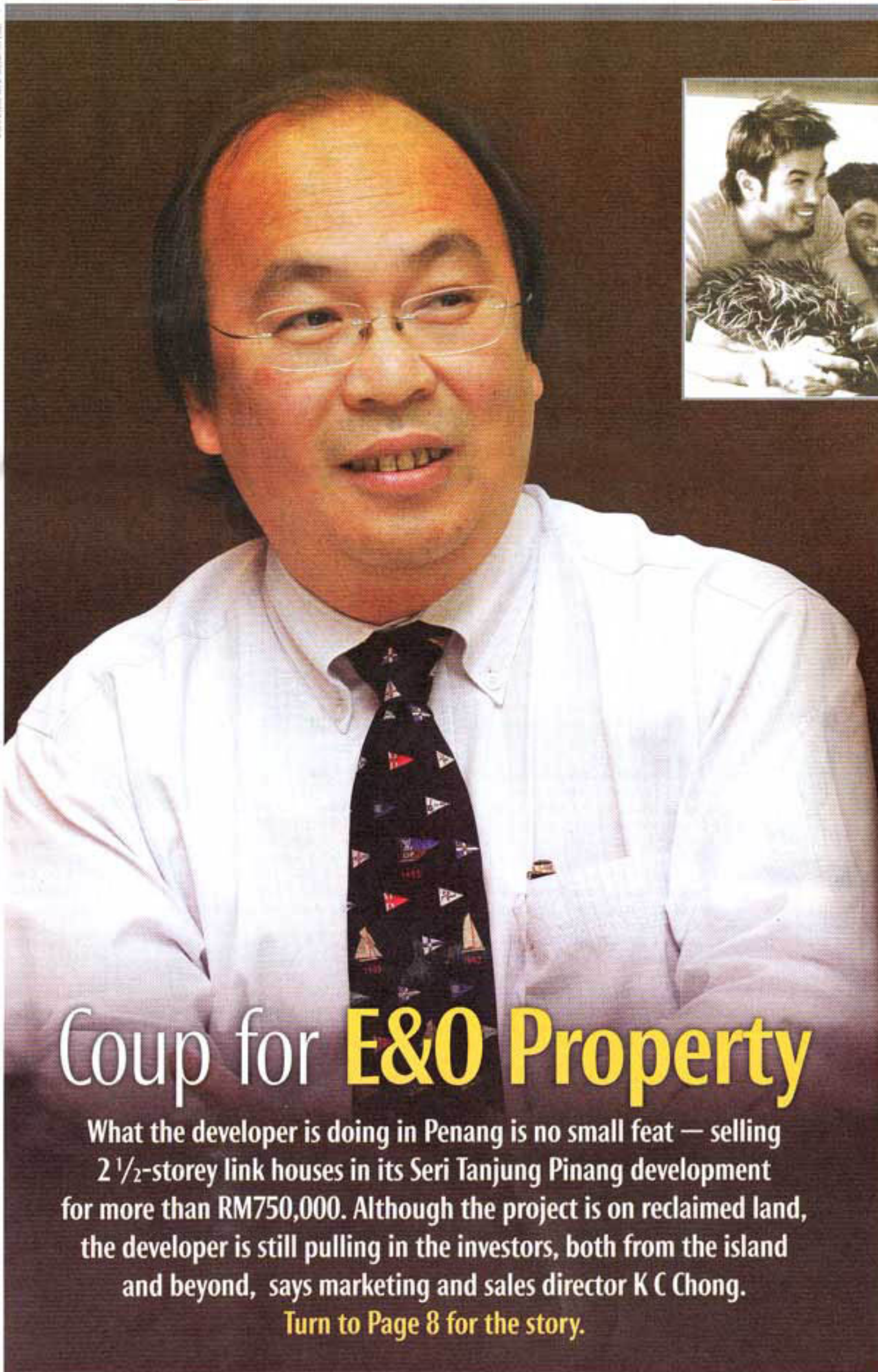


City & Country

FIABCI PROPERTY CONTEST 2006
WEEK 6 WINNERS



PG 4



2 Tiffani by i-Zen

Malaysia's Prince of Fashion Bernard Chandran, seen here relaxing with his sons, has been roped in as brand ambassador for Tiffani. The project is Ireka Land Sdn Bhd's latest condominium in upscale Mont'Kiara.



