



Living & Property

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Hot Properties

Star-studded development

Celebrity, couture and commercial spaces come together in a premium property fit for the red carpet

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Cater to the cosmopolitan C-suite crowd, Star Development undertaken by Alpine Return Sdn Bhd representing a joint venture between United Malayan Land Bhd and Symphony Life Bhd, is set to galvanise downtown Kuala Lumpur with the glitz and glamour of Hollywood Boulevard. Banking on an ambitious array of lifestyle residence suites, signature retail outlets and collaborations with industry icons the likes of Datuk Jimmy Choo, one can very well consider this as the development that comes complete with its own Walk of Fame.

Boasting a prime location in the heart of the city, the prestigious project stands out amid a myriad of market offerings through relevant unique differentiation points and a clear, consistent control of concept, courtesy of Alpine Return chief operations officer Alan Koh.

Arriving in style

"The challenge from the get-go was in building a new brand. The site has been around for more than a decade, though it was just called Mayang Land back then. I chose 'Star' as a name because it has a simple, strong message, and also reflects the development's glamour and upmarket appeal," he said.

The RM3 bil development benefits from the participation of industry players with established track records. These star-studded connections are expressed in the proposed Walk of Fame, chronicling the crème de la crème of the international celebrity circle.

As an address, Star Development offers three residential towers comprising 557 units ranging from 625 sq ft to 2,251 sq ft sitting atop Star Boulevard, a six-storey exclusive retail hub offering fresh excitement to the shopping scene.

The development's refined aesthetics are evident both within and without, from its exterior façade to the sculptures, paintings and murals that beautify its inner spaces. Koh was personally involved in the selection and design of the interior design features, leading to a constant unity of vision throughout.

An artistic approach

"It took six months to perfect the 'Star Kinetic' façade, a glittering external feature



Koh (left) and Datuk Choo

assembled from aluminium replicas of our corporate logo. We went through a lot of trial and error with different materials, sizes and shapes. The final construction is durable yet flexible enough to move with the wind. It also reflects light to attract attention," he said.

Koh was also instrumental in the creation of the logo, striving to capture the iconic, contemporary allure of Louis Vuitton and Gucci monograms. The motif's star signage incorporates a five-leaf clover to usher in good luck and prosperity. The shape of a heart naturally emerges when arranging the logo in a grid, as represented in the "Star Kinetic" façade, highlighting the coming together of form and function, substance and emotion.

In terms of design philosophy, the development borrows inspiration from the W Hotels DNA, starting with an

emphasis on the interplay of colour, flamboyance and youthful energy as set out in a 40-page brief prepared by Koh. These sensibilities are also apparent in its art pieces, which will culminate in a planned series of nine-metre high murals gracing the residential towers.

This cognisance of culture is complemented with culinary savoir faire, as Star Boulevard is set to host a Michelin-starred restaurant on the ground floor. The developer is working with real estate agency Henry Butcher Malaysia Sdn Bhd to promote the signature shopping space's tenant mix, aimed at delivering a polished, vibrant experience.

Reaching for the stars

Unsurprisingly, the project has already seen a 90% uptake for its first phase, with buyers comprising a 60:40 ratio of international versus local purchasers or investors. As Star Development moves closer to its completion, Koh looks forward to the projected launch of its second residential tower in October.

"It's a rather challenging market at the moment, mainly due to the tightening of funds on the financing side, but one of our key tenets from the start was to get the product sizing correct. About 80% to 90% of our units are below 1,000 sq ft, presenting an attractive entry point for regional and global investors," he concluded. ■