



Press Release

Kush 222, cosmopolitan living at its edgiest, now ready for occupancy

Hong Kong — November 2007

Kush 222, the flagship in Kush portfolio and largest property to date, has recently opened its doors.

Kush 222 is located a stone's throw away from the hip Soho and Central areas, but far enough away to offer the feeling of a retreat. Situated across from Hollywood Road Park with nearby art and antique galleries and temples, Kush 222 fuses edgy modernist elements while embracing the local Chinese influence, and serves as the perfect package for executives that embrace all that Hong Kong has to offer.

"With 222 we wanted to create sexy, urban apartments with a subtle reference to the local culture and environment surrounding it," says Kush director Alex Bent.

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."

At first glance, Kush 222 is an assault on the senses. Step into an all-black lobby with an elegant contrast of stark white vines crawling up the wall – the first indication of the theme fusing of a love of modernity and Mother Nature that is predominant at Kush 222. Look up to see a stunning Rococo-style chandelier that casts a warm glow over the lobby. The lift is gold mirror stainless steel inside, with a TV screen on the ceiling playing hypnotic motion graphics echoing its young and edgy appeal – slow moving vines, water ripples, birds, clouds are layered with low soothing music to provide an entrancing ride to your floor.

When the lift opens, the alluring presence of Kush 222 is made known. It's a stunning welcome of floor-to ceiling black doors embossed with symbols of an active modern lifestyle like high heels, helicopters and sun glasses.

Forty-eight one bedroom apartments, offering a choice between stark black and sultry brown interiors, each boast an intelligently planned 650 square feet. High-tech audiovisual equipment like Bose DVD players, 42" plasma screens, Bang & Olufsen phones and JBL sound systems combine with hotel-style amenities and services that Kush is becoming known for. The living space is efficiently used, employing concealed panels and cabinets to store items such as wine and cocktail glasses. A dining table and chairs can easily fit into a closet for more space, or taken out when company's around.

Workaholics can settle down on a desk that spans the width of the master bedroom, and large glass windows afford an unbeatable nightlight – a gorgeous open view of Hong Kong's buildings at night. Then switch it all off by lying down on beds with duck down duvets and pillows.

Within the units, design elements include open glass showers with sliding doors that look into the bedroom. Sumptuous use of marble creates a slick and sensuous feel. A neon "light fantastic" mood lighting affords a different kind of ambience. Each apartment also has a black tree encased in tall, stark white vases – an urbanite's tribute to nature. Details like gold dai pai dong stools innovatively turned upside down to serve as magazine racks, and gold dai pai dong lamps are fresh takes on the local cultural offerings.

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The two first-floor units have terraces, one a sprawling 400 square feet in size, and another 200 square feet, and two roof terraces 400 square feet in size are ideal for outdoor barbeques or private dinners, and even large enough to catch some sun in privacy at the peak of summer. But at night, the roof terraces are glories to behold as it stares out into a glittering Hong Kong skyline.

“This is our flagship property because it is the biggest and through its design, both inside and out, embodies all the elements which make up the Kush lifestyle and brand,” says Alex.

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 felt like one was in 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 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
- Lutron Lighting
- 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
- Comprehensive wine list