

Rare Luxury Development The Avenir Launches This Weekend

Hong Leong Holdings to begin launch on 11 January 2020..



A show suite image of The Avenir offering an exquisite collection of one to four-bedroom apartments with spacious layouts that offer a choice of views towards the city or the Singapore River. (credit: Hong Leong Holdings Limited)

Singapore, 7 January 2020 – The 376-unit Avenir will be launching this weekend **starting 11 January 2020**. Located in District 9 in the prime River Valley area, this freehold luxury project is a gem that enjoys close proximity to Orchard Road while being away from the din of the world-famous shopping belt.

“We had about 400 visitors to our preview during the first weekend of the new year (4 January), an optimistic indicator of interest for an ultra-luxury development on one of Singapore’s rare freehold sites. The visitors were mostly Singaporeans from nearby District 10 and 11 areas, and foreigners from China, Taiwan, and Hong Kong who are keen to invest in Singapore’s high-end property,” said Ms Betsy Chng, Head of Sales & Marketing, Hong Leong Holdings Limited.

“We are kicking off the new year with a brand-new project, and not to mention one of the most luxurious projects to date. Given the excellent attributes of this sprawling freehold site in an unbeatable location by an award-winning architecture designer, we believe The Avenir will be well-received come launch,” said Ms Chng.

Located at the site of the former Pacific Mansion, The Avenir is designed by Jean Francois Milou, founder of award-winning international architectural firm studioMilou, the architects behind National Gallery Singapore. It is jointly developed by Hong Leong Holdings Limited (HLHL), GuocoLand Limited and Hong Realty (Private) Limited.

The ultra-luxe condominium is built on a sprawling 129,648.07 square feet freehold site minutes away from the central business district and the upcoming Great World City MRT Station along the Thomson-East Coast Line. Amenities such as a cinema, restaurants and supermarkets are within easy reach with Great World City shopping mall just round the corner. Residents with young children can take their pick from Eton House Pre-School or Odyssey The Global Pre-School, while those with children entering Primary One can register for River Valley Primary School, which is within 1km radius of the project.

The Avenir is scheduled for TOP on 1 August 2025.

Apartment sizes range from approximately 527 sq ft for one-bedroom to 2,411sq ft for a four-bedroom. Early-bird prices start from S\$2,930 psf for one-bedroom to three-bedroom, S\$3,030 psf for 4-bedroom and 4-bedder with family room.

The Avenir's sales gallery is located at the junction of Upper Cross Street and Chin Swee Road. For enquiries, please call sales hotline: (65) 9643 9911.

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