



Press Release

Kush Serviced Apartments Launch 255 Des Voeux Road West **An edgy and modern tribute to the local spirit of Hong Kong**

In a contemporary tribute to the tonglau or old Chinese buildings found around the city, Kush 255 on Des Voeux Road West is targeted at people who like – and know – how to have a good time. But it's also for the urbanite that embraces history, and revels in the spirit of the city they are in.

A neon sign marks the building. Feeling much like entering a club, walk up an air-conditioned stairwell with gold handrails that offer a stark contrast against the raw concrete walls. Floors are marked by traditional Chinese characters in gold. "Walking up the stairwell is a pretty unique experience," says Dinesh Nihalchand, Kush founding partner. "This place feels like a private club in the middle of the city."

But the experience is far from over. Step into luxurious and compact 550 square foot units. The space has been opened up with a kitchen island concept – a stunning marble bar housing the cooking hub that can double as the perfect space for cocktails and after-hour drinks with friends. Everything in the apartment is also hidden. The washing machine, tap, bar and all other in-room amenities are behind panels on the walls to maximize the space and add a clean sleekness to the interiors. Mood lighting allows you to switch colours to suit any mood to add to the stylish and ultra-cool environment. Embodying the height of luxury and uniqueness, every apartment is also equipped with a comprehensive wine list, featuring the best vintages hard to find within the city.

Within the apartments are a wealth of high-tech equipment fused with hotel-style amenities and services. Bose DVD players, 37" LCD screens and JBL speakers serve as perfect entertainment. Smeg kitchen appliances and the unique addition of Smeg washers and dryers facilitate the ultimate convenience.

Keep walking up the stairwell and discover a colourful collage of old buildings in Mong Kok, one of Hong Kong's oldest areas, which adds to the feeling of being in touch with the spirit of the city. On the rooftop is another unique feature - a golf driving range, covered off by hedges for ultimate privacy while you hit some balls.

"It's more edgy than other places," says Alex Bent, Kush's other founding partner. "Other places might feel like New York lofts – but why would you want to feel like you're in New York when you're in the heart of Hong Kong?"

A Kush is Born

The two founding partners of Kush, Alex and Dinesh met in 2005 and shared common views on what was missing in the serviced apartment market. "We found that the serviced apartment landscape was very fragmented, boring and generic. There was nothing superior or different about them, so we decided to do something about it," says Dinesh. "We came up with something we could wrap a brand around – Kush." After "Kush-ifying" a number of individual apartments around town, investors they approached saw the potential in the concept, and the Kush portfolio was born.

Each of the Kush buildings has their own personality, but with one thing in common. "We wanted to retain the essence of being in Hong Kong," says Alex. "We didn't want to try to be a serviced apartment that you could transport to New York."

Alex and Dinesh are most proud of the high quality of their apartment fittings, competitive pricing, service and delivery. The two, with their investors, a young team of designers who understood the essence of Kush, and a handpicked operations staff with five-star hotel training have produced an exceptional brand that stands out from the pack.



Green With Envy

While the outstanding apartments and services are attraction enough, Alex and Dinesh have come up with a package to help residents settle seamlessly into the city, in the high style of Kush. A Kush Envy Card provides access and privileges to the city's best gyms, spas, restaurants and clubs in the city. "We only team up with the best, places we would go to," says Alex. There is also the Kush Go card, a branded Octopus card to give residents instant access to Hong Kong's transportation system.

Kush at a Glance

Profile

Kush on 255 Des Voeux Road West, launched in July 2007, is one of three serviced apartments in the Kush portfolio catering to young, upwardly mobile, urban professionals, and seeks to provide residences of superior quality, unique interior design, high-tech equipment and unparalleled service in distinctive locations that emulate the essence and energy of Hong Kong.

Location

Located along the thriving area of Des Voeux Road West, with a constant stream of buses, taxis and trams right outside the doorstep and in close proximity to the Macau Ferry Terminal, it is designed for the active, energetic individuals who like to be in the middle of all the action.

Address

255 Des Voeux Road West, Sai Ying Pun, Hong Kong

Contacts

Natalie Wong
Tel +852 2850 5866
natalie@kushliving.com

Design Team

Whitespace graphic design agency, headed by Danielle Huthart
Johnny Wong of FAK3, award-winning architect & interior designer

Overview

Number of apartments (550 sq ft): 6, two on each floor
Number of apartments with terraces (550 sq ft+400 sq ft): 2
Number of lofts: 3 units at 1,000 sq ft and 1 unit at 2,000 sq ft



Accommodation

All units are equipped with

- Bang & Olufsen phones
- Bose DVD entertainment system
- 37" Plasma TV
- iPod dock
- JBL sound system
- RFID access card
- In-room safes
- Duck down linens & spa towels
- Towel warmer
- Smeg washer & dryer
- Smeg kitchen appliances
- Full cutlery sets and bar amenities such as wine glasses
- Light Fantastic mood lighting

Kush Services

- Kush Envy Card for access to partner clubs, restaurants & spas
- Kush Go branded Octopus card
- Broadband TV
- Wireless Internet
- Local telephone and 300 free minutes of IDD calls
- In-room IT and Internet Support
- 24 hour security
- 24 hour maintenance service
- Daily maid service and twice a week linen change
- Laundry services with in-room pickup and drop-off
- Optional gym membership
- Limousine service to and from airport

新聞稿

德輔道西255號Kush服務式住宅正式入伙 香港精神的摩登演繹

位處德輔道西225號的Kush 255服務式住宅乃香港唐樓與古老中式大廈的現代演繹，保存昔日美好時光之餘，亦散發香港獨有的精神特色，定能吸引喜愛緬懷歷史文化的都市人。

