



THE RESIDENCES 38
Bangkok

The Residences 38,
Above La Clef Bangkok by The Crest Collection

The developers of The Residences 38 are BTS Group, Rabbit Holdings. And Managed by Ananda Development



BTS Group is a multi-industry holdings company, engaged in several businesses under the 3M strategy: MOVE (mass transit), MIX (O2O Marketing solutions and functional data marketplace) and MATCH (partnerships). The Group leverages its proprietary transport, media network, and investment partnerships, notably through Rabbit Holdings (businesses include financial services and investments in real estate) to amplify value for the Group and its partners. In addition, BTS Group has built then expanded its businesses with the aim to becoming “a solutions company” sharing our platform together with unique and useable data to accommodate borderless expansion.



Rabbit Holdings is a leading investment firm that specialises in the financial services sector and related businesses such as insurance and real estate investment. The Company has a notable history of successful ventures within real estate development and investment, particularly in the hotels and residential sectors. Drawing upon its past expertise, Rabbit Holdings has forged strategic alliances with key players in the real estate sector, to capitalise on opportunities and strengthen its position in the market. At present, Rabbit Holdings has strategically pivoted to fully focus on the high-return and resilient financial services industry, allowing Rabbit Holdings to expand its portfolio and leveraging the partnerships under BTS Group’s innovative 3M (MOVE, MIX, and MATCH) strategy.



Ananda Development Company Limited is Thailand’s leading mass transit real estate developer that offers urban living solutions through condominiums, homes, and townhomes, as well as elegantly designed residential properties known for cutting-edge design and innovative urban living solutions. As a new affiliated company of Ananda Development, Anvinest Development Partners is a real estate development services and management consultancy firm. By partnering with land owners, Anvinest bring a total solution for real estate development in land acquisition, project development, sales and marketing, project management, and financial control. Anvinest turns available lands into revenue streams.

About La Clef



La Clef, a cherished property under The Crest Collection within The Ascott Limited's portfolio, reveals a rich history steeped in luxury and sophistication, dating back to 2016 in France. With iconic historical properties in Paris—such as La Clef Tour Eiffel Paris, a 19th-century Haussmannian-style building seamlessly blending Parisian elegance with postmodernist design by architect Ricardo Bofill; La Clef Louvre Paris, a beautiful work of art with Gothic and Art Nouveau styles listed as a conservation building by Bâtiments de France; and La Clef Champs-Élysées Paris, a residence built by the Hennessy family in 1907 preserving its Haussmannian charm in the prestigious eighth district—La Clef has become synonymous with a commitment to preserving heritage, embodying exquisite design, and offering a quintessential lifestyle experience.

Now, for the first time, the legacy extends to the vibrant city of Bangkok with the upcoming La Clef Bangkok by The Crest Collection—a blend of design elements inspired by the Thai locale and the brand's French heritage.

La Clef Bangkok by The Crest Collection is a luxury serviced residence located in the vibrant Sukhumvit district of Bangkok, in close proximity to BTS Thong Lo station. The property offers 115 meticulously designed units, ranging from studio to two-bedrooms, seamlessly blending Thai and French influences with modern sophistication.

LA CLEF BANGKOK

The Crest Collection
by The Ascott Limited



About The Ascott Limited

Since pioneering Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984, Ascott has grown to be a trusted hospitality company with more than 940 properties globally. Headquartered in Singapore, Ascott's presence extends across more than 220 cities in over 40 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa, and the USA.

Ascott's diversified accommodation offerings span serviced residences, coliving properties, hotels and independent senior living apartments, as well as student accommodation and rental housing. Its award-winning hospitality brands include Ascott, Citadines, lyf, Oakwood, Quest, Somerset, The Crest Collection, The Unlimited Collection, Preference, Fox, Harris, POP!, Vertu and Yello; and it has a brand partnership with Domitys. Through Ascott Star Rewards (ASR), Ascott's loyalty programme, members enjoy exclusive privileges and offers at participating properties.

About The Crest Collection Brand

Set in iconic destinations, each property under The Crest Collection has a distinct character, bearing its own visual identity that includes naming and concept. From romantic Haussmannian arrondissements, and enchanting chateaus, to charming enclaves of the colonial era, behind our doors are historic and intimate experiences with one-of-a-kind personalities, carefully chosen to offer you a storied experience available nowhere else.

