



FROM: YOO

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## STORY IDEA

### John Hitchcox Infuses U.S. Market with Distinctive Designs For and By YOO

New York, NY (March 5, 2007) – Described as the ‘Miuccia Prada of the property industry’ by UK’s national newspaper, *The Independent*, John Hitchcox is bringing his celebrated design sensibilities to the U.S. market. Already considered one of the most influential property developers in Europe, Hitchcox is putting his stamp on a growing number of cities around the United States as principle in YOO: the only global property design and development company

Launched by Hitchcox and esteemed designer Philippe Starck in 1999, YOO brings added value to real estate projects by working in collaboration with development partners to design, brand and market luxury properties. Increased gross sales value and sales rate are a result of YOO’s involvement.

Already a known entity in dozens of cities around the globe, Hitchcox has proven that the YOO formula translates well in the U.S. market through a number of recent projects.

Downtown by Starck, a conversion of Wall Street’s former JP Morgan HQ building into a 40 storey luxury development in the heart of New York’s financial district, was met with resounding success. The building -- complete with a 5,000 square foot park on the fifth floor, a lap pool, squash court, basketball court, yoga and pilates studio, weights room, a wireless lounge and a business centre – attracted unprecedented media attention and sales interest.

The JADE, the first design collaboration from Jade Jagger for YOO, has been generating international press coverage for its interesting use of communal space. Located in Manhattan’s trendy Chelsea district, the development echoes Jagger’s intercontinental style. Facilities including

a fitness center, spa, and rooftop oasis create an environment that is sexy and sophisticated, while remaining practical and functional.

Another recent project, Icon Brickell, has also been met with rave reviews. A striking development of 1,825 apartments located on downtown Miami's Biscayne Bay, the building's design roots the sky scrappers into a podium at the 15th floor. Providing one of Miami's most breathtaking images, Icon Brickell houses Miami's longest pool which will feature an outdoor dining space with world class sculptures and an oversized fireplace overlooking the waterfront.

YOO now operates in over 15 cities worldwide and boasts a development portfolio of over 8,000 apartments, with a value of over 5 billion US dollars. More U.S. Based projects will be announced in the coming months.

### **About YOO**

YOO is an international branding, design and investment property company enhancing the quality and adding value to development projects in major towns and cities across the world. It is a collaboration of ideas: the experience of the world's most celebrated designer, Philippe Starck, matched with the vision of John Hitchcox, the man credited with transforming London's loft living. These two leaders in their fields have come together in a single, ground breaking idea: to couple the creative diversity of Starck with the innovative buildings developed by Hitchcox. Recently, Jade Jagger and her design partner Tom Bartlett joined forces with YOO to create 'Jade Jagger for YOO'. The Jade, one of YOO's current projects, provides a modern twist on New York's downtown loft tradition.

YOO creates extraordinary places, allowing people to buy functional, brilliantly designed urban spaces, and transform them in to creative, individual homes using a straightforward system of design. Some people dream of living differently, YOO makes it happen.

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