



Press Release

Leading European Furnishing Brand Molteni Group to Infuse “kau to HIGHLAND” with Italian Elegance

【27 April 2015, Hong Kong】 Diligently crafted by Couture Home Limited (Couture Homes), “kau to HIGHLAND” is situated at the peak of Kau To Shan as the only villa development in the area. Apart from its prominent location and features, the development marks Couture Homes’ very first partnership with leading European furnishings brand, Molteni Group (the Group). The collaboration will bring an exclusive touch of Italian elegance to “kau to HIGHLAND” by presenting the Group’s 80th Anniversary special series in all mansions. Today, Couture Homes visited Molteni Group’s manufacturing unit in Milan, Italy, and observed the production process of its two furnishings brands.

Jimmy Fong, Managing Director of Couture Homes said, “Kau To Shan has always been one of Hong Kong’s most prime locations for luxury properties, highlighting the status and wealth of its residents. ‘kau to HIGHLAND’ stands out not only for its exceptional status comparable to luxury developments at The Peak, but also for its world-class design team. With meticulous artistry, renowned designer Mr. Steve Leung will conceive the overall design and lead a prestigious team comprising Paul Davis + Partners, Tara Bernerd and Norman Chan, to present the exteriors as well as the interiors in a truly unique style.”

With 80 years of experience, the Molteni Group is an eminent furnishings manufacturer renowned for its mastery of technical craftsmanship and creation of custom designs to serve varying customer needs and preferences. Giovanni Molteni, a third generation member of the Molteni family and Managing Director of the Group commented, “Since its establishment in 1934, the Molteni Group has been Europe’s leading manufacturer of deluxe furnishings. We expanded in the 1950s with the introduction of mechanised production processes which helped us achieve superior quality and productivity. In light of the growing market, the Group reorganised itself into four business units, namely, Molteni&C (home furnishings), Dada (kitchens), Unifor (office furnishings) and Citterio (office furnishings and partitions). Over the years, we have been approached by European nobility as well as the continent’s leading enterprises. Our distinguished customers include the Armani hotel Dubai located within Burj Khalifa, the world’s tallest building, Cartier and Van Cleef & Arpels stores around the world and Disney’s cruise liners, to name a few.”

He added, “At the Molteni Group, it is our mission to build on our decades of extensive experience in traditional artisanship by making continuous improvements in quality. The Group values its skilled craftspeople and expertise regarding materials, finishings, and personalisation of the product. Molteni furnishings combine a long tradition of craftsmanship with innovative technology for superior quality and we are known for our made-to-order furnishings that reflect our customers’ individuality. Our



production process - from selection of materials to assembly – is exacted with scrupulous attention to detail. We take great pride in our proven record of product design, innovative technology, quality and reliability. We share Couture Homes’ vision for crafting special premier residences. Inspired by Haute Couture, the tradition of tailoring exclusive custom-fitted clothing for privileged customers, Couture Homes offers a contemporary aesthetic and an elite exclusivity in its tailor-made residences through collaborations with world-famous architects and designers and the finest materials. In the same way, our partnership will redefine the concept of a luxury home.”

Jimmy Fong said, “On behalf of Couture Homes, I would like to congratulate Molteni Group on its 80th anniversary. We are honoured to have the Group’s special anniversary series exclusively offered to our buyers, as the brand is one of Europe’s leading furnishings companies renowned for its splendid design and outstanding quality. Featuring some of the Group’s most exquisite work, this special series infuses ‘kau to HIGHLAND’ with elegant European flair, to bring a new standard of luxury residences to Hong Kong.”

About “kau to HIGHLAND”

Developed by Couture Homes Limited, “kau to HIGHLAND” is nestled in the prime location of Kau To Shan, a district known for its luxury properties and purely residential character. Like the mid-levels of Hong Kong Island, Kau To Shan has always been a prestigious community. Its peak serves as a symbol of the great wealth and elevated stature of its residents. The first development in the district to feature an inspired ‘all mansion’ architectural concept, “kau to HIGHLAND” comprises 20 individual mansions. Each of these is given its own street number, an example of the exclusivity and privacy afforded by this exceptional property. The stylish, contemporary interiors are the work of a world-class design team comprising Steve Leung, Paul Davis + Partners, Tara Bernerd and Norman Chan. In addition to their hilltop location, every mansion boasts spectacular, panoramic views of Shatin Racecourse and of the scenic beauty of picturesque Kau To Shan. “kau to HIGHLAND” is 20 minutes from Hong Kong Island and enjoys easy and convenient access to Mainland China.

