

**PRESS RELEASE**

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## **The Residences at The St. Regis Jakarta Elevates Luxury Living with Exclusive Artisan Interior Collaborations**

- *In a harmonious union of opulence and craftsmanship, The Residences at The St. Regis Jakarta have joined hands with six distinguished Indonesian artisan interior brands. This curated ensemble of excellence features the artistic prowess, the sophistication and the distinctive charm from St. Regis Signature Collections, Magran Living, SANIHARTO, R8 Asia, Vinoti Living, and Ku Casa. Together, they orchestrate a symphony of refined living, elevating luxury to new heights.*
- *Each show unit, fully furnished by these esteemed interior brands, offers unique and sophisticated interior designs that captivate buyers and provide them with inspirational living spaces.*

**Jakarta, 5 October 2023 – The Residences at The St. Regis Jakarta**, a symbol of opulence and sophistication, is proud to announce an extraordinary collaboration with six esteemed Indonesian artisan interior designers, marking a new pinnacle of lavish residential living in Asia. This prestigious partnership includes **St. Regis Signature Collections, Magran Living, SANIHARTO, R8 Asia, Vinoti Living, and Ku Casa**. Building upon the success of last year's engagement with four interior designers, The Residences at The St. Regis Jakarta continues to redefine luxury living by presenting discerning buyers with inspired and fully-furnished show units.

The Residences at The St. Regis Jakarta made headlines last year with their strategic approach of enlisting artisan interior designers, including Vinoti Living, Bika, Agora, and St. Regis Signature Collections, Bika, Agora, and Vinoti Living, to curate fully-furnished show units that captivated buyers and successfully sold out rapidly. Buyers were entranced by the distinctive concepts of each interior, which not only adorned their living spaces but also served as a wellspring of inspiration for personalizing their units. Today, The Residences at The St. Regis Jakarta is confident that this year's collaboration with six artisan interior designers will continue to captivate buyers and replicate their previous success.

**Swanny Hendrarta, Chief Commercial Officer of Rajawali Property Group**, stated, "With The Residences at The St. Regis Jakarta, we established a new benchmark for the 'lavish luxury residential' concept in Asia. We are proud to present the newest affordable collections of six Indonesian artisan interior brands: St. Regis Signature Collections, Magran Living, SANIHARTO,

R8 Asia, Vinoti Living, and Ku Casa. These collections exemplify luxury living at its finest, and they are showcased in the 6 designed units, each offering a spacious and sophisticated atmosphere."

The show units are strategically located in the lower zones of The Residences at The St Regis Jakarta, offering a counterbalance - private and secluded to the bustling city of Jakarta. This creative selling strategy, initially aimed at enhancing the appeal of a private and secluded unit apartment offers residents a tranquil living experience, with the assurance of solitude and privacy, has exceeded expectations. These units are designed to provide a sense of exclusivity and personal space, making them an ideal choice for those seeking a serene and quiet living environment. The masterpieces created by each artisan interior brand provide added value to potential buyers, offering an alternative design replete with furniture, fixtures, and equipment (FF&E), thereby eliminating the need for additional design fees and saving valuable time. This extraordinary offering represents an exceptional opportunity for discerning buyers.

This commitment to extravagant interior fit-outs that can be tailored to individual preferences reflects The Residences at The St Regis Jakarta's dedication to staying close to the hearts of its loyal customers as part of distinctive buying experience. The collaboration with the standout designers St. Regis Signature Collections, Magran Living, SANIHARTO, R8 Asia, Vinoti Living, and Ku Casa is poised to elevate the standard of 'luxury living' and drive remarkable sales performance in this luxury residence.

In an ever-changing condominium landscape, branded residential existence has emerged as the ideal choice for today's discerning buyers. Beyond spacious, exquisitely designed residences, The Residences at The St. Regis Jakarta offers the trust and prestige of the St. Regis brand. This investment opportunity caters to both local and international buyers, offering not only high-rise residential living but also the distinction of owning property under the globally renowned and ultra-luxury St. Regis brand. Known for its exemplary service and exclusive experiences at luxury properties worldwide, St. Regis now offers an unparalleled 'never-before' complete FF&E experience through its collaboration with artisan interior brands.

Swanny Hendrarta remarked, "Today, The Residences at The St. Regis continues to hand over units to buyers, with almost 80% of the total units already sold. Those fortunate buyers who have taken possession can now enjoy the facilities and personalize & fit out their units to their liking." The Residences at The St. Regis Jakarta is an integral part of a mixed-use development that includes The St. Regis Jakarta Hotel and the Rajawali Place commercial office tower. Rajawali Property Group has demonstrated an unwavering commitment to excellence, as evidenced by their successful completion of St. Regis Jakarta project in June 2022, showcasing their dedication to delivering high-quality residential solutions to their clients.



### **About Rajawali Property Group**

Rajawali Property Group is the real estate investment and development arm of Rajawali Group. Rajawali Group is one of Indonesia's largest investors. Driven by the philosophy of value creation, the Group has successfully engaged across a wide range of industries, including hotel & property, agriculture, mining, infrastructure, transportation, and media. Over the last three decades, the Group has built a solid reputation for strategic investments, including Indonesia's first privately-owned television network Rajawali Citra Televisi Indonesia (RCTI), the nation's first private mobile services operator PT XL Excelcomindo Pratama, and growing PT Express Transindo Utama into the country's second largest taxi operator by fleet size with a business model recognized by the United Nations Development Program (UNDP) as an effective poverty reduction program for emerging economies. The Group's track record in value creation includes the turnaround of PT Perusahaan Rokok Tjap Bentoel and partnering with the Government of Indonesia to significantly increase the shareholder value of the country's largest cement maker PT (Persero) Semen Gresik Tbk. As part of the Group's vision of a sustainable future for Indonesia and Asia, it established the Rajawali Foundation Institute for Asia and initiated the Harvard Kennedy School Indonesia Program to enhance research and education in public policy and governance issues.

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