

PRESS RELEASE

## Frasers Hospitality and Mercedes-Benz Launch New Designer Living Concept in Singapore

*First London, now Singapore*



*Mercedes-Benz Living @ Fraser at Capri by Fraser, Changi City / Singapore*

**Singapore, 15 April 2016** –Two innovative international brands, Frasers Hospitality and Mercedes-Benz, have teamed up in an exclusive collaboration to bring *Mercedes-Benz Living @ Fraser* to Capri by Fraser, Changi City / Singapore, in its pilot project which started with Fraser Suites Kensington, London last November.

Developed around the urban-inspired, high-tech and intuitive concept of the *Capri by Fraser* hotel residence brand, nine terrace suites have been artfully designed to reflect Mercedes-Benz’s design philosophy of sensual clarity in a unique multi-sensory Mercedes-Benz living experience.

The Fraser Collection	Aberdeen Bahrain Bangkok Barcelona Beijing Belfast Birmingham Brighton Brisbane Bristol Budapest	Cambridge Cheltenham Chengdu Doha Dubai Edinburgh Frankfurt Geneva Glasgow Guangzhou	Hanoi Harrogate Henley-on-Thames Ho Chi Minh City Istanbul Jakarta Kuala Lumpur Leeds Liverpool London Manchester	Manila Melbourne Nanjing Newcastle New Delhi Osaka Oxford Paris Perth Poole Reading	Riyadh Seoul Shanghai Shenzhen Singapore St Andrews Suzhou Sydney Tianjin Tunbridge Wells Wimbledon	Winchester Wuhan Wuxi York Abuja (2016) Changsha (2016) Gurgaon (2016) Stratford-upon-Avon (2016) Kohsar (2017) Berlin (2017) Dalian (2017)	Hamburg (2017) Johor (2017) Kunming (2017) Lagos (2017) Nanchang (2017) Balikpapan (2018) Hefei (2018) Xiamen (2018) Yangon (2018) Tokyo (2020)
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Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality Pte Ltd, a division of Frasers Centrepoint Limited said, “ The coming together of our brands is underpinned by common brand values that are built around our customers – and in Mercedes-Benz Living @ Fraser, this collaboration has resulted in an exclusive cutting edge and innovative lifestyle experience.”

“With these serviced apartments, guests can discover and enjoy the Mercedes-Benz brand in a completely new context. While it offers guests an exclusive accommodation alternative away from home, the design of the apartments also showcase the unique design philosophy and quality standards of Mercedes-Benz,” said Gabriele Mussotter, responsible project manager at Business Innovation, the department behind the idea for Mercedes-Benz Living @ Fraser.

Featuring defined living, dining and bedroom areas and a private terrace, the luxurious *Mercedes-Benz Living @ Fraser* suites boast fine finishes, custom furniture and bespoke details with clean lines and sweeping curves, highlighting the stimulating contrast between soft and shiny textures.

A key design element is the signature S-Class gray-silver leather. This is featured prominently in the elegant sofa in the living area, the headboard above the bed, the integrated bench as well as in the indulgent Shrimp-Chair. The lighting above the bed echoes the headlamps of signature Mercedes-Benz cars, with a custom-designed chandelier made of Swarovski crystals that are also found in the actual headlights of the Mercedes-Benz S-Class coupe.

“The exclusive Mercedes-Benz apartments in Singapore represent the typical modern luxury of Mercedes-Benz. The aesthetic and intelligent interior invites to feel relaxed and comfortable”, said Gorden Wagener, Vice President Design Daimler AG. “The design interprets our Mercedes-Benz design philosophy of sensual purity and symbolizes the bipolarity of our brand – it’s ‘hot and cool’.”

Guests will delight in the outstanding acoustical experience of the Burmester Sound System and the 'Black Magic Wall', which features an integrated smart TV, showcasing the technical sophistication of Mercedes-Benz that is also reflective of the high-tech lifestyle of e-generation travellers. Topping off the distinctive design and sophisticated finish is the perfume atomiser, which enhances the sensuous feel-good atmosphere with its smooth and subtle fragrance.

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Fraser							
Collection							

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Capri by Fraser, Changi City / Singapore brings the entire Mercedes-Benz Living @ Fraser experience to life with a range of exclusive Mercedes-Benz themed lifestyle offerings. This includes chauffer-driven airport pick-up in a Mercedes-Benz S or E class, special access to an AMG Simulator for guests seeking an adrenalin rush, as well as exclusive use of the Mercedes-Benz Trek bicycles to explore Singapore’s East Coast.

Mercedes-Benz Living @ Fraser guests also enjoy a personal meet-and-greet on arrival, fast track iPad check-ins, a welcome hamper with a selection of wine and premium organically grown nuts. The sensory approach of the Mercedes-Benz experience is further extended with an exclusive wine-paired degustation menu for Mercedes-Benz Living @ Fraser in-room dining that comes complete with a special introduction by the resident chef.

Located in Changi Business Park within walking distance to Singapore EXPO, Capri by Fraser, Changi City / Singapore is part of a mixed-use development comprising offices, a shopping mall and a variety of dining, retail and entertainment options. It enjoys easy access to excellent public transport links and well-connected expressways.

Mercedes-Benz Living @ Fraser suites at Capri by Fraser, Chang City / Singapore are now open for stays starting from 15 April 2016. Rates start from S\$400++ per night. For more information and reservations, visit: <http://www.capribyfraser.com/mercedes-benz-living-at-fraser>.

Frasers Hospitality’s global portfolio, including those in the pipeline, stands at 140 properties<sup>1</sup> in 77 cities and more than 22,500 keys worldwide.

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

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