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. Couture Homes is actively expanding its presence in the luxury property market, in addition to yoo Residence and kau to HIGHLAND at Kau To, other developments in progress include a landmark project at No.47-49 Perkins Road at Jardine’s Lookout (60% interest, project partner: Grosvenor International SA and Asia Standard International Group Limited), No. 47 Barker Road at the Peak, Glenealy at Central, Yan Ching Street at Tuen Mun, Fan Kam Road in Kwu Tung and in a luxury villa development site in “Daihongqiao” in Shanghai (50% interest).

– End



Name of the Street and the Street Number:

39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77 Lai Ping Road
District: Sha Tin

The photographs, images, drawings or sketches shown in the advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

The address of the website designated by the Vendor for the Development:
<http://www.kautohighland.com.hk> #

Website containing electronic copies of sales brochure, price list(s), register of transactions, sales arrangements, deed of mutual covenant and aerial photograph.

Vendor: Apex Harvest Limited

Holding Company of the Vendor: Dynamic Advantage Limited

Authorized Person: Mr. Liang Pang Ching Ronald

The firm or corporation of which the Authorized Person is a proprietor, director or employee in his or her professional capacity: LWK & Partners (HK) Limited

Building Contractor: Grand Tech Construction Company Limited

Solicitor for the Vendor: Mayer Brown JSM

Authorized Institution that has made a loan, or has undertaken to provide finance, for the construction of the Development: The Hongkong and Shanghai Banking Corporation

Any other person who has made a loan for the construction of the Development: Dynamic Advantage Limited

The estimated material date for the Development to the best of the Vendor's knowledge: 26 February 2016.

("material date" means the date on which the conditions of the land grant are complied with in respect of the development. The estimated material date is subject to any extension of time that is permitted under the Agreement of Sale and Purchase.)

Date of Printing: 27 April 2015

The contents of this advertisement are published by the Vendor, or are published with its consent.

HIGHLAND

kau to 九肚山峰

This press release is issued by Bentley Communications on behalf of Couture Homes Limited.
For media enquiry, please contact:

Couture Homes Limited

Ms Sue Wong

Tel : (852) 2878 2814

Email : sue@couturehomes.hk

Bentley Communications

Mr Ivan Lui

Tel : (852) 3960 1906

Email : ivanlui@bentleyhk.com

Photo caption



Photo 1: Couture Homes officially announced its collaboration with leading Italian furnishings brand, Molteni & C. The developer will use a special series of furnishings valued at about HKD20 million in its property “**kau to HIGHLAND**”. Mr. Giovanni Molteni (Right), Managing Director of Molteni Group; Mr. Jimmy Fong (Middle), Managing Director of Couture Homes; and Mr. Adolf Woo (Left), Managing Director of Dada (Hong Kong) Limited, are pictured with the partners’ ‘Exclusive Collaboration Agreement’.

HIGHLAND

kau to 九肚山峰



Photo 2: Mr. Giovanni Molteni (Left), Managing Director of Molteni Group and Mr. Jimmy Fong (Right), Managing Director of Couture Homes signed a collaboration agreement in Milan, Italy. Under the agreement, Couture Homes will use the special 80th Anniversary series of wardrobe and kitchen cabinets designed by Molteni & C in its latest property, “**kau to HIGHLAND**”.

HIGHLAND

kau to 九肚山峰



Photo 3 and 4: Molteni Group and Couture Homes led the media on a tour of the museum for celebrating the 80th Anniversary of Molteni & C.