**THE RESIDENCES 38,
ABOVE LA CLEF BANGKOK BY THE CREST COLLECTION**

The Residences 38 features 56 private residential units located above La Clef Bangkok with top-notch facilities and services that ensure sophisticated luxury living experiences from the 25th floor up and beyond. The Residences 38 provides a wide range of upscale amenities, including the residences' lobby, a swimming pool, onsen, the residences' lounge, co-party and fitness room, ensuring a remarkable stay for guests. Additionally, the surrounding area offers access to top-tier medical facilities, shopping centers, and entertainment destinations.



All texts and simulated images in this brochure are for advertising purposes only.
The company reserves the right to make any changes to the advertised details without prior notice.

The Thirty-Eight, *Chez Vous*



All texts and simulated images in this brochure are for advertising purposes only.
The company reserves the right to make any changes to the advertised details without prior notice.



The Heart and Soul of Bangkok

Located in one of the most prestigious areas of Bangkok, with easy access to the main Sukhumvit Road and the Thong Lo skytrain station, and a myriad of offerings catering to every lifestyle.

The Residences 38,
Above La Clef Bangkok By The Crest Collection

Thong Lo BTS Station 40 M

Hospital

Samitivej Sukhumvit Hospital	1.4 KM
Bangkok International Hospital	3.4 KM
Bumrungrad International Hospital	6.6 KM

Shopping & Community

EM District	1.3 KM
J Avenue	1.4 KM
The Commons	1.5 KM
Donki Mall	1.6 KM
Marche Thonglor	1.9 KM

International School

Wells International School - Thonglor Campus	0.8 KM
The Purple Elephant 55 - International Pre-school	1.3 KM
American School of Bangkok	1.4 KM
NIST International School	3.8 KM

Park

Benchasiri Park	1.4 KM
-----------------	--------

*Measured from Project to each destination, based on google map
All texts and simulated images in this brochure are for advertising purposes only.
The company reserves the right to make any changes to the advertised details without prior notice.

Neighborhood

Thonglor, an epitome of sophistication in Bangkok, embodies prestige and refinement. This neighborhood offers a tapestry of delightful gastronomy, captivating arts, dynamic fashion, and a seamless blend of diverse cultures that inspire the art of living. It houses a fusion of world-class dining and local flavors, while galleries, artistic spaces, and fashion boutiques showcase contemporary masterpieces that stir the soul. More than a district, Thonglor is where every experience celebrates the pursuit of pleasure intertwined with life appreciation.

Eight Thonglor



Nestled in the heart of Thonglor, Eight Thonglor encapsulates contemporary chic. With an urban touch and runway-inspired architecture design, it's a haven for dining, shopping, wellness and relaxation. Hosting renowned names like Paul Bakery, El Gaucho Argentinian Steakhouse, and Din Tai Fung, as well as boutiques, gym studios and beauty establishments, Eight Thonglor caters to diverse tastes and self-care needs in a comfortable, private setting space.

EM District



Collectively called the EM District, Emporium and EmQuartier are situated across from one another and are conveniently linked by Phrom Phong BTS Station Walkway. Emporium, a six-floor luxury department store, hosts prestigious international brands, diverse dining options, a gourmet supermarket, and varied home and electronic products. EmQuartier, comprising three buildings, is a lively lifestyle hub with iconic brands, offering an eclectic shopping experience along with premium dining options, rooftop bars, seasonal markets and pop-up stores in its indoor and outdoor areas.

Minotti by CHANINTR



Minotti, a globally recognized symbol of Made-in-Italy excellence in contemporary furnishings, showcased by CHANINTR as the sole Minotti store in Bangkok. This family-owned brand for over seven decades embodies the quintessence of craftsmanship through collaborations with artisans to craft timeless and sophisticated furniture, epitomizing durability and attention to detail. The showroom offers high-end furniture collections and seating solutions, including sofas, dining chairs, and outdoor furniture, embracing artisanal savoir-faire.

Cave io



A revolutionary Chef's Table experience meets the concept "Back into the Primeval Cuisine." CAVE io offers a unique Chef's Table dining experience in an underground cave inspired by primeval wonders. Led by Chef Ratchawat "Keng" Vichianrat, their historic themed courses like Caveman Diet and One Night in Versailles transcend culinary norms. The cave's ambiance, coupled with top-notch ingredients and the chef's narratives, creates an imaginative and innovative dining adventure.