霓虹燈高掛大廈外牆，住客彷彿踏入俱樂部會所，空調樓梯井的金色扶手與古老混凝土牆形成強烈對比，樓層則以金色傳統中國數字表示。Kush 創辦人 Dinesh Nihalchand 說：「走上樓梯井是頗獨特的體驗，這幢大廈就如城中私人會所一樣。」

獨特體驗源源不絕。踏進550平方呎的豪華簡潔單位，首先看到的是漂亮大理石水吧臺及煮食爐頭，整個入廚天地絕對是與良朋共聚、把酒言歡的好地方。單位亦配備許許多多隱藏式設施，例如洗衣機、水龍頭、櫃臺及其他內置設備等，均用上入牆式設計，增強空間感外，也令室內裝潢更優美亮麗，線條明快。燈飾顏色可供調校，不僅配合情懷，更讓居室添上絲絲醉人格調。每個單位均隨時供應各式名酒佳釀，完全體現終極奢華與別樹一幟。

所有單位均設有完善的先進設備，同時提供酒店式設施及服務。Bose DVD 播放機、37吋等離子電視屏幕以及JBL揚聲器，為你締造完美的視聽娛樂享受。特別添置 Smeg 洗衣及乾衣機組合，再加上全套 Smeg 廚具電器，起居生活盡善盡美。

沿樓梯井繼續往上走，一幅五彩繽紛的旺角舊區古老大廈拼貼畫映入眼簾，將香港精神感覺表露無遺。天台別有洞天，建有一條隱蔽式高球練習道，做運動也可盡享私人空間。

Kush 另一創辦人 Alex Ben 說：「這裡比許多地方更加前衛，其他地方或許帶有紐約頂樓的感覺，但是我們明明身處香港的心臟地帶，為何需要帶有紐約的感覺呢？」

Kush的誕生

Kush 兩位創立人 Alex Bent 和 Dinesh Nihalchand 於 2005 年相識，對於服務式住宅市場不足之處，他倆抱持相同見解。Dinesh Nihalchand 表示：「我們認為服務式住宅行業非常良莠不齊、單調乏味而且了無新意，它們當中並沒有甚麼特別出眾之處，因此我們決定改變這個局面，最後創出品牌Kush。」運用 Kush 的品牌哲學，並將城內多個獨立住宅粉飾一番後，不少投資者均認同這個概念的潛力，Kush就因而誕生。

每幢 Kush 住宅都別具風格，但同時亦有一共通點。Alex Bent 表示：「我們希望保留香港生活方式的本質。我們不想將它變成具有紐約風情的服務式住宅。」

他倆對於旗下住宅的裝備、具競爭力的價格與服務質素，均引以為傲。兩位創立人，聯同投資者及深知Kush精髓的設計隊伍，以及受過五星級酒店訓練的營運職員菁英，合力創造出這個傲視同儕的獨特品牌。

嶄新的尊貴生活

非凡的住宅及服務已極其吸引，Alex Bent 和 Dinesh Nihalchand 還推出配套項目，讓住客以 Kush 的高尚型格全然投入都市生活。每位住戶皆獲發 Kush Envy 卡，盡享城中最高級的健身中心、水療中心及餐廳會所提供之服務，以及其他種種優惠。Alex Bent 補充：「我們只與最佳好去處合作推出優惠。」此外，住客也可以憑特別製作的 Kush Go 八通達卡，享用香港多種交通設施。

Kush 一覽

簡介

位於德輔道西255號的Kush 255在2007年7月創立，是Kush旗下三幢服務式住宅之一，迎合年輕具品味的都會專業人士的居住需要。Kush旨在提供優越品質、獨特室內設計風格、先進設備、體貼服務及高尚住宅位置，讓住客融入香港多姿多采的生活精髓。

位置

地處德輔道西之繁盛地段，川流不息的巴士、的士及電車近在咫尺，毗鄰港澳碼頭，活躍好動的生活品味，隨時就緒。

地址

香港西營盤德輔道西255號

聯絡

Natalie Wong

電話 +852 2850 5866

電郵 natalie@kushliving.com

設計隊伍

Danielle Huthart 為首的 Whitespace 平面設計顧問公司

FAK3 公司的得獎建築師暨室內設計師 Johnny Wong

概覽

單位總數(550平方呎): 6個，一梯兩伙

相連露台之單位數目(550平方呎 + 400平方呎): 2個

閣樓數目: 3個佔地1,000平方呎單位及1個佔地2,000平方呎單位

kush

設施

所有單位均備有

- Bang & Olufsen 電話
- Bose DVD 影音系統
- 37吋等離子電視機
- iPod 插座
- JBL 音響系統
- RFID 大廈進出卡
- 內置保險箱
- 鴨絨床具及大浴巾
- 毛巾加溫機
- Smeg 洗衣及乾衣機
- Smeg 廚具電器
- 全套餐具及水吧設備, 例如酒杯
- 可調校顏色之燈飾系統

Kush 服務

- Kush Envy 卡適用於特約會所、餐廳及水療中心
- Kush Go 八達通卡
- 寬頻電視
- 無線上網
- 本地電話服務及300分鐘免費長途電話通話
- 電腦及互聯網上門支援
- 24小時保安
- 24小時家居維修服務
- 每日打掃服務, 以及每週更換床單兩次
- 洗衣服務, 可上門取衣及送衣
- 健身室會籍
- 豪華轎車接送往返機場