

The branded residence is luxury's newest frontier

Missoni's success perhaps lies in its enduring ability to maintain its brand essence throughout its 59-year history. The core values of passion, creativity, quality and authenticity remain intact and observed down to the family's youngest generation.



A Missoni-styled interior is appropriately named *Bianconero* (white-black) expression of playfulness with various color and pattern throughout. Spice colors play a continuous game with black and white patterned river and painted walls with mainly straight or geometric shaped forms contrasting against some iconic floor prints including Cartagna and Jovay at Century Properties Acqua Private Residences.



The highest form of brand experience now goes way beyond carrying it as a pose, giving it, or wearing it — the ultimate sensation is living in it.

In recent years we've seen brands, mostly fashion houses, market their creative prowess in diverse product lines from furniture and home accessories to mobile phones, writing instruments, even automobiles.

Several couture labels have also launched pre-wearable lines, either through a derivative brand or by collaborating with retail stores. It's an apparent move to stay relevant to a market that has become complex, diverse and competitive, layered with unique behaviors not only by a new class of consumers, the aspirational middle class and consumers in emerging economies.

Luxury aficionados also cite that certain brands are "seasonal" — their designers update customer to further amplify the consumer's brand experience and elevate it to more strategic levels. The best examples are fashion houses interior design hotel properties: Amari in Dubai, Edgart in London, Moschino in Milan and Versace in Las Vegas.

The list covers more brands and fashion items that lure luxury seekers into their spatial realms of hotels and resorts that are bathed in their brand aesthetic.

PERMANENT EXPERIENCE
OF LUXURY
 In Manila, the branded space takes the form of residences — a more permanent essence that consumer will ever have with a home.

The leader in this new category of separate homes in the Philippines, Century Properties Group Inc., launched in 2010 the Missoni Residences interior design.

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Dalia interior design theme by Missoni Home for Acqua Livingstone: The smallest of the four display apartments packs a punch in typical Missoni Home style with fresh and bright graphics that stimulate an upbeat mood. Bold Missoni Home patterns, including the iconic checker and floral prints, draw the space in a playful and stylistic pop way while maximizing the space and natural light into every corner.

by Versace Home, and in 2011, though not by a designer but just as illustrious, the Trump Tower in Manila.

In Manila, Century revealed its newest addition to its branded residences. It is to be the fourth building in the highly successful Acqua Private Residences project, located in the Philippine capital. Called the Acqua Livingstone tower, it is the first and only residential project in the world interior designed by the global Italian brand, Missoni Home.

"People ask us why we have these brand collaborations, and we always emphasize the benefits of quality, superior aesthetics and the rich brand experience that are exclusive to living in a branded residence," points out Marco Antonio, Century's vice president, senior managing director and Acqua project head.

"For us the endorsement comes secondarily. What we're after is the collaboration that will ultimately result in a tangible consumer benefit."

Judging by the successful sales of the Missoni and Trump projects in Manila (at 60 and 70 percent, respectively), there appears to be following for branded homes among Filipinos and fellow Asians. In the Philippines alone, the booming population, rapid economic and increasing consumer affluence are considered the catalysts to the growth of the aspirational middle class market. And such occurrence has been driving the entry of big-name retail, fashion and consumer brands in the country.

DEEPER BRAND EXPERIENCE
 "At the end of the day a real estate purchase is aspirational," adds Antonio. "Branded residences make a lot of sense for those who want a unique space and appreciate the label's distinctive spirit and lifestyle. They are familiar with the quality that comes with the brand and this quality is what we distill into these signature spaces. Now the benefit is deeper and more emotional for the consumer, because they can choose to have the never-before-experienced bond with their favorite brand."

Robbie Antonio, who heads Century's international brand collaborations, explains: "The branded home also gives pride of ownership to the resident. For most Asians one's home is a lifelong investment, a testament to one's success and achievements. The home, the address, defines the person."

Marco Antonio is confident of the outcome of Century's new Missoni Home designed project. For one, it is anchored on the success of a fast-selling development. Sales for the first three towers of Acqua Private Residences reached 90 percent out of a total of 1,800 units within an unprecedented 12 months. Now that the launch level has been surpassed, Antonio said the property has become even more desirable.

