

yoo



# Human Luxury

**yoo is about you. A human lifestyle concept that respects how individuals choose to live. We like to think of it as Human Luxury and we seek to evoke it in everything we do.**

# Hitchcox & Starck

found yoo in 1999

In 1999 John Hitchcox and Philippe Starck found yoo. A revolutionary vision to enhance the way people live, love and play through original design.

In the pursuit of creating happier communities, yoo grew. **yoo Group** now encompasses Furnishings, Hotels, Development & Investment, and now, sustainable Energy — a leading lifestyle group driven by an ethos of Conscious Living, to create design-led destinations and communities for like-minded individuals the world over.



**1999**  
**yoo was born**  
 International property entrepreneur John Hitchcox and the world's most celebrated designer Philippe Starck found yoo



**1999**

**August 2000**  
**The first yoo project, NW8, launches in London**

**2000**

**March 2002**  
**Icon South Beach launches Miami, USA**

**2001**

**September 2003**  
**yoo Tel Aviv launches Tel Aviv, Israel**



**2003**

**September 2004**  
**Downtown New York launches New York, USA**



**2004**

**Jade Jagger for yoo is born**



**2005**

**June 2005**  
**yoo Hamburg launches Hamburg, Germany**



**April 2006**  
**Icon Brickell launches Miami, USA**

**2006**

**2007**

**September 2007**  
**The Lakes by yoo begins construction Cotswold's, UK**

**2008**

**Kelly Hoppen for yoo is born**

**September 2009**  
**yoo Istanbul launches Istanbul, Turkey**



**2009**

**2010**

**October 2011**  
**Barkli Park launches Moscow, Russia**



**2011**

**2012**

**November 2012**  
**Lodha Evoq launches Mumbai, India**



**Acqua Iguazu launches Manila, Philippines**

**2013**

**Steve Leung & yoo is born**

**January 2013**  
**Sans Souci Hotel launches Vienna, Austria**



**Coming soon**  
**yoo Residences, Hong Kong**  
**Mira Moon, Hong Kong**  
**Turandot Residences, Moscow**  
**Malecon, Lima**  
**Leontievsky Mys, St Petersburg**  
**One Shenzhen Bay, Shenzhen ...**



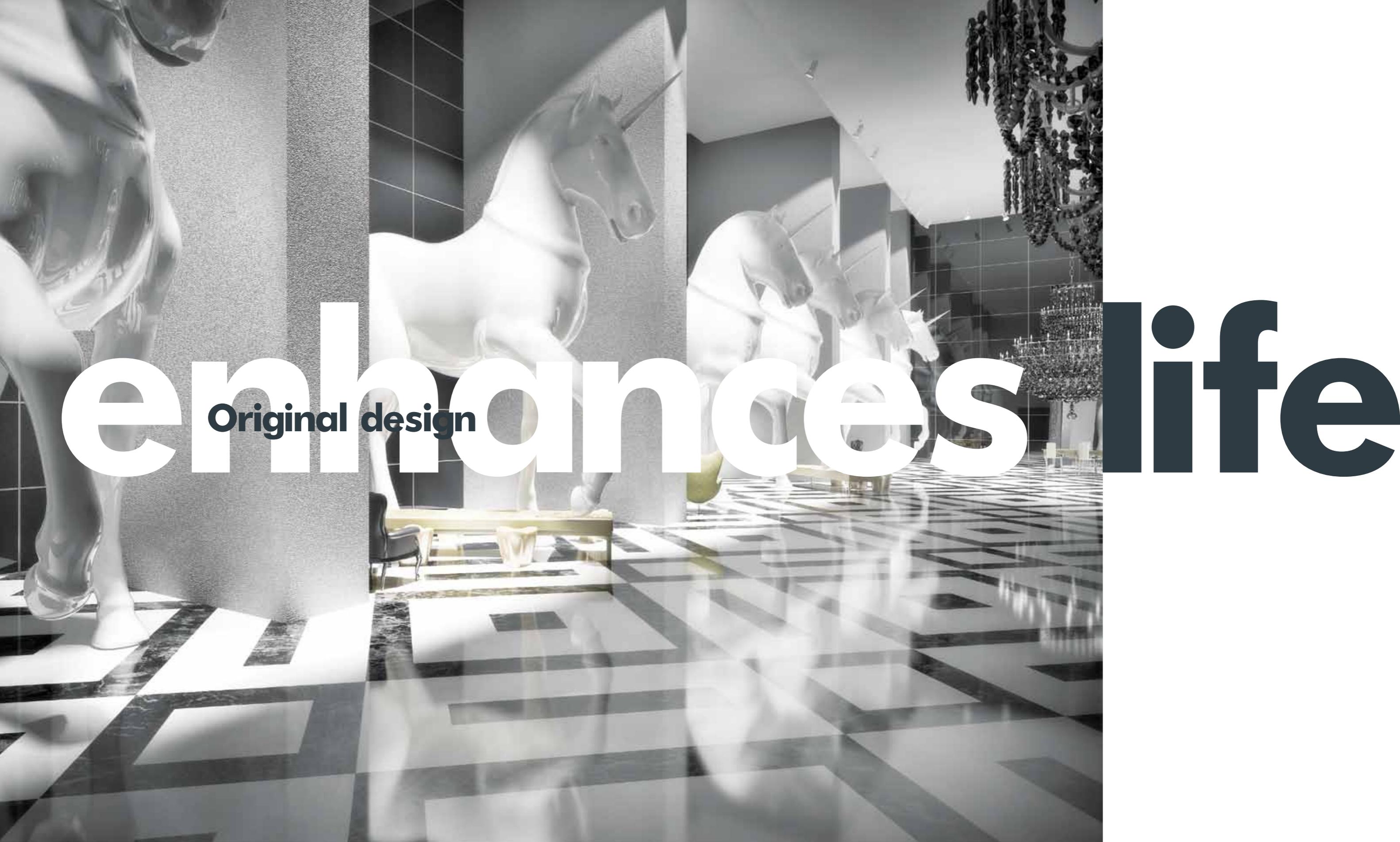
**September 2008**  
**Dwell95 launches New York, USA**

**Wanders & yoo is born**



**November 2010**  
**yoo Berlin launches Berlin, Germany**





**enhancements**

**Original design**

**life**

## yooResidential

From a pioneering lifestyle vision in 1999 to today's largest residential design brand: yoo Residential is a revolutionary mix of world leading design talent – Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen, Steve Leung and yoo Studio, to be exact – underpinned by branding, marketing and development knowledge. It's unlike any offering in the industry and it's why the world's most visionary developers have partnered with us to create over 55 residential communities for like-minded people across 27 countries.



