

## PRESS RELEASE

### **The Residences at The St. Regis Jakarta offers Luxury Living at its finest through premium-furnished units**

- *The Residences at The St. Regis Jakarta, which is slated for completion in June 2022, makes the perfect investment choice for both local and international buyers*
- *It is a part of creative selling strategy to increase demand*
- *The Residences at The St. Regis Jakarta collaborated with three Indonesian artisan interior brands; Agora, Bika Living, and Vinoti Living*

**Jakarta, 21 March 2022** – **The Residences at The St. Regis Jakarta** proudly announced the exclusive collaboration with three Indonesian artisan interior brands, namely *Agora, Bika Living, and Vinoti Living*, for its iconic residential building located in the Indonesian capital, Jakarta.

The Residence at The St. Regis Jakarta features 195 units, all of which have sophisticated interior design and a spacious atmosphere. Residents will also enjoy full access to The St. Regis' world-class service and facilities, including Wine and Cigar lounge, children pool, children multi-function room, indoor lap pool, gym, steam and sauna, treatment room, private dining rooms, and will have direct access to The St. Regis Hotel.

**Swanny Hendrarta, Group Head of Sales & Marketing, Rajawali Property Group** said, “With The Residences at The St. Regis Jakarta, we established a new benchmark of ‘luxury living’ concept in Asia. And we are proud to present the signature collections of three Indonesian artisan interior brands: Agora, Bika Living, and Vinoti Living.”

These interior showcases are presented at the low zone of The Residences at The St Regis Jakarta with the purpose to balance the experience of living in the dynamic city of Jakarta. It is also part of a creative selling strategy, initially to add value in marketing the units located on level tenth and eleventh, which have less desirable views compared to units on higher levels. The masterpieces of Agora, Bika Living, and Vinoti Living give extra-value to potential buyers with an alternative design of complete furniture, fixtures, and equipment (FF&E) in order to eliminate the cost of design fee as well as time consumption. It's an exceptional deal for the buyers.

This is the commitment of The Residences at The St Regis Jakarta to maintain the presence in their loyal customers' hearts by providing the extravagant interior fit-out as an option and can be adjusted to the owner's preference. The Residences at The St Regis Jakarta believes the

approach in collaborating with the stand-out portfolio and competency of a remarkable design by Agora, Bika Living, Vinoti Living will bring the standard of 'luxury living' and affect significant sales performance of this luxury residence.

Branded residential offerings are well suited to meet the changing needs of today's buyer, not only by offering spacious, beautifully designed residences, but through the trust and strength of the brand. The Residences at The St. Regis Jakarta makes the perfect investment choice for both local and international buyers. It provides the opportunity to invest in a high-rise residential as well as a property with a globally recognized and ultra-luxury brand; St. Regis, which is known for delivering exemplary service and exclusive experiences in its many luxury properties around the world, and now with the 'never-before' complete FF&E from artisan interior brands.

The property sector in Indonesia is one of the strong contributors to the growth of the country's economy; which was forecasted to increase in 2022<sup>1</sup>. The luxury real estate sector has also soared in popularity. "With a thriving luxury property market and low entry prices against the background as one of Southeast Asia's largest economy, Indonesian capital city, Jakarta is already becoming one of the region's key destinations to visit and live. More than 60% of units sold, since The Residences at The St. Regis Jakarta launched the first phase of sale in 2017. This marks the ambitious buyer market boom in the luxury property, strategically with the price positioning," said **Yuliani Sunarto, Senior Sales & Marketing Manager, Rajawali Property Group**.

The Residences at The St. Regis Jakarta is part of a mixed-use development that includes The St. Regis Jakarta Hotel and commercial office tower of Rajawali Place. As the construction is underway, Rajawali Property Group remains committed to complete the residential project by June 2022.

"The Residences at The St. Regis Jakarta affirms the commitment of **Rajawali Property Group** in meeting the demand of 'luxury living' lifestyle and the company's contribution in the property sector in Indonesia", **Swanny** concluded.

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<sup>1</sup><https://kfmap.asia/blog/knight-frank-sejumlah-subsektor-properti-akan-rebound-di-tahun-2022/1712>



### **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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