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CITi-ZEN

Living Life Large



For enquiries: T +603 6411 6388 F +603 6411 6383 W i-zen.com.my E citi-zen@i-zen.com.my

On The Cover:
 Breathtaking night view of SENI Mont' Kiara,
 a tropical paradise.

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Greetings!

How time passes by so quickly! Half a year has flown by and for Ireka, it is proving to be a busy one.

In the last issue, I mentioned the delivery of the 1 Mont' Kiara mall. Since May, we have handed to over 300 buyers of SENI Mont' Kiara in Phase 1 (Blocks Van Gogh and Monet) of the development. Situated at the highest point in Mont' Kiara with commanding views of the Kuala Lumpur city, it is definitely a paradise to come home to (read cover story on pages 1 and 2).

Due congratulations is extended to the Tiffani by i-ZEN team for winning the i-ZEN Property Management Award 2010! This is no small achievement because it requires consistent effort in providing good property management services and a commitment to meeting the needs of the residents.

On the community-related front, IREKA CARES, our flagship

Corporate Social Responsibility Programme (CSR) bids farewell to the 33 children and their caregivers from the Lighthouse Children's Welfare Home having adopted them for a year. IREKA CARES will continue to give back to the society in its next initiative.

Until next time, keep living life large!

Cheers,



Lai Voon Hon
 President / CEO
 Ireka Development Management Sdn Bhd

The Art of Fine Living

Mont' Kiara's prestigious residential resort, SENI Mont' Kiara beckons you home.

It is a perfect abode away from the brouhaha of city life, tucked away in a safe corner, cradled by nature on all sides, a place for your children to play safely and to grow healthily.

It is a perfect embodiment of the highest standards of living, something so classy and remarkable that assures you it is a fine investment.

The art of luxury

The majority of the residences enjoy breathtaking panoramic views of Kuala Lumpur city. Understated elegance and remarkable artistic precision are evident in the features and finishes. Great rooms are suitable for gatherings or quiet times alone.

Impeccably crafted kitchens have built-in cabinets, stone countertops, a centre island / breakfast bar, and appliances suitable for any epicure. The living room, family area, enclosed lanai and terrace are designed to give an opulent appearance and the feeling of space when you need it.

Comparable in size to many custom luxury residences, replete with private lift lobbies and three car parking bays, SENI Mont' Kiara residences range from 2,900 sq ft to 3,714 sq ft of air-conditioned living spaces. The single and split-level double storey penthouses range from 5,425 sq ft to 8,902 sq ft.

Master bedrooms are complemented by expansive his / her walk-in wardrobes. Appointed with marble and stone, the baths are serene, spa-like sanctuaries for relaxation.

Embrace a sweeping view of the glittering Kuala Lumpur skyline from your living room.



The art of **rejuvenation**

SENI Mont' Kiara's shared spaces are equally inviting. Master of illusion and imagery, highly acclaimed landscape designer, Karl Prinic weaved a work of art by creating riveting scenes of luxury, serenity and soulfulness.

The Recreational Plaza encompasses a cutting-edge fitness centre with aerobics, cardio/free-weight and training area, spa, a rooftop tai-chi station, steam and sauna rooms.

Outdoors, overlooking the resort-style landscaping, are two Olympic-length swimming pools, Jacuzzis and a select number of cabanas for total relaxation.

Residents' needs are also met by a 24-hour security service, concierge and on-site property management.

"Our owners have a passion for the very best that life offers. They have the means to live anywhere in the world, and many of them do. The fact that they consider Mont' Kiara to be an absolute paradise and have chosen SENI Mont' Kiara for their primary or vacation residence speaks volumes about the location, the development and the prized lifestyle associated with it," Ireka President and CEO Lai Voon Hon said.

A short stroll puts you close to an array of dining, entertainment, convenient shopping and recreational experiences catering for the growing international Mont' Kiara community, which continues



SENI Mont' Kiara's very own sculpture garden exemplifies artistic living.

to make this neighbourhood an exciting destination for living.

In Phase Two of SENI Mont' Kiara (Blocks Picasso and Dali), there are final release units available in three and four bedrooms, most enjoy panoramas of KL city and resort landscape. The final phase is expected to be completed by

end of 2011.

Contact +603 6205 1319 to find out more about the final release units and schedule a private tour of the residential resort development or visit senimontkiara.com.my.



Karl Prinic's signature landscape with a modern tropical resort feel.

