



**PRESS RELEASE**

‘Mercedes-Benz Living @ Fraser’ brings the sensual purity and intelligent high-tech functionality that is typically associated with Mercedes-Benz into the realm of luxury living and working. Developed in partnership with Burmester and Swarovski, the overarching concept unites flowing lines with sculptural furniture that blend seamlessly into an organic whole, with innovative media and entertainment technologies that offer a multi-sensory experience that recreate the ambience, spaciousness, technological advancements and exclusivity of a Mercedes-Benz car.

Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality Pte Ltd, said: “‘Mercedes-Benz Living @ Fraser’ indulges astute business and leisure travellers with stylish modern luxury and comfort with the best of two worlds. We are delighted with the design concepts of the first six serviced apartments, where the essence of Mercedes-Benz brand is echoed through high-quality furnishings, clean lines and state-of-the-art media and entertainment technologies, adding extra panache to our apartments. Coupled with our team’s exceptional service and the historic Victorian charm of Fraser Suites Kensington, these apartments make for a truly memorable London experience.”

Each apartment is generously designed with separate living, dining and bedroom areas and a fully fitted kitchen. Contrasts are used intentionally to create visual interest, while a blend of free-form shapes and geometry produces an aesthetically accomplished composition, which is reflected through its furnishings, accessories and the varying colour and lighting concepts.

The living area sofas boast new and unusual proportions. Their shimmering silver covers create a sculptural look, while the generous shapes and sensual feel of the luxurious velour make them incredibly comfortable to sit or lounge on. The sparkling Swarovski chandelier above the dining table has been specially designed to reflect the S-shape curve that stands for Swarovski or S-Class in the glass table below.

A 'Black Magic' media wall in high-gloss black finish, which features an integrated smart TV, creates an intentional contrast to the property’s heritage setting. It blends seamlessly into a beautifully designed sideboard that bears a sculptural element reminiscent of the feature line of a car. The ambient lighting behind the media wall and the sideboard convey a sense of warmth and cosiness. A further highlight in the living and dining area is the exquisite aural pleasure of surround sound by Burmester.

The Fraser Collection	Bahrain	Doha	Istanbul	New Delhi	Singapore	Frankfurt (2015)	Johor Bahru (2017)
	Bangkok	Dubai	Jakarta	Osaka	Suzhou	Geneva (2015)	Kunming (2017)
	Barcelona	Edinburgh	Kuala Lumpur	Paris	Sydney	Abuja (2016)	Lagos (2017)
	Beijing	Glasgow	London	Perth	Tianjin	Gurgaon (2016)	Nanchang (2017)
	Brisbane	Guangzhou	Manila	Seoul	Wuhan	Al Khobar (2017)	Balikpapan (2018)
	Budapest	Hanoi	Melbourne	Shanghai	Wuxi	Berlin (2017)	Hefei (2018)
	Chengdu	Ho Chi Minh City	Nanjing	Shenzhen	Al Riyadh (2015)	Dalian (2017)	Tokyo (2018)
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"More and more people are permanently on the move. They live and work in unfamiliar cities where they are looking for a 'home away from home' and a sense of security," says Wilfried Steffen, head of the Business Innovation department at Mercedes-Benz. "That's exactly what we want to offer them – and at the very highest level and with the perfection and quality that you'd expect from Mercedes-Benz."

Extending the Mercedes-Benz design to the bedrooms, the headboards have been designed to appear to flow seamlessly into the silver bedside tables and carpet, while the base of the bed is set in slightly from the frame to make it look as if it were floating. Ambient lighting and an integrated lamp at the end of the bed ensure an optimum level of illumination.

Fraser Suites Kensington is a 'hidden jewel' housed in a beautifully restored 19<sup>th</sup> century building. Recently refurbished, it features high ceilings, glass atriums and restored cornices and skirting that provide residents a glimpse of Victorian London. Fronted by a beautiful 2.5-acre private garden, it is surrounded by magnificent historic buildings and is close to some of the city's top restaurants, museums, Royal Parks and shopping precincts. Ideal for business and leisure travellers, it offers range of business and leisure facilities and services including fast and free high-speed Internet access, a 24-hour fully equipped gym, steam and sauna facilities, in-room dining, and 24-hour reception, concierge and security.

The Mercedes-Benz serviced residences at Fraser Suites Kensington are now open for bookings for stays starting from 17 November 2015. Rates start from £2,100 per week for a two-bedroom apartment. For more information and reservations visit: <http://www.frasershospitality.com/mercedes-benz-living-at-fraser>

Frasers Hospitality's global portfolio, including those in the pipeline, stands at 129 properties<sup>1</sup> in 77 cities and more than 21,000 keys worldwide.

