



Press Release

yoo Residence Partners with Luxury Italian Kitchen Design Brand Arclinea

Global Debut of Arclinea's Pocket Door System Making its First and Only Appearance at yoo Residence

【6 March 2013, Hong Kong】 yoo Residence is the first internationally branded residence in Hong Kong developed by the esteemed property specialists Couture Homes Limited (Couture Homes) and ITC Properties Group Limited. The project represents a world-class investment opportunity with its groundbreaking design and convenient location at 33 Tung Lo Wan Road in buzzing Causeway Bay. The developers announced a dynamic partnership with esteemed kitchen design brand Arclinea at an Italian-themed press conference today. In addition, Arclinea also made its global debut on its Pocket Door System at yoo Residence.

Those attending the press conference included Arclinea's owner, Silvio Fortuna, and his son Federico in addition to the Consul General of Italy in Hong Kong and Macau, Alessandra Schiavo. Couture Homes was represented by Vice Chairman, Steve Leung, and Managing Director, Jimmy Fong. The press conference paid tribute to Italian culture in terms of food, music and luxury lifestyle to reflect Arclinea's Italian roots. Highlights of the event included a chef demonstration of the Arclinea kitchen cabinet by **the renowned** chef Rossano Boscolo, the founder of Bosolo Etoile Academy and a booming Italian opera performance from a talented tenor.

Couture Homes' Steve Leung said he sees the partnership between yoo Residence and Arclinea as collaboration between two world-class brands. "We are delivering the message that Couture Homes & ITC Properties Group Limited offer a unique lifestyle with elegance and innovation by equipping such a world-class kitchen brand within yoo Residence in Hong Kong. Our two brands share the same vision: that design should be a way of life. We have also invested \$75,000,000 on the project's kitchen design, offering future residents a luxurious and world-class lifestyle."



Arclinea Silvio Fortuna said he was delighted to be collaborating with yoo Residence on its first large-scale kitchen design project in Hong Kong. “Arclinea’s goal is to create a kitchen design which goes beyond the ordinary and this matches up with yoo Residence’s insistence on stunning design details. Currently designed by world-renowned designer Antonio Citterio, latest renowned projects includes Bvlgari Hotel London. Arclinea has been creating kitchens with a difference since 1925.”

Alessandra Schiavo, Consul General of Italy in Hong Kong and Macau, expressed her admiration of Arclinea. “In terms of all the awards it has received and how it has developed as a brand over the last 90-odd years, Arclinea is undoubtedly one of the world’s leading kitchen brands, the brand is even described as the Ferrari in the kitchen brands industry. It embodies Italian lifestyle and culture with its constant pursuit of excellence and eye for detail.”

All yoo Residence units in Hong Kong are now set to be equipped with Arclinea kitchen design, with different cabinets for all the 140 standard units.

This sleek update to kitchen design demonstrates Yoo Residences’ continued commitment to provide a unique living experience for all homeowners.

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 represents a collaboration between Couture Homes and ITC Properties Group Limited. The stylish standalone residential tower at 33 Tung Lo Wan Road comprises 144 units, with 140 standard units and four 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 excellent shopping, dining and entertainment options and seamless link-up 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 Arclinea

Arclinea is an Italian-made kitchen company set-up in Caldogno in 1925 with the name of its founder, Silvio Fortuna Senior, who resumed the business started by his great-grandfather in 1816 and interrupted a century later by the war. It was an artisan laboratory specialising in wood-working, with a vocation for quality.

Arclinea's mission is to harmonize creativity and technology, conviviality and functionality, through innovative solutions for spaces that improve our quality of life.

Arclinea: where the kitchen is the home, it is the home which revolves around the kitchen.

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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. Arclinea's Silvio (right two) and Federico Fortuna (left two) with Couture Homes' Steve Leung (right one) and Jimmy Fong (left one) announced the cooperation between the world-class branded residence – yoo Residence, and Arclinea, the world-class kitchen design brand.





2. A demonstration using the Arclinea kitchen design given by Chef Rossano Boscolo was one of the event highlights.



3. A magnificent opera performance added drama to the press conference.

