

Developer gets Choo's support

Fashion designer named ambassador of upcoming mixed development project.



By MA FEI HUI
metro@thestar.com.my

STAR Development named renowned shoe designer Datuk Jimmy Choo an ambassador recently.

Star Development is developed by Alpine Return Sdn Bhd, a company backed by two reputable property developers in Malaysia – Symphony Life Bhd and United Malayan Land Bhd (UM land).

“Jimmy Choo is an exceptional designer and values superiority and excellence – qualities that embody Star Residences.

“It all fell into place quite naturally as he came by to view the property model and I extended the invitation and Jimmy obliged,” said Alpine Return chief operating officer Alan Koh.

Choo marked the occasion by being the first international celebrity to be inducted into the Star Walk of Fame with an imprint of his hands.

He also promised to use his star power to draw other celebrities.

“I am excited to experience the chic lifestyle at Star Development and can hardly wait for it to make its presence felt as an international landmark,” said Choo.

Star Development is poised to set a new benchmark for luxury living in the city.

It will be one of the tallest developments in Kuala Lumpur City Centre with a total Gross Development Value (GDV) of RM3bil.

This mixed development project on a 1.62ha piece of land has two key components – Star Residences and Star Boulevard.

Star Residences comprises three residential towers – a 57-storey tower and two 58-storey towers.

Star Boulevard includes five blocks of six-

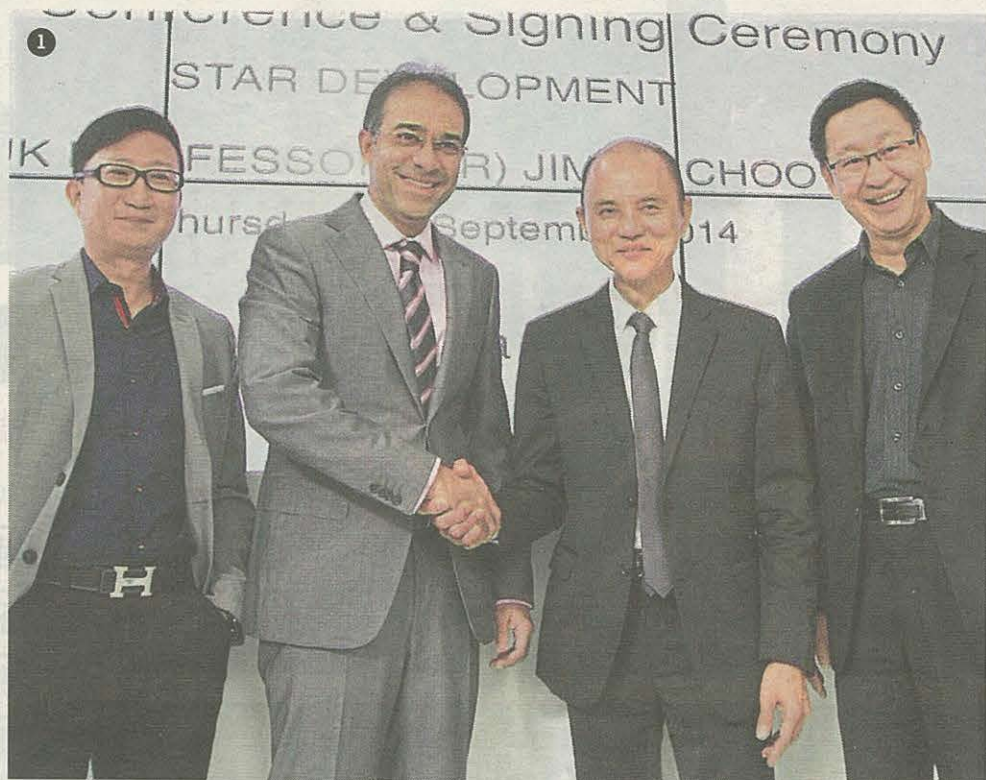


storey Signature Retail food & beverage and entertainment hub with an approximate total net lettable area of 12,077sq m.

A highlight of Star Development is the 200m “Star Walk of Fame” boulevard in front of the Signature Retail food & beverage and entertainment hub, which is set to become a new tourism attraction.

The Star Development is expected to commence construction in November and is scheduled for completion in five years.

Koh said Phase 1 of Star Residences Tower One has achieved a take-up rate of more than 80%.



- 1 (From left) Koh, Symphony House Bhd acting chairman and group chief executive officer Tan Sri Azman Yahya, Choo and United Malayan Land Bhd group chief executive officer Charlie Chia at the event.
- 2 Choo marking the occasion with an imprint of his hands at the Star Walk of Fame.
- 3 Star Development is poised to set a new benchmark for luxury living in the city.

– Photos by CHAN TAK KONG

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State Education Director Osman Hussain (centre) joins the pupils and teachers of SK Permatang Tok Kandu as they celebrate the successful creation of a 1Malaysia logo made from recycled banners woven into mats at the school in Permatang Pauh, Bukit Mertajam. The Year Four and Year Five pupils took about a month to produce the woven collage of the 1Malaysia logo, measuring 15m by 7m, in conjunction with Malaysia Day. School headmaster Mohd Shukri Abdul Rahman said the pupils used old cloth banners, which were cut into long strips and woven to produce 180 mats.

– Photo by MUSTAFA AHMAD

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