

Embargoed till 3 January 2020, 12am

## Hong Leong Holdings Offers A Luxury Of Space And Time At The Avenir

*Hong Leong Holdings previews rare District 9 freehold luxury project*



*Designed by studioMilou, the award-winning international architect behind the modern art museum National Gallery Singapore, The Avenir sports a distinctive stepped architecture that interweaves recreational facilities with lush landscaping.*

**Singapore, 3 January 2020** – A rare freehold district nine project will come onstream in January. Developed jointly by Hong Leong Holdings Limited (HLHL), GuocoLand Limited and Hong Realty (Private) Limited, The Avenir is a 376-unit condominium located in the prime River Valley area.

Previews of The Avenir will commence on 3 January 2020 at 6pm.

Located at the site of the former Pacific Mansion, the ultra-luxe condominium offers private lift access for the three- and four-bedroom units and is built on a sprawling 129,648.07 square feet freehold site in the heart of district nine, overlooking Orchard Road at one end and the Singapore River at the other. It is minutes away from the central business district and the upcoming Great World City MRT Station along the Thomson-East Coast Line.

The Avenir is designed by Jean Francois Milou, founder of award-winning international architectural firm studioMilou, the architects behind National Gallery Singapore. Known for his pursuit of beauty and innovative designs, Mr Milou took advantage of the site's sloping grounds and created a distinctive stepped architecture that interweaves recreational facilities with lush landscaping. With a vision of creating space, all units come with a balcony, which provides added living area, and a well-planned layout.

“The Avenir’s appeal lies in its freehold tenure and excellent location. It is not far from the hustle and bustle of the city yet gives you a feel of living in the suburbs. With its sprawling grounds, The Avenir also gives you the luxury of space, which is a rare commodity when it comes to city living,” said Ms Betsy Chng, Head of Sales and Marketing at Hong Leong Holdings.

Comprising two 36-storey towers, The Avenir has two levels of basement car parks, a 50-metre lap pool, a hydrotherapy pool and a bicycle park among other facilities.

Residents will enjoy all the trappings of luxury, including a Concierge team to assist on matters such as transportation arrangements, laundry and housekeeping. The team can even help with party catering or scheduling a personal trainer.

The Avenir is scheduled for TOP on 1 August 2025.

With Great World City shopping mall nearby, residents are within easy reach of amenities such as a cinema, restaurants and supermarkets. 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.

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.

---

***For media enquiries, please contact:***

Louisa Cheong  
Manager, Group Corporate Affairs  
Hong Leong Group Singapore  
Tel: (65) 6877 8536  
Email: [louisacheong@cdl.com.sg](mailto:louisacheong@cdl.com.sg)

Joanne Koh  
Manager, Group Corporate Affairs  
Hong Leong Group Singapore  
Tel: (65) 6877 8537  
Email: [joannekoh@cdl.com.sg](mailto:joannekoh@cdl.com.sg)

---