Marché Thonglor



A newly opened multi-building mall that enriches Thonglor's landscape. Marché Thonglor integrates fashion, dining, and wellness, featuring Central Food Hall, beauty clinics, and leisure spots. Its innovative and environmental-friendly design with lush greenery and open-air spaces offers scenic views, a pet-friendly environment and versatile spaces for work or evening hangouts.

The COMMONs Thonglor



Thonglor's vibrant backyard that blends urban sophistication with creative energy for wholesome living. Spread across four floors, it hosts culinary delights, artisanal products, fitness areas, and tranquil spaces for workshops. Infused with positivity, the COMMONs nurtures a community spirit while enhancing life and well-being.

Richard Koh Fine Art



Established in 2005 across Bangkok, Singapore, and Kuala Lumpur, Richard Koh Fine Art is a beacon for Southeast Asian contemporary art. Focused on nurturing talent, it showcases regional artists, fostering diverse perspectives. Through exhibitions, pop-up spaces, cross-border collaborations, publications, and online presence, the gallery provides space for and advances emerging voices, adding dynamism to the art scene.

Science Center for Education



The Science Centre for Education, famous for its Planetarium, educates through four museum buildings that host interactive exhibits and thematic screenings, offering an engaging experience in science, technology, and astronomy. With up to five daily Planetarium shows, visitors can immerse themselves in celestial wonders through awe-inspiring full-dome projections, unraveling Earth and universe narratives in a special theme that changes every month.

Life, FULL OF LIVING.

A quintessential residence of sophisticated community
that delivers enchanting experiences that breathes life into living.

A place where dreams are actualized,
and aesthetics arise beyond the ordinary.

*Living moments by the moment.
Living the art of living.*



All texts and images in this brochures are for advertising purposes only.

LIVE AMIDST THE *Paustades*
OF DIVERSIFIED CULTURES AND MODERNITY

The blend of French and Thai aesthetics with
a modern flair that balances contemporary vibrancy
with authentic neighborhood touches.