Families receive keys to their new **SENI Mont' Kiara homes**

Close to 300 families had their dreams of owning a residential resort realised when Ireka handed over the keys to new home owners at SENI Mont' Kiara. The handover process marked the start of occupation of Phase One for Blocks Van

Gogh and Monet.

All residential units are covered by the 18-month Defect Liability Period warranty. A dedicated Defects team is on hand to help owners settle in. The team

will ensure that any concerns following the owners' move in are addressed positively and remedied swiftly within agreed timescales.



1. Ireka Sales Edward Lim (left) and Project Manager Eric Tan explain contents of the Handover Pack and hand over keys to owner Stanley Sim (center).
2. On a guided tour, Eric Tan showing how everything works with owner Stanley Sim during the property inspection.
3. Proud owner Bas Melssen and son having a first look at the House Rules.
4. Real estate agent Lai Voon Mei congratulates new home owner Liew Fui Nih (left).
5. The Melssen family is impressed with the resort-style facilities in SENI Mont' Kiara.
6. Happy owners Lai Kit Mun (left) and wife giving the thumbs up on their new home.

Tiffani clinches

i-ZEN Property Management Award 2010



Receiving the award is Mohd Sabri from Tiffani by i-ZEN (fourth from left) with Ireka President & CEO Lai Voon Hon (center), the winning team, judging panel and planning committee members.

Tiffani by i-ZEN is the winner of the i-ZEN Property Management Award 2010, recognising its excellence in property management and top notch services to residents on a daily basis.

Initiated in July 2010, the six-month programme is organised by Ireka Hospitality Sdn Bhd for four participating i-ZEN developments including i-ZEN@Kiara I, i-ZEN@Kiara II, Tiffani by i-ZEN and Kiaraville.

The i-ZEN Property Management Award is based on five criteria: Financial Management, Property Operation & Management, Security & Safety, Building System's Preventive Maintenance and Green Initiatives.

According to One Asset Management Director Chan Chew Boon, the team at Tiffani by i-ZEN consistently delivered and met the five criteria in their monthly reporting including on-site evaluations.

During the award presentation, Ireka President and CEO Mr Lai Voon Hon said that the property management award will further encourage the asset management teams to strive for continuous improvement and to benchmark themselves against the industry's best.

"This award initiative will ensure that the management team will continue to uphold the quality of i-ZEN properties in Kuala Lumpur," Lai added.

Visit www.ireka.com.my to find out what this symbol means to Ireka...

UNDER 1 ROOF.
UNDER 1 ENTITY.
UNDER 1 BLUEPRINT.
UNDER 1 COMMITMENT.



Resident Mrs Loo Chan Yue (right) receiving a gift hamper from the Residents' Questionnaire Lucky Draw.



Director of One Asset Management Chan Chew Boon (right) presenting a gift hamper to resident and lucky draw winner Masahiro Sakata.

Our Blueprint for Success and Progress

INTEGRITY
VISIONARY
ENTREPRENEURIAL

Embracing change and evolving with time, Ireka has refined its corporate identity. Reflecting its brand personality, RED signifies its energetic nature while GREY represents an uncomplicated and transparent entity.

Together, they collaborate to portray Ireka's brand values which have defined its past successes and will continue to be the blueprint for progress.

WE HAVE MOVED!

Meet the new us at Level 18, Wisma Mont' Kiara



INFRASTRUCTURE | REAL ESTATE | TECHNOLOGIES

Ireka Corporation Berhad (25882-A) Level 18, Wisma Mont' Kiara, No. 1, Jalan Kiara, Mont' Kiara, 50480 Kuala Lumpur, Malaysia
 T +603.6411.6388 F +603.6411.6383 E enquiry@ireka.com.my W www.ireka.com.my





Lighthouse children adding colours and creativity into their money box.



Teenagers are introduced to a game of wealth creation by tossing 'coins' into a box.



Guest speaker Kit counting the 'coins' to determine the winning team.

16 April 2011:
Cents and Sensibility

Volunteers and Lighthouse children welcomed special guest Lim Kit Wan for a workshop on Financial Literacy. A chartered accountant by training, Kit is a social entrepreneur with a desire to change the world, one child at a time. She co-founded Kidz Smart Academy, a centre that offers life skills programme for children so she can 'teach others to fish'.

During the 1.5 hour session, the younger kids up to age seven were given a simple kit where each child had to paint and glue them together to make a money box. For the teenagers, Kit taught them the basics of saving money and the concept of 'paying yourself'.

