



Press Release

Newly-named “yoo Residence”, Becomes Hong Kong’s First Internationally Branded Residence

【20 February 2013, Hong Kong】 Esteemed property specialists Couture Homes Limited (Couture Homes) and ITC Properties Group Limited today announced the creation of Hong Kong’s first internationally branded residence. The new designer residential project at No.33 Tung Lo Wan Road in Causeway Bay marks an exclusive partnership with world-renowned yoo.

The project’s developers grouped to announce the name of the signature development at a press conference today. “yoo Residence”, will surely become the city’s first internationally branded residence and a world-class investment, which will offer unique design and lifestyle living in the heart of Causeway Bay’s thriving shopping and business district.

The launch ceremony was officiated by Steve Leung, Vice Chairman of Couture Homes Limited, and Chris Boulton, Chief Executive Officer of yoo, who introduced the project’s attractions and design features. These elements were complimented with the flashmod dancing and impressive modern ballet performance featuring twelve dancers dressed in costumes adorned with LED illuminations, to echo the exclusive project’s stylish branding concept and the unique image of yoo : Dramatic, Out of the Box, Elegant but Playful. It also marks the naissance of the landmark internationally branded residence.

Steve Leung, Vice Chairman of Couture Homes Limited said, “The development “yoo Residence” is a world-class project in terms of branding, design, and location. Couture Homes and ITC Properties Group Limited shared the same vision to establish a premier, branded residence in Hong Kong, and we are honoured to have worked with yoo Studio on developing its first residential project in the territory.”

Steve continued, “With its international branding, “yoo Residence” is guaranteed to become a tour de force in the market as a world-class investment. yoo brings its distinctive, considered and original design to “yoo Residence”. yoo’s global achievements in design are a standing testament to the world-class quality the company is able to deliver. Yet, yoo brings



more than design to the project, it also brings its way of life. With yoo's knowledge comes a global vision and a unique ability to add value, visibility and velocity to developments across the world. This kind of approach to residential design is sure to deliver significant uplift in return on investment."

Steve further elaborated, "The appreciation value of the development is foreseeable due to its prestigious location, in the heart of Causeway Bay, the location offers the dual benefits of big city living with a neighbourhood feel. Located minutes from Causeway Bay's bustling city centre and the community facilities and shopping centres this offers, green zones like Victoria Park and the Hong Kong Stadium are also within easy reach. Yet, the development is built within a rare-to-find residential-only area, promising residents a comfortable and tranquil lifestyle."

Chris Boulton, Chief Executive Officer of yoo said, "With our international profile and experience, it is imperative that we find the right partners in each city. In this instance Couture Homes and ITC Properties Group Limited's keen understanding of the local market here in Hong Kong proved to be an excellent counterpart to our global acumen. Our brand is our most prized asset and as we grow as a business it is essential we maintain a consistent brand profile and style. We believe that original design enhances life, and this project gave us an opportunity to bring our brand of global design to the first branded residence in this localised market. The yoo Studio consistently delivers exceptional quality, designer homes, which afford residents a lifestyle that is steeped in prestige and sophistication. In Couture Homes and ITC Properties Group Limited we found partners that share our vision in creating superbly designed, high yield developments, which offer people a unique way of living. We have no doubt that yoo Residence will be landmark beacon in the Hong Kong skyline."

Mark Davison, Head of Design at yoo said, "yoo Residence sees the collaboration of the design talents of our world-renowned yoo Studio and Hong Kong's award-winning Steve Leung Designers. yoo, founded by international property entrepreneur John Hitchcox and celebrated designer **Philippe Starck**, is known for its unique design style. Ours is a global style that is adapted to the local context. In yoo Residence our design approach has been complemented by Steve Leung Designers' ethos of delivering chic, stylish and refined interiors. The collaboration between the two design brands heralds a vibrant new direction in interiors in Hong Kong, bringing residents a fresh approach to living."



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 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 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, 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.



About yoo

yoo is a world leading design company founded by the world's most celebrated designer, **Philippe Starck**, and international property entrepreneur John Hitchcox. yoo exists to help developer clients compete successfully in the property marketplace, by providing the very best in design, branding and marketing. yoo's experience spans over 50 different projects and 27 countries, throughout Asia, Australia, Europe, Africa North and South America and the Middle East.

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This release is issued by Joyous Communications on behalf of Couture Homes Limited and ITC Properties Group Limited.

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Photo Caption :

1. The appearance of “yoo Residence”



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2. Esteemed property specialists Couture Homes Limited (Couture Homes) and ITC Properties Group Limited today announced the new designer residential project at No.33 Tung Lo Wan Road in Causeway Bay as “yoo Residence”.

Steve Leung, Vice Chairman of Couture Homes Limited (Left two)

Jimmy Fong, Managing Director of Couture Homes Limited (Left one)

Chris Boulton, Chief Executive Officer of yoo (Right two)

Mark Davison, Head of Design at yoo (Right one)





3. The press conference was complimented with the flashmod dancing and impressive modern ballet performance to echo the exclusive project's stylish branding concept and the unique image of yoo : Dramatic, Out of the Box, Elegant but Playful. It also marks the naissance of the landmark internationally branded residence.





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