

## NEWS RELEASE

### ASCOTT OPENS PRESTIGIOUS LA CLEF CHAMPS-ÉLYSÉES PARIS AS PART OF THE CREST COLLECTION

*Serviced residence offers discerning travellers extraordinary experiences with a sense of home in a building steeped in history, with distinct Haussmann-era architecture, elegant interiors and signature fragrance lounge*

**Singapore, 7 February 2019** – CapitaLand’s wholly owned lodging business unit, The Ascott Limited (Ascott), has opened La Clef Champs-Élysées Paris in France, its third property under The Crest Collection – a prized selection of some of Ascott’s most prestigious and unique luxury serviced residences. Located in the heart of Paris’ most iconic 8th arrondissement, housed in a building steeped in history, the new La Clef Champs-Élysées Paris residence offers discerning travellers extraordinary experiences with a sense of home.

The entrance to La Clef Champs-Élysées Paris is on Rue de Bassano, a few minutes from many of the French capital’s most sought-after attractions, including the Arc de Triomphe, Eiffel Tower, Grand Palais, Théâtre du Rond-Point and the famous Avenue des Champs-Élysées. The property is also a stone’s throw from Avenue Montaigne and Avenue Georges V with their luxury boutiques and fashion houses – the epitome of French glamour.

Built as a private residence by renowned cognac distillers – the Hennessy family in 1907, La Clef Champs-Élysées Paris is housed in a five-storey Haussmannian-style building that has kept every bit of its character and charm over the century. The elegance of this finely preserved building stands out in its cornices, corbels, gilding, period moulding and delicately chiselled ironwork.

Mr Lee Ngor Houai, Ascott’s Managing Director for Europe, said: “Ascott created The Crest Collection to distinguish an exclusive collection of serviced residences that offer a memorable experience through building heritage, architecture and location. Ascott has a strong track record of product development and design expertise, from preserving heritage buildings to converting offices to serviced residences. At the new La Clef Champs-Élysées Paris, which took us two years to conserve and enhance, our guests will feel at home and be able to experience the Parisian life, culture and history in a unique luxury residence.”

“Ascott has established a presence in Europe with 48 properties and over 5,900 lodging units including more than half of them in France. We have recently announced a new franchised Citadines property in Amsterdam – Citadines Sloterdijk Station Amsterdam that will open this March; two other franchised Citadines properties are scheduled to open in Nantes and Strasbourg in 2019 and 2020. We aim to increase our presence in Europe to 10,000 units across 100 properties by 2023 through acquisitions of turnkey developments or existing buildings which Ascott can convert into lodging, management contracts and franchises.”

*“we define global living”*

Unlike typical hotels, La Clef Champs-Élysées Paris is a large private residence where different facets of the Parisian art of living, gastronomy and haute couture come into play, lending a touch of elegance and glamour.

The lobby features a fragrance lounge where guests can discover a collection of five essential oils and a signature fragrance created exclusively for La Clef Champs-Élysées Paris.

A chic blend of Haussmann-era mouldings and contemporary touches are reflected in the 70 rooms, suites and duplex apartments with balcony, in large spaces of up to 56 square metres. From fireplaces, herringbone parquet flooring to bookcases, every furnishing and fitting has been thoughtfully brought to create living spaces inspired by traditional Parisian apartments.

Jean-Philippe Nuel, a leading international luxe interior design studio was appointed to carry out interior design works at La Clef Champs-Élysées Paris; to highlight the building's architectural heritage, and preserve its authenticity and French Art de Vivre – the French art of living.

Whether travelling on their own or with family and friends, every guest at La Clef Champs-Élysées Paris will appreciate the comfort of a spacious, well-decorated accommodation with a fully-equipped kitchen, Nespresso machine, dishwasher, elegant dishware and even a washer-dryer.

Guests can look forward to first-class service and facilities at the new serviced residence – 24-hour concierge and room service, valet-parking, laundry, buffet breakfast, fitness suite, residents' lounge, complimentary L'Occitane toiletries and high-speed Internet access. Later in the year, the first restaurant in France by Michelin-starred Singaporean Chinese cuisine group Imperial Treasure will also open within La Clef Champs-Élysées Paris.

To celebrate the opening of La Clef Champs-Élysées Paris, Ascott is offering 10% off best flexible rates and complimentary continental breakfast for stays from now till 31 March 2019.

Besides La Clef Champs-Élysées Paris, Ascott operates two other properties under The Crest Collection – La Clef Louvre Paris and La Clef Tour Eiffel Paris. Each property is a signature on its own with a distinctive character that epitomises European elegance and grandeur.

### **About The Ascott Limited**

The Ascott Limited is a Singapore company that has grown to be one of the leading international lodging owner-operators. It has more than 57,000 operating units in key cities of the Americas, Asia Pacific, Europe, the Middle East and Africa, as well as over 42,000 units which are under development, making a total of over 100,000 units in over 660 properties. The company's serviced residence and hotel brands include Ascott, Citadines, Somerset, Quest, The

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Crest Collection, lyf, HARRIS, FOX HARRIS, YELLO, POP!, Préférence and HARRIS Vertu. Ascott's portfolio spans more than 170 cities across over 30 countries.

Ascott, a wholly owned subsidiary of CapitaLand Limited, pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. Today, the company boasts over 30 years of industry track record and award-winning brands that enjoy recognition worldwide.

Ascott's achievements have been recognised internationally. Recent awards include World Travel Awards 2018 for 'Leading Serviced Apartment Brand' in Asia, Europe and the Middle East; DestinAsian Readers' Choice Awards 2018 for 'Best Serviced Residence Brand'; TTG China Travel Awards 2018 for 'Best Serviced Residence Operator in China'; Business Traveller Asia-Pacific Awards 2018 for 'Best Serviced Residence Brand'; Business Traveller UK Awards 2018 for 'Best Serviced Apartment Company' and Business Traveller China Awards 2018 for 'Best Luxury Serviced Residence Brand'. For a full list of awards, please visit <https://www.the-ascott.com/ascottlimited/awards.html>.

### **About CapitaLand Limited**

CapitaLand is one of Asia's largest real estate companies. Headquartered and listed in Singapore, it is an owner and manager of a global portfolio worth over S\$92 billion as at 30 September 2018, comprising integrated developments, shopping malls, lodging, offices, homes, real estate investment trusts (REITs) and funds. Present across more than 160 cities in over 30 countries, the Group focuses on Singapore and China as core markets, while it continues to expand in markets such as Vietnam and Indonesia.

CapitaLand's competitive advantage is its significant asset base and extensive market network. Coupled with extensive design, development and operational capabilities, the Group develops and manages high-quality real estate products and services. It also has one of the largest investment management businesses in Asia and a stable of five REITs listed in Singapore and Malaysia – CapitaLand Mall Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust and CapitaLand Malaysia Mall Trust.

Visit [www.capitaland.com](http://www.capitaland.com) for more information.

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