Steve Leung Designers Ltd**

In 1997, Mr. Steve Leung established Steve Leung Designers Limited. The company currently has branches in Hong Kong, Shanghai and Guangzhou. He works on a wide spectrum of design projects – hotels, restaurants, shops, office and show flats, etc. In 2001, Steve branched out into furniture and product design. In 2007, Steve created the brand “1957 & Co.” and extended his entrepreneurial footprint with the launch of a full spectrum of hospitality, travel and property development projects.

For the ninth time, Steve won the Best Interior Designers Worldwide award in the Andrew Martin International Awards 2010, the Oscars of design. His creations won the highest accolades in several categories of the Asia Pacific Interior Design awards for consecutive years, and are highly credited in international hospitality design awards, like IIDA Annual Interior Design Competition, Gold Key Awards and Hospitality Awards in the US. The Company has been credited with over 80 design and corporate awards in Asia Pacific region and worldwide.

This press release is issued by InSight Creation on behalf of Couture Homes Limited.

For media enquiry, please contact:

Ms. Amy Kwong

InSight Creation

Tel: 2169 6352 / 9045 9921

Fax : 2270 5353

Email: [amy@insightcreation.com](mailto:amy@insightcreation.com)

Ms. Sandy Ho

InSight Creation

Tel: 2169 6352 / 9035 0197

Fax: 2270 5353

Email: [sandy@insightcreation.com](mailto:sandy@insightcreation.com)



THE HAMPTON

- COUTURE HOMES -

Photo Caption:



(Above) Located on 45 Blue Pool Road in Happy Valley, The Hampton is the first ultra-luxury residential project in a prime location where tasteful good life and the art of design are brought together in unison. The modern classic architecture and interiors for each exquisite residence are designed by internationally renowned designer Mr. Steve Leung, presenting different Couture Homes styles with a contemporary touch.