

15 MAR, 2024

TRANQUIL LIVING IN THE CITY

PARAMOUNT

The Star, Malaysia

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DISCOVER living at The Ashwood by Paramount Property, where resort-inspired homes redefine the ideal lifestyle.

Strategically located along Jalan U-Thant – Kuala Lumpur’s distinguished Embassy Row – this prestigious 1.46ha freehold development is poised to capture the hearts of many.

The Ashwood features 302 condominium units, 40 two-storey duplex units, and an exclusive low-rise development with only 12 units of three and four-storey villas, making the property a rare find in the capital city.

Savour peace and tranquility in your private haven, and relish the charm of luxurious facilities that allow you to rejuvenate, recharge, and rediscover the joys of life – where every day feels like a getaway.

Proximity to wealth of amenities

Nestled along the Embassy Row neighbourhood, The Ashwood is more than just an elite enclave surrounded by embassies, high commissions, and top-notch facilities; it emerges as a premium locale for expat living and the privileged class.

With its prestigious address, The Ashwood stands as a symbol of exclusivity and opulence.

Located just 1.8km to the KL city centre, residents will not only benefit from proximity to amenities, corporate offices and renowned educational institutions, but also excellent accessibility with a brief 10-minute drive to KLCC and the Tun Razak Exchange.

Revel in recreational activities from shopping to sports at Suria KLCC, the Kuala Lumpur Polo Club, Royal Selangor Golf Club, KLCC Park, and Titiwangsa Golf Course.

Accessibility is via major highways like MEX, DUKE, AKLEH, MRR2 and SMART.

With the conveniently positioned LRT station that connects to the ERL at KL Sentral, the city’s transportation hub, and the MRT station connecting to the ERL at Putrajaya Sentral, this ensures a swift and seamless ride to KL International Airport and throughout Klang Valley.

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Paramount Property unveils its long-awaited masterpiece, The Ashwood – serene living with stunning KL cityscape and golf course view



Embrace resort-style living at its finest, only 1.8km to the KL city centre.

Experience the best of refined living

As you return home after a long day at work, relaxation and rejuvenation become effortlessly accessible with its carefully designed layouts for exclusive living and well-being, complemented by curated facilities dedicated to leisure and recreation.

The Ashwood was intentionally planned to set its foundation at a strategic location that cap-

tures the essence of the Kuala Lumpur cityscape and lush greenery of the Royal Selangor Golf Course.

“For the development concept, we leaned towards a design theme inspired by resorts. It imparts a relaxed ambience to offer an experience reminiscent of resort-style living,” says Paramount Property (property division) chief executive officer Chee Siew Pin.

“We also aimed to ensure the

building would feature a timeless design, remaining stylish and relevant for many years to come, without being subject to trends that come and go.”

Chee is optimistic about the property, saying: “It’s strongly influenced by market demand, which we’ve thoroughly researched. Drawing from valuable insights and feedback, we have delved into the specific sizes and demand trends within the surrounding area, with the

development centring around people’s preference.

“Our projects are tailored for the nuclear family and expat living, with market research indicating a demand for residences starting from 1,300sqft and featuring at least three bedrooms.”

Masterfully crafted home with smart solutions

The Ashwood is a meticulous-ly designed residence, blending



(Pic above) Take a stroll at the Garden of Serenity while enjoying the cascading waters.

(Pic left) Experience a grand welcome at the concierge lounge.

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Dive into refined leisure at the poolside lounge.

timeless aesthetics with cutting-edge smart home technologies.

The living spaces are designed to accommodate growing families, offering ample rooms for both relaxation and practical use, and complemented by a minimum of two to six car parking bays.

"All our units are semi-D in design, with wider windows built to maximise cross-ventilation and spacious balconies, allowing owners to enjoy a panoramic view of the KL cityscape and the Royal Selangor Golf Course," says Chee.

Every unit at The Ashwood comes with a complimentary semi-furnished package that includes premium materials, along with a digital door lock for enhanced security, and a smart home system controllable via a mobile app. This system encompasses lighting, air conditioning, and master switch controls.

The units – with 12 layout options ranging from 1,381sqft to 3,399sqft, and up to five bedrooms – are priced from RM1.641mil for condominiums while villas start from RM4.307mil. The duplexes will be launched in the second phase.

With a gross development value of RM758mil, the project featuring two residential towers is set to launch at the end of the first quarter of 2024, and is expected to complete by 2028.

Curated lifestyle facilities and secure living

Spanning three dedicated zones with a resort-style ambience, these lifestyle spaces offer

an idyllic retreat for residents.

Its 48 facilities include a 50m-infinity pool, a jacuzzi, an indoor and outdoor gym, a multipurpose court and a yoga deck.

Stimulate your senses with a visit to the herb garden, designed for aromatic pleasures and culinary pursuits in your kitchen.

Enjoy any occasion with stunning views of the KL cityscape from the rooftop BBQ terrace and sky lounge. Whether it is a quiet dinner for two or a lively gathering, it is a perfect venue for all celebrations.

At The Ashwood, every detail is carefully planned – from a dedicated grooming room for in-house pet care to speed ramps in the carpark to control traffic for residents.

Seeing that working from home, online shopping and food delivery became the norm during the pandemic, The Ashwood is continuing these practices by offering a co-working lounge and a dedicated parcel drop-off area – ensuring the evolving lifestyle is fully supported.

The Ashwood is equipped with a multi-tier security system.

With 24/7 security patrols providing constant vigilance and a dual guardhouse ensuring your well-being around the clock, your safety remains its top priority.

The Ashwood's visitor screening and management system further enhances the safety measures for residents.

Sustainability at its core

At The Ashwood, environmental, social and governance (ESG)

measures stand as its core development principle, reinforced by its ongoing pursuit of the GreenRE certification and adherence to stringent ISO standards.

"Over the past five years, the majority of our projects have been designed with a focus on sustainability, and many have received green certifications. Similarly, efforts are underway to attain GreenRE certification for The Ashwood," Chee shares.

Its environmental initiatives include temperature control, energy efficiency, and water conservation.

"The incorporation of energy-efficient features can lead to savings of about 5% on energy costs and 10% on water bills for landscaping.

"By offering more open space in common areas and larger balconies for each unit, we estimate potential energy savings on air conditioning of up to 29%," he says.

The Ashwood features EV charging facilities, solar-powered lighting, rainwater harvesting systems, energy-saving high-speed elevators, low VOC materials, and low emissivity glass windows for cooler interiors.

Prioritising societal well-being, its unit designs emphasise natural ventilation, safety, resort-style amenities, and community building.

Governance is embodied through advanced security measures that redefine premium safety standards.

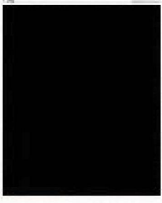
Register your interest and visit The Ashwood show units at <https://paramountproperty.my/the-ashwood>



Savour the scenic charm of the Royal Selangor Golf Course view.



Enjoy wide living and dining space with the majestic KL cityscape view.



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SUMMARIES

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