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For Release

Ovolo Makeover of 222 Hollywood Road Sets New Standard in Designer Living in Central's Trendiest New Neighborhood

Revitalized luxury serviced apartments complement local regeneration

(Hong Kong, November 19, 2010) – Ovolo, one of Hong Kong's leading owner-operators of luxury serviced apartments, has upgraded its latest property at 222 Hollywood Road, complementing a fashionable and chic revival of the once-sleepy local neighbourhood of Sheung Wan, Central.

In keeping with the area's edgy new image, Ovolo has now given the apartment complex in the heart of Hong Kong's liveliest art and cultural district a fresh new designer look.

The new interiors feature tasteful and calming colour palates with open glass box showers, marble bathrooms and 'Light Fantastic' mood lighting.

Complementing the makeover is cutting-edge technology including Apple TVs, IPAD/POD Docking System to watch movies on the TV and play music, 42-inch plasma TVs, wireless high-speed Internet and Cable television. Other entertainment features include Wii, X-Box and DVD library.

The renovations were overseen by interior design director Bun Ho, with styling by Mrs. Toland Sherriff of Domain Ltd and photographer Tim Fawcett.

"The apartments previously lacked almost any colour or variation in texture, making them seem quite flat and unwelcoming," said Mrs. Toland. "I wanted to bring a feeling of tactile and visual richness that was lacking. The new colour scheme of dark greyish-brown taupes with shots of purple provides interest and contrast to the white walls and black floors."

To provide warmth and comfort, ultra suede, velvets and linens were incorporated. Cole & Son Wallpaper was a starting point to add interest to walls, with accent pieces from iconic textile designer Florence Broadhurst for pop and Ilsa Crawford for fashion.

Tiled mirrored walls in both the bedroom and entrance way give a shot of modern glamour while opening up the space visually.

Priced from HK\$32,000-38,000 a month, the 1-bedroom, 650 sq ft apartments now offer a "seductive choice for discerning urbanites in this vibrant new commercial and lifestyle hub", said Ovolo founder Girish Jhunjhnuwala. "We have "Ovolo-ized" 222 Hollywood Road, letting guests live the Ovolo lifestyle."



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For long, the area on the fringes of Central was known for its narrow streets and antique shops. But Hollywood Road has recently sprung to life with stylish art galleries and design studios alongside the vibrant nightlife of trendy clubs, restaurants and bars which attract a chic urban crowd.

Hollywood Road's transformation continues with a former police married quarters becoming a landmark hub for creative industries and a 'Central Oasis' of greenery being developed around the historic Central Market.

A spate of new galleries includes neighbouring Cat Street Gallery and The Space showcasing international contemporary and modern art; boundary-pushing art space Para/Site renowned for conceptual exhibitions; experimental artist-run gallery Above Second bringing a taste of lowbrow, comic, pop, street and skate culture to Hong Kong; and Hanart TZ Gallery pioneering contemporary Chinese art

Fashionable new restaurants include 208 Duecento Otto, inspired by the New York-style Italian culinary tradition, and Wagyu Kaiseki Den, an exclusive high-end Japanese restaurant specialising in exquisite kaiseki cuisine.

About Ovolo

Ovolo is one of the largest privately owned players in the buoyant Hong Kong serviced apartment sector, with a total of 245 apartments in six buildings on Hong Kong Island - 63 trend-setting designer apartments opening in 2011 in the upcoming metropolis of West Kowloon.

The Ovolo portfolio extends to 111 High Street, Sai Ying Pun; its flagship Manhattan-style complex at 2 Arbutnot Road, Central; 286 Queens Road targeting a younger expatriate crowd; and 100 Shek Pai Wan Road, in upcoming Tin Wan.

Beyond the Ovolo brand, the group also operates boutique serviced offices under the brand name 'izi' at 151 Hollywood Road, Central – and is converting a redundant industrial building next door to Ocean Park into a boutique hotel.

For press information:

Ms. Wendy Wang or Ms. Cecilia Chan

Grebstad Hicks Communications Ltd

Hong Kong

Tel: (852) 2810 0532

Fax: (852) 2525 7972

Email: wendy.wang@ghcasia.com / cecilia.chan@ghcasia.com

Contact: Ovolo Management Services, 1704 Universal Trade Centre, 3 Arbutnot Road, Central Hong Kong. Tel: +852 2165 1000; Fax: +852 2790 5490; Email: info@home2home.hk

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Ovolo - 222 Hollywood Road Before & After



Old 222 canopy with signage



Transformed 222 canopy with signage



Old 222 Entrance



Transformed 222 Entrance



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Old 222 Lobby



Transformed 222 Lobby



Old 222 Bedroom



Transformed 222 Bedroom



Old 222 Living Room



Transformed 222 Living Room



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Old 222 Pantry



Transformed 222 Pantry



Old 222 Bathroom



Transformed 222 Bathroom