



96 Units Sold in Gramercy in Two Days

27 Sep 2010 - Phoenix Property Investors ("Phoenix") received an overwhelming response at the launch of their first residential project in Hong Kong, named Gramercy. All 96 typical units, which represent about 90% of the entire project, were launched and sold last weekend.

Gramercy is a luxury residential project that is centrally located in the Mid-Levels, beside the Central-Mid-Level escalators and within walking distance from the SOHO entertainment area and the city's Central Business District. The typical units are located on floors 5 to 28 and their sizes range from 437 sq. ft. to 981 sq. ft. Prices for typical units range from HK\$7.51 million to HK\$17.8 million. The remaining special units, penthouse units and ground floor retail units are expected to be marketed when the building is completed at the end of 2012.

For this project, Phoenix hired an elite design team, consisting of Aedas, an international architectural firm, and Peter Remedios, a well-respected interior designer whose portfolio includes a multitude of luxurious 5-star hotels around the world.