

**SC Global Developments unveils  
the world's first apartment fully decorated by Hermès  
at *The Marq On Paterson Hill, Singapore***

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**Singapore, 16 May 2012** – SC Global Developments, a leading luxury residential property developer, today unveiled a private hospitality apartment decorated by Hermès at its flagship development, *The Marq on Paterson Hill*, in Singapore. This is the first apartment entirely decorated by Hermès and will be held by SC Global Developments for private engagements. This exceptional project combines an innovative approach to architectural design by SC Global with the unique style of an interior of timeless elegance and craftsmanship created by the Parisian house.

In the continuation of a close relationship with the French House, Mr. Simon Cheong, Chairman and CEO of SC Global Developments, has invited Hermès to decorate an apartment dedicated to private hospitality. This collaboration culminated from 18 months of dedicated time of enthusiastic exchange of ideas to create the unique atmosphere of this spacious 6,200 sq ft apartment at the *Signature Tower at The Marq*. The apartment features a combination of Hermès furniture, furnishing fabrics, wallpapers, carpets, tableware, along with made-to-order leather upholstered items and a choice of artworks.

The bold and innovative architecture and design of *The Marq*, coupled with this unique interior decoration, highlight SC Global's uncompromising passion for the highest quality and detailing and its commitment to constantly set new standards to ultimate living and to allow their clients to "Own an Original".

"We are extremely pleased this project with Hermès has presented a distinguished combination of craftsmanship, focus on design and finest quality materials. Each property and apartment in our portfolio is a jewel, we handcraft every unit and the project accomplished at *The Marq* is an epitome of these efforts" said Simon Cheong, Chairman and CEO of SC Global Developments.

For this bespoke interior design project, the French house appointed Yves Taralon, Creative Director of La Table Hermès and French renowned decorator, to lead the artistic direction of this project in a creative exchange with Michelle Cheong, Creative Director of the SC Global design team. Each design detail has been crafted according to the Hermès vision of 'art de vivre'.

"With this bespoke interior decoration project, Hermès is delighted to have met Mr. Simon Cheong and SC Global's expectations. Based on a shared quest for excellence, this ambitious realisation expresses for the first time Hermès' dedication to cater personalised interior design services, echoing the spirit of the tradition of French *décorateurs ensembliers*" added Hélène Dubrule, General Manager of Hermès Maison (Hermès home Division).

### **About SC Global Developments Ltd**

SC Global Developments is listed on the main board of the Singapore Exchange. The Group is a leading developer of up-market residences of rare and exquisite design quality. With an uncompromising passion for the highest quality and detailing, exceptional design and craftsmanship, SC Global has been leading the luxury residential market, taking time to establish relationships with their partners and clients so that individual creative lifestyle originals can be offered.

The Group embraces a philosophy of delivering the promise of "The Ultimate Living" experience with all its projects introducing new living concepts, service standards and architectural treatment to its various properties. Aside from *The Marq*, recently completed developments include *Hilltops*, the exclusive resort-themed residential haven located at the highest point of Cairnhill overlooking Orchard Road, and *Martin No.38*, conceptualised on the appeal of trendy warehouse lofts. Previous projects completed 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.

With the constant desire to add innovative products to its portfolio, the Group has recently unveiled plans for their latest property *Sculptura Ardmore* located in the prestigious Ardmore Park enclave; a visionary development set to revolutionise the way luxury living spaces are interpreted within an architectural form designed as a beautiful and elegant sculptural work of art.

Other developments under construction include the ultra-luxurious resort-style *Seven Palms*, *Sentosa Cove*, Singapore's only beachfront condominium development. The Group has a valuable landbank of close to 1 mil sq ft of gross floor area, consisting of land, properties under development and completed units in the prime areas of Orchard Road and Sentosa Cove.

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](http://www.scglobal.com.sg)

**About The Marq on Paterson Hill** Since its completion in early 2011, The Marq has set new benchmarks within the industry globally with its unique and innovative architectural design. With just 66 exclusive residences set upon 1.2 hectares of lush sprawling grounds, The Marq was created to offer the design elements and spaciousness of high-end bungalow living within a luxury high-rise apartment setting. Unique design features include airy double-volume (6.5 metre high) living spaces providing magnificent panoramic views of the city skyline and a 15-metre cantilevered lap pool in every apartment of the Signature Tower.

Apartment sizes range from 3,000 sqft for a 4-bedroom apartment in the Premier Tower to 6,195 sqft for a 5-bedroom apartment in The Signature Tower (penthouses have yet to be released). *The Marq* has achieved unprecedented pricing benchmarks for Singapore demonstrating the pre-eminence of the SC Global brand amongst premium residential developers and the desirability of its properties.

### **SC Global Developments Ltd**

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## **About Hermès and the home**

Hermès was founded by Thierry Hermès in Paris 175 years ago, as a house of master harness-making and later saddle-making. Six generations of enterprising artisans have explored new markets and new skills, achieving growth whilst still remaining true to its founding values.

In 2011, Hermès unveiled its contemporary furniture, furnishing fabrics, wallpaper and carpets collections, reaffirming its role in the world of the home, beyond its existing collections of decorative objects, tableware and textiles.

Hermès has in particular thrown open its doors and invited the designers Enzo Mari, Antonio Citterio and the RDAI studio (Rena Dumas Architecture Intérieure) to chart a new page in its history in the domain of furniture.

These pieces of contemporary furniture continue along the lines of Jean-Michel Frank's "elemental sobriety" and of the furniture he created in the 1920s and 30s, some in collaboration with Hermès workshops, which have been reissued from 2010.

In 2012, the House turns its attention to space, offering also a personalized interior design service. From objects and furniture to space, Hermès now puts its signature to a complete world for the home.

*Editor's note: Images accompanying the press release are to be solely used in relation to the contents of the press release. For copyright reasons, any other use of these images for future articles would require permission from SC Global.*

*All printed photography should be attributed to Michel Denancè.*

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