# yooHotels

yoo Hotels creates original hotels for original people. Imagine setting objectives for your hotel based on the desire for convenience, customised service and personal satisfaction. We call it creating Human Luxury and we deliver it through design, branding, marketing and operations, in two groundbreaking visions: yoo Collection and yoo2.



# yooCollection

The law of originality dictates a yoo Collection hotel will never blend in. Offering unabated locally inspired luxury, yoo Collection is a handcrafted hotel experience by a world renowned designer, for the most discerning of guests who crave originality.



**yoo2**

**There is only one you. There is only one yoo.  
Together we make yoo2. It's a hotel experience  
that offers what none have offered before  
– a 5-star experience at 3-star value.  
A boutique hotel experience to delight  
global travellers in-the-know seeking  
affordable luxury.**





## yooCapital

yoo Capital is an equity investor and a venture capital provider, with significant equity in real estate internationally. The success of our investments and the strength of yoo, has enabled us to build solid relationships with major investment funds.

## yooFurnishings

yoo Furnishings adds value to spaces through furnishings. For over twelve years we've been working with developers and private owners to furnish residential, hotel, commercial and private spaces across 27 countries. Drawing from our network of world-renowned artisans and suppliers our bespoke solutions range from perfectly practical to downright awe-inspiring.



## yooEnergy

yoo Energy was born from the idea to create and invest in sustainable energy sources for the communities we build. Drawing from our real estate expertise, we provide bespoke renewable energy solutions for land acquisition, planning and financing. We have established formal joint ventures with landowners and funders. Concentrating on both wind turbine facilities and solar farms, we have secured 30 wind turbine sites around the UK with outputs of 500KW to 7.5 MW.

## yooConscious Living

An ethos of conscious living drives yoo. We have a commitment to renewable energy sources to create ethical societies.

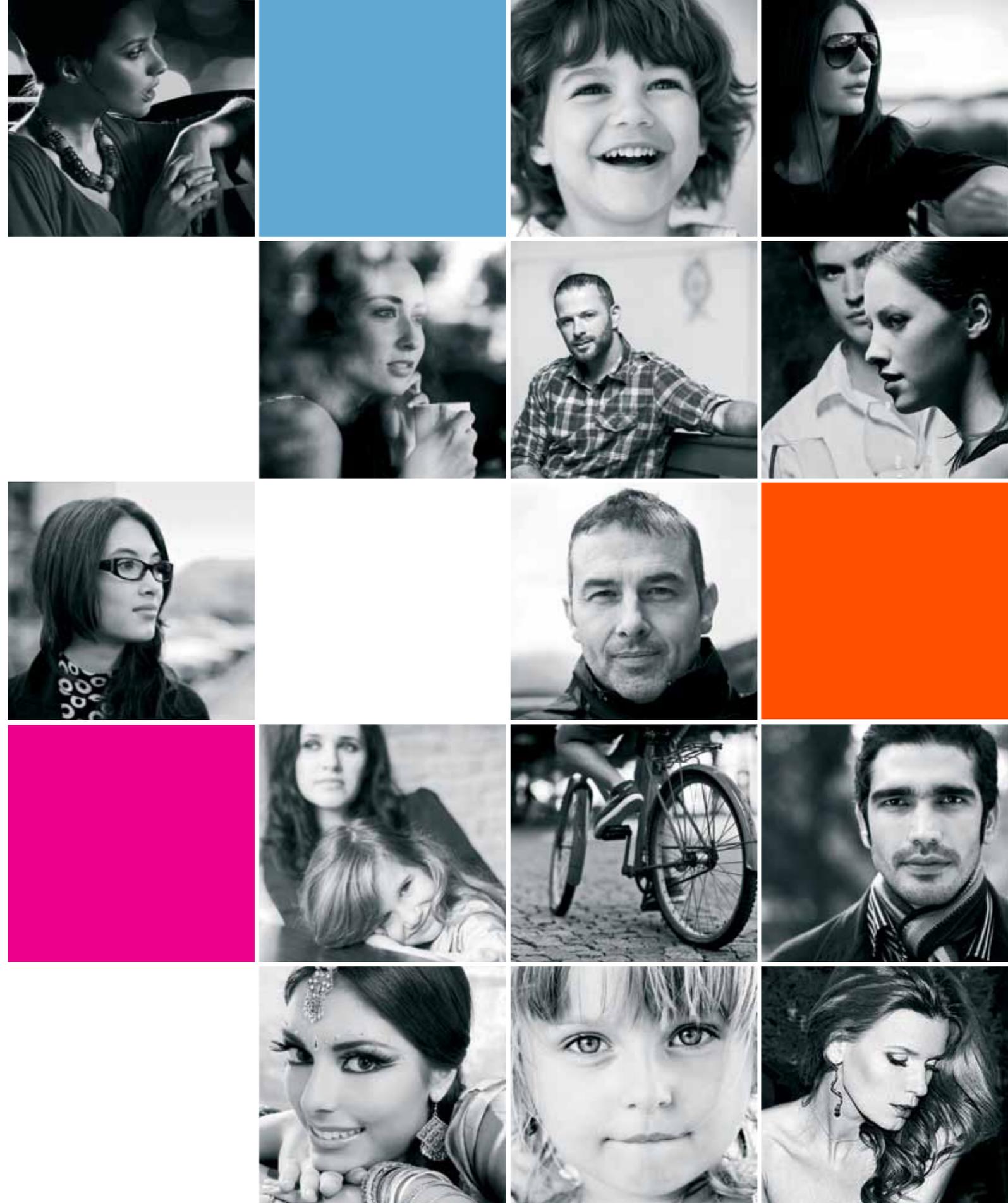
We encourage our developments to grow organic produce or source locally wherever possible.

yoo is a founding partner of the Whole World Water initiative – a campaign designed to unite the Hospitality and Tourism Industry to provide clean and safe water to nearly 1 billion people.

This is more than a fundraising initiative. It is a revolutionary way of conscious thinking and a new way to do business balancing environmental, health and economic issues.

