



YOO ANNOUNCES CURRENT PROJECTS ACROSS THE GLOBE WORTH A TOTAL VALUE OF OVER \$8.5 BILLION (U.S)

YOO Limited, the international branding, design, development and investment property company co-founded in 1998 by Philippe Starck and John Hitchcox is one of Europe's most innovative design-based property developers with over 43 projects currently in development.

The last 18 months has seen the company consolidate its reputation as "the Prada of the property industry" with the appointment of both Jade Jagger and Sophie Conran as concept designers for YOO and the launch of its latest office in Hong Kong.

YOO is more than just a design blueprint for the new "design" way of living. Starck and YOO bring the principles of design excellence and attention to detail to create high fashion living spaces at accessible prices.

The current schemes include:

Cape Yamu, Phuket, Thailand

Cape Yamu is YOO's first resort development in South East Asia, located on the East coast of Phuket. Cape Yamu comprises 32 exclusive private villas and a 5* boutique hotel situated on a beautiful 60 acre peninsular fronting two kilometers of golden beach. Each private villa will have its own swimming pool and many with their own stretches of beach and 180 degree panoramic views looking out the clear blue waters of Phang Nga Bay with its beautiful limestone islands, tiny beaches and secret coves.

The interiors of the Cape Yamu villas are being designed by YOO by Starck. They will be synonymous with luxury and fine design, blending YOO by Starck's signature style with the glamorous and elegant architectural elements of Thailand. Each villa sits on a plot of between 3,200 to 4,800 square metres and have between three and six bedrooms as well as staff accommodation. Architecturally they have been designed to offer the owners

privacy and to blend with the thick natural forest which surrounds the resort. The architect behind the project is Jean-Michel Gathy, the expert in high end luxury villas who has worked in South East Asia for 25 years.

JADE, West 19th Street, Chelsea, New York City, USA

JADE is the first design collaboration from Jade Jagger for YOO located in Manhattan's trendy Chelsea district. A development of studios, one and two bedrooms apartments with terraces and three-bedroom duplex penthouses, the design of the building echoes Jagger's intercontinental style. Communal facilities include a fitness centre, spa, and rooftop oasis creating an environment that is sexy and sophisticated, while remaining practical and functional.

Downtown by Starck, Wall Street, New York City, USA

Downtown is the 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. Complete with a 5,000 square foot park on the fifth floor other communal facilities include a lap pool, squash court, basketball court, yoga and Pilates studio, weights room, a wireless lounge and a business centre.

Icon Brickell, Miami, Florida, USA

This is a striking development of 1,825 apartments located on downtown Miami's Biscayne Bay. Housed in three soaring towers, the building's design roots the sky scrappers into a podium at the 15th floor. Here this common nexus will house more than two acres of sumptuous luxury amenities and entertainment options for its residents. One of the most breathtaking feature of Icon Brickell is the YOO by Starck designed pool deck and Miami's longest pool at 319 ft will feature an outdoor dining space with world class sculptures and an oversized fireplace overlooking the waterfront. Icon Brickell will also include a fitness center with a state-of-the-art weight and cardio equipment and a luxury full service spa. For recreation, the clubhouse will have a billiard room, movie theatre and sun deck. Additionally full-time concierge services, a valet, a conference room and a TV lounge will be among the rest of the lifestyle amenities offered.

Seventy5 Portland, Toronto, Canada

This is YOO's first project in Canada comprising of an 11 storey development containing 237 suites featuring a YOO by Starck designed interior lobby and courtyard in Toronto's vibrant and eclectic King West area.

The building is formed of clean lines created from glass, concrete and anodized aluminum frames. Apartments will be open plan with most including a balcony or terrace. Duplexes will feature 19 foot ceilings in the principal living area, which open to the master bedroom above.

Lumière, Leeds

Lumière is YOO's latest project in the UK, a mixed-used development comprising two glass towers in Leeds city centre. Standing at 171m, Lumière's Tower 1 is the highest residential tower in Western Europe. These spectacular towers will be a dramatic addition to Leeds' skyline soaring above the existing cityscape; a classic example of a vertical mixed-use development, with office space, residential and serviced apartments positioned above 30,000 sq ft of retail space. At Lumière YOO is designing 608 smart pads, studios and one and two bedroom apartments which will span floors 12 – 49 of Tower 1, bringing globally recognised designer living to the centre of this vibrant northern English city.

-ENDS-

For further information about YOO, www.yoo.com, tel: + 44 20 7009 0100

For further media information contact LUCHFORD APM contact

Kitty Jones kitty@luchfordapm.com +44 (0)20 7631 1000