



FOR IMMEDIATE RELEASE

## **District15: A Different Approach to Property Development**

HONG KONG – 25<sup>th</sup> OF OCTOBER 2016: Change is inevitable in a fast-paced place like Hong Kong, but the way in which the city evolves is largely up to property developers. District15 takes that responsibility seriously, carefully considering each project's impact on the surrounding community.

Championing form, function, creativity and collaboration, District15 embraces the past to move into the future with respectful and design-driven developments. Holding community and integrity at its core, every District15 development tells a story, incorporating culture-conscious design and subtle nods to heritage along the way.

Helmed by homegrown Hong Kong entrepreneurs Dinesh Nihalchand and Alexander Bent, the company first showcased its pioneering approach to development on Hollywood Road back in 2005. A catalyst in Sheung Wan's evolution, District15 saw an opportunity to open up the neighbourhood. The duo introduced Kush serviced apartments (now Ovolo), which inspired an influx of restaurants, art galleries, and indie boutiques that co-exist with local shops.

"We surround ourselves with a team of talented designers, craftsmen and artists who help District15 add another dimension to our developments," says Dinesh Nihalchand, co-founder of District15. "When developing a neighbourhood, we always strive to strike a balance between enriching the locale with fresh concepts and maintaining the area's unique character."

Pioneering is second nature to District15 — the team boasts an impressive track record of identifying up-and-coming real estate pockets by taking a different view of locations and assets. "The bones of an asset are key, but so is the location," says co-founder Alexander Bent. "We always want to invest in an area that we feel has the potential to be a fun neighbourhood. Neighbourhoods help people explore their city and, by opening open up these areas, we hope Hong Kong feels a little more interesting for its residents."

Up next, District15 is set to unveil a refreshing new commercial and retail community: Warehouses On West, in Sai Ying Pun. Located along Connaught Road West, the strip of nine ground-floor refurbished warehouses features gorgeous loft spaces and floor-to-ceiling windows — perfect for restaurants, cafes, co-working spaces, boutiques and art galleries. District15 has already partnered with several exciting tenants, including The Garage Society, Herbivores, Test Kitchen, and The Winery, a new Castelo Concepts restaurant designed by acclaimed firm Charlie & Rose.



The team has launched a similar new development in Shek Tong Tsui, dubbed Yat Fu Lane. Slated for completion in 2017, this three-floor retail project aims to create a boutique and culture-centric lifestyle destination, channeling an artistic vibe and laid-back atmosphere. Meanwhile in Yau Ma Tei, District15 looks forward to unveiling Tribute Hotels in the first quarter of 2017.

To fully embrace its unique breed of conscientious and strategic development, District15 recently rebranded. Designed by Julie Progin of Hong Kong design company Latitude 22N, the new look captures District15's core values and better represents its constantly expanding portfolio.

"It was important to us to be able to tell the brand's story within the new identity, the same way District15 retains stories about their assets while transforming them," says Julie Progin, who spearheaded the re-design. "To design the new logo, we found inspiration in the etymology of the Chinese character for 'District' and the division of Hong Kong into 18 districts, one being highlighted as the emerging location of interest for the firm's developments."

The website's visually engaging layout and user-friendly navigation enables investors, partners and prospective tenants to see exactly how District15 approaches each project. In addition, the updated website includes several useful new sections, including "Journal," where the team will provide insightful content on design, neighbourhoods, architecture, real estate and more.

### **About District15**

A unique breed of real estate developer, District15 embraces approachable design, community, creativity and heritage in every project. Established in 2005 by Hong Kong-born entrepreneurs Dinesh Nihalchand and Alexander Bent, District15 has been at the forefront of the city's real estate industry, consistently repositioning commercial and residential real estate assets in new ways. The name District15 refers to the Central and Western District — the 15<sup>th</sup> out of 18 districts in Hong Kong — where District15 got its start, more than 10 years ago.

### **Fast Facts:**

- District15's unique strategy combines design and heritage in up-and-coming locations
- The brand unveils fresh new logo and innovative website
- Scheduled to finish in 2017, Warehouses On West will include a new restaurant from Castelo Concepts, Test Kitchen pop-up events, The Garage Society and more
- Commercial and retail community Yat Fu Lane in Shek Tong Tsui is expected to open in 2017



For more information about District15, please visit our new website at [www.district-15.com](http://www.district-15.com).

For hi-res images, please visit

<https://www.dropbox.com/sh/wnhzaxv4ygy3vjc/AACzJUuLasBsJfAY8QD-BfEua?dl=0>.

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