

# Oakwood®

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## Oakwood Studios Singapore Unveiled *The Best Kept Secret at its Grand Opening Event*

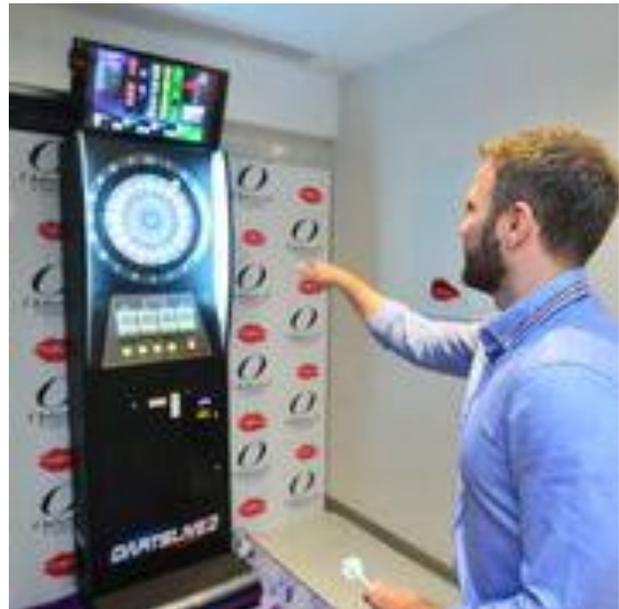


**SINGAPORE – 10 March 2017** – The best kept secret in town was introduced with the grand opening of Oakwood Studios Singapore on Friday, 3 March 2017. Developed by Oakwood Asia Pacific Ltd, Oakwood Studios is oriented towards the needs of individuals with a millennial mindset. Attended by local personalities, fashion icons and socialites, the grand opening of the world's first Oakwood Studios presented guests with a unique experience filled with surprises at every turn.

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Hosted by the vivacious local personality and MTV VJ Hanli Hoefer, the night kicked off with the official ribbon cutting ceremony presided by the owners of Oakwood Studios Singapore - Mr. Eric Cheng, Mr. Vincent Toe, Mr. Danny Toe, Mr. Richard Tan, Mr. Calvin Tan, Mr. Yap Kian Peng; Mr. Dean Schreiber, managing director of Oakwood Asia Pacific; and Mr. Alwyn Fitzgerald, general manager of Oakwood Studios Singapore. Guests were then invited to explore the curated spaces of the property specially designed for creators to work, live and connect in.

Socialize, the convivial residents' lounge located on the ground floor was enlivened into a party setting with Singaporean DJ Jade Rasif spinning the latest beats and smooth harmonies. Further enhancing the space was the first hospitality installation of the irregular mirror video wall in Singapore by Samsung, which showcased modern art pieces from renowned photographers and artists. The gaiety was heightened with specially concocted cocktails "The Kiss" and "The Smooch" which featured home-grown label Monogram and Nespresso respectively, along with a delectable selection of canapés.



Apartments were also transformed into interactive spaces for guests to revel in. A ladies-themed apartment offering rose beer, pampering nail sessions embellished with the Oakwood Studios' iconic motif, Skin Inc's beauty products and a Steinway piano for guests to indulge in their musicality. The gentlemen's club had the men engaging in a bout of darts over craft beers. At the rooftop of Oakwood Studios Singapore, guests lounged by the pool while a hip hop dancer worked his moves in the gymnasium.

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Guests were free to explore the property, its various common areas and apartment types during the course of the evening. With a core focus on the creative and entrepreneurial, all 98 apartments, consisting of studio, one- and two-bedroom apartments, are furnished with tech-enabled amenities, stylishly designed with vibrant hues and elements of surprise. The collaboration with LUMAS Gallery features a bespoke curation of art photography in the common spaces and apartments. The property has also partnered with key technology industry leader Samsung to create a living space of convenience and connectivity with smart devices such as smart phones and tablets provided for in each apartment. Pre-loaded with useful information, the smart phones also come with complimentary data & local calls, for guests' ease of connectivity when exploring the city. The smart phone serves a dual function and can also be used as an apartment key, offering mobile keyless access.



Guests at Oakwood Studios Singapore were treated to a variety of gifts, ranging from stylish photography art pieces, to curated tea blends by Monogram, Skin Inc products and bone-free eco-friendly teapots from Luzerne.

Once the best kept secret in town, Oakwood Studios Singapore is now officially open, warmly welcoming residents to kiss goodbye to the expected.

To download the hi-res images of the event, please click [this link](#).

## About Oakwood Studios Singapore

Oakwood Studios Singapore is conveniently situated just off Orchard Road – Singapore's prime shopping belt, and within close proximity to the city's CBD district, attractions and trendy neighborhoods. Catering to travellers with a millennial mindset, the property's prime location and curated spaces allow one to seamlessly alternate between work and leisure. Furnished for independent living, Oakwood Studios Singapore has 98 units of serviced apartments with fully-equipped kitchens and residents can choose from Studio, One- and Two-Bedroom apartments.

For more information on Oakwood Studios Singapore, please visit [OakwoodAsia.com/singapore-orchard](http://OakwoodAsia.com/singapore-orchard).



### **About Oakwood Asia Pacific**

Oakwood Asia Pacific Ltd operates an award-winning portfolio of 33 Oakwood branded properties in 19 cities across eleven countries in Asia, with ongoing developments in strategic locations across the region. The Oakwood brand in Asia offers five products: Oakwood Premier, Oakwood Apartments, Oakwood Residence, Oakwood Studios, and Oakwood Suites, each designed for a different lifestyle. Oakwood Premier caters to travelers who seek luxury and style, combining impressive apartments with amenities and services of luxury hotels. Oakwood Apartments provides value-for-money accommodation with modern essentials located in the heart of the city for independent travelers whilst Oakwood Residence offers spacious and elegant apartments that capture all the comforts of home for relocating families and travelers. Catering to global nomads, Oakwood Studios adds a new dimension to urban city stays, offering curated spaces for creators. For jetsetters and senior executives seeking respite, Oakwood Suites offers comfort in a private and exclusive environment, allowing guests to rejuvenate with their every need attended to.

For more information about Oakwood Asia Pacific Ltd and its award-winning properties and locations, please visit [OakwoodAsia.com](http://OakwoodAsia.com)

### **For media queries, please contact:**

Abigail Lam  
Oakwood Studios Singapore  
Tel: (65) 6914 1810  
Email: [abigail.lam@oakwoodasia.com](mailto:abigail.lam@oakwoodasia.com)

Marion Yong | Rebecca Aalbers  
PR Communications Pte Ltd  
Tel: (65) 6227 2135 Fax: (65) 6227 3915  
Email: [marion@prcomm.com.sg](mailto:marion@prcomm.com.sg) | [rebecca@prcomm.com.sg](mailto:rebecca@prcomm.com.sg)

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