



Press Release

Kush Serviced Apartments to Launch Flagship in October 2007 **Sexy, urbane and hip, the biggest and flashiest of the Kush properties soon to open its doors**

In the middle of November 2007 the flagship building of Kush serviced apartments will be unveiled. It is the most centrally located, situated in the historically vibrant area of Hollywood Road.

Art and antique galleries and design studios, old Chinese temples and a sprawling park surround the building. It is walking distance to the bars, restaurants and cafes of Soho, and the Central business district, ultimately convenient for any urban executive who loves all that the city has to offer.

Behind the light grey and black façade of Kush 222 are 48 one bedroom apartments, with a choice between sultry brown or lustrous black interiors, embodying the edgy and modern spirit of the area. Accessories dubbed as Black Nature, open glass showers, mood lighting ranging from green envy to blue lagoon, all make up a slick and alluring package. 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.

“One of the complaints we hear with serviced apartments is that each one looks the same,” says Kush director Alex Bent. “So we’re going to give people a choice.”

222 has a wealth of high-tech equipment fused with hotel-style amenities and services present in all Kush properties. From Bose DVD players and 42” plasma screens to duck down duvets and lush spa towels – with the unique addition of Smeg washers and dryers for the ultimate convenience – Dinesh Nihalchand, also director, says, “This was the first building we identified in our entire portfolio, but due to its size it has taken a little longer to get ready than the other two, but it’s undoubtedly going to be worth it for us and for all our residents.”

Kush 222’s launch party is slated for mid-November.

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 222 Hollywood Road, to be launched mid-November 2007, is the flagship among 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, coupled with individual personalities, that emulate the essence and energy of Hong Kong.

Location

Situated in the prime area of Hollywood Road and fronting a beautiful park, 222 sits on the fringe of the Soho entertainment district which is a mere 10 minute walk past rows of arts and antique galleries. By far one of Hong Kong's historically and culturally vibrant roads, it's also in close proximity to the business districts.

Address

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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 one bedroom apartments (650 sq ft): 48, two on each floor
Number of apartments with terrace: 2
Number of apartments with private roof: 2
Number of retail spaces: 2



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
- Light Fantastic mood lighting

Additional 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

Kush 服務式住宅旗艦大廈已於10月隆重開幕 最矚目閃爍的Kush物業新貴即將投入服務

Kush 服務式住宅旗艦大廈位處港島歷史悠久的荷李活道心臟地段，將於11月中旬正式入伙。

藝術廊、古董店、設計工作室、中式古廟及林蔭花園林立大廈四周。蘇豪區的酒吧食肆和咖啡屋，以及中環的金融商業地帶，瞬步可達，讓城中高級行政要員盡享香港最具優勢的一面。

Kush 222 前衛灰黑外表的內部，是 48 個一房單位。住客可選擇型棕或亮黑的室內裝潢色調，完美呈現該區摩登新潮的精神本質。稱作「Black Nature」的家居擺設、寬敞的玻璃淋浴間，與可調校色彩的裝置燈飾，統統為家居添上迷人亮麗感。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。

Kush 董事 Alex Bent 說：「許多人覺得服務式住宅的外貌及佈置都是千篇一律，因此我們要提供與別不同的選擇。」

Kush 222 與所有 Kush 服務式住宅一樣，設有完善的先進設備，並提供酒店式設施及服務。Bose DVD 播放機、42吋等離子電視屏幕、鴨絨被子與豪華大浴巾，還有特別添置的Smeg洗衣及乾衣機組合，起居生活盡善盡美。Kush 另一位董事 Dinesh Nihalchand 表示：「這是首幢完全具有 Kush 概念特色的大廈，由於項目龐大，所以比較起我們旗下另外兩幢大廈，這次耗用的準備時間較長，然而我相信它絕對值得等待。」

Kush 222 之入伙酒會已定於11月中旬隆重舉行。

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

位於荷李活道222號的 Kush 222 將於2007年11月中旬正式入伙，是 Kush 旗下三幢服務式住宅之旗艦大廈，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、高尚住宅位置與個人家居品味，讓住客融入香港多姿多采的生活精髓。

位置

位處荷李活道黃金地段，坐擁園林景色，毗鄰蘇豪娛樂熱點，步行10分鐘即可到達各式藝術及古董店。荷李活道乃文化歷史悠久的熱鬧街道，亦與港島金融商業中心地區近在咫尺。

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

一房單位數目(650平方呎): 48個，一梯兩伙

相連露台之單位數目: 2個

相連私人天台之單位數目: 2個

商業鋪位數目: 2個

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
- 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