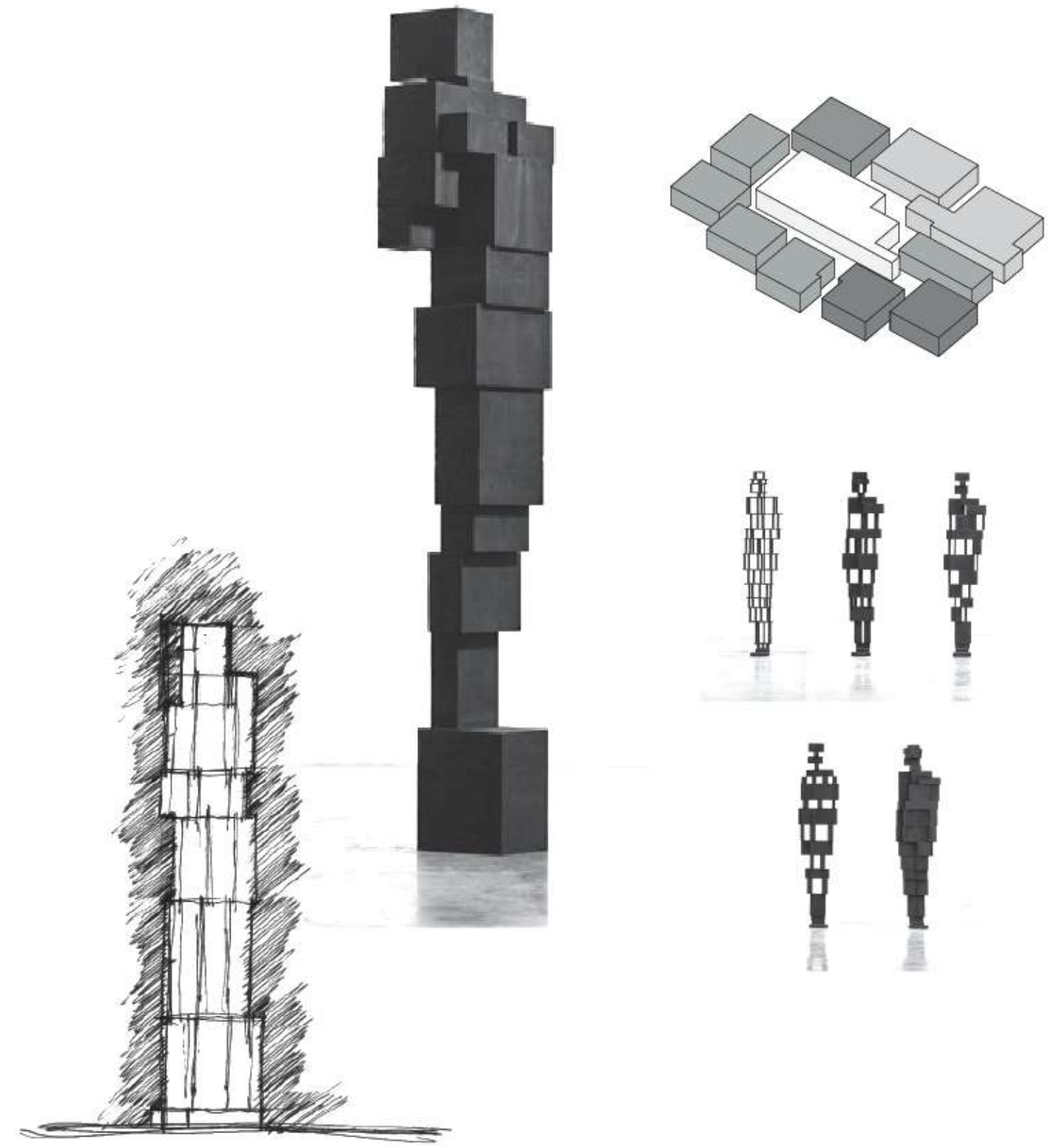
Architecture Concept Design

ACPV ARCHITECTS Antonio Citterio Patricia Viel

ACPV ARCHITECTS Antonio Citterio Patricia Viel is an international collective with the aim of nurturing shared well-being through unique, high-profile architectural solutions worldwide.

Founded in 2000 by Antonio Citterio and Patricia Viel, the studio is currently enhanced by the creativity of more than 180 professionals and the leadership of 10 partners. From urban planning to residential and mixed-use developments, from corporate campuses to public buildings and hotels, each ACPV ARCHITECTS project embodies a new vision where nature and the noblest human aspirations can find new centrality.

Recent projects include luxury hotels in Europe, China, and the Middle East, NOVE – an office building in Munich (Germany) – Arte, a residential condominium in Miami (US), ENEL's HQ in Rome, and La Bella Vita high-rise in Taichung (Taiwan).



Project Concept

Defining the dimension of essential luxury in a living unit with perfectly tailored measurements, capable to synthesize the best of urban life and private living.

This creates a theoretically limitless aggregable module following the rule of perfect exposure to urban views and ability to establish relationships within the urban environment of absolute privilege.

In combining privacy and transparency with the belonging to urban vitality and the presence of a private and secluded natural environment, we create a sense of contemporary luxury.

In the purity of geometry, we reject any formalism and ornamentation. We generate a new urban figure capable of appearing basic, generic, neutral, yet iconic.

A new language for timeless contemporary architectural design.

