



The serviced apartment brand Kush has celebrated the unveiling of three glossy outfits in Hong Kong's expatriate hotspots in less than six months. In an apparent reference to its competitors, Kush's founders Alex Bent and Dinesh Nichalchand say that their creations cannot be "transported to New York" because they allude to characteristics that are decidedly local. Kush 225 (pictured above right) which opened up on Des Voeux Road West in July, for instance, pays homage to the tonglaus or old Chinese buildings that formerly peppered the territory's landscape. The neon sign, a ubiquitous feature of the city's nightscape, marks the establishment's entrance; gilded Chinese characters embellish the floors of the lobby and other communal areas; and a colourful collage of Mong Kok, one of the SAR's oldest and liveliest districts, enlivens a stairwell to the rooftop, which, almost comically, features a mini-driving range (a favourite pastime for Hong Kong's well-heeled). Its 550sq ft guestrooms (there are a total of six, which is the sort of density typical of buildings of yesteryear) exemplify the resourcefulness Hong Kongers are known to exhibit when optimising the use of a small space. Only this time it is the resourcefulness of award-winning local interior designer and architect Johnny Wong of FAK3 that's on show. Each room features an open kitchen defined by a marble bar island that doubles as a cooking hub. All appliances, including the washing machine, are concealed behind dark wood panels to heighten the sense of space.

Kush 111 in the more suburban Mid Levels district opened in August, and November saw the launch of Kush 222 (pictured above left) on Hollywood Road, the art and antiques strip of the city. Another of Wong's works, the 650sq ft apartments (48 in number) at 222 are dipped in either chocolate brown or ebony, laced with the hottest technologies, and illuminated in colour-changing 'mood lighting'. "One of the complaints we hear with serviced apartments is that each one looks the same," says Bent. "So we are going to give people a choice."