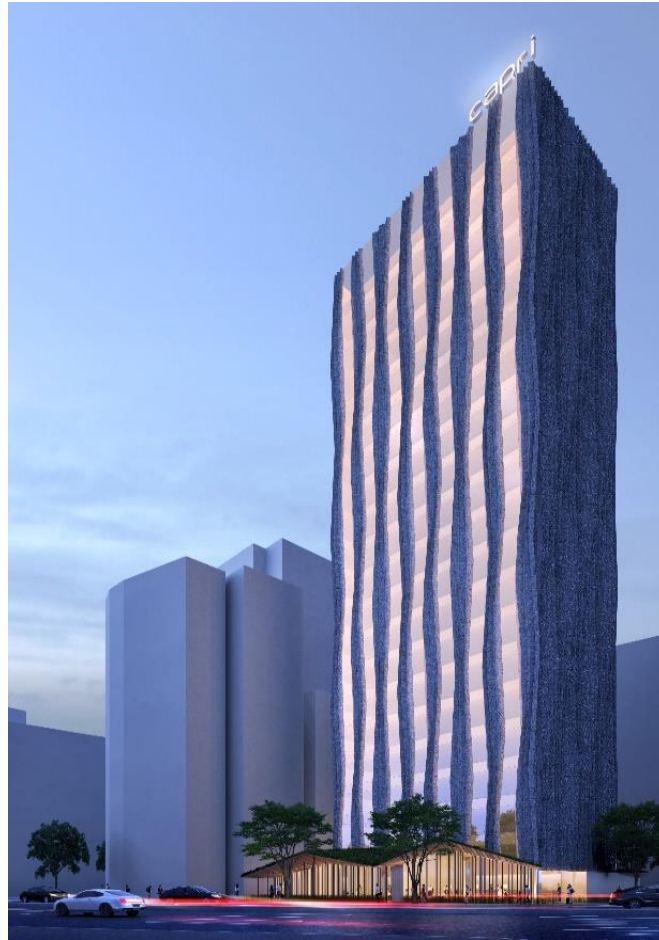


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## Fraser's Hospitality Teams Up with Award-Winning Architect Kengo Kuma to Redefine Social Living with Capri by Fraser, Ginza / Tokyo

*First Capri by Fraser in Japan to cater to the needs of today's millennials*



*Artist's impression of Capri by Fraser, Ginza / Tokyo*

**Singapore / Ginza, 31 July 2018** – Fraser's Hospitality, a member of Fraser's Property Group, today announced its partnership with renowned Japanese architect, Kengo Kuma, for the development of Capri by Fraser, Ginza / Tokyo.

Set to redefine social and living experiences, Japan's first *Capri by Fraser* hotel residence will appeal to millennial travellers who revel in vibrant communal spaces that seamlessly integrate

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<b>Fraser</b>								
<b>Collection</b>								

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work and play. Breaking the traditional lobby concept, spaces for play and social interaction glide into each other, taking guests intuitively from check-in to the pool, bar and to Spin & Play, the brand’s themed launderette offering.

The 190-room Capri by Fraser, Ginza / Tokyo will also cater to the needs of millennials for efficiency and connectivity, with meeting and conference facilities with state-of-the-art audio-visual capabilities. The property will also model after the digital core offering of Capri by Fraser, China Square / Singapore, which will be a testbed for people-centric innovative experiences to be rolled out worldwide.

Staying true to its DNA as a design-led hotel residence, Capri by Fraser, Ginza / Tokyo is heavily influenced by stylistic elucidation of Japanese craft and culture. The building itself will pay homage to Japan’s ubiquitous heritage, with Kuma’s contemporary interpretation of a vertical Zen garden and an outdoor urban forest in the heart of the thriving Ginza district.

An origami roof at the entrance that serves to regulate light entering the building is also another key feature of Kuma’s design. The roof will be built using wood, a sustainable material frequently used by Kuma in many of his iconic works, including the upcoming Tokyo 2020 Olympic National Stadium.

“Kengo Kuma’s visual and intelligent understanding of the movement of space is evident in his architectural designs and choice of unique materials. His understanding of the psyche of the millennial traveller, which make up the majority of our guests at all our *Capri by Fraser* hotel residences, from Berlin to Brisbane, Singapore to Shenzhen, translates into social living spaces that captures the imagination,” said Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality.

A generation known to seek out unique, memorable experiences, the *Capri by Fraser* brand acknowledges this through constant innovation in design spaces and how millennials will experience and engage with the local culture.

