

MEDIA RELEASE

SC Global launches Petit Collectibles luxury apartments

- *New concept targets homebuyers who prefer compact spaces but are unwilling to compromise on luxury, exclusivity and quality*
- *Collection embraces changing lifestyle trend towards lighter uncluttered lives near city centre*

Singapore, 25 September 2018 – SC Global Developments Pte Ltd, one of Singapore’s leading developers of exclusive luxury residences, today unveiled a new luxury concept, ‘*Petit Collectibles*,’ which will embrace a new design philosophy design to accommodate changing lifestyle and priorities among the well-heeled and millennials who are seeking lighter, uncluttered lives.

Compact by design, ‘*Petit Collectibles*’ offers the ultimate in spatial efficiency with apartments primarily in one-and two-bedroom configurations, reengineered to offer versatility in design and function. The latest development concept builds on SC Global’s success of developing smaller luxury apartments, whilst paying tribute to earlier projects like Martin No.38, Thr3e Thre3 Robin and The Lincoln Modern, which laid the foundation for succession.

‘*Petit Collectibles*’ will showcase the ingenuity and innovation that can be employed without sacrificing the defining principles of luxury that that embody an SC Global apartment. Design and space planning will be carefully crafted and considered to create living spaces with flexible functionality that combine absolute comfort with everyday practicality, whilst feeling spacious beyond their dimensions. Packed with thoughtful design details, ‘*Petit Collectibles*’ will provide a stylish urban dwelling that exudes personality.

Rich in lifestyle experiences, they will be located in prestigious, amenity-rich neighbourhoods

in the city, close to everything that matters whilst preserving the residents' need for privacy.

Founder and Chairman of SC Global Simon Cheong said: "SC Global's apartments have often been referred to as 'collectibles' because they are limited in edition and refreshingly original in design."

"When crafting the architecture of luxury, we never let modestly defined spaces limit our creativity. A space that is more compact shouldn't be less luxurious or enjoyable. Our latest development concept, '*Petit Collectibles*', follows the same meticulous ideals of originality, craftsmanship and quality that underpin each and every SC Global home, but they will be designed for those who want to live a different way, those looking to adopt a lighter lifestyle."

"They could be empty nesters who have been freed from the responsibilities of managing larger-sized homes, or millennials who prioritise the vibrant experience of living in the heart of the city."

Mr Cheong added that as a '*Petit Collectible*', it is high in quality and authentic; it embodies SC Global's philosophy of creating innovative lifestyle concepts that bring fresh perspectives to design, to suit changing lifestyles. He added that such changes among those who buy luxury properties have already affected urban living in cities like New York, London and Paris, where pied-à-terres have become trendy as empty nesters and professionals increasingly opt to give up spacious suburban houses for a faster-pace of living in the city centres.

Richard Florida, an American urban studies theorist best known for his concept of the creative class and its implications for urban regeneration, observed that the top 10% of income earners in America are moving back to the city. The young who are streaming back do not mind renting small apartments which also serve as their office, while the older crowd, the retired baby boomers, are looking for a pied-à-terre in the hip, bohemian and edgy parts of the city and enjoy the liberating lifestyle of their younger years.

Mr Cheong said: "Scaling down is a liberating experience that frees up your lifestyle. '*Petit Collectibles*' caters to a growing group of small home buyers who do not want to

compromise on the luxurious experience of a beautifully crafted home. It is SC Global's answer to the ever increasing demand for unrivalled living quality.”

Mr Cheong added that among the younger demographics, there is a discernible movement towards minimalism.

The first '*Petit Collectible*' development 'Petit Jervois' is located at 33 Jervois Road and will be launched in the coming months.

- The End -

About SC Global Developments Pte Ltd

SC Global Developments is a leading developer of up-market residences of rare and exquisite design quality, with an emphasis on craftsmanship, refinement and a contemporary definition of the premium lifestyle.

The Group embraces a philosophy of delivering the promise of “The Ultimate Living” experience with all its projects introducing original living concepts, service standards and architectural treatment to its various properties. Completed developments include *Sculptura Ardmore* with its iconic sculptural form, *Seven Palms*, *Sentosa Cove*, Singapore's only beachfront condominium development, *The Marq on Paterson Hill*, which offers unparalleled luxury and uncompromised space, fittingly described as “Mansions in the Sky”, and *Martin No.38*, conceptualised on the appeal of trendy warehouse lofts. Former projects include the elegant and refined *The Ladyhill*, *The Boulevard Residence* with its definitive luxury, the hip and contemporary *The Lincoln Modern* which redefined loft living and the unique, trendsetting *Thr3e Thre3 Robin* which pioneered the feature of a unique open kitchen as the heart of every home, a concept which has been widely adopted in many residences today.

SC Global also holds a substantial interest of over 50% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies.

More information can be found on the company's website at www.scglobal.com.sg

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