21 May 2011:
Of Talks and Crafts

IREKA CARES' troopers made their final visit to the Lighthouse Children's Welfare Home. This special visit entailed two activities mainly How to Talk Puberty with Girls and Lighthouse Model Making.

Girls reach early stages of puberty well before their teens. Unfortunately, not every girl understands what is going on and may feel confused about these changes. Guest speaker Dr Lee Shien addressed these issues by giving practical advice and approached the sensitive subject with care. The girls at Lighthouse aged 12 to 17 learnt what is happening to their bodies is normal and natural.

As for the younger children, they were kept busy making lighthouse replicas.



Young artist at work.



One of the many lighthouse replicas crafted by the talented children.



Dr Lee Shien (right) receiving a certificate of appreciation from Lee Soo Ling, IREKA CARES Team Leader for Life Skills.

One Year with Lighthouse: Celebrating the Finale!



IREKA CARES bids farewell to Lighthouse for the children and their caregivers.

June 10 marks the end of a one-year term with IREKA CARES' adopted family, Lighthouse Children's Welfare Home. Ireka volunteers made saying goodbye a happy occasion for the 33 children and their caregivers.

During the finale event, children up to 12 years had a heart racing and an adrenalin pumping session at the Young Explorer Kids' Gymnasium in 1 Mont' Kiara. Meanwhile, the teenagers learnt about impromptu speaking and social etiquette, an interactive workshop hosted by Ireka Toastmasters Club.

At noon, the children were treated to a lavish lunch at Tony Roma's. Lighthouse representative Joseph gave an appreciation speech and presented

a memento to Chairman of the IREKA CARES Steering Committee Datuk F. K. Lai. Crafted by the children, the memento is a lighthouse model made from recycled materials.

"I am glad that our IREKA CARES programme has come a long way since it was initiated. I wish to pay tribute to the IREKA CARES' volunteers from across the organisation who has contributed their time, care and expertise. I also wish to thank Lighthouse for blessing us with the opportunity to get to know them and help them as much as we could, for the one past year", Datuk Lai said.

The Lighthouse Children's Welfare Home houses 33 underprivileged children, ranging from age three to 17. Founded

and managed by Mr and Mrs Steven Silvaraju and their family members, they aspire to raise the children in a loving, family-orientated environment.

"IREKA CARES' contribution for the past year has certainly made a huge difference to Lighthouse. Although the initial refurbishment and repair works were completed last year, they did not hesitate to further resolve our water supply issue when the problem occurred three months ago. We are very grateful to them for this. They also organised all sorts of activities which helped the children learn concrete skills which I am confident will help them fully realise their talents and value one day," Mrs Steven said.



Director of Young Explorer Ku Hwa Teck providing a fun, engaging and supportive volunteer environment for children up to 12 years.



A balancing act for both Lighthouse and IREKA CARES.



Chairman of IREKA CARES Steering Committee Datuk Lai receiving a memento from Lighthouse representative.

i-ZEN PRIVILEGES



The i-ZEN Privilege Card is back to help you get access to exclusive offers at your favourite spots.

BEAUTY

CREATIVE™
NAIL BOUTIQUE

SRM
スキンケア
Mix-To-Match Skincare

DINING

KO HYANG
고향
KOREAN COUNTRY DELIGHTS

TONY ROMA'S
RIBS • SEAFOOD • STEAKS



SHOPPING

Party@World

World of Watches 2
WW2

HOME & DECOR

PASAYA

timeless DESIGN

WELLNESS

energy
mind + body + spirit

exentra
The energy to wellness.

Kian®

Slumberland

FELLA
DESIGN

EDUCATION

supercamp®
Raising grades, confidence, and motivation



Keep an eye out for more lifestyle brands in our coming issue.

'Live Life Large' with the new i-ZEN Privilege Card 2011 – 2012

i-ZEN Privilege Card promises a selection of lifestyle experiences befitting your position as a proud member of the i-ZEN community. With the growing list of meticulously chosen lifestyle brands, spoil yourself with unsurpassed dining

experiences, pampering health and wellness retreats, not forgetting the exclusive privileges on home furnishing, gifts, accessories and more.

Expect to receive your i-ZEN card soon and start enjoying discounts and privileges with our merchant partners. Flash the card at any participating

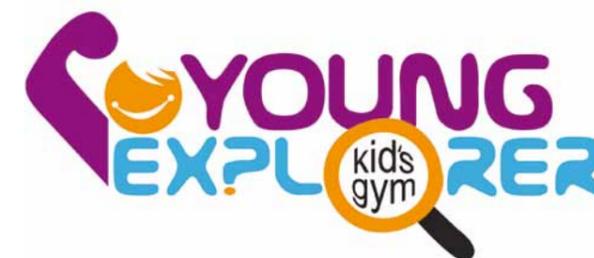
merchant outlets to give you and your family the gift of living life large!