# yooCommunity

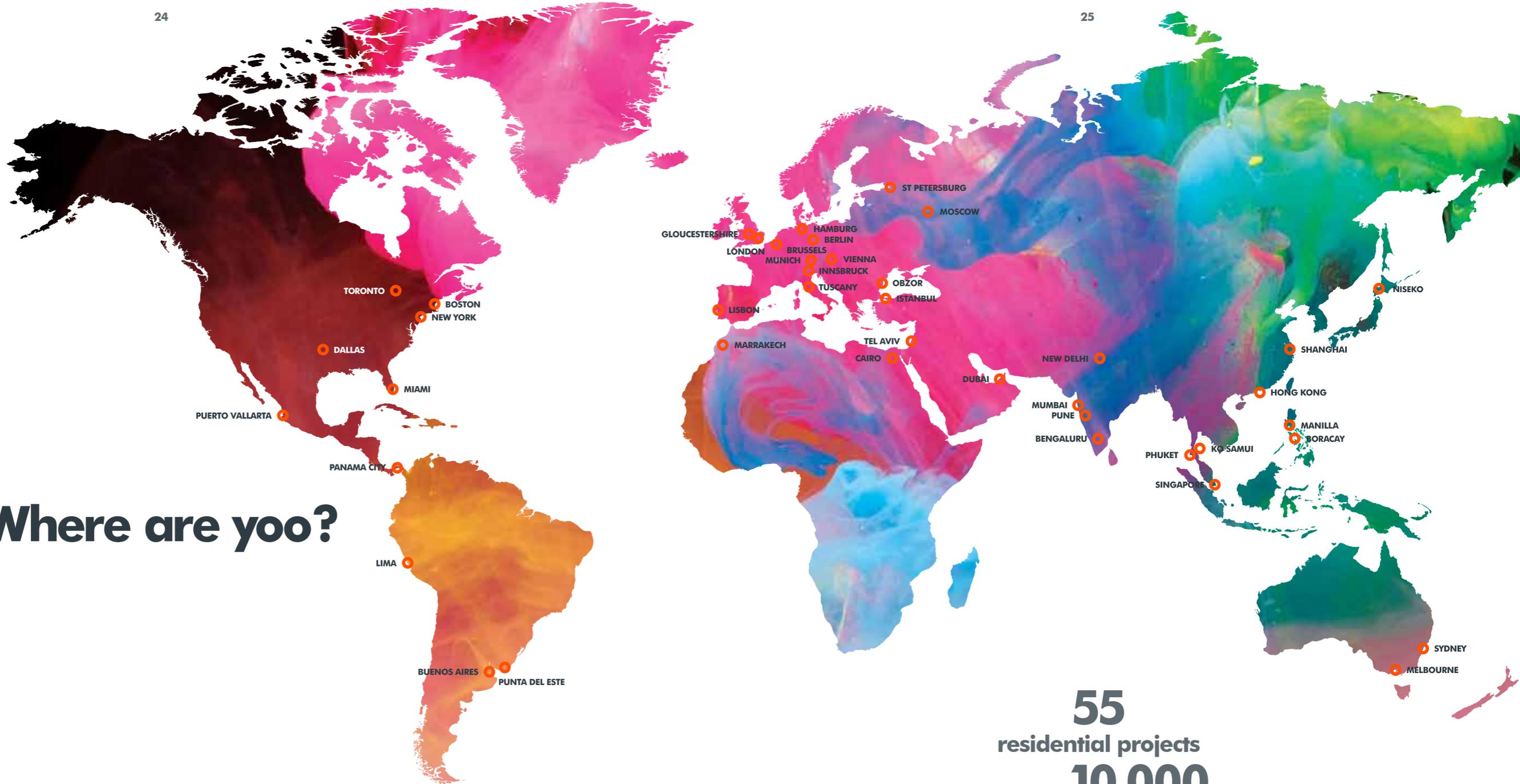
yoo environments are not about buildings or bricks and mortar. They are about communities of like-minded people. We design places that reflect the way people want to live, amongst people with the same ideals and aspirations. A modern village of shared consciousness.



you are

bold  
brave  
electric  
driven  
discerning  
vivid  
imaginative  
vibrant  
original  
intuitive

