



For Release:

## **Apex Property Launches Brand New Land Development Project, HANARIDGE**

*A Rare and Exclusive Plot in Japan's Hottest Holiday Destination Available for Privileged Few*

**17 November 2017, Hong Kong** - Apex Property, a boutique Hong Kong developer founded by entrepreneurs Vicky Lam and Sylvia Tang, is proud to announce the launch of *Hanaridge*, the latest luxury chalet and land development project in one of Japan's most famous ski destinations, Niseko.

Spanning over 26,000 square meters (sqm), *Hanaridge* is a prime piece of land set to be divided into 12 plots for building luxury chalets. Hailing as the first ski-in luxury chalet collection in Niseko, the lots at *Hanaridge* range from 1,000sqm to 3,000sqm and have a maximum potential to build a 3-story luxury chalet ranging from 280sqm to 700sqm.

According to research by CBRE, total real estate transactions in Japan totaled 1.3 trillion yen in Q1 2017<sup>1</sup>, a 51 per cent rise quarter-on-quarter and the highest first quarter since 2013. "As the top ski destination in Asia, Niseko is one of the most popular property investment destinations in Japan where the international visitation and investment have increased steadily over the last decade." said Sylvia Tang, Co-Founder of Apex Property. "With years of experience in the market, we know that there is still a huge demand for luxury property options."

An ultra-exclusive location with guaranteed panoramic views of Mount Yotei is the highlight feature of *Hanaridge*. Located near the base of Hanazono Ski Resort and just around the corner from the Park Hyatt Hotel, *Hanaridge* is nestled on an elevated ridge where the potential chalet location in each of the 12 lots is carefully set and designed to ensure uninterrupted views of the famous Japanese mountain range. The whole area is encircled by lush forests of Silver Birch and Japanese Larch trees which offer each potential chalet a high-level of exclusivity with a sense of peace and tranquility.

*Hanaridge* is a stone's throw away from one of Niseko's city centers, which features world-class infrastructure to meet the increasing demands of visitors and investors in the region. The launch of the new Hokkaido Shinkansen line bullet-train service has significantly enhanced the accessibility of the area and the Kutchah Shinkansen station is only a 5 to 10 minute ride from *Hanaridge*. In addition, the opening of new airport express way between Chitose International

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<sup>1</sup> <http://www.scmp.com/special-reports/property/topics/weekend-property/article/2101556/japans-property-market-lures-more>



airport and Hanazono will reduce the travelling time by 45 to 60 minutes, and the upcoming 2-way gondola system linking the Hanazono ski resort and Niseko Weiss, is expected to further attract more people to live and invest in the area.

“Compared with other Asian markets, overseas buyers can own freehold land in Japan and share similar taxes and regulations with local buyers which have made Japan a popular investment destination in Asia in recent years.” said Sylvia’s partner, Co-Founder of Apex Property Vicky Lam. “Currently, the rental return rates for residential apartments in Niseko are between 2-5 per cent. With the launch of new infrastructures, we expect our new project will attract more international investors, especially Asians and expats residing in Asia.”

Niseko is blessed with four distinct seasons which offer colorful and dynamic scenery. In addition to skiing, there are plenty of other outdoor recreational activities to enjoy throughout the year including golfing, rafting, hiking, mountain biking, cycling, horse riding and fishing. Investors can choose to work with RTA Riccardo Tossani Architecture, the recommended architecture partner of Apex Property or an architect of their choice to build their chalets in order to cater for individual holiday requirements.

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#### **About Apex Property Limited**

APEX Property Limited is a company specializes in assembling the best team of designers, engineers, contractors, and artists on the ground, with no compromise on the quality of materials used and finishes achieved. Co-founders Vicky Lam and Sylvia Tang’s artistic sensibilities are always apparent in striking end results – aesthetic investment homes that owners find a pleasure to stay in and pride in letting out.

The luxury portfolio of Apex Property is also included LOFT Niseko, an ultra-luxury development comprising just four loft-style three-bedroom apartments in the top tier Japanese ski resort of Niseko.

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