



PRESS RELEASE - FOR IMMEDIATE RELEASE

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Leontievsky Mys by YOO Inspired by Starck launches in St Petersburg

Apartments are already 67 % sold

YOO, the global property design and lifestyle company, announced today the launch of Leontievsky Mys, a new YOO Inspired by Starck residential project located in St Petersburg, Russia.

Designed by YOO Inspired by Starck under the Creative Direction of Philippe Starck, Leontievsky Mys marks the first YOO project, and first branded residential project, in St. Petersburg – one of Europe's largest luxury property markets.

Located at the very tip of Petrogradsky Island, in one of the most picturesque areas of St. Petersburg historically known as Leontievsky Mys, the residential development will comprise over 400 residences with panoramic river views. Leontievsky Mys will offer a sense of safety, calm and quiet amongst the cosmopolitan metropolis of St. Petersburg, whilst incorporating a strong connection with nature and the outdoors through beautifully designed outdoor spaces and a visual connection with the surrounding waters.

The project was launched with a gala event in St Petersburg attended by Philippe Starck and YOO CO-founder, John Hitchcox.

John Hitchcox, YOO Co-Founder and Chairman, said:

"Leontievsky Mys is a landmark development for St. Petersburg and for us represents a unique opportunity to do what YOO does best - introduce a new type of living to bring people together in a city of great beauty and historical importance."

Designed from the inside out, the ideology of this high-end living complex is created with an emphasis on individuals and their comfort, preferences, and lifestyle, providing an unparalleled living experience. The distinctive YOO Inspired by Starck designed façade, compelling amenities and common areas, and exquisite apartment interiors create a sense of intimacy, luxury and charm.

Philippe Starck, Creative Director of YOO Inspired by Starck, said:

"The concept is based on a very modern, timeless interpretation of a palace or a citadel. Not the concept of a palace with a gold chandelier but the palace in the idea of the place where you have the highest quality of everything."

The overall journey through the building is based upon this concept. Entrances are magnificent 'gatehouses' inserted into the overall architecture, beginning residents' journeys with a feeling of grandeur, security and warmth, enhancing the feeling of 'arrival' and 'home'.

The residences will satisfy the most distinguished tastes in comfort and style, presenting a completely new type of apartment to St. Petersburg, with ceiling heights of up to 4.7 metres, private elevators and panoramic views over the unique waterscape and natural beauty of the Zhdanovka and Malaya Nevka rivers and the Gulf of Finland.



Leontievsky Mys CEO, Igor Onokov, said:

“Leontievsky Mys redefines contemporary design-led living in St Petersburg. Each ornament and detail is considered by the YOO design team and approved by Starck personally. For this reason we are proud and inspired to be introducing a new contemporary lifestyle of unabated YOO Inspired by Starck luxury in St Petersburg.”

The needs of modern family lifestyles will be met and a new urban community fostered through a state-of-the-art fitness club featuring a 3,300m² swimming pool and spa, a private kindergarten and children's art centre, several boutiques, a selection of restaurants along the 600 metre promenade, and a private marina which can accommodate 50 yachts. The nearby Krestovsky and Elagin islands of St. Petersburg also present abundant sports and leisure opportunities.

The freedom to choose your style

All residents of the complex have the opportunity to live within a unique and flexible environment. Leontievsky Mys will offer residents the choice of four iconic YOO Inspired by Starck styles: Classic, Minimal, Nature, and Culture, providing high-quality fixtures and finishes to suit each buyer's preference, including bespoke handmade furniture pieces and chandeliers, and lighting fixtures exclusively designed by Philippe Starck.

Classic

Classic is most appealing to the connoisseur with an understanding and enjoyment of the finer things in life. Classic is deeply tactile and sensual, appealing to all the senses with soft leathers, dark woods and lots of mahogany. This is a sophisticated style with a strong mix of classic elements and contemporary objects.

Minimal

Minimal is the answer for those who stand for purity and simplicity. Water and air are the primary inspirations of this palette, which represents the perfect balance between pragmatism and estheticism. Minimal is clean and smooth, and encompasses geometric and conceptual spaces. Bare brick, elementary shapes and soft colours come together in this luminescent palette.

Nature

Rooted in the city dweller's desire to bring nature into their urban environment, the Nature palette is ideal for those who worship blue skies, rising suns and the scent of fresh air. The colours and materials are drawn from a spectrum of gentle, natural hues: pale sun and ocean-bleached wood, and sand and grey pebble blended with soft greens.

Culture

The Culture palette embraces YOO's passion for objects and concepts of the past and juxtaposes them with the most awe-inspiring designs of today. Rooted in richness and boldness, the final result is an intriguing composition that at once conveys a powerful sense of history that is always forward-looking.

Leontievsky Mys will open on Zhdanovskaya Street, Petrogradsky Island, St. Petersburg in 2015. With an average price of €760,000, the development offers a robust investment opportunity and 67% of residences have already sold.

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About YOO

YOO was co-founded in 1999 by international property entrepreneur John Hitchcox, and world-renowned designer Philippe Starck. YOO is a thoroughly international lifestyle brand and one of the world's most imaginative design, development and branding companies, behind some of the most extraordinary and innovative residential, hotel and leisure developments, as well as consumer retail furnishings, that improve people's lives through original design.

The mission of the YOO Studio and Creative Directors Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen and Steve Leung is to design spaces that enable like-minded individuals to live, work and play better. YOO's experience spans 75 projects in 33 countries and 53 cities, throughout Asia, Africa, Australia, Europe, North and South America and the Middle East.

Headed by Head of Design Mark Davison, YOO Studio's experience is enhanced by its diversity of over 20 architects, interior and product designers with big imaginations, providing a choice of looks and styles to suit the lifestyles of today's modern dwellers.

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