# Where are yoo?



**55** residential projects  
**10,000** homes  
**30** hotels  
**42** cities  
**27** countries

yoo Pune  
Pune, India

Lodha Evoq  
Mumbai, India

Icon South Beach  
Miami, USA

yoo Tel Aviv  
Tel Aviv, Israel

Tribeca  
Melbourne, Australia

Icon Vallarta  
Puerto Vallarta, Mexico

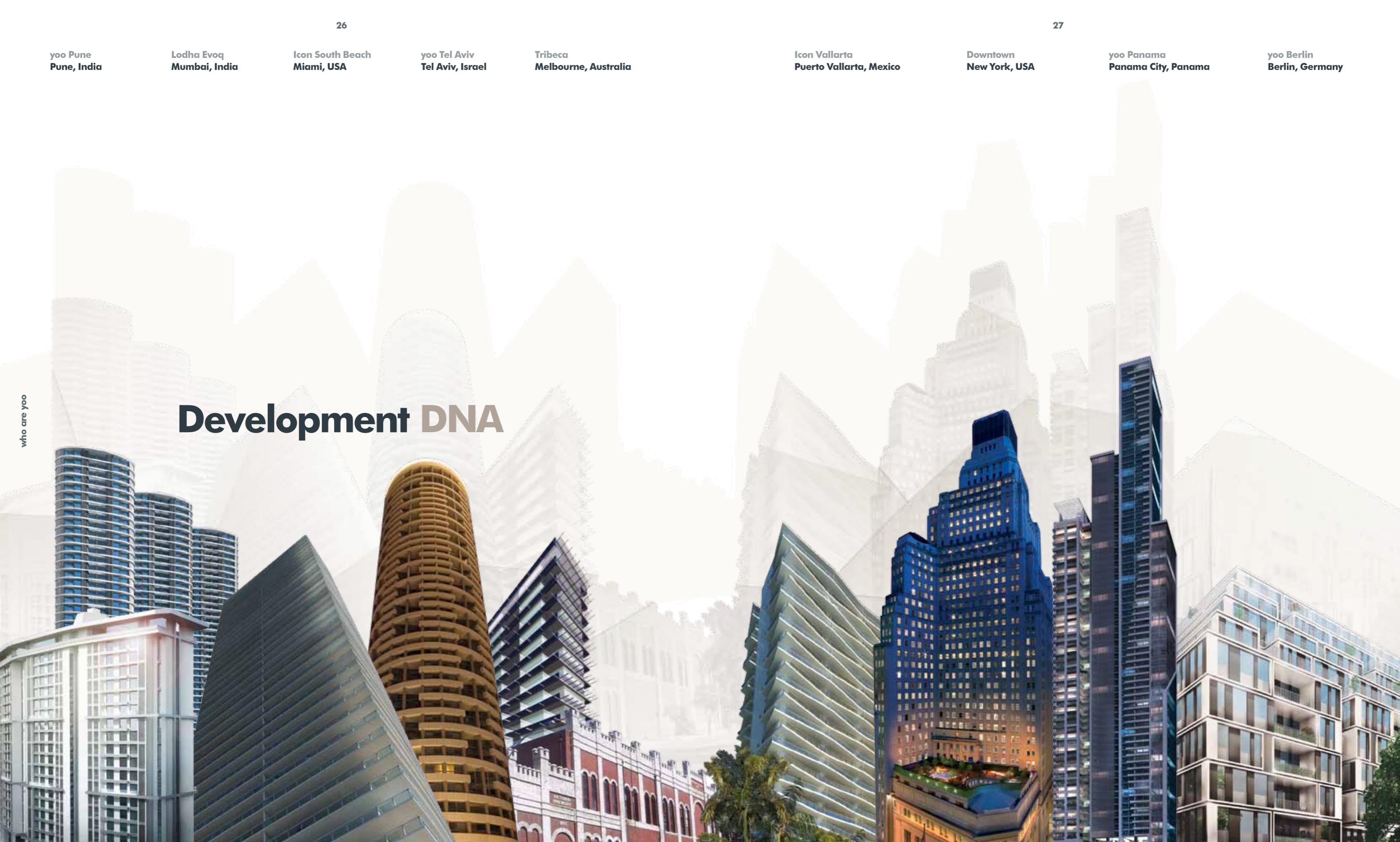
Downtown  
New York, USA

yoo Panama  
Panama City, Panama

yoo Berlin  
Berlin, Germany

who are yoo

# Development DNA



that thing yoo do





# Visibility

Through our brand, fresh marketing and clever PR we elevate projects above the competition. It means a local project, becomes global, as an icon of design on the world stage.

Since 1999 we've achieved



in editorial coverage for our Clients' and Partners' projects



Facebook Likes  
**100,000**



Twitter Followers  
**10,000**



Web hits/week  
**20,000**



# Value

yoo adds value. Fact.  
Independent third party research from  
global agent, Knight Frank, has confirmed  
branded developments add on average,  
up to 31% sales premiums.  
Need we say more?

that thing yoo do





# Velocity

We drive sales faster. We understand time is money and the visibility we help you create through design, powerful branding and ideas in marketing support give an urgent call to action to buy.

**33%**  
yoo, Moscow  
sold prior  
to launch.

**90%**  
Downtown, NYC  
sold within  
7 days of launch.

**66%**  
yoo, Toronto  
sold within 5 hours  
of launching.

**50%**  
of the 525 apartments  
in Dwell95, New York  
were rented prior  
to launch.

**85%**  
yoo, Punta del Este  
apartments sold after  
1 month of launch.



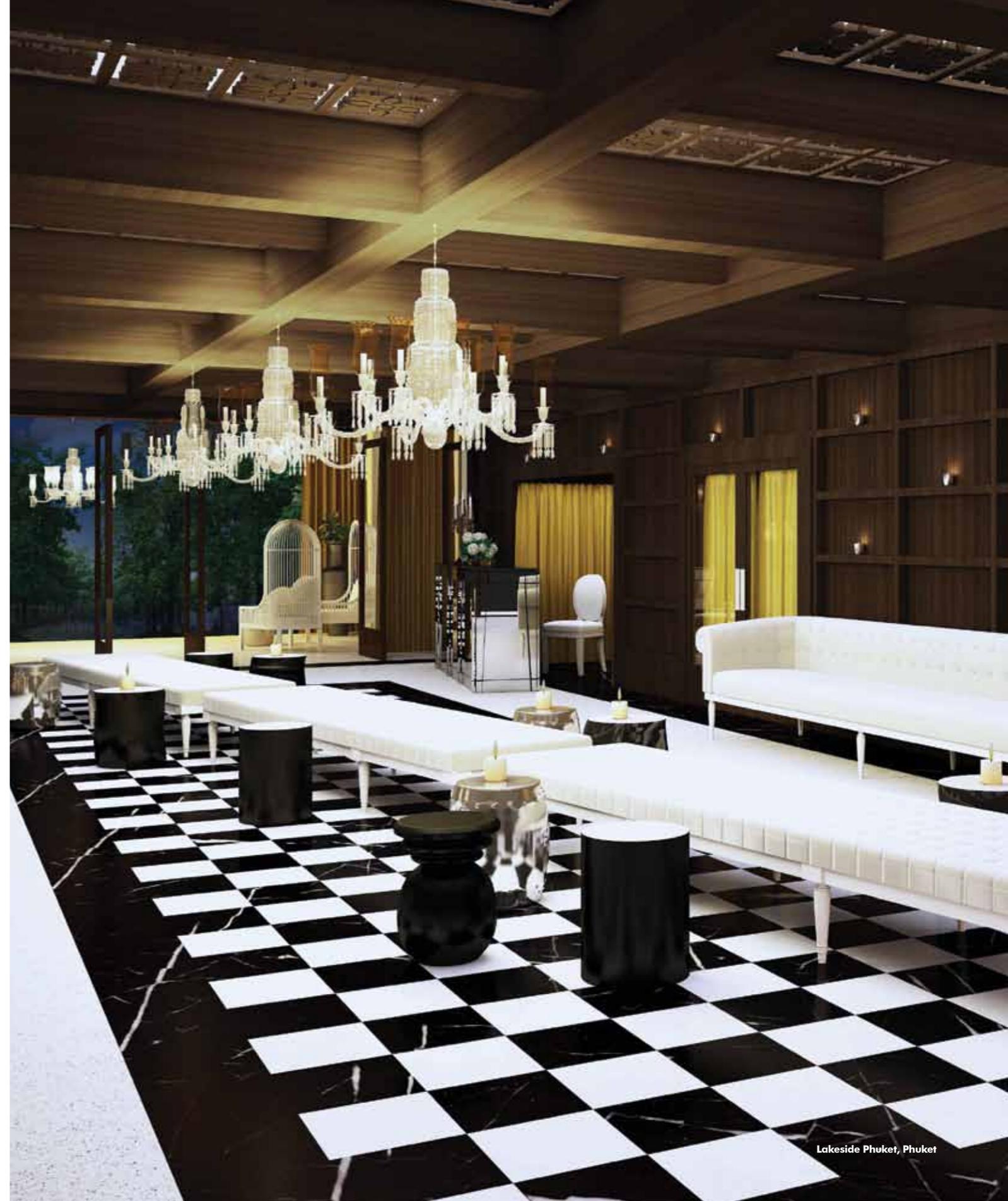
## yoo Studio



**"It's not about us, it's about you"**

**John Hitchcox**  
yoo Co-Founder & Chairman

The yoo Studio's experience is enhanced by its diversity of over 20 architects, interior and product designers. The studio has completed iconic residences and hotels as well as bringing to fruition the visions of yoo's Creative Directors giving a design DNA that could only come from the world's leading visionaries.