6 My Space

Build-then-sell: Au Foong Yee examines the merits and workings of the 10:90 variant.

Coup for E&O Property

What the developer is doing in Penang is no small feat — selling 2 1/2-storey link houses in its Seri Tanjung Pinang development for more than RM750,000. Although the project is on reclaimed land, the developer is still pulling in the investors, both from the island and beyond, says marketing and sales director K C Chong.

Turn to Page 8 for the story.

Tiffani ambassadors

Developer Ireka Land ups the ante in property marketing for its high-end condo project

BY ALLISON LEE

Mont'Kiara is an exclusive and much sought-after address. There is no doubt about that. It also keeps offering a seemingly endless supply of new homes that scream quality design and finishing.

So, how does one differentiate one quality product from another? How does a developer set itself apart from the rest, especially given the relatively quiet marketplace we are experiencing?

Some might entice prospective buyers with a chance to win a gleaming car or an exotic holiday. But one developer has raised the benchmark by introducing what it calls brand ambassadors, a marketing strategy that is new here but already popular overseas.

So, what are brand ambassadors? Think celebrity and high fashion. Which explains why Ireka Land Sdn Bhd has roped in haute couture designer Bernard Chandran and Singapore actress, model and singer Fann Wong to represent Tiffani, its latest condominium project under the i-Zen brand.

Tiffani comprises three blocks of 399 high-end condominiums, with prices ranging from RM230,000 (for a 815 sq ft unit) to RM4.6 million (the penthouse). The over 8,011 sq ft solitary penthouse will be sold to the highest bidder.



Fann Wong is one of Tiffani's two brand ambassadors

This freehold project is a joint venture between Ireka Land, a wholly owned subsidiary of Ireka Corp Bhd, and Singapore's CapitaLand Financial Ltd, a subsidiary of CapitaLand Ltd. By putting the faces of these celebrities on Tiffani, the developer has basically upped the ante in property marketing.

Ireka Land's chief executive officer Lai Voon Hoon explains to *City & Country*: "One of the reasons for selecting Chandran as one of Tiffani's faces is that he is one of Malaysia's hottest designers. He has international exposure through his boutique in London and his appearances at international fashion events."

Adds Monica Lai, Ireka Land's chief financial officer: "Both Chandran and Wong met our needs for a brand ambassador because both of them are successful in their fields and are not only public figures but also very pri-



The team behind Tiffani... Monica (left), Voon Hoon and Tan (standing)

vate people. We feel that their personalities play a part in representing what Tiffani is all about."

Not only were the chosen ambassadors able to identify with the project but they also bought into the project, says Monica. Shoemaker sensation Datuk Jimmy Choo has apparently also booked a unit.

While Tiffani is slated for launch this month, its pre-launch sales are at 35%, half of them to foreigners. Encouraged by the response, Voon Hoon hopes to achieve a take-up of 60% in three months.

The developer is targeting those who have made it and who yearn for privacy. This is a challenge as there are hundreds of residents in a condo development. "With Tiffani, we addressed their needs by creating a sense of class and calm in an urban setting and employed space planning to ensure a sense of privacy," Voon Hoon offers.

Tiffani and its design

Why spell Tiffani with an "i" and not a "y"? As Monica explains it, Ireka Land wanted to localise its name.

When Kiara I and II (both Ireka Land projects) were built, it was the dotcom era when numerals and symbols were stylish. For its latest condo project, the developer needed to create a name that was in line with its concept of exclusivity, privacy and class — a feminine name.

