

Press Release

For Immediate Release

The Jovell Gears Up For Launch This Weekend



The Jovell launches this weekend with an average selling price of \$1,200 to \$1,400 psf.

Singapore, 26 September 2018 –The Jovell, will be launched **this Saturday (September 29)**. Riding on the momentum of strong interest over the past two preview weekends, the 428-unit condominium will be launched at an average selling price of around \$1,200 to \$1,400 psf.

The Jovell, a 99-year leasehold development, is the latest offering in the enclave of residential projects developed by Tripartite Developers comprising Hong Leong Holdings Limited, City Developments Limited, and TID Pte. Ltd.

Buyers can choose from a range of 1- to 4-bedroom apartments. Unit sizes range from 441 sq ft for a 1-bedroom, 635 sq ft for a 2-bedroom, 904 sq ft for a 3-bedroom to 1,270 sq ft for a 4-bedroom.

With an early bird discount at this weekend's launch, prices start from \$585,000 for a 1-bedroom unit and \$1.52 million for a 4-bedroom apartment.

"More than 90% of our visitors are HDB upgraders and parallel upgraders from our 'sister properties' in the neighbourhood, such as Hedges Park, and The Inflora. In fact, we are particularly encouraged by the strong interest from these parallel upgraders because it indicates their trust in us and the quality of our developments," said Ms Betsy Chng, Head of Sales and Marketing at Hong Leong Holdings, on the demographic of potential buyers at the previews.

"Due to our familiarity with the Flora Drive area and our strong record here, we believe our attractive pricing and the picturesque location will be well-received by buyers," said Ms Chng.

The Inflora (the last condo launched in the area) and Hedges Park were among the most successful projects at Flora Drive, attaining 100% sell out way before their TOP in 2016 and 2015 respectively.

Other successful developments within the Flora Drive enclave are Azalea Park, Ballota Park, Carissa Park, Dahlia Park, Edelweiss Park, Ferrara Park, and The Gale. These projects were launched in alphabetical order.

The Jovell is located near the new Tampines East MRT Station and within easy access to Changi Airport, Changi Business Park, Downtown East, and expressways to the city. Nearby amenities include Tampines Mall, Loyang Point, White Sands Mall, Giant supermarket and IKEA, while Singapore Expo and Changi Village are just a short drive away. Academic institutions in the area include United World College, Temasek Polytechnic, Singapore University of Technology and Design, and the Japanese School.

Expected TOP for the development is 1 August 2023.

For more photos* and captions, please refer to Page 3.

* High-res images of The Jovell are available here: <https://spaces.hightail.com/receive/VwnQnkn4NU>
Photo credit: **Tripartite Developers**.

- END -

For media queries, please contact

Louisa Cheong
Manager, Group Corporate Affairs
Hong Leong Group Singapore
Tel: 6877 8536
Email: louisacheong@cdl.com.sg

Joanne Koh
Manager, Group Corporate Affairs
Hong Leong Group Singapore
Tel: 6877 8537
Email: joannekoh@cdl.com.sg



Embracing nature, the 428-unit The Jovell is like a 'beach-like' getaway with a 200-metre long waterscape (the equivalent of the length of four Olympic-sized pools) meandering throughout the development. **(Artist's Impression)**



The Jovell's 3-bedroom is an elegantly designed home complete with modern materials and fittings, and wide balconies that provide ample natural light. **(Showsuite Image)**



Smart spatial planning in the 1 and 2-bedroom units are designed with an alcove for work or study, freeing other rooms for more inspired uses. **(Showsuite Image)**