THE BRANDED RESIDENCE IS LUXURY'S NEWEST FRONTIER

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Dalia interior design theme by Missoni Home for Acqua Livingstone: The smallest of the four display apartments packs a punch in typical Missoni Home style with fresh and bright graphics that stimulate an upbeat mood. Bold Missoni Home patterns, including the iconic checker and floral prints, draw the space in a playful and stylistic pop way while maximizing the space and natural light into every corner.



Building colorful lives: 1st. Versace creative director Timoteo Jontini, Century Properties co-chair operating officer and managing director Roberto Antonio, Missoni Home creative director Roberta Missoni, Century Properties international brand collaborations head Robbie Antonio and Missoni managing director Vittorio Missoni in Milan, Italy.



Modern elegance is achieved with a splash of playfulness in Magallanes. The apartment is designed with a variety of original space and light mixing solutions including all the one ward-robes/entertainment units, a hidden door, and tinted glass sliding wall partitions that allow the flow of natural light into the apartment while preserving privacy of each room. The striped "Kos" mosaic detail of the main bathroom is a colorful and classic Missoni Home feature that draws you into a truly iconic design space.



Units at Acqua Livingstone are priced 20 percent higher than those in the first three towers, with an average price of P145,000 per square meter. With two a buyer gets options for unit interior finishes chosen by the owner and a multi-level sky deck of exclusive amenities within the building, fully dubbed in Missoni Home beauty called The Caspary. There is also a choice of availing for an additional fee, a complete interior design package for one's unit that includes the brand's furnishings and home accents.

LIFE IN LIVING COLOR
 Missoni, the premier luxury label, is one of the pioneers of forward-thinking fashion brands that have branched out to homecare, furniture and interior design. Like Armani and Versace, it has designed hotels and is now pushing its envelope further by having its creative influence in a designer residence.

Founded in 1973 as a knitwear label in Italy by Ottavio and Rosita Missoni, it

grew into a fashion empire run by three generations of the Missoni family. Globally recognized for its creative use of patterns and cultural prints, Missoni earned the adoration of the fashion world through its decisions for allowing knitwear to an artistic form, and for its inventiveness and consistently progressive style.

Edward Reda, general manager of 161 Vespa, makers of Missoni Home products, said: "Missoni is, very simple, it makes a strong statement. It's a style, to decrease something highly visible and strong — what we have here in Acqua Livingstone is something that we actually loved."

Added Vittorio Missoni, Missoni managing director: "I believe that life is more fun with colors. So everyone will enjoy and have a fun in seeing what we have done."

Missoni's success perhaps lies in its enduring ability to maintain its brand essence throughout its 59-year history. The core values of passion, creativity, quality and authenticity remain intact and observed down to the family's youngest generation. In 1994, Rosita relinquished the fashion brand's reins to her daughter Angela and took over the creative direction of Missoni Home, which to this day she feels very passionately about. Rosita Missoni's move resulted — while keeping the brand to house are and ready to resist the space — that nothing will get lost in translation.

For more information, call 753-8500 to 94, log on to www.century-properties.com.



In a completely different mode, Missoni Home was styled for the ultra-chic in this larger, deluxe space using the more sophisticated down-toned color palette of the Missoni Home collection. Timber, mirror, glass and glass finishes combine to create a softer and more sophisticated environment with using principally classic home patterns of Missoni Home and Erbario.

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PLDT powers ultra connectivity by Century Properties



Leading telecommunications provider PLDT recently partnered with the recognized leader in innovative real estate developments, Century Properties Group, Inc. (CPGI), to provide an exclusive package of services for the future-ready residential projects of CPGI. First introduced at The Gramercy Residences at Century City, Ultra Connectivity by Century Properties, powered by the PLDT Group will enable owners and tenants of CPGI to access the internet at speeds of up to 100mbps for an ultimate multi-screen, multi-media experience together with Telpad, the revolutionary tablet landline, and enjoy access to over 3,500 PLDT WiFi Zones nationwide. CPGI owners, tenants, and their visitors will also have access to the PLDT WiFi Zone in the common areas of the residences. Shown in photo during the signing of the Memorandum of Understanding are, seated, from left, PLDT Head of Home Marketing Dan C. Ibarra, CPGI Co-CEO John Victor Antonio, and PLDT EVP and Head of Home Business Ariel P. Farmin. Standing, same order, CPGI Co-CEO Marco

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