APPENDIX

1. Molteni – The History

Year	Major Activities
1934	Angelo Molteni set up his business
1953	Molteni & C Establishment
1961	Angelo Molteni co-founder of the first Salone Internazionale del Mobile
1968	Luca Meda new Art Director
1968	Production from traditional turned into design
1969	Unifor Establishment
1969	Molteni S.p.A. participates to Citterio
1973-86	Unifor opens international branches in the UK, USA, France, Australia
1979	Molteni S.p.A. takes over Dada
1994	Molteni&C ADI Compasso d’Oro Career Award
1994	Unifor ADI Compasso d’Oro Coordinated Image
2001	Opening of the first single-brand Molteni&C Dada shop in Italy
2004	The Upholstery Division is established
2008	London and New York Flagship Stores openings
2008	Partnership with Armani Casa: Armani/Dada kitchens
2011	Unifor ADI Compasso d’Oro Career Award
2012	QallaM project National Award for innovation ADI/President of the Italian Republic
2014	Glass Cube

2. Molteni Group – The Milestone

Year	Milestone
the '40s	From artisan <i>bottega</i> to industrial company
the '50s	Molteni&C is one of the European leaders in the production of classical furniture (200 employees)
the '60s	The economic boom projected Molteni&C into the ranks of Italy's most prestigious furniture makers
the '70s	Molteni&C focuses on contemporary design and starts the contract business
the '80s	The Contract Division is established in order to meet large projects requirements
the '90s	Globalization spreads, the Company expands in Europe and approaches the Asian and American markets

3. The Molteni Group

The Molteni group is one of Italy's leading international furnishings companies. It consists of four companies, each one at the forefront of its sector: Molteni&C SpA (home furnishings), Unifor SpA (office furnishings), Dada SpA (kitchens) and Citterio SpA (office furnishings and partitions). Molteni offers global furnishing in Italy and in over eighty countries all over the world. Molteni&C was founded in 1934 in Giussano, Brianza, just a few kilometers from Milan. The traditional artisan's workshop grew first into a company and then into an international group. Molteni&C combines advanced technology with old fashioned tradition. In the 1950s Molteni were leaders in the manufacture of classic bedroom furniture. The mid 1960s marked a turning point. These were the years of Italy's economic boom and change was in the air. It was the beginning of design, on an industrial scale. Key interior designers and architects came into the factory, along with technical experts. Projects took shape on the drawing board, prototypes were made, designs were corrected, and so on. In 1969 Molteni&C took over office furniture manufacturer Unifor SpA, as well as acquiring a stake in Citterio SpA, specialized in partition walls for offices.

The Contract business also got underway, with major assignments, both in Italy and abroad, for customers with specific requirements. The reconstruction of the Teatro la Fenice in Venice, huge cruise ships for major international companies, hotels and apartment hotels all over the world. In 1979 the Group acquired Dada SpA, specialists in top-of-the-range modular kitchens. In this way Molteni rose to the challenge of the 1980s: internationalization. Today Molteni is one of the few groups guaranteeing an integrated cycle – it has total control over every aspect of production, from the choice of materials to the final definition of the product. The current four companies have developed an expansive synergy as regards technology, research, and development of new products in response to changes in the home and in the workplace.

Close partnerships were established some of well known Italian and international designers: Gio Ponti, Aldo Rossi, Luca Meda, Afra and Tobia Scarpa, Jean Nouvel, Alvaro Siza, Foster+Partners, Pierluigi Cerri, Dante Bonuccelli, Rodolfo Dordoni, Ferruccio Laviani, Patricia Urquiola and Ron Gilad, to name but a few. Today the Group numbers four production units in Italy plus a site devoted to Contract work, 120 product lines, 161,000 square metres of covered manufacturing space, four R&D centres, with 5% of turnover re invested in research every year.

Production processes 100% Made in Italy are certified to international standards (FSC, ISO 9001 and 14001, USAGreenCertificate). Past and future, research and tradition. All in the name of quality living.

4. Molteni&C

INNOVATION AND QUALITY

Molteni&C made its continuous research for quality become its mission. The company has made two important decisions. On the one hand, to keep hold of its skilled craftspeople, its knowhow regarding materials, finishings, and personalisation of the product. On the other, technology has become the base from which the company carries out its work on new, innovative solutions. Molteni furnishings combine a long tradition of traditional craftsmanship with innovative technology.

GLOBAL NETWORK

Molteni&C is present in over 80 countries worldwide: in addition to a widespread and consolidated distribution in Italy, there is a rapidly growing international network that reaches today nearly 700 sales points all over the world. Within this network, also 27 Flagship Stores in the most important international metropolis, mono brand stores thoroughly representing the Molteni philosophy.