Sans Souci, Vienna



The Beach, Samui



The Lakes by yoo, Cotswolds



Sans Souci, Vienna



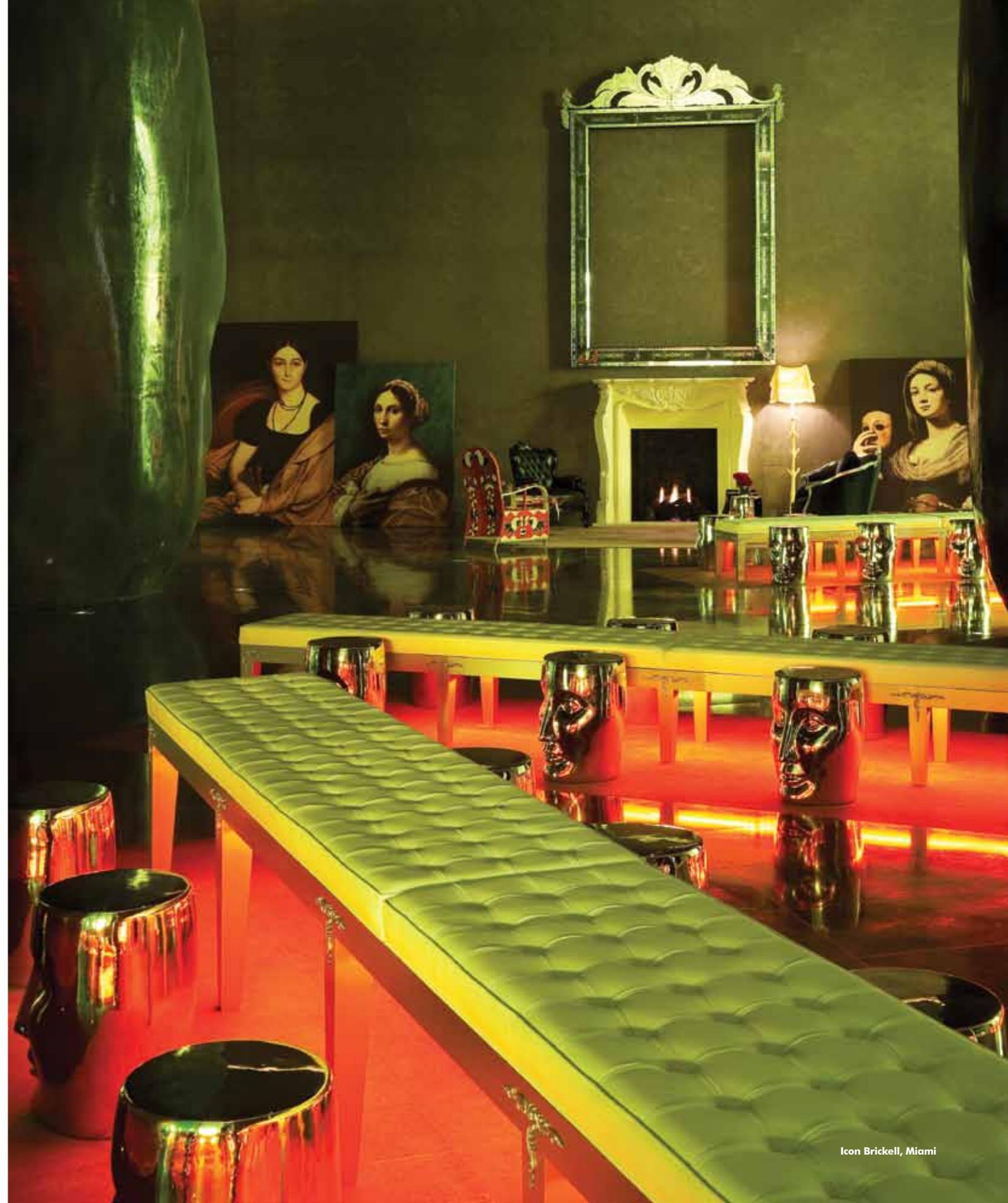
## yoo inspired by Starck



**"I like to open the doors  
to people's brains"**

**Philippe Starck  
Head of Design, yoo**

Undoubtedly the world's most revered living designer, for four decades Philippe Starck has liberally spread his creativity and ideas across the design landscape, putting his mark on everything from toothbrushes, motorbikes, lemon squeezers, restaurants and even the presidential Elysee Palace. In 1999, Starck joined forces with John Hitchcox to establish yoo.





yoo Pune, India



Acqua Iguazu, Manila



Icon Brickell, Miami

Downtown, New York



## Jade Jagger for yoo



**“Each place and project is very different and it’s important to respond to that”**

**Jade Jagger, Creative Director,  
Jade Jagger for yoo**

As an international citizen, Jade’s style reflects two parts of her life: the relaxed laid-back vibe of her time in India and Ibiza, juxtaposed with the urbanity and vibrancy of New York and London. Jade’s skill as an interior designer lies in her determination to make stunning spaces with a comfortable functionality, earning acclaim in newspapers and magazines the world over.





