



**SC Global Developments announces its collaboration with Hermès on  
the world's first apartment fully decorated by the French House  
at *The Marq on Paterson Hill*, Singapore**

**Singapore, 4 October 2011** – SC Global Developments, a leading luxury residential property developer, today announced an exclusive collaboration with Hermès that will see the world's first-ever apartment entirely decorated by Hermès at SC Global's flagship development, *The Marq on Paterson Hill*, in Singapore.

SC Global will be working closely with the Hermès designers as they decorate a spacious 6,232 sq ft five-bedroom apartment at the *Signature Tower* at *The Marq*.

Hélène Dubrulle, General Manager of Hermès Maison, said, "I am delighted that our House contributes in the design ambition of SC Global and Mr. Simon Cheong for their exceptional project *The Marq*, in Singapore. By realising for the first time, a complete project of home decoration and furnishings, we also share with SC Global a unique experience and express our high quality values of excellence and craftsmanship in the home universe."

The special interior design project incorporates a combination of furniture, fabrics, rugs, carpets, wallpaper and made to measure leather upholstered items. It is in line with SC Global's mission to allow their clients to 'Own an Original'. SC Global's corporate values centre on a passion for the highest quality and detailing, exceptional design, innovation and originality echoed with this project.

Mr. Simon Cheong, Chairman and CEO of SC Global, said, "We are proud of this collaboration and we believe that our passion for exceptional design will make this an iconic apartment. It shows our commitment to offer unprecedented luxury living standards to our discerning buyers from all around the world. The bold and innovative architecture and design of *The Marq*, coupled with this exclusive interior decoration project, highlight our uncompromising passion for the finest quality materials and craftsmanship."

The apartment is expected to be completed in the first quarter of 2012; it will be a flagship apartment for *The Marq* and held by SC Global for private engagements.



### **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 emphasis on 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. Recently completed developments include The Marq on Paterson Hill, which offers unparalleled luxury and uncompromised space, fittingly described as “Mansions in the Sky” and Hilltops, the exclusive resort-themed residential haven located at the highest point of Cairnhill overlooking Orchard Road.

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, which concept has widely become adopted in many residences today. Developments under construction include Martin No. 38, conceptualized on the appeal of trendy warehouse lofts, and 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**

The Marq has set new benchmarks within the industry globally with its unique and innovative architectural design and its ability to command record breaking prices in an uncertain financial climate. 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). An apartment within The Premier Tower at The Marq recently sold for close to S\$6,400 psf, which is a record price in Singapore’s high-end residential sector and demonstrates the pre-eminence of the SC Global brand amongst premium residential developers and the desirability of its properties.

### **About Hermès, *la maison***

In 2011, Hermès has 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 collections are an opportunity to demonstrate a contemporary expression of Hermès, faithful to its craftsman spirit and imbued with values of functionality and comfort” says Pierre-Alexis Dumas, artistic director of Hermès.

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. In 2010, the house reissued the *Confortable* sofa and armchair, inverted U low tables, X tables and exceptional pieces in straw marquetry like the folding screen and the cupboard of secrets.

Among creations are also collections of furnishing fabrics, wallpapers and carpets. Today, Hermès 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. Any other use of this image for future articles would require permission from SC Global.**

### **Media Contacts:**

Sarah-Jane Smith  
SC Global Developments Ltd  
Phone: 65 6350 5807  
Email: [sarah.smith@scglobal.com.sg](mailto:sarah.smith@scglobal.com.sg)

Jacintha Ng  
Ruder Finn Asia  
Phone: 65 6336 8412  
Email: [ngj@ruderfinnasia.com](mailto:ngj@ruderfinnasia.com)

Madeleine Ho  
Hermès Singapore (Retail) Pte Ltd  
Phone: 65 6833 4710  
Email: [madeleine.ho@hermes.com](mailto:madeleine.ho@hermes.com)