

Headline	Fights to mark SoHo units' launch
Media Title	The Star
Date	22 April 2017
Section	News
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REAL estate developers Symphony Life Berhad wants to deliver a knockout with its upcoming Union Suites in Bandar Sunway, Petaling Jaya.

The SoHo development has the necessary features of urban living – strategic location, lifestyle conveniences and multi-tiered security, but it also has two things no one else has – a boxing ring and a futsal field!

Symphony Life chief operating officer Stewart Tew said the project is positioned to be relevant to the younger segment of the market, primarily students and young professionals.



(From left) Symphony Life Bhd sales and marketing general manager Angela Ong and Tew at the unveiling of the 42-storey SoHo, Union Suites, during a media preview at the sales gallery in Bandar Sunway. – ROHAIZAT MD DARUS/The Star

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"Everything, from the facade to the fitness features and the different layout options, has an exciting and hip vibe.

"It is designed to suit the lifestyle and social expectations of the younger generation, especially those with an active lifestyle," he said.

Of the boxing ring, Tew said it was an answer to Mixed Martial Arts that has become one of the most popular activities in the local scene.

This is why the launch of Union Suites, happening over the weekend, will be nothing short of punchy.

While the sales gallery and showrooms are open to interested individuals and investors, the highlight will be the presence of several local and foreign professional MMA fighters.

They include Marco Tentori, Bow Suweilek, Raysaldo Biagtan, Alan Pond, Mohammed Mahmoud and Malaysia's first female professional MMA fighter, Ann Osman.

There will be sparring and fight bouts taking place throughout these two days as well.

The 42-storey SoHos will have 626 units with build-ups ranging between 463sq ft and 1,445sq ft, and varying layouts such as studio, simplex, duplex and dual-key units.

Tew noted that 88% of the units are between 463sq ft and 835 sq ft whereby the average price per unit is RM690,000.

"The units are smaller in size, but they are efficiently designed and fully-fitted.

"We even tied up with a student accommodation operator to work out what makes sense for student living," Tew highlighted.

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"The units are smaller in size, but they are efficiently designed and fully-fitted.

"We even tied up with a student accommodation operator to work out what makes sense for student living," Tew highlighted.

He added that upon completion, the development would also have a 5,000sq ft retail component, where the sales gallery is currently located.

The development is adjacent to various education institutions, a mall, shops for basic necessities, as well as a medical facility. It is also connected to six major highways and public transport facilities.

On top of its unusual offerings, the development will also provide badminton courts, a sky gymnasium, yoga deck, swimming pool, multipurpose hall, arcade room, par course, sky garden and sky container lounge.

Union Suites occupies 1.06ha and is slated for completion in 2021.

It has a gross development value of RM432mil.

**TAGS / KEYWORDS:**

Central Region , Symphony Life , Property , Soho , Sunway



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