Lodha Fiorenza, Mumbai



Lodha Fiorenza, Mumbai



The Jade, New York



The Lakes by yoo, Cotswolds



Farm House, Ibiza



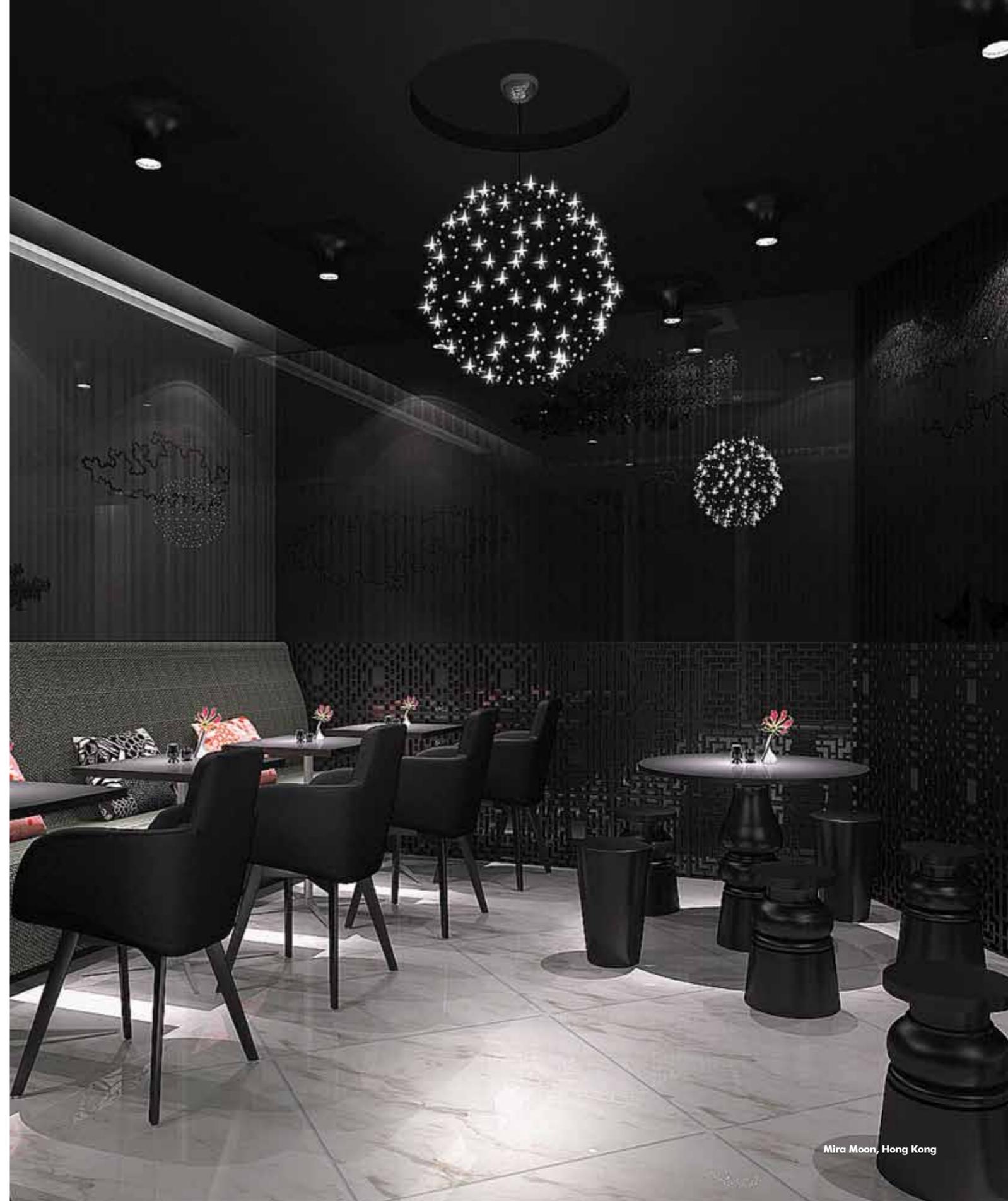
## Wanders & yoo



**"I want to make our most exciting dreams come true"**

**Marcel Wanders,  
Creative Director, Wanders & yoo**

Marcel Wanders first drew international recognition in 1996 for his iconic Knotted Chair. In 2001 he co-founded design company Moooi and his design influence is now ubiquitous. With a sense of theatre, Marcel's interior designs have garnered international acclaim.