For more information, contact Kelly Yap of Customer Relations at +603 6411 6388 (ext. 6880) or email enquiry@i-zen.com.my.

One Hop, Roll and Jump At A Time



Children are guided by a fitness trainer during the workout routine.



Children learn step-by-step.

In a non-competitive and nurturing environment, children progress at their own pace. Under the supervision of trained instructors, they learn to tackle challenges, overcome fears and express themselves confidently. And they have a blast doing it!

Newly opened, the Young Explorer is a children's gymnasium located in 1 Mont' Kiara offering introductory and intermediate programmes designed for children age one to 12 years in a fun and nurturing environment. The age-specific curriculum is delivered in weekly lessons to build skills sequentially.

From Cartwheels to Confidence

The gymnastics-based curriculum will help increase children's flexibility, balance and coordination while also improving listening skills, attention span and the ability to follow directions. With each new achievement, the child's self-confidence and self-esteem will soar.

Most of all, the child will take what they learn at Young Explorer into their home, onto the playground and playing field, and into the classroom.

Practically overnight, a child changes from a toddler into a rambunctious individual. At the Young Explorer, the curriculum has been specifically designed for the child to channel that energy and reach their development milestones.

From the age of three, they are ready to make a huge leap by participating in classes without their parents. Having discovered the joys of independence, they are eager to do 'what the big kids do'. But they still learn best in a structured

environment where gymnastics, other physical activities and all aspects of learning are combined with a healthy dose of fun.

Classes are based on a per term basis which consists of a 12-weeks programme. At Young Explorer, the professional instructors are carefully trained in advanced training methods and the teacher-to-student ratios are low so that the instructor brings out each child's best on an individual basis.

From Handsprings to Success

The Adventure Maze is built for those who have an adventurous spirit. The

maze structure comes with multi-activity features such as flying fox, pyramid multi-net island, floating leaves, net tunnels incorporated with connecting adventure elements. Children age three to 12 years will find fun, physical challenges, new friends as well as a good workout. Entrance into the Adventure Maze is charged on a per entry basis valid for a couple of hours.

Located at Level 3 of 1 Mont' Kiara, the children's gym is colourful and cheery - a great place for children and their parents. Find out more about free trial classes at www.youngexplorergym.com or call +603 6411 0288.

EVENT GALLERY

3 May 2011: Vietnam Business Summit 2011

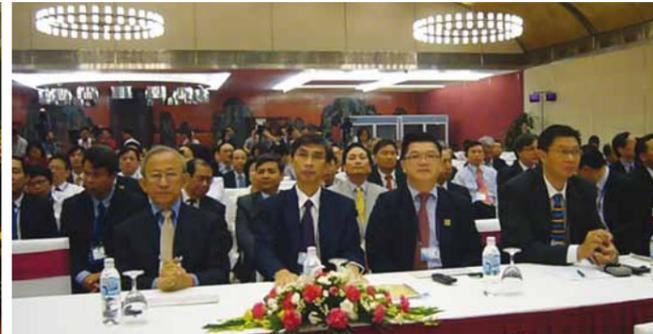
Jointly organised by the Ministry of Planning & Investment (MPI), North Vietnam and Asian Strategy & Leadership Institute (ASLI), Malaysia, the summit held at Hanoi brought

together foreign investors, analysts and Vietnamese government officials to showcase Vietnam's investment potential and provide a timely forum for informed discussions in Vietnam's economic

challenges. The summit was attended by over 4,000 delegates including top policymakers, business leaders, media, academics, as well as civil society and development institution representatives.



Ireka's Group Managing Director, Lai Siew Wah (2nd from left), CEO of Ireka's Infrastructure arm, Tan Thiam Chai (1st from right), Ireka's Senior Vice President of Finance (Vietnam), David Yip (2nd from right) posing with VIP delegates at the Vietnam Business Summit.



The Summit provides a great platform for Vietnamese Government and investors to discuss about Vietnam's investment potential, as well as the challenges and opportunities.

22 May 2011: Kiaraville Hosts Treasure Hunt

More than 200 residents, both young and old participated in the first ever 'Kiaraville Treasure Hunt'. The community event

is organised by the Joint Management Committee led by Caroline Choong. Families were kept on their toes to find

and solve clues, completing creative challenges to gain points and tracking down the 'treasure'.



