

Connecting with the Spirit of the City



Within Hong Kong's frenzy, it isn't easy to find a space that truly feels like home without sacrificing location. But this is precisely what Kush Serviced Apartments has achieved in each of its three buildings. From Bose DVD players and 42" plasma screens to duck-down duvets and lush spa towels, you can rely on a wealth of high-tech equipment fused with hotel-style amenities and services. But that isn't all: Kush has come up with an individual design style for each well-appointed residence that really wows guests, keeping them coming back for more.

"One of the complaints we hear about serviced apartments is that each one looks the same," says Kush co-director Alex Bent. "So we've decided to give people a choice." In each of its three buildings Kush Serviced Apartments has hit upon a cutting-edge design style that immediately puts guests in touch with the spirit of the city.

Sexy, urbane and hip, the brand's flagship Kush 222 building is centrally located in the historically vibrant area of Hollywood Road, and it's immediately recognisable by its light grey and black façade. Within the 48 one-bedroom apartments, sultry brown or lustrous black interiors embody the edgy and modern spirit of the area, while open glass showers and mood lighting complete the slick and alluring package.

Situated on sleepy High Street, Kush 111, meanwhile, is the ultimate retreat (despite being just eight minutes into town by taxi). Smooth John Coltrane tunes play in the lobby, where glass pots filled with lotus flowers create a mood reminiscent of your favourite spa or five-star hotel. Choose from the one or two-bedroom, 750-square-foot, layouts, each fitted with spacious walk-in showers and dreamy bathrooms. Take your pick from one unit with a sprawling terrace, or another with a private rooftop.

"These apartments are designed with total comfort, relaxation and tranquility in mind. There's one apartment per floor for each tenant's ultimate privacy," says founding partner of Kush, Dinesh Nihalchand.

Alternatively, Kush 255 on Des Voeux Road West is targeted at the urbanite who embraces history and wants to stay right in the heart of town. At the neon-lit entrance, an air-conditioned stairwell with gold handrails offers a stark contrast against the raw concrete walls. Floors are emblazoned with traditional Chinese characters in gold.

"Walking up the stairwell is a pretty unique experience," says Nihalchand. "This place feels like a private club in the middle of the city."

In each luxurious 550-square-foot unit, 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. All other in-room amenities (including the washing machine) are hidden behind wall panels to maximise the space and add a clean sleekness to the interior.

"Kush serviced apartments are more edgy than other places," says Bent. "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?"

+ Kush serviced apartments

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