TOP - NOTCH CO-DESIGN

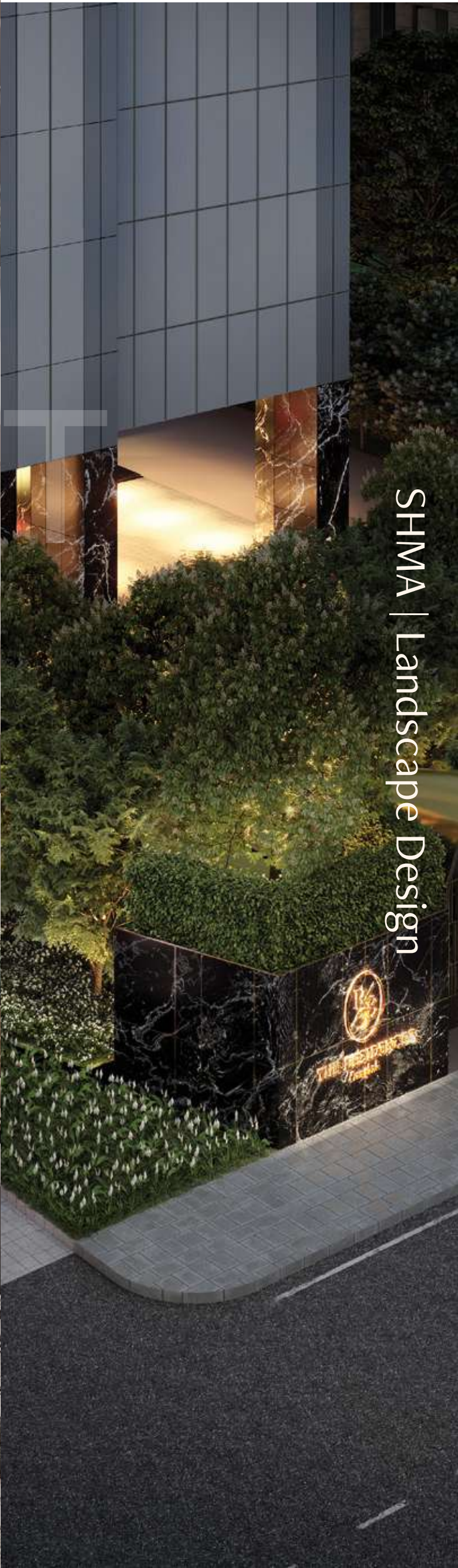
The Residences 38 stands as a beacon of ultra-luxury living, a collaborative masterpiece brought to life by globally recognized residential design firms ACPV ARCHITECTS Antonio Citterio Patricia Viel, Quintrix Architects, PIA Interior, and Shma. At the helm of numerous trend-setting projects worldwide, this synergistic collaboration culminates The Residences 38 as the benchmark for luxury residences.



ACPV ARCHITECTS Antonio Citterio Patricia Viel | Architecture Concept Design
Quintrix Architects | Architect of Record