With Kuma’s vision of challenging traditional urban spaces with Capri by Fraser, Ginza / Tokyo, the reinvention of the lobby by placing social spaces at street level will encourage guests to

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expand their interactions beyond the premises by engaging with the city outside and vice-versa.

“Kengo’s vision is very much in line with what we’ve set out to do from the start, in cutting through the conformity of typical hotels while anticipating the changing needs and preferences of the millennial in facilities, service and design. And together with Hirsch Bedner Associates, who have drawn inspiration from local Japanese elements like cranes and the ubiquitous bento box, guests can look forward to a unique design experience with social and personal spaces for every need. We hope our guests will enjoy the instagrammable and experiential ethos that is the *Capri by Fraser* brand,” added Mr Choe.

The brand has also been meeting the demand for authenticity in cultural experiences through design, with each property’s aesthetics unique in reflecting its locality – modernity is paired with history in the use of current maps and old graphics of iconic buildings in *Capri by Fraser*, Berlin / Germany, while the use of rich colours and bold artwork at the China Square property in Singapore reflects the multicultural location of the upcoming hotel residence.

Since its launch in 2012, *Capri by Fraser* has since grown to become Frasers Hospitality’s fastest-growing brand with 16 properties in 14 cities with over 3,500 rooms<sup>1</sup>, owing to rising demand from millennial travellers. Not only will the brand’s entry into the Japanese market leverage the country’s record-breaking tourism boom<sup>2</sup>, it is set to ride on the growing popularity of social apartments in Japan – a lifestyle trend blending work and play elements in communal living spaces.

*Capri by Fraser*, Ginza / Tokyo will strengthen the Group’s presence in Tokyo, joining *Fraser Suites Akasaka* which is due to open in 2020. The two properties join Frasers Hospitality’s other property in Japan, *Fraser Residence Nankai*, Osaka which has been popular since it opened in 2010.

**- END -**

<sup>1</sup> Includes properties under management contracts and development

<sup>2</sup> <https://www.cnbc.com/2018/03/23/japan-welcomed-20-percent-more-tourists-in-2017--and-the-number-is-growing.html>

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**APPENDIX A**

**Artist Impressions of Capri by Fraser, Ginza / Tokyo**

*Façade and ground floor entrance – Kengo Kuma & Associates*



*Ground floor social living spaces and rooms – Hirsch Bedner Associates*



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**About Frasers Property Limited**

Frasers Property Limited ("Frasers Property" or the "Company"), is a multi-national company that owns, develops and manages a diverse, integrated portfolio of properties. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Company is organised around five asset classes with total assets of S\$30 billion as at 31 March 2018.

Frasers Property's assets range from residential, retail, commercial and business parks, to logistics and industrial in Singapore, Australia, Europe, China and Southeast Asia. Its well-established hospitality business owns and / or operates serviced apartments and hotels in over 80 cities across Asia, Australia, Europe, the Middle East and Africa. The Company is unified by its commitment to deliver enriching and memorable experiences for customers and stakeholders, leveraging knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Frasers Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Frasers Centrepont Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust are focused on retail properties, office and business space properties and business parks, logistics and industrial properties respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties.

For more information on Frasers Property, please visit [frasersproperty.com](http://frasersproperty.com).

**About Frasers Hospitality**

Frasers Hospitality, a member of Frasers Property Group, celebrates 20 years of offering memorable experiences to guests through its Gold-Standard serviced, hotel residences and boutique lifestyle hotels across Asia, Australia, Europe, the Middle East and Africa.

Growing from two properties in Singapore to more than 150 properties in over 80 cities, Frasers Hospitality is now one of the world's largest and fastest-growing providers of serviced and hotel

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residences. Conceived with the lifestyle preferences of today’s discerning business and leisure travellers in mind, the global hospitality operator has three Gold-Standard serviced residences offerings – *Fraser Suites*, *Fraser Place* and *Fraser Residence*, a modern and eco-lifestyle brand, *Modena by Fraser*, and a design-led hotel residence brand, *Capri by Fraser*. In addition, it operates two brands of upscale boutique lifestyle hotels in the key cities of UK, *Malmaison* and *Hotel du Vin*.

With a remarkable list of accolades and awards as recognition of its success, Frasers Hospitality remains committed to anticipating and exceeding the evolving needs of executive travellers with continuous innovation and intuitive service, creating a second home for guests where staff feel like family and residents feel like community.

Frasers Hospitality marks its 20<sup>th</sup> anniversary this year with a host of activities across properties and online platforms to thank guests, employees and partners for their loyal support. Join the celebrations at [www.frasershospitality20.com](http://www.frasershospitality20.com).

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