Resident Bjarne Foldager trying out his "chi" to vibrate the water in the bowl.



Batik paintings produced by the residents.



Participants trying their hand at a traditional game.

26 May 2011: Ireka wins Best Booth Design at iProperty.com Exhibition, Marina Bay Sands

Ireka has been awarded Silver for its SENI Mont' Kiara booth at iProperty.com Exhibition held last October in Marina Bay Sands, Singapore. The award for best booth was organised by the Malaysian Association of Convention and Exhibition Organisers and Suppliers (Maceos). To commemorate the association's 21st anniversary, the Maceos Awards ceremony was held to acknowledge consistently professional and outstanding performance within the convention and exhibition industry. The

Silver award for Best Booth Design was presented to Radius Exhibits & Interiors

Sdn Bhd, an entrusted exhibition consultant for Ireka.



Featured i-ZEN Property:

Tiffani by i-ZEN
MONT' KIARA, KUALA LUMPUR

i-ZEN PROPERTY MARKET NEWS

Comfort, superior modern amenities and exclusivity are few of the qualities that make Tiffani by i-ZEN all the more special within an international community of Mont' Kiara, Kuala Lumpur. The development comprises 399 units designed in a variety of sizes from 815 sq ft to a magnificent 8,011 sq ft penthouse. The Ascott Limited operates 147 corporate leasing units in Tiffani by i-ZEN, a first residential development it manages in Mont' Kiara.

Sub-sale Transactions

Size (sq ft)	Transaction in 2010 (RM psf)	Transaction in 2011 (RM psf)
815	640 – 700	700 – 730
1,235*	680 – 700	680 – 700
2,159	540 – 560	550 – 580
2,257	540 – 560	550 – 580

*Ascott Furnishing Package

Rental Transactions

Size (sq ft)	Transaction in 2010 (RM psf)	Transaction in 2011 (RM psf)
815	3.90 – 4.50	4.40 – 4.80
1,235*	4.70 – 4.90	4.70 – 4.90
2,257	3.50 – 3.70	3.50 – 3.80
2,726	2.60 – 2.90	2.90 – 3.30
3,678	2.50 – 2.70	2.70 – 3.00

*Ascott Serviced Apartment – Short Term Lease

Ireka has entrusted One Real Estate Sdn Bhd (OneRE), a professional estate agency firm that focuses on the real estate market in Mont' Kiara, to assist all i-ZEN home owners in sourcing for buyers or tenants. OneRE collaborates with a wide network of associates and agencies to achieve optimal sales prices and rental rates for all their clients. Their analysis revealed that sub-sale price for a smaller unit in Tiffani by i-ZEN has increased by approximately 5% to 7% from 2010 to 2011 to date, whilst rental rate has increased by about 10% for a similar period.

OneRE provides lease and resale services for buyers' convenience and peace of mind in managing their investments. Lease management service is also available to ensure smooth transactions and minimal hassles with tenants and leases.

For rental and sub-sale enquiries, contact Zack Chong at +6012 324 0088 or email zack.chong@onere.com.my. To find out more about the development, visit www.i-zen.com.my/tiffani.htm.

ONE REAL ESTATE SDN BHD (118228-0)
Registered Estate Agents & Valuers (06110229)

M-2, Kiara II,
No. 1, Jalan Kiara, Mont' Kiara
50480 Kuala Lumpur
Leasing & Sale: +603 – 6204 0699 /
+6012 – 209 9969
Fax: +603 – 6203 6868

CONSTRUCTION UPDATE



Phase 1 (Van Gogh and Monet blocks) is fully completed with Certificate of Fitness obtained on 15 April 2011. Handover of Vacant Possession is in progress.

Targeted completion for Phase 2 (Picasso and Dali blocks) is by end of Q4 2011. Architectural and M&E works are in progress at Picasso and Dali blocks at various levels, car park podium and external areas.



Four Points by Sheraton Hotel & Tower: Concrete slab casted on Level 26. Architectural and M&E works are in progress at various levels.

Harbour Mall, Sandakan : Architectural and M&E works are in progress at various levels, car park and external areas.



KL Sentral Office Towers and Hotel

Office tower 2: Structural works at level 22 are completed while work at level 23 is in progress. Architectural and M&E works are in progress at various levels and car park podium.