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<sup>1</sup> Including properties under management contracts

The Fraser Collection	Bahrain Bangkok Barcelona Beijing Brisbane Budapest Chengdu	Doha Dubai Edinburgh Glasgow Guangzhou Hanoi Ho Chi Minh City	Istanbul Jakarta Kuala Lumpur London Manila Melbourne Nanjing	New Delhi Osaka Paris Perth Seoul Shanghai Shenzhen	Singapore Suzhou Sydney Tianjin Wuhan Wuxi Al Riyadh (2015)	Frankfurt (2015) Geneva (2015) Abuja (2016) Gurgaon (2016) Al Khobar (2017) Berlin (2017) Dalian (2017) Hamburg (2017)	Johor Bahru (2017) Kunming (2017) Lagos (2017) Nanchang (2017) Balikpapan (2018) Hefei (2018) Tokyo (2018) Yangon (2018)
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## PRESS RELEASE

### **Media Contact**

Ms Jastina Balen

Frasers Hospitality Pte Ltd

T: 65 6415 0323

F: 65 6415 0480

E: [jastina.balen@frasershospitality.com](mailto:jastina.balen@frasershospitality.com)

### **About Frasers Centrepoint Limited**

Frasers Centrepoint Limited (“FCL”) is a full-fledged international real estate company and one of Singapore’s top property companies with total assets above S\$23 billion as at 30 June 2015. FCL has four core businesses focused on residential, commercial, hospitality and industrial properties spanning 77 cities across Asia, Australasia, Europe, and the Middle East.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”). The Company is also the sponsor of three real estate investment trusts listed on the Main Board of the SGX-ST. They are Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Hospitality Trust (a stapled group comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust), which are focused on retail properties, office and business space properties, and hospitality properties, respectively.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit [www.fraserscentrepoint.com](http://www.fraserscentrepoint.com).

### **About Frasers Hospitality**

Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited, is a global hospitality operator with Gold-Standard serviced residences, hotel residences and boutique lifestyle hotels across Europe, Middle East, Africa, North Asia, Southeast Asia and Australia.

Frasers Hospitality commits to “anticipates and exceeds the evolving needs of executive travellers through continuous innovation”, and providing its customers with the space, family and community away from home. Conceived with the lifestyle preferences of today’s discerning extended stay executive travellers in mind, Frasers Hospitality has three branded Gold-Standard serviced residences offerings – *Fraser Suites*, *Fraser Place* and *Fraser Residence*, a second-tier brand, *Modena by Fraser*, and a design-led hotel residence brand, *Capri by Fraser*. In addition, the group operates two brands of upscale boutique lifestyle hotels, *Malmaison* and *Hotel du Vin*.

For more information on Frasers Hospitality, please visit [www.frasershospitality.com](http://www.frasershospitality.com)

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**PRESS RELEASE**
**Awards & Accolades**
**2015**

Europe's Leading Serviced Apartment Brand 2014 & 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

England's Leading Serviced Apartment Brand 2014 & 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

France's Leading Serviced Apartment Brand 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Hungary's Leading Serviced Apartment Brand 2014 & 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Europe's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Suites Le Claridge Champs-Élysées, Paris

England's Leading Serviced Apartments 2014  
by World Travel Award  
Fraser Suites Queensgate, London

Hungary's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Residence Budapest

Scotland's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Suites Edinburgh

Turkey's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Place Anthill Istanbul

Middle East's Leading Serviced Apartment Brand 2013 – 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Bahrain's Leading Serviced Apartments 2013 - 2015  
by World Travel Award  
Fraser Suites Bahrain

Qatar's Leading Serviced Apartments 2013 - 2015  
by World Travel Award  
Fraser Suites Doha

Dubai's Leading Serviced Apartments 2013 - 2015  
by World Travel Award  
Fraser Suites Dubai

Best Serviced Apartment in China 2015  
by Golden Horse Awards  
Fraser Suites Top Glory Shanghai

Best Serviced Apartments Brand of China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Fraser's Hospitality Pte Ltd

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**PRESS RELEASE**

Best Serviced Apartment of China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Fraser Residence Shanghai

Most Preferred Serviced Apartment for Business Travelers of China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Fraser Suites Suzhou

Best High-end Serviced Apartment in China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Fraser Suites Top Glory Shanghai

Best Newly Open Serviced Apartments of China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Modena by Fraser Zhuankou Wuhan

Travellers' Choice 2015  
by Trip Advisor  
Fraser Suites Hanoi  
Fraser Suites Chengdu  
Fraser Residence Budapest

For a full and comprehensive list of our awards and accolades, please refer to [www.frasershospitality.com](http://www.frasershospitality.com)

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