



**CITY  
DEVELOPMENTS  
LIMITED**

## News Release

20 March 2019

### **ULTRA-LUXURY BOULEVARD 88 ACHIEVES SALES OF OVER S\$160 MILLION IN LESS THAN TWO WEEKS OF EXCLUSIVE PRIVATE PREVIEWS**

- **The only brand new freehold residential development along Orchard Boulevard in prime District 10**
- **A short stroll to Orchard Road shopping belt, upcoming Orchard MRT interchange and future Orchard Boulevard MRT Station**
- **Comprises two 28-storey residential towers with unrivalled views**
- **Designed by renowned Moshe Safdie whose works include the upcoming Jewel Changi Airport**
- **Integrated with the first EDITION hotel in Singapore**
- **Average selling price of S\$3,550 psf**

On 8 March 2019, City Developments Limited (CDL) and its joint venture partners, Hong Leong Holdings Limited and Lea Investments Pte Ltd, started exclusive private previews of Boulevard 88 which are by appointments only.

The ultra-high-end Boulevard 88 is the only brand new freehold residential development along Orchard Boulevard in prime district 10. Directly accessible through Orchard Boulevard and Cuscaden Road, the 154-unit development is a short six minutes' stroll to the famous Orchard Road shopping and entertainment belt, Orchard MRT station (interchange station for the North-South and upcoming Thomson-East Coast Lines) and future Orchard Boulevard Station (on the Thomson-East Coast Line).

Prices start from S\$4.4 million for a two-bedroom plus study, S\$6 million for a three-bedroom, and S\$9.6 million for a four-bedroom. The development offers four exquisite penthouses priced at S\$30 million and S\$32 million. Unit sizes range from 1,313 square feet (sq ft) for a two-bedroom plus study to 6,049 sq ft for the largest penthouse.

To date, 20 units (out of 25 released) have been sold at an average selling price of S\$3,550 psf. Majority of the units sold were four-bedroom apartments which are more than S\$10 million each and the rest comprised two-bedroom plus study and three-bedroom apartments. About 60% of the buyers are Singaporeans while the remaining are Singapore Permanent Residents, and foreigners mainly from Indonesia, China and the USA.

**CDL Group General Manager, Mr Chia Ngiang Hong**, said, "We are very encouraged by the positive response for Boulevard 88. For an ultra-luxury development, achieving a sales value of over S\$160 million in less than two weeks of exclusive private previews is commendable in the current market. New freehold projects like Boulevard 88 are indeed are hard to come by. Being at the nexus of the Tanglin and Orchard Road sub-precincts, the project is poised to benefit from the plans to rejuvenate and transform Orchard Road. Moreover, Boulevard 88 has a stunning design by Moshe Safdie and offers unrivalled views of the surrounding and beyond."

"Apart from Boulevard 88's exceptional attributes, buyers are drawn to its attractive pricing.<sup>1</sup> Furthermore, CDL's recent high-end developments like Gramercy Park, New Futura and South Beach Residences have been very well received and reinforced our reputation for design, quality and execution. We are confident that Boulevard 88 will continue to attract savvy buyers looking for luxury living in the heart of town with good investment potential."

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<sup>1</sup> Upcoming comparable projects in the area are mostly expected to be sold at an average of S\$4,000 psf and above.

### Stunning design by renowned Moshe Safdie

Designed by world-renowned Moshe Safdie, who conceptualised architectural landmarks such as Marina Bay Sands integrated resort and the upcoming Jewel Changi Airport. Boulevard 88 has a stunning architecture. It comprises two 28-storey residential towers that are connected at the top by a Sky Boulevard, creating a tall 'urban window' and an outstanding skyline silhouette that is visible from the city's surround.

### Integrated with The Singapore EDITION Hotel by Ian Schrager and Marriott International

Boulevard 88 is perched above The Singapore EDITION Hotel conceived by Ian Schrager and Marriott International. Residents will enjoy convenient access to the dining facilities of the first EDITION hotel in Singapore, right at their doorstep.