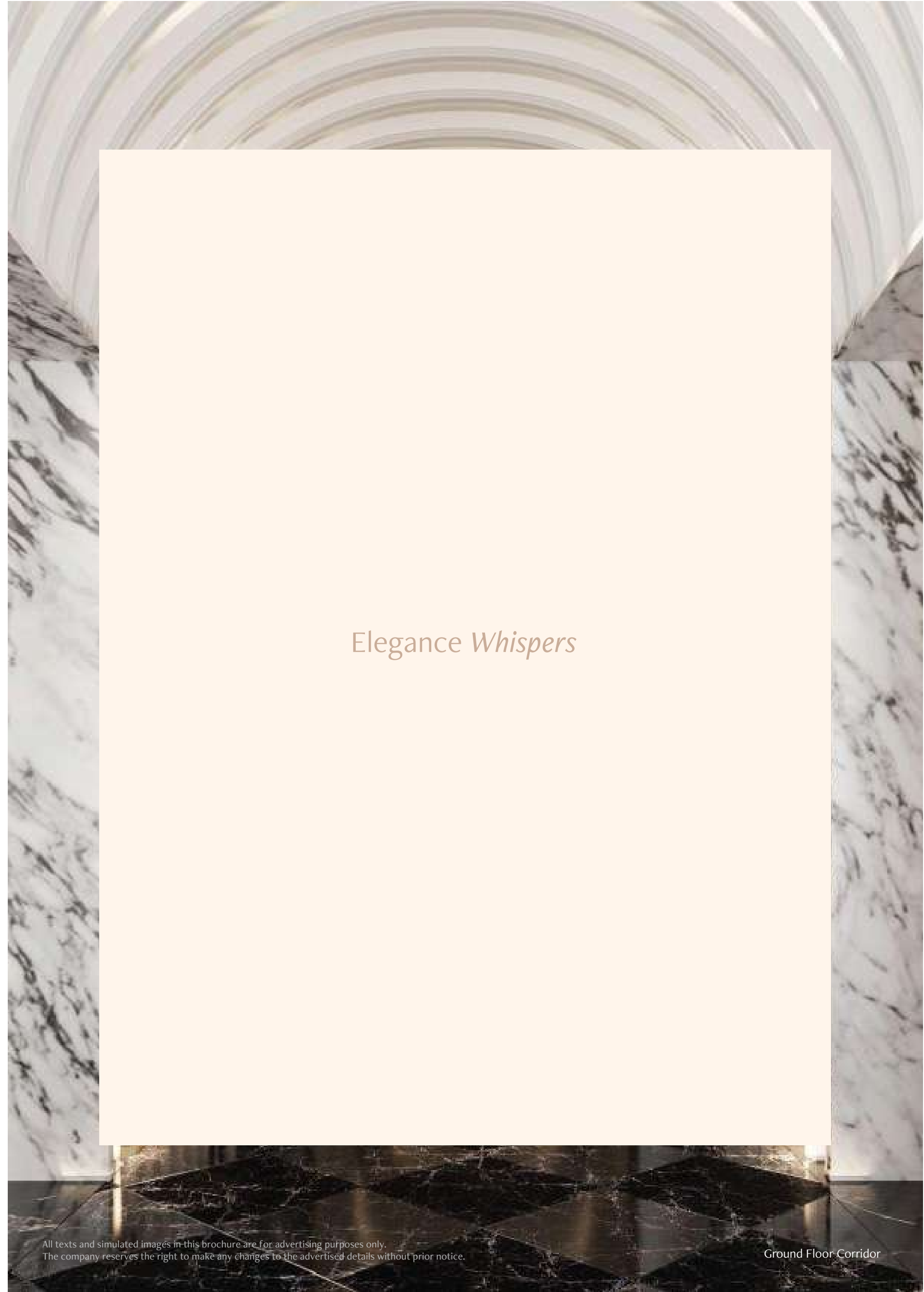


PIA | Interior Design



SHMA | Landscape Design

All texts and simulated images in this brochure are for advertising purposes only.
The company reserves the right to make any changes to the advertised details without prior notice.



Elegance *Whispers*

Artistry that does not warrant attention
but *effortlessly* captures it.

DRAFT



DRAFT



DRAFT



Defining The *Modern Elegance*

The spacious residential units offer both top-notch design and functionality, incorporating materials that elevate luxury in Thai-French contemporary aesthetics. This ensures effortless comforts and living experiences that inspires pleasure in the art of living.

The Residences 38 features a collection of carefully appointed unit types ranging from one to four bedroom suites, offering nothing short of absolute prestige and sophistication amidst the urban setting.



All texts and simulated images in this brochure are for advertising purposes only.
 The company reserves the right to make any changes to the advertised details without prior notice.

Effortless Luxury Living

Living the art of living with privileges available exclusively to the residents of The Residences 38.

01 EXCEPTIONAL SERVICES



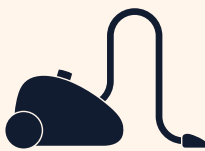
Exclusive Juristic Person

Professional concierge and housekeeping personnel, 24/7 security services, highly skilled technicians, and a dedicated globally acclaimed management team ensure the property is well-maintained and ran with efficiency.



Personalized Concierge Service*

Attentive concierge staffs certified by Ascott provide a wide range of assistance to each resident such as facility reservations, information on city events and organizing transportation.



Housekeeping*

A full range of housekeeping services such as daily room cleaning and linen changes are available to maintain residences upon request.



Laundry Service*

Professional 5-star hotel laundry services are available, including washing, drying, ironing, and dry cleaning.

02 SPACIOUS FACILITIES



Private Dining room

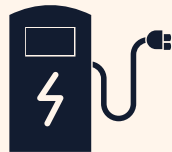
Host private dinner parties catered by exclusively-hired Michelin starred chefs to prepare unforgettable meals for our VIP patrons.



Professional Meeting Facilities

Fully-equipped meeting and board rooms are available for professional meetings and events.

03 SPECIALIZED FEATURES



EV Ready Private Parking

8 EV Charger Slots
*Alloted for Residential & Retail guests
* Managed by The Works



Ultra High Speed Internet

Accessible internet connection throughout the building ensures fast and smooth connectivity.



Self-serve Mini Bar at Social Lounge, 11th Floor:

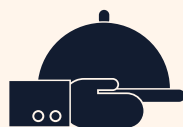
Complimentary coffee, tea and snacks are provided at stations throughout the building for all day refreshments.

04 EXTRA SERVICES



Limousine Service and Airport Transfer*

Exclusive transportation services provide the highest quality experience one comes to expect in a luxurious lifestyle.
* Managed by The Works



Personal Food Delivery Services*

Food and beverage delivery services, including restaurants and groceries, are conveniently available for delivery to the residence.

*Additional costs applied
*Services are subject to change without prior notice.

