

Sapphire Residences by Design Guru Philippe Starck Raises the Bar for Luxury Living in Colombo

Located in pride of place at the centre of Galle Face, Sapphire Residences is ITC Hotels' first-ever foray into the luxury branded residential market. Comprising 132 enormous apartments and penthouses with spectacular views over Galle Face, the ocean, city and Beira Lake, the residential interiors are inspired by the world's greatest living designer Philippe Starck, working closely with his London-based partner YOO. For this project, the internationally-renowned design team has drawn inspiration from the island culture and the serendipitous nature of Sri Lanka for its designs for Sapphire Residences. Indeed, ITC Hotels is keen to ensure that their development is a global symbol for a modern, evolving and vibrant Sri Lanka, of which the nation can be proud.

Currently under construction, the development is scheduled for completion in 2021. It will comprise a 224 metre residential tower set alongside a 140 metre hotel, with both towers connected at the 19-21st floors by a truly remarkable 54-metre long sky bridge, complete with exterior pools and sunbathing deck on top.

YOO Inspired by Starck has completed numerous interior design projects around the world. Commenting on his inspiration for Sapphire Residences, Philippe Starck said, *"YOO projects, and Sapphire Residences in particular, are about YOU! I wanted to create a place that draws people together, that makes them laugh, make them more in love, more sparkling, more intelligent. I wanted to create fertile surprises to awaken people, to create conversations, to create interactions. A place where we, humans, are at its heart."*

Set to redefine uber-luxury vertical residential living in the Indian Ocean region, Sapphire Residences offers a limited number of discerning buyers the opportunity to own a home in this exceptional project. Sales Agent Sotheby's Director Charles Phillpot observes: "Sapphire Residences will be defined by its residents. This extraordinary complex will be home to those who have ascended to the heights of success and achievement, to enjoy the stylish carefree living and the profound serenity it will offer."

With such distinctive architecture, the ITC One Hotel and Sapphire Residences, is predicted to become a globally-recognised icon. As a recent visitor to the Sapphire Residences

Experience Centre commented, “Sapphire Residences will shine like a gem, dominating Colombo’s urban landscape.”

The new Sapphire Residences Experience Centre, which opened last month, is accessed from New Baladaksha Mawatha in front of Beira Lake. For further information visit www.sapphireresidences.lk.

Notes to Editors

ITC Hotels

With the enduring Namaste as the symbol of its brand experience, ITC Hotels is one of India's largest luxury hotel chains offering comprehensive hospitality solutions through more than 100 hotels in over 70 destinations in the country. ITC's hotel group operates under four distinct brands; **'ITC Hotel'** at the Luxury end, **'WelcomHotel'** in the 5 star segment, **'Fortune'** in the mid-market to upscale segment and **'WelcomHeritage'** in the heritage leisure segment. Integrating India's fine tradition of hospitality with globally benchmarked services, each ITC Hotel in the collection of hotels is an archetype of the culture and ethos of each destination. With **'Responsible Luxury'** as its guiding premise, ITC's luxury hotels combine grandeur with intimacy to operate according to the highest principles of environmental stewardship. Each ITC luxury hotel is certified with a LEED® (Leadership in Energy and Environmental Design) Platinum rating (the highest level*) for its endeavours towards green building, using processes that are environmentally responsible and resource-efficient. The brand features opulent accommodations, state-of-the-art business facilities, renowned signature cuisine and award-winning wellness experiences.

**In line with this ethos, Sapphire Residences has already achieved the prestigious Platinum pre-certification rating for LEED® BD+C (Core and Shell Development).*

YOO Inspired by Starck

YOO is a pioneering vision for living and the result of a partnership between property entrepreneur John Hitchcox and the ubiquitous designer, Philippe Starck. Since 1999, YOO has worked with international developers, designing dozens of landmark residential and hotel projects throughout Asia, Australia, Europe, Africa, North and South America and the Middle East.

Sotheby's International Realty

With its heritage and experience in dealing with the finer things of life, for centuries Sotheby's has been internationally recognised as the epitome of connoisseurship, authenticity and discretion. The Sotheby's International Realty brand unites connoisseurs of life with their aspirations, through a deeply connected global network of truly knowledgeable individuals. Although steeped in history and traditional values, the company has always been lauded as an innovator.

With their global marketing network, extensive experience and impeccable reputation, Sotheby's International Realty is ideally placed to promote and sell the Sapphire Residences. The sales team at Sri Lanka Sotheby's International Realty are all skilled professionals with insightful local knowledge and profound expertise in international luxury real estate.

ITC Limited

ITC is one of India's foremost private sector companies and a diversified conglomerate with interests in Fast Moving Consumer Goods, Hotels, Paperboards and Packaging, Agri

Business and Information Technology. With a market capitalisation of more than US\$ 50 billion and Gross Sales Value of over US\$ 10 billion, ITC has been ranked amongst the top 10 'sustainable value creators' in the consumer goods segment globally by the Boston Consulting Group (BCG). An exemplar in Sustainability, ITC is the only company in the world to be carbon positive, water positive and solid waste recycling positive, for more than a decade now, with its businesses and value chains supporting around 6 million sustainable livelihoods. ITC Chairman Mr Y C Deveshwar was ranked the 7th Best Performing CEO in the world by the Harvard Business Review. In 2014, ITC was ranked as India's most admired company by Fortune India magazine in association with Hay Group.