Villa Moda, Bahrain



Mira Moon, Hong Kong



The Mondrian Hotel, Miami



The Mondrian Hotel, Miami



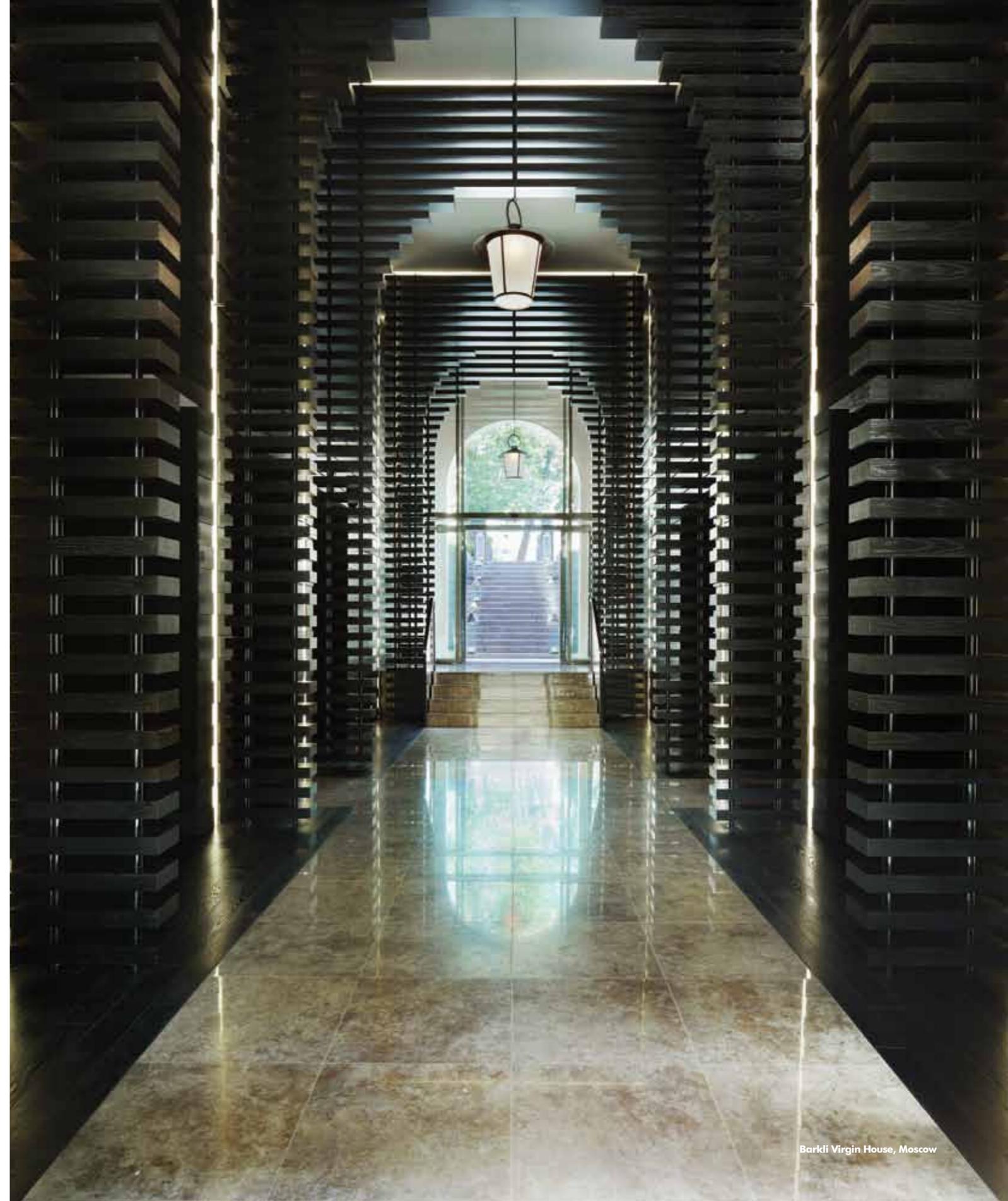
## Kelly Hoppen for yoo



**“Living is feeling. And how you want to feel can be reflected in every aspect of your home”**

**Kelly Hoppen, Creative Director,  
Kelly Hoppen for yoo**

**Kelly Hoppen MBE is one of Britain’s most influential style gurus with a calm, elegant interior design aesthetic that has permeated our consciousness and achieved an iconic and much imitated status.**





The Lakes by yoo, Cotswolds



Barkli Virgin House, Moscow



Barkli Virgin House, Moscow



Barkli Virgin House, Moscow



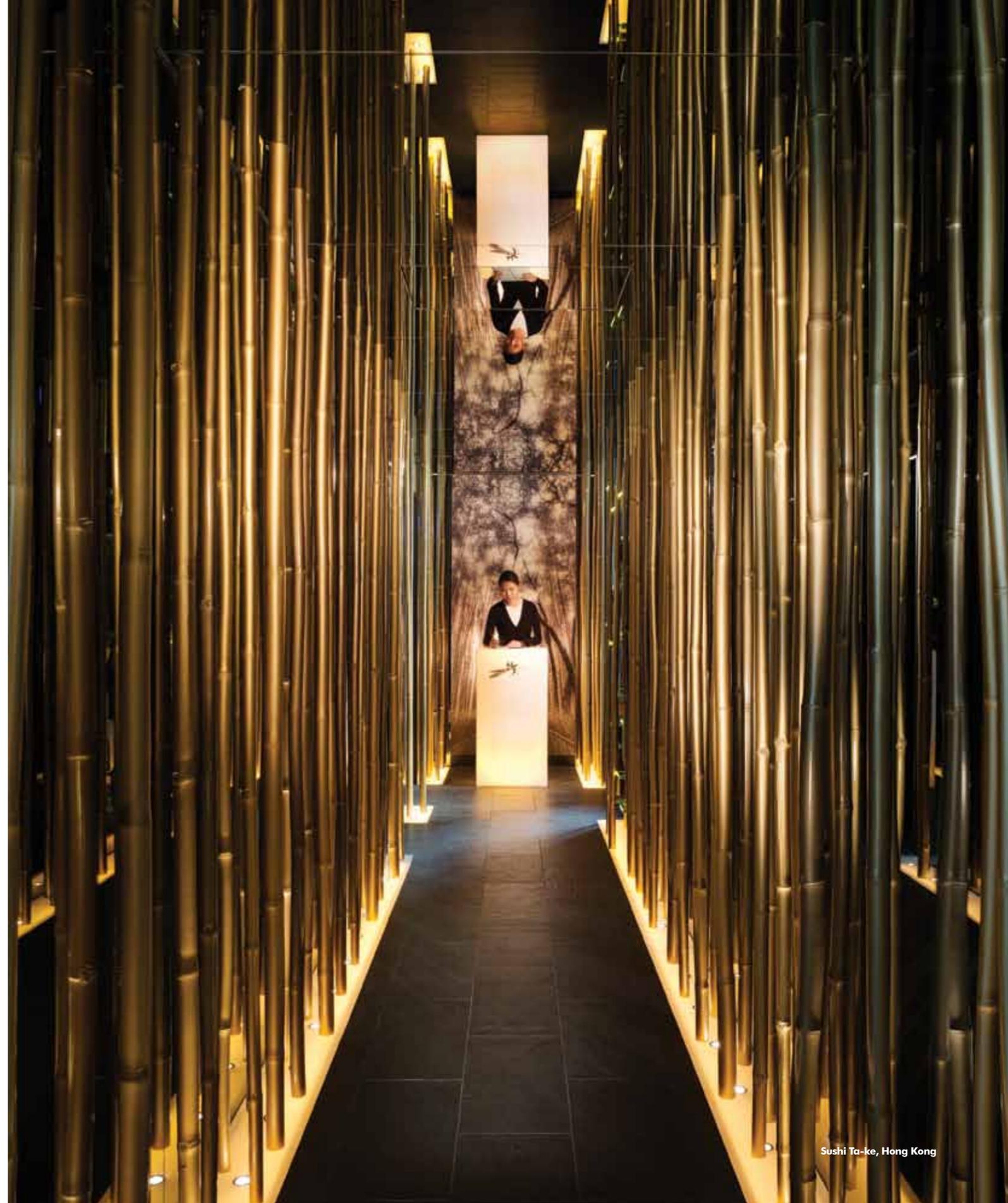
## Steve Leung & yoo



**“Design has the power  
to break boundaries”**

**Steve Leung, Creative Director,  
Steve Leung & yoo**

One of the world's most prolific contemporary designers, Steve Leung is globally lauded for a unique style of minimalism infused with Asian culture. Steve brings to the yoo pantheon the experience of over 1000 projects, and over 80 design awards for projects throughout China and internationally.

