



Press Release

**Internationally Branded “yoo Residence”  
Reveals “yoo ONE” One-bedroom Modified Show Flat  
And “yoo ONE” and “yoo TWO” Unmodified Show Flats**

**(22 July 2013, Hong Kong)** yoo Residence is the first internationally branded residence in Hong Kong jointly developed by the esteemed property specialists Couture Homes Limited (Couture Homes) and ITC Properties Group Limited (ITC Properties) with a prestigious address at 33 Tung Lo Wan Road in the vibrant Causeway Bay. Allowing the prospective buyers to have a glimpse of the elegant design and layout of the project, the “yoo ONE” modified one-bedroom show flat and the two unmodified show flats of one-bedroom “yoo ONE” and two-bedroom “yoo TWO” were unveiled on the Ground Floor of Bank of America Tower, Central for media preview today.

Jimmy Fong, Managing Director of Couture Homes, said, “As one of the most prestigious locations in the world, Causeway Bay only has a handful of new residential developments. Sitting at the tranquil section of the vibrant district, ‘yoo Residence’ is just steps away from the bustling city life and various dining options along Tung Lo Wan Road, marrying the energy of New York and the carefree spirit of Paris. In addition, the project faces the charming Victoria Harbour and Hong Kong’s largest central park, Victoria Park, and is enveloped by the internationally popular Hong Kong Stadium in the back. The project is exceptionally rare as the only first-hand residence in the district currently.”

Fong continued, “As an internationally branded residential project, ‘yoo Residence’ has achieved a world-class standard in both project design and interior fixtures, which include Italian Arclinea kitchen cabinet, introduced in Hong Kong for the very first time, (selected units enjoy the brand new Pocket Door System) and the top German kitchenware brand, Miele’s latest steam oven (selected units also enjoy the first-in-Hong Kong FlexTouch ZONELESS Induction Hob). Furthermore, the residence



is privileged by the premium hospitality management consultation services of J Plus Boutique Hotel which is designed by the world-renowned Philippe Starck, and asset and leasing management services offered by Savills, demonstrating the world-class quality and attraction of the project. The developers have specially unveiled the show flat designed by the celebrated yoo and STEVE LEUNG DESIGNERS, exhibiting the brand new aesthetics of 'yoo Residence' for visitors to experience the unique lifestyle concept of a branded residence."

The units revealed this time include the one-bedroom "yoo ONE" modified show flat with the theme of "Modern Classic Variations", and the unmodified show flats for one-bedroom "yoo ONE" and two-bedroom "yoo TWO" that demonstrate the exceptional quality of "yoo Residence".

**"Modern Classic Variations" — Room G, 28/F, 32.987 sq. m. (355 sq. ft.) with 1 bedroom**

The modified show flat demonstrates the layout of Room G, 28/F, with a saleable area of 32.987 sq. m. (355 sq. ft.) and a floor-to-floor height of around 3.1 metres. Adhering to the theme of "Modern Classic Variations", the designers reinterpret the modern style through unique decorations and highlight the elegance and vibrancy of yoo with clever layout and a strong contrast of colours.

The warm greyish tone of the unit is complemented by dark brown furniture and classic Western-styled theme wall in the living room, which links to an elegant balcony that maximises natural lighting with a panoramic view. The white dining room next to the living room features a white marble dining table and grey dining chairs. The clever Italian Arclinea Pocket Door System transforms the room into an open kitchen with a single slide of the cabinet door, combining practicality and style. The master bedroom has a practical layout and large windows that bring in the charming views from outside. The bathroom, separated from the bedroom by a glass panel, further maximises the space. The simple and clean design is defined by the white marble walls, grey marble flooring and streamlined bathroom fixtures, showcasing the distinctive modern aesthetics.



**“yoo ONE” unmodified one-bedroom show flat fitted with luxury appliances**

Exhibited at the same time is the unmodified show flat with the same layout of 32.987 sqm (355 sq. ft.) saleable area and a floor-to-floor height of around 3.1

metres, which can accommodate spectacular chandeliers or ornamental recessed lighting. The living and dining room has a practical layout and neighbours on a 22-foot wide balcony that heightens the sense of spaciousness with the breathtaking view outside. The non-structural walls separating the master bedroom and the living and dining room can be adapted to fit different needs. The stylish open kitchen next to the living and dining room is fitted with top-class Italian Arclinea cabinets, new German Miele steam oven and Gaggenau refrigerator. “yoo Residence” is also the first local large-scale project that features the newly debuted Arclinea Pocket Door System. Meanwhile, the bathroom comes with quality fittings from famous brands like Dornbracht and Villeroy & Boch, as well as double sliding doors that connect to the open kitchen and the master bedroom, allowing it to be used as a guest or en-suite bathroom flexibly.