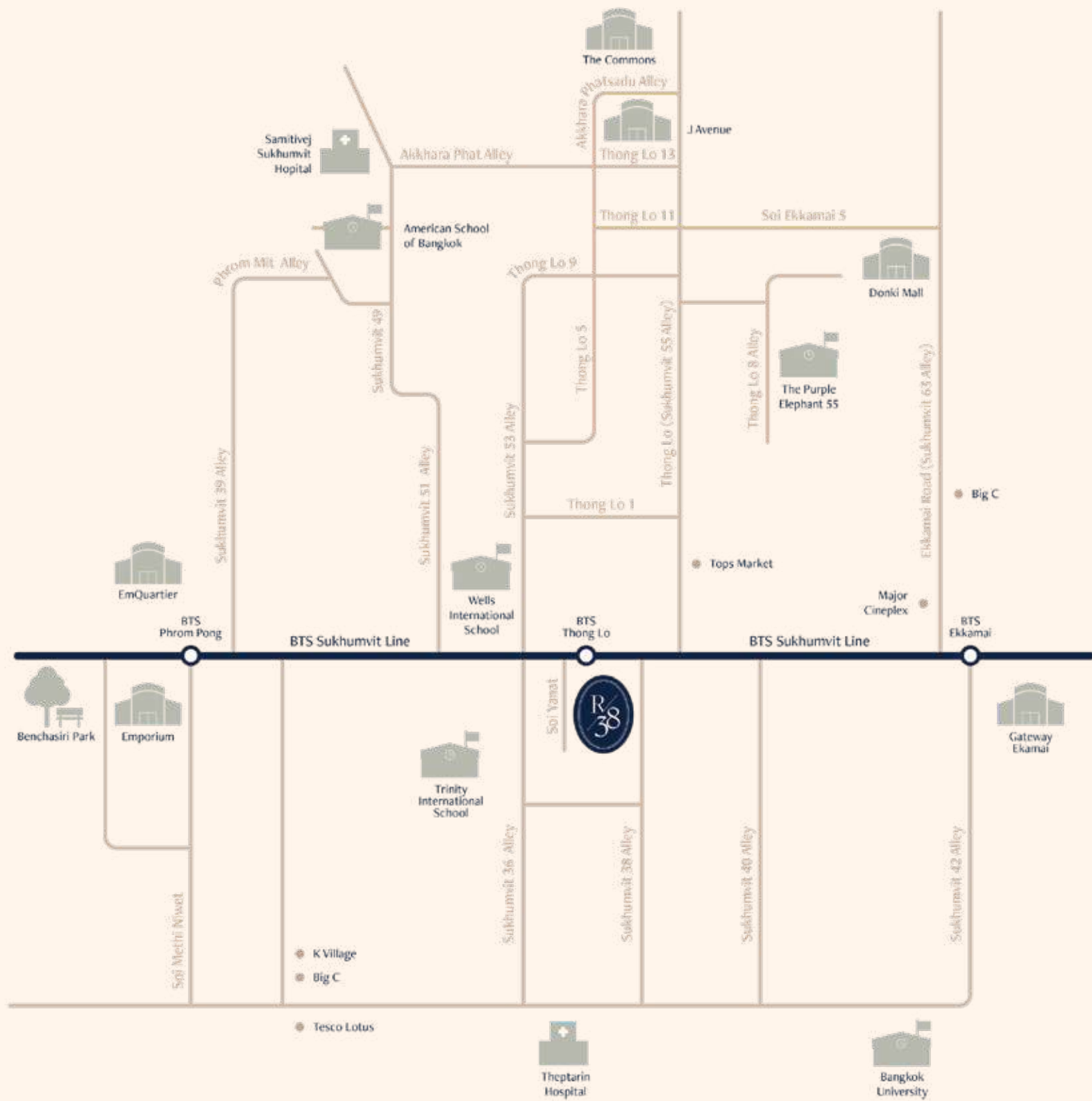


DRAFT

Project	The Residences 38
Developer	Prime Area 38
Architecture Concept Design	ACPV ARCHITECTS Antonio Citterio Patricia Viel
Architect of Record	Quintrix Architects
Interior Designer	PIA
Landscape Designer	SHMA
Location	Sukhumvit 38, Sukhumvit road, Phra Khanong, Khlong Toei, Bangkok
Land Area	2 - 0 - 36 Rai.
Number of Units	56 Residences* 2 Retail Units
Parking Space	110 Slots* (Conventional) 7 Supercar Slots 8 EV Charger Slots
Number of Lift Halls	3
Facilities	The Residences' Lobby Fitness Room Yoga Room Swimming Pool The Residences' Lounge Co-Party Steam Onsen Meeting Room Garden

All texts and simulated images in this brochure are for advertising purposes only.
The company reserves the right to make any changes to the advertised details without prior notice.

