



Press Release

Kush Serviced Apartments Launches Kush 111 **Suburban serenity in the midst of Hong Kong's hectic pace**

Within Hong Kong's frenzy, it isn't easy to find a space that truly feels like home without sacrificing location. Kush 111 fulfills that fantasy of easy tranquility. Be welcomed by a lobby playing smooth John Coltrane tunes and open glass pots filled with floating lotus flowers, reminiscent of a spa or that beautiful hotel you stayed in on your last vacation and never wanted to leave.

The High Street area has a distinct suburban feel, with green hills, old colonial buildings on one side and stunning harbour views on the other. But jump in a taxi or bus and be in the buzzing areas of Central and Soho districts in only 8 minutes.

The 22 fully serviced apartments are all about warmth and space. Subtle tones against white walls, large windows that let sunlight pour in, and a highly efficient 750 square feet of space all make up the ultimate retreat. Choose from the 1 or 2 bedroom layouts, each fitted with spacious walk in showers and dreamy bathrooms.

The one bedroom apartment features a sumptuous day bed for catching up on your reading, or napping in the warm sunlight, with ample and beautifully placed storage and display areas to show all your knickknacks and help you add your own touches to your new home. The two bedroom apartments boast large bathtubs to soak the day's worries away. Take your pick from one unit with a sprawling terrace perfect for outdoor dinner parties, or another with access to a private roof top.

Within the apartments are a wealth of high-tech equipment fused with hotel-style amenities and services. Bose DVD players, 42" plasma screens and JBL speakers serve as perfect entertainment. Smeg kitchen appliances and the unique addition of Smeg washers and dryers on a separate balcony serving as a laundry area, facilitate ultimate convenience.

"This is meant to feel more of a retreat rather than a boutique design," says Alex Bent, Kush's founding partner. "These apartments are designed with total comfort, relaxation and tranquility in mind. There's one apartment per floor for each tenant's ultimate privacy," adds Dinesh Nihalchand, Kush's other founding partner.

Touches such as duck down duvets, lush spa towels, organic toiletries from South India, supple throws from Peru, and individual wool carpets from New Zealand put together an enticing blend of functional minimalism. 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. Charming accessories, splashes of colour and texture, and the best local magazines provided all contribute to that immediate feel of coming home.

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 111 High Street, launched in August 2007. It 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 in Mid-levels West, an 8 minute taxi or minibus ride from the Central business district or the Soho entertainment area, the area embodies suburban living at its most convenient. Surrounded by hills and old historical buildings on one side, harbour views on the other, it's far enough from the buzz for peace and quiet but never too far from the action.

Address

111 High Street, Mid-levels West, Hong Kong

Contacts

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Design Team

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

Overview

Number of units: 22, one on each floor
Number of one bedroom apartments (750 sq ft): 12
Number of two bedroom apartments (750 sq ft): 10
Number of apartments with terrace (750 sq ft + 350 sq ft): 1
Number of apartments with private roof (750 sq ft +400 sq ft): 1
Number of lofts: 1 unit at 1,200 sq ft and 1 unit at 1,400 sq ft



Accommodation

All units are equipped with

- Bang & Olufsen phones
- Bose DVD entertainment system
- 42" 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

Kush Services

- Kush Envy Card for access to partner clubs, restaurants & spas
- Kush Go Card (Octopus)
- 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

Kush 推出服務式住宅 Kush 111 獨享香港鬧市中的鄉郊謐靜

在繁囂的香港，要尋找一片位置方便且能真正給予家居感覺的空間，談何容易，然而 Kush 111 服務式住宅正好將這種悠閑寧靜，幻化成真。音樂家 John Coltrane 的悠揚妙韻在大堂繞樑三日，明亮玻璃盆上的浮蓮優雅芬芳，不禁叫人聯想起讓人樂而忘返的瑰麗酒店與水療度假村。

西半山高街一帶滿是翠綠山丘，一邊屹立殖民時期的古舊建築群，一邊則是醉人海景，別具非凡的郊外氣息。住客只需八分鐘的士或巴士車程，便可抵達中環及蘇豪等繁華鬧區。

廿二所設備齊全的服務式住宅，建構出溫暖開闊的家園。房間以柔和色調襯托潔白牆壁，開揚窗戶引進暖暖陽光，750平方呎的實用空間正是恬靜居室的完美典範。單位提供一房及兩房間隔選擇，兩者均設有寬敞的淋浴間及格調醉人的浴室。

一房單位置有華麗的坐臥長椅，供你悠然閱讀，或在暖和的陽光中打盹；單位更配有寬敞美觀的儲物及陳列空間，讓你擺放所有小玩意，同時為新居添上個人風格。兩房單位則置有特大浴缸，洗滌繁忙之後的疲憊。你還可選擇相連廣闊露台或私人天台的單位，舉行戶外晚宴，與伴同樂。

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、42 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。特別添置的 Smeg 洗衣及乾衣機組合，將獨立陽台變成潔衣專區，再加上全套 Smeg 廚具電器，起居生活盡善盡美。

Kush 創立人之一 Alex Bent 表示：「我們要塑造的是寧靜忘憂的居所，而不是精品式設計。」另一創立人 Dinesh Nihalchand 補充：「這些單位設計考慮到身心的舒適、悠閒及清靜感。一梯一伙的格式確保住戶私人空間絲毫不受干擾。」

鴨絨被子、豪華大浴巾、印度南部的有機浴室用品、秘魯的柔軟單罩，以及新西蘭的羊毛地毯等傢俱，融合成實用簡約的怡人格調。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。迷人的裝飾、色彩與質料的點綴，以及城內最時尚的雜誌均一一盡有，頓然洋溢安樂家居的感覺。

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，盡享城中最高質的健身中心、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

位於高街111號的 Kush 111 在2007年8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

位處西半山，從中環商業區或蘇豪娛樂區出發，只需約八分鐘的士或小巴車程即可到達，真正體現靜居市郊的便捷。一邊為青翠群山及古老建築物所圍繞，另一邊則盡覽海景。旺中帶靜，自成一隅，同時四通八達。

地址

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聯絡

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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：22個，一梯一伙

一房單位數目（750平方呎）：12個

兩房單位數目（750平方呎）：10個

相連露台之單位數目（750平方呎 + 350平方呎）：1個

相連私人天台之單位數目（750平方呎 + 400平方呎）：1個

閣樓數目：1個佔地1,200平方呎單位及1個佔地1,400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
- 42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

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