### Close proximity to various amenities

In addition to its proximity to Orchard Road, Boulevard 88 is near a wide range of amenities such as the Singapore Botanic Gardens (a UNESCO World Heritage Site), social clubs – The Tanglin Club and The American Club, as well as reputable healthcare facilities such as Camden Medical Centre, Gleneagles Hospital and Mount Elizabeth Orchard. Nearby educational institutions include Anglo Chinese School (Junior), Chatsworth International School, ISS International School Singapore, and River Valley Primary School.

### New levels of luxury

Spanning the two towers of Boulevard 88 is the Sky Boulevard where residents will have a plethora of options for relaxation and indulgence, including a Sky Club for private social functions; a gourmet Sky Kitchen for fine dining; a Sky Lounge for drinks; a Sky Gym with state-of-the-art equipment and a spectacular Infinity Sky Pool. In addition, they can host outdoor parties for guests at the Patio Lounge on level 2.

All units come with exquisite finishes and fittings, such as top-of-the-line kitchen cabinetry from the Ernestomeda Icon series, and bathroom fittings from Antonio Lupi and Hansgrohe AXOR Citterio E.

A powder room will be included for all three- and four-bedroom units as well as penthouses and there will be private lift access for four-bedroom and penthouse units.

### Signature residential services

Residents will enjoy Signature Residential Services from hospitality-trained Residential Hosts who will assist to make various arrangements such as hiring private chefs and co-planning milestone celebrations.

### Six basement levels which include car parking facilities

The development has six basement levels which include car parking facilities with a total of 322 lots (211 for residents and 111 for hotel visitors).

Boulevard 88 is available for viewing by appointment only. Marketing agents for Boulevard 88 are Edmund Tie & Company, ERA, Huttons, PropNex and Savills. For enquiries, please call the sales hotline: (65) 8783 1818.

For media enquiries, please contact:

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# BOULEVARD 88

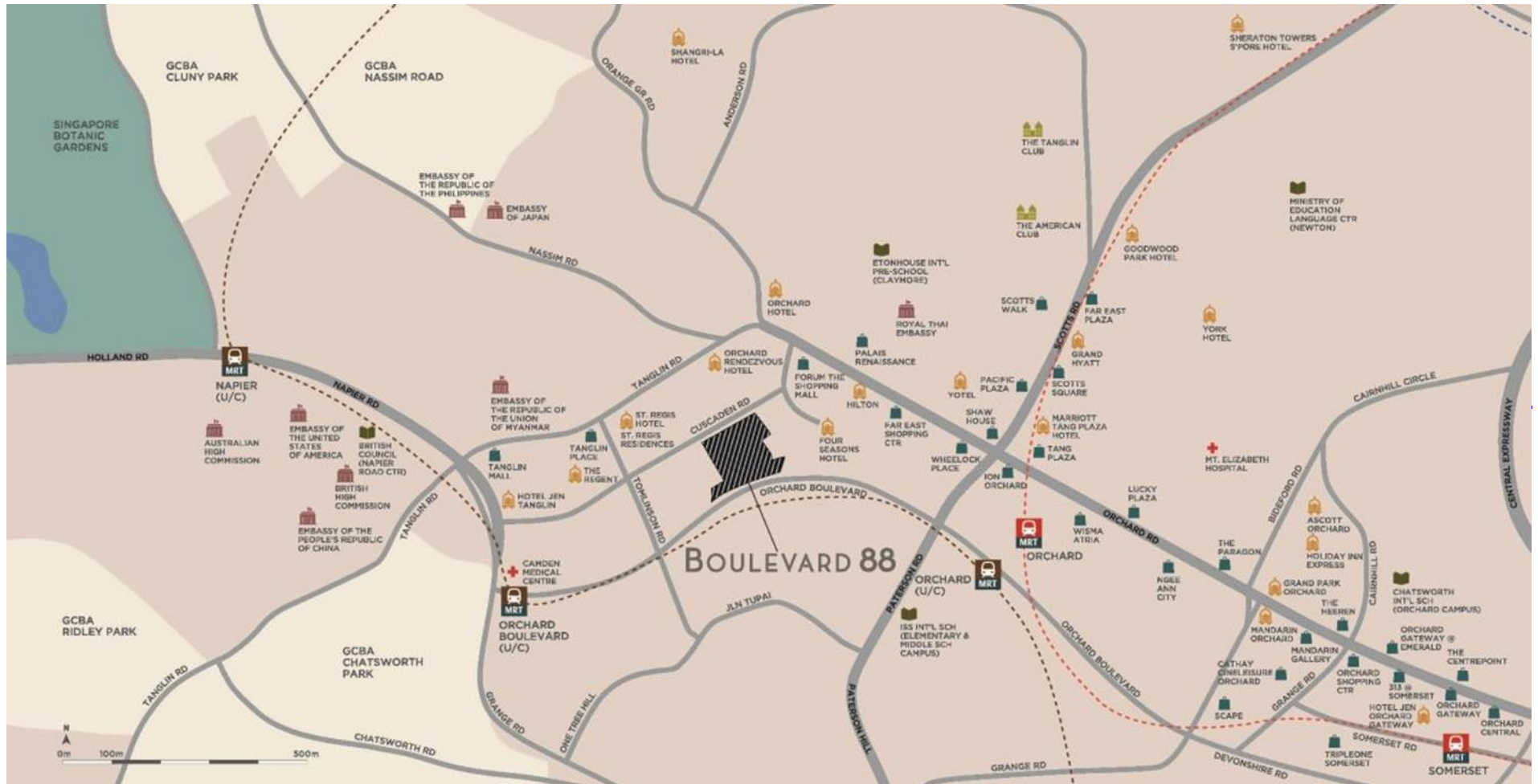
铂瑞雅居

## FACT SHEET

<b>DEVELOPMENT DETAILS</b>		
<b>Developer</b>	Granmil Holdings Pte Ltd (A joint venture by City Developments Limited, Hong Leong Holdings Limited, and Lea Investments Pte Ltd)	
<b>Project Name</b>	Boulevard 88 (铂瑞雅居)	
<b>Location</b>	86 and 88 Orchard Boulevard	
<b>Development Layout</b>	Two 28-storey residential towers with 322 parking lots (211 lots for residential and 111 lots for hotel)	
<b>Tenure of Land</b>	Freehold	
<b>Site Area (includes Hotel)</b>	Approximately 12,127 square metres / 130,537 square feet	
<b>Number of Apartments</b>	154	
<b>Configuration/ Sizes</b>	2-Bedroom + Study	1,313 sq ft: 50 units
	3-Bedroom	1,776 sq ft: 50 units
	4-Bedroom	2,756 – 2,799 sq ft: 50 units
	Penthouse	5,673 – 6,049 sq ft: 4 units
<b>Recreational Facilities</b>	<p><b>Arrival Court</b></p> <ol style="list-style-type: none"> <li>1. Arrival Lobby</li> <li>2. Verde Garden I</li> <li>3. Verde Garden II</li> <li>4. Guard House</li> <li>5. Residential Lobby</li> </ol> <p><b>The Patio</b></p> <ol style="list-style-type: none"> <li>6. Play Patio</li> <li>7. Patio Lounge</li> <li>8. Fitness Patio</li> <li>9. Yoga Patio</li> </ol> <p><b>Sky Boulevard</b></p> <ol style="list-style-type: none"> <li>10. Infinity Sky Pool</li> <li>11. Sky Cabana</li> <li>12. Concierge</li> <li>13. Sky Lawn</li> <li>14. Sky Kitchen I &amp; II</li> <li>15. Sky Lounge I &amp; II</li> <li>16. Changing Room &amp; Steam Room</li> <li>17. Play Pool</li> <li>18. Sky Spa</li> <li>19. Sky Gym</li> <li>20. Sky Club (Function Room)</li> <li>21. Prive Lounge</li> </ol>	

<b>Estimated T.O.P</b>	2022
<b>CONSULTANTS</b>	
<b>Architect</b>	Safdie Architects and DP Architects Pte Ltd
<b>Landscape Consultant</b>	Sitetectonix Pte Ltd
<b>Builder</b>	Kajima Overseas Asia Pte Ltd
<b>M&amp;E Engineer</b>	Squire Mech Pte Ltd
<b>C&amp;S Engineer</b>	Meinhardt (Singapore) Pte Ltd
<b>Quantity Surveyor</b>	Arcadis Singapore Pte Ltd
<b>Project Interior Designer</b>	Axis ID Pte Ltd

## LOCATION MAP



All information contained in the Fact Sheet is current at time of release, and is subject to such changes as are required by the developer or the relevant authorities.