**“yoo TWO” unmodified two-bedroom show flat with quality materials rare in town**

The other unmodified show flat demonstrates the two-bedroom layout of Room E, 28/F, with a saleable area of 50.058 sqm (539 sq. ft.) and a floor-to-floor height of around 3.1 metres. The open kitchen next to the dining room features white glossy cabinets and white table top, reflecting the exceptional modern taste. A unique lifestyle for the privileged few is promised by the kitchen with Arclinea cabinets, featured in Hong Kong’s key projects for the very first time, the latest steam oven from Miele and the brand-new FlexTouch ZONELESS induction hob. The living and dining room connects to the 22-foot wide balcony that offers a sweeping view. As the two bedrooms and the living and dining room are separated by non-structural walls, the layout can be flexibly adapted to meet various needs and maximise the sense of spaciousness. The bathroom manifests modern charm with white marble walls with grey stripes, which form a fascinating contrast with the white basin and cabinet, and the grey marble flooring. Top-quality fixtures from European brands like Dornbracht and Villeroy & Boch further complete the luxurious lifestyle.



### **About “yoo Residence”**

“yoo Residence” is the first residential project in Hong Kong by world-renowned property brand yoo. Designed by the brand’s own yoo Studio, yoo Residence is a collaboration with Couture Homes and ITC Properties Group Limited. The stylish standalone residential tower at No.33 Tung Lo Wan Road comprises 144 units, with 140 standard units and 4 special units, offering a unique style of living. The development is located in a residential-only area at the heart of the bustling Causeway Bay, enjoying the abundant lifestyle options and convenient connections to other core business districts.

### **About Couture Homes Limited**

Couture Homes Limited is the wholly owned subsidiary of CSI Properties Limited (Stock code: 497) set up in 2011 to develop ultra-luxury residential developments in Hong Kong and the PRC. With Haute Couture (the tradition of tailoring exclusive custom-fitted clothing for privileged customers) as its blue-print concept, Couture Homes specialises in crafting special residences made to order for private clients, with project like The Hampton in Happy Valley the first of the series in this direction. Other developments in progress for Couture Homes include a luxury villa development site in Kau To Shan in Shatin, 60% interest in a landmark project at No.47-49 Perkins Road at Jardine’s Lookout (project partner: Grosvenor International SA and Asia Standard International Group Limited), No. 47 Barker Road at the Peak, and 50% interest in a luxury villa development site in Qing Pu district, Shanghai.

### **About ITC Properties Group Limited**

ITC Properties Group Limited (“ITC Properties”) is a Hong Kong-based corporation listed on The Stock Exchange of Hong Kong Limited (Stock code: 199). The principal engagements of ITC Properties include property development and investment in Mainland China, Hong Kong and Macau, golf resort and leisure operations in Mainland China, and securities investment and loan financing services. ITC Properties has in-house expertise in architecture, construction, engineering and project management that ensure a high standard of product quality.

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### Photo captions

1. The “yoo ONE” one-bedroom show flat and the two unmodified show flats of one-bedroom “yoo ONE” and two-bedroom “yoo TWO” were unveiled on the Ground Floor of Bank of America Tower, Central for media preview today.

Jimmy Fong, Managing Director of Couture Homes Limited, photo taken at “yoo ONE” one-bedroom show flat.





2. Jimmy Fong, Managing Director of Couture Homes Limited, introduced the brand new Pocket Door System of Italian Arclinea kitchen cabinet at one-bedroom “yoo ONE” (upper photo) and top German kitchenware brand, Miele’s FlexTouch ZONELESS Induction Hob at two-bedroom “yoo TWO” (lower photo).







3. Jimmy Fong showed media the most prestigious location of yoo Residence in the core part of Causeway Bay.

Jimmy Fong, Managing Director of Couture Homes Limited (Right)  
Walter Or, Senior Manager of Couture Homes Limited (Left)