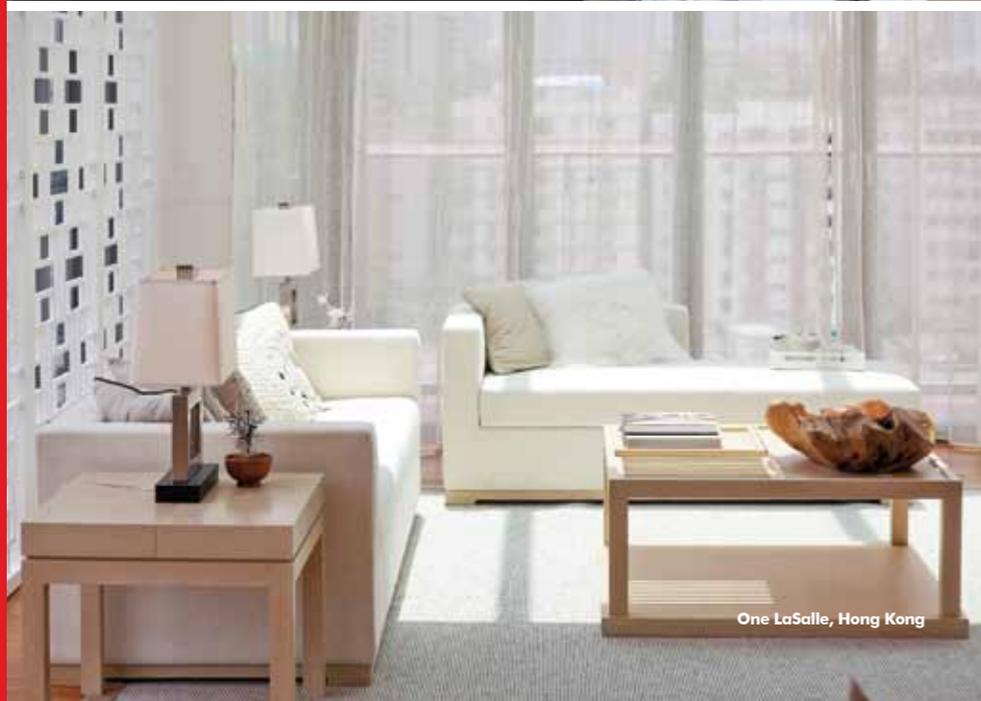




The Hampton, Hong Kong



One Lake Lantern Sales Office, Foshan



One LaSalle, Hong Kong



39 Conduit Road, Hong Kong



# press love yoo

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**"It's definitely worth it."**

Wall Street Journal

**"Hitchcox is the Miuccia Prada of the property industry; he knows how we want to live before we do."**

Independent On Sunday

**"Taking the strain out of buying that dream home."**

Financial Times

**"It's a completely new approach to modern living."**

Wall Street Journal

**"Property design firm builds world brand."**

Sunday Times Business

**"The apartments are about individual choice and taste."**

Property Week

**"A hot property brand name in almost every capital city of the world."**

Decorations

73

**"yoo are where you live."**

Evening Standard

**"They recognise that everyone is different, everyone has a fantasy. They don't believe in trends and don't judge people."**

Building Magazine

**"It's all about you."**

The Sunday Telegraph

**"And while lots of the big firms of architects and designers claim to be global players, no one combines this sort of service with a design role on the same scale as yoo."**

Property Week

**"The yoo brand has been able to achieve premiums in the range of 10-25 per cent, and selling 20-30 per cent faster than other competitive developments launched at the same time."**

Business Times

**"A global success story, the yoo brand continues to push the boundaries in innovation and has grown into an internationally respected design concept."**

Asia Travel

# We love yoo

**“yoo’s distinctive designs have positioned our project in Punta del Este at the top of the market.”**

**Joseph Kavana**  
Chairman, K Group  
yoo Punta del Este, Uruguay

**“There is no doubt the heightened activity at our Tribeca project can be attributed to our association with yoo. Significantly increased press coverage and prices have resulted along with a greatly enhanced competitive advantage.”**

**Andrew Rettig**  
CEO, R Corporation  
Tribeca, Melbourne, Australia

**“The yoo inspired by Starck designed common areas created buzz, sales traffic and ultimately value.”**

**Kevin J. Ahearn**  
President, Otis & Ahearn  
Boston Parris Landing, Boston, USA

**“Our association with yoo has been instrumental in making yoo Nordelta in Buenos Aires an iconic and emblematic project in the market.”**

**Joseph Kavana**  
Chairman, K Group  
yoo Nordelta, Buenos Aires, Argentina

**“With yoo our position in the market has only strengthened and we are going all out to set new benchmarks in the real estate industry that the country may not have even experienced before.”**

**Sagar Chordia**  
Director, Panchshil Realty  
yooPune, Pune, India

**“We are delighted that the outstanding design of The Lakes by yoo homes continues to attract buyers from a multitude of professions and backgrounds from both the UK and abroad. All of them share a common interest in modern house design. The few owners who have since sold their houses have made excellent returns.”**

**Giles Baker**  
Head of Marketing, Raven Group  
The Lakes by yoo, Cotswolds, UK

**“The yoo team not only have a phenomenal instinct for design, but they are a great bunch of people to work with. It was truly a pleasure working with the yoo team to make yoo Panama such a success.”**

**Budy Attie**  
CEO, The Attie Group  
yooPanama, Panama

**“It was apparent from the inception of the project that Jade Jagger for yoo was going to design an incredibly unique product that would set the building apart from any other in the city.”**

**Chanan Rozenbaum**  
Project Director, The Copper Group  
The Jade, NYC, USA

# we award yoo



**Lodha Evoq**

**Luxury Residential Design Bronze**  
H.D.F Luxurious  
Projects Asia Awards



**The Lakes by yoo**

**Best Luxury Development**  
What House Awards



**The Lakes by yoo**

**Highly Commended**  
**Interior Design Show Home**  
UK Property Awards



**yoo Pune**

**Best Development**  
**Best High-rise Development**  
**Best Residential Interior Design**  
**Best High-rise Architecture**  
**Best Development Marketing**  
**Best Developer Website**  
Asia Pacific Property Awards



**The Beach**

**Best Residential Interior Design Thailand**  
Asia Pacific Property Awards



**Dwell 95**

**Design Excellence**  
**in Serviced Apartments**  
HA+D Awards



**John Hitchcox**

**International Award**  
Variety Club Props Awards



**Lodha Fiorenza**

**Best Interior Design Show Home**  
Asia Pacific Property Awards



**Icon Vallarta**

**Best Amenity Space**  
International Design and  
Architecture Awards



**yoo Berlin**

**Best Apartment in Europe**  
European Property Awards



**love, yoo**

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**1** These particulars are believed to be correct but their accuracy cannot be guaranteed. Whilst every effort has been made to ensure any plans, images & information supplied are correct, they are designed specifically as a guide, not representation of fact. Some of the people and publications quoted from in this brochure in no way endorse the activities of yoo.

**2** The information contained herein has been obtained through sources deemed reliable but cannot be guaranteed as to its accuracy. Any information of special interest should be obtained through independent verification.

**3** yoo has made every effort to obtain the information contained herewith from sources deemed reliable. However, we cannot warrant the complete accuracy thereof subject to errors, omissions, out dated information [change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice].

Project photography:  
Mel Yates, Ed Reeve & Will Pryce

The logo for yoo.com is centered within a dark gray circle. The text 'yoo.com' is rendered in a lowercase, sans-serif font. The 'y' is white, the 'o's are a light pink, and the '.com' is white. The entire logo is set against a dark gray circular background.

yoo.com