"I've always liked the name Tiffany. I even wanted to name my daughter that but my best friend beat me to it. His daughter's name is Tiffany. So when the option to choose a name came up, Tiffany sprung to mind," Voon Hoon shares.

The name also oozes class and sophistication. "One of the reasons for choosing a feminine name was that the kitchen and the bathroom were given a lot of emphasis to create a luxurious setting. After all, these are the places that are important to women," says Monica.

Tiffani, which is slated for completion in July 2009, comprises three blocks — Kallista, Radiant and Ideale.



An artist's impression of Tiffani. The developer's target group is those who have made it and those who yearn for privacy.

Of these, the 28-storey Kallista Tower is the most exclusive, with a maximum of three units on each floor. There is also a private clubhouse equipped with an infinity pool and gym on its 27th floor.

In terms of design, Tiffani offers the modern classical or contemporary look — the work of two award-winning interior designers, the local Axis Networks and Singapore's Cynosure. "We include built-in wardrobes and walk-in closets, air-conditioning systems and also high-quality electrical appliances for the kitchens. All bedrooms are equipped with wiring for television and telephone. We have wireless connection throughout Tiffani and have also centralised Astro," says Ireka Land's chief operating officer Irene Tan.

The storeroom, she says, is one of the unique points of Ireka's i-Zen brand of property. "Not often do we come across a condominium with a storeroom. Recognising the need for such storage space, i-Zen includes storerooms in all our projects."

Natural ventilation and lighting are a must in quality homes, and Tiffani does not disappoint, the developer says. View-wise, the units mainly

overlook Taman Duta and the Kuala Lumpur skyline, although some of the smaller units overlook Batu Caves. "The project has a great view because the surrounding buildings are not as tall," Tan says.

While previous i-Zen homes saw emphasis on interior design, the developer has taken this a step further with Tiffani. "We spent a lot of time planning the outside, which includes a place in which to relax and unwind — the Sanctuary, swimming pool and the gardens," Monica says.

CapitaLand connection

According to Voon Hoon, Ireka Land formed the joint venture because it saw the need for an international partner to win recognition for its products overseas.

"CapitaLand is well known for developing quality high-end products. It has projects in Singapore, China, London and Australia, and hopefully, Tiffani will be seen as being on a par with its developments. People want a sense of comfort before buying a property, knowing that the developer is reputable. So our collaboration with CapitaLand is an acceleration towards global awareness of our brand," he adds.

GROUP EDITOR-IN-CHIEF
GROUP MANAGING DIRECTOR
Ho Kay Tat

EDITOR
Au Fong Yee
(afyee@theedge.com)

SENIOR WRITERS
Diana Chin
Lim Ming Hwa
Jennifer Gomez

WRITERS
Fintan Ng
Loo Pk Kwan
Christina Lye
Allison Lee

ADVERTISING
& MARKETING

GROUP DIRECTOR
Edward Stanislaus
(02) 9699 8339

GROUP GENERAL MANAGER
Chandran Ravi
(012) 267 1000

MANAGERS
Alison Lim
(012) 212 3442
John Joseph
(017) 288 3952

SENIOR EXECUTIVES
Heidee Dato' Hj Ahmad
(019) 388 1880

Sharon Lee
(017) 873 8139
Koo Ping Ping
(012) 213 5876
Geetha Perumal
(016) 250 8640

Suresh Sekaran
(012) 307 7473
Helen John Corry
(012) 217 3260

EXECUTIVES
Shirley Chin
(012) 226 2321
Debbie Joseph
(012) 206 9344
Esther Woon
(012) 288 1690

COORDINATOR
Aznita Anuar
(03) 7660 3838 ext. 602

We welcome your comments and criticism. Send your letters to The Edge, PO Box 8348, Pejabat Pos Kelana Jaya, 46788 Petaling Jaya. fax: (03) 7660 8568; e-mail: tecam@pc.jaring.my Pseudonyms are allowed but please state your full name, address and contact number (telex) for us to verify.