INTERNATIONAL HI-TECH HEALTHCARE PARK
Ho Chi Minh, Vietnam

City International Hospital: Concrete casting is in progress at Levels 2 and 3. Removal of formworks and re-shoring is carried out at the underside of Zone 1 and 2a, Level 2.

i is for Ireka

Founded in 1967 by Mr Lai Siew Wah, Ireka Corporation Berhad ('Ireka') was listed on the Second Board of Bursa Malaysia on 12 July 1993, and transferred to the Main Board on 13 June 2002. Today, the Group's current activities are divided into three core businesses: **Infrastructure, Real Estate and Technologies.**

Its distinguished over 40-year track record includes the construction of the Kuala Lumpur International Airport runway, sections of the Kuala Lumpur Middle-Ring Road II and North-South Expressway, Putrajaya Government Administrative Offices, OCBC Head Office, Wisma AIG, DiGi Corporate Office (D'House), Technology Park Malaysia and The Westin Kuala Lumpur. The Group also previously developed and managed The Westin Kuala Lumpur, winner of multiple regional and international awards.

Within its Real Estate business, Ireka successfully initiated the listing of a property company, Aseana Properties

Limited ('Aseana'), on the London Stock Exchange on 5 April 2007, paving the way for Ireka to undertake further property development activities in Malaysia and to begin new ones in Vietnam. Ireka's wholly-owned subsidiary, Ireka Development Management Sdn Bhd ('IDM'), has been appointed as the exclusive Development Manager for Aseana.

Ireka created the much celebrated i-ZEN brand of luxury properties, continuing to raise the bar for contemporary high-end designs in our developments, striving to meet the needs of our customers at all time so that they can live in homes they desire. The essence of i-ZEN is embodied in the 5S Principles of Style, Service, Security, Sophistication and Soul. These are demonstrated in all i-ZEN properties.

In Malaysia, current property development projects managed by Ireka Development Management include SENI Mont' Kiara

and Sandakan Harbour Square (Phase 3 & 4). Some of the completed projects undertaken by Ireka previously include Tiffani by i-ZEN, 1 Mont' Kiara, i-ZEN@ Villa Aseana, i-ZEN@Kiara I, i-ZEN@Kiara II, Luyang Perdana (Kota Kinabalu) and Sandakan Harbour Square (Phase 1 & 2).

In Vietnam, aside from strategic minority equity stake in Vietnam developer, Nam Long Investment Corporation, it is also involved in the International Hi-Tech Healthcare Park (an integrated medical-themed development), Queen's Place and high-end residential developments in District 7 and 9 of Ho Chi Minh City.

In 2003, Ireka expanded into Information Technology, setting up a primary networking and systems integration company, i-Tech Network Solutions Sdn Bhd. i-Tech provides customised IT infrastructure solutions and co-location services in Malaysia and Vietnam. The company has strong alliances with international IT principals such as IBM, Juniper and APC.



An **IREKA** concept

The i-ZEN brand is founded on and driven by five basic principles that ensure its customers' highest expectations are met.

STYLE
EACH i-ZEN DEVELOPMENT EMBODIES AN EXTRAORDINARILY HIGH STANDARD OF CONTEMPORARY STYLE, NOT MERELY IN TERMS OF AESTHETICS BUT ALSO IN THE WAY IT IS CONGRUENT WITH FORM AND FUNCTION.

SERVICE
i-ZEN OPERATES TO THE HIGHEST STANDARDS, BENCHMARKING ITSELF AGAINST THE FINEST TO EXCEED THE EXPECTATIONS OF CLIENTS AND STAKEHOLDERS IN THE HOSPITALITY AND PROPERTY INDUSTRIES.

SECURITY
AS SECURITY IS OUR TOPMOST PRIORITY, ALL SYSTEMS AND PROCEDURES ARE ROUTINELY MAINTAINED, UPGRADED AND TESTED TO ENSURE COMFORT AND PEACE OF MIND FOR ALL.

SOPHISTICATION
IN SYNERGY WITH STYLE, i-ZEN INCORPORATES CUTTING-EDGE INNOVATION AND TECHNOLOGY TO INTRODUCE EASE AND EFFORTLESSNESS INTO EVERY ASPECT OF THE i-ZEN LIFESTYLE.

SOUL
SOUL LIES AT THE VERY HEART OF EVERY i-ZEN DEVELOPMENT. THIS ENCOMPASSES A STRONG SENSE OF BELONGING, PRIDE OF PLACE, AND IDENTITY AS A COMMUNITY - WHICH IS ACHIEVED WITH THE FULFILLMENT OF THE OTHER 4 ESSENCES.