

Beat: Lifestyle

Living at Fraser launches in Singapore

Exclusive premium apartments

Stuttgart, 17.04.2016, 00:42 Time

USPA NEWS - Capri by Fraser is a design-led and high-tech hotel residence brand which cuts through the conformity of typical hotel accommodation offerings. It combines the facilities of a smart hotel with the space and informality of a serviced residence.

In April 2016 Mercedes-Benz will extend its portfolio of premium business apartments in Singapore in collaboration with Frasers Hospitality, a leading global award-winning hospitality group. The nine Mercedes-Benz Living @ Fraser apartments have been designed and furnished by Mercedes-Benz Style in cooperation with interior design specialists JOI Design Hamburg. To meet the evolving needs of today's e-generation business and leisure travellers, Capri by Fraser is a design-led and high-tech hotel residence brand which cuts through the conformity of typical hotel accommodation offerings. It combines the facilities of a smart hotel with the space and informality of a serviced residence.

Ranging from 52 to 70 square metres, each Mercedes-Benz Living @ Fraser apartment is equipped with a kitchenette and spans out to a large outdoor private terrace with a hammock bed. The hotel residence is a stone's throw away from Changi International Airport and a multi-purpose conference and exhibition venue. Guests have the option of a dine-in at the hotel residence's all-day dining restaurant or opt for a take-away from its Deli. A lobby bar is also available for those who enjoy a drink in the evenings. Mercedes-Benz successfully entered the exclusive premium serviced apartment market in autumn 2015 with six apartments in London's Kensington district.

"With our serviced apartments guests can discover and enjoy the Mercedes-Benz brand in a completely new context. On the one hand our new venture in Singapore has been conceived to offer our clients the best in their temporary home, on the other we are also looking to showcase our unique design philosophy and quality standards to new target groups," said Gabriele Mussotter, responsible project manager at Business Innovation, the department behind the idea for Mercedes-Benz Living @ Fraser. With these apartments the premium automotive brand has succeeded in translating its expertise in cutting-edge design, innovative technologies and integrated mobility solutions to the serviced apartment sector.

People will be able to experience the 'modern luxury' for which Mercedes is renowned even when they're not on the road. The interior design concept adheres steadfastly to the Mercedes-Benz design philosophy of sensual purity. Stimulating contrasts and surface finishes reminiscent of natural forms combine to create an unexpected feel-good atmosphere that speaks both to the heart and to the mind. Mercedes-Benz Living @ Fraser Singapore are aimed at the millennial travellers, who demands a 24/7 work life balance, without compromising on style and comfort. Through the interplay of urban elements, technology and intuitive usability the exclusive spaces offer the latest in living paired with the comfort and convenience of serviced apartments.

Luxurious concept of innovative technologies and new design elements -

With the interior design Mercedes-Benz Style have succeeded in recreating the ambience and spaciousness of a Mercedes car in luxury serviced apartments. "The exclusive Mercedes-Benz Apartments in Singapore represent the typical modern luxury of Mercedes-Benz. The aesthetic and intelligent interior invites to feel relaxed and comfortable," said Gordon Wagener, Vice President Design Daimler AG. "The design interprets our Mercedes-Benz design philosophy of sensual purity and symbolizes the bipolarity of our brand - it's 'hot and cool'."

Inside the generously proportioned apartments the eye is immediately drawn to the Black Magic Wall - a media wall that is fully integrated into the design of the room. The black surface is a unique feature whose high-tech look matches the lifestyle of a tech-savvy generation. Further highlights of the interior design include the silver-grey sofa in the living area and the bed with headboard in the sleeping area. The lounge chair and the integrated seating are both covered in silver S-Class leather. Lighting is provided by a chandelier embellished with Swarovski crystals, the same as those used in the headlights of the Mercedes-Benz S-Class Coupé.

The Burmester® sound system is a further highlight. It combines significant design features with exquisite listening pleasure. A table-top version of the perfume atomizer system found in Mercedes-Benz's AIR-BALANCE package is another remarkable feature. The atomizer enhances the feel-good atmosphere in the room with subtle fragrances from the S-Class range. Other features from the world

of Mercedes-Benz include a driving simulator in the Spin & Play room and trekking bikes with which guests can explore the city

About Business Innovation -

Daimler's Business Innovation department is a future-focused ideas workshop tasked with addressing current trends, studying social, cultural and technological developments and enriching the core business of automobile production with creative solutions and business ideas. Numerous pilot projects initiated in recent years have led to the establishment of successful corporate units such as car2go and the Mercedes-Benz Driving Academy. Business Innovation has teams all over the world. As well as at the headquarters office in Stuttgart, they are to be found in Istanbul, SÃ£o Paulo, Buenos Aires, Beijing and Sunnyvale, California.

About Mercedes-Benz Style -

Since 2010, in addition to classic automobile design, Mercedes-Benz designers have also created the designs for other products in cooperation with selected partners under the label Mercedes-Benz Style. The aim is to transfer Mercedes-Benz's unmistakable, progressive design idiom and high standards of luxury and aesthetic appeal to other spheres of life. They all boast a dynamic and avant-garde design that is the hallmark of the brand as well as uncompromising quality and a choice of fine materials finished to perfection. The portfolio of Mercedes-Benz Style includes products from the areas of mobility, lifestyle, sport and interior design.

About Frasers Hospitality -

Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited, is a global hospitality operator with Gold-Standard serviced, hotel residences and boutique lifestyle hotels across Europe, Middle East, North Asia, Southeast Asia and Australia. Frasers Hospitality commits to "anticipate and exceed the involving needs of executive travellers through continuous innovation" [2], and providing its customers with the space, family and community away from home.

Conceived with the lifestyle preferences of today's discerning business and leisure travellers in mind, Frasers Hospitality has three Gold-Standard serviced residences offerings "" Fraser Suites, Fraser Place and Fraser Residence, a modern and eco-lifestyle brand, Modena by Fraser, and a design-led hotel residence brand, Capri by Fraser. In addition, the group operates two brands of upscale boutique lifestyle hotels in the key cities of UK, Malmaison and Hotel du Vin.

Article online:

<https://www.uspa24.com/bericht-7706/living-at-fraser-launches-in-singapore.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Daren Frankish - Daimler AG.

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