*The shown amount of units is 56 private residences out of 171 total residential units.
*The shown amount of parking space is only for private residences out of 195 total parking spaces.



- Measured from the bottom of the BTS Thonglo station's stairs to the closest part of the property line.
- Based on the BTS's map of the Green line.

Disclaimer:

La Clef Bangkok by The Crest Collection ("La Clef"), a luxury serviced residence, provides only a la carte services such as, Personalized Concierge Service, Housekeeping, Laundry Service (the "A-la-carte Services") to owners of the individual units of the private residential project, "The Residences 38" (the "Condominium") by Prime Area 38 Co., Ltd. ("Prime Area 38"). Prime Area 38 reserves the right to, without prior notice and consent from the guests of the Condominium and/or any residents of Condominium units, (i) change the operator for the operation, management, promotion, marketing and maintenance of the serviced residence subject to agreed terms; or (ii) change or cancel any A-la-carte Services as provided by Ascott International Management (Thailand) Limited ("Ascott").

Ascott, as the operator of La Clef is not responsible for sales and purchase agreements or the management of juristic entities or resident facilities. The Condominium and/or the mixed-use development where the Condominium is located (the "Mixed Development") is not operated or managed by Ascott. Ascott makes no representations or warranties of any kind with respect to Prime Area 38, the Condominium and/or the Mixed Development or any marketing collaterals in connection therewith and Ascott does not assume any responsibility for any actions or omissions whatsoever taken by Prime Area 38, the juristic person or the manager of the Condominium and/or the Mixed Development, or anything in connection therewith or arising therefrom, except for the A-la-carte Services provided to owners of the individual units of the Condominium. On the other hand, Prime Area 38 does not assume any responsibility for any actions or omissions whatsoever taken by Ascott, or anything in connection therewith or arising from the provision of the A-la-carte Services.

All materials, plans, specifications, computer generated images, perspectives in this marketing material are artist's impressions which serve only as guideline for general conceptual idea of the project. Information provided is deemed accurate at the time of publication. Prime Area 38 reserves the right to change and/or correct details without prior notice.

The information contained in the brochure is subject to change as may be approved by authorities and cannot form part of an offer or contract. All plans are subject to any amendments approved by the relevant authorities. Floors areas and dimensions are approximate and subject to final survey and construction. Illustrations in this brochure are artist's impression and serve only to give approximate idea of the project. While every reasonable care has been taken in providing this information, Prime Area 38 or agents cannot be held responsible for any inaccuracies.

LIVE EXCEPTIONALLY.
MAKE EVERY MOMENT IMPECCABLE.

Project The Residence 38 Project is developed by PRIME AREA 38 CO., LTD. — The Company has registered capital of 50,000,000 Baht (Fifty Million Baht Only), head office is located at 21 Soi Choei Phuang, Viphavadi-Rangsit Road, Chomphon Sub-district, Chatuchak District, Bangkok Province, Managing Director is Ms. Soraya Satiangoset and Mr. Kong Chi Keung. The Project will be constructed as 1 residential building (36 stories, 1 Mezzanine Floor) consisting of 171 residential units, 2 commercial units. Common properties include a swimming pool, a fitness room, garden, meeting room and a multi-purpose room. The project is located on Sukhumvit 38, Sukhumvit Road,, Phra Khanong Sub district, Khlong Toei District, Bangkok Province. The title deed no. 1827 / 1828 / 1829 / 1830 / 1831 / 2866 / 2867 Phra Khanong Sub district, Khlong Toei District, Bangkok Province. The total project area is approximately 2-0-36 Rai. The project has financial obligations to BANGKOK BANK PUBLIC COMPANY LIMITED. The project has already obtained EIA Reports Approved by Office of Natural Resources and Environmental Policy and Planning (ONEP) Notice No. Tho. So 1009.5/548 dated 15 January 2017 and Construction Permit No. 114/2023 dated 7 August 2023. Construction commence in Dec 2017 and to be completed approximately in October 2024. It will be registered as a condominium upon completion. The owner of each unit is responsible for fees and taxes outlined in the Condominium Act.