




CITTA
RESIDENCES
臻 逸

Where exceptional living awaits

With a thriving economy and trade sector, and a growing prosperity in the arts and culture, Shanghai invites domestic and global talents alike to work, innovate and break new ground within a promising metropolis-Shanghai. These international families and elites are the main clientele for our high-end serviced apartments.

K. Wah International is continuously in pursuit of steady innovation and excellent quality, always building to the highest standards, while steadily advancing our footsteps in the marketplace. Utilising existing efficient operational management systems, we are dedicated to creating a fundamentally enriching and diversifying living experience for residents and their families who are living at home or abroad.

质尚逸居 臻美生活

汲文明之气，亦中亦西，塑造国际都会品格和精神的上海，作为国际大都市、全球经济一体化的代表，正吸引着越来越多的海内外精英人士和家庭驻留于此，成为沪上旅居的主流。

嘉华国际坚持稳健创新、品精质优的原则，持续精品化打造，稳步推进市场布局，充分应用现有丰富高效的运营管理经验，秉承多元化的开拓信念，为海内外旅居人士及其家庭，提供高品质的公寓生活体验。



Brand Concept
品牌概念

Timeless Moment

Pressing the focus into now, and ceases the rumination is a state of mindfulness, a state of active and open attention on the present. This allows you to spend more time on your own. A well-planned home is the key element to help us focus and enjoy the moment. The joyful moment is precious and timeless.

瞬间即永恒

“正念”即关注当下，而不执迷。以积极、开放的态度，让自己完全深入地关注自心，体验一个精心设计的家的氛围，是帮助我们专注和享受现在的重要方式。感知此时此刻，追寻心之所往。当现在生活的每一刻都生出欢愉和幸福感，即可脱离时间的限制，瞬间即永恒。

Key Words
关键词

Active pursuit of balance
追求内心和生活的平衡

The power of presence
专注当下，瞬间即永恒

Sanctuary for body and soul
身心灵的休憩

Mindfulness
正念：专注和享受此时此刻



示意图

CITTA

Sanskrit for “mind”, “heart” and “feeling”. Home designed with heart and mind with a true calling for holistic involvement.

An intelligently planned and well serviced home space with a purpose to offer the best to bring holistic enjoyment of now and timeless moments for our hyper active, hyper connected to live a chic and healthy, energetic yet balanced lifestyle.

臻逸

臻：基本字意为至，到。引申为达到（美好的），达到（完备的）。
逸：安闲安乐。现通常是指超过一般，超凡脱俗。

一个以智能和服务为本的居住空间，能使我们在一个舒适的环境且活在当下，使我们从健康活力的生活方式中取得平衡。



Where life blossoms

When people blossom, they become more attractive, successful or confident, and when good feelings or relationships blossom, they develop and become stronger.

臻悦尚居 逸安于斯

倾力打造高品质家居生活，不念过去，
全心感受此刻生命的至真、至美从身心灵的深层需求出发，
为目标消费者提供的真正价值。



Brand Development
品牌创建

The Citta Residences Brand

Expand the scope of Stanford Residences leasing business, change the leasing model, take advantage of the international experience in operation management, to create an one of a kind serviced apartment brand with unique advantages.

臻逸品牌

利用尚臻在国际租赁市场丰富的运营管理经验，扩大租赁业务范围，改变租赁模式，打造优势独具的租赁市场服务式公寓品牌。



示意图

Diverse leasing models customised for corporates and individuals
多样租赁模式 服务不同需求



示意图

Generous living spaces fit for couples and small families
优享生活空间 适配中小户型



示意图

An ideal getaway just outside the heart of a bustling city
都会品质舒居 谢绝尘世喧嚣

Core Value
核心价值



示意图

Efficiency

Convenient accessibility to public transportation network.

Facilities and resources abound to ensure convenience and high-quality living.

Outstanding management, always committed to fulfilling your needs.

高效生活

坐拥公共交通网络，便捷通达。

充足的设施和资源，保障高质生活和便利。

高效管理，确保住户称心。



示意图

People First

Your well-being stays at the heart of what we do.

With personalised services, you can finally create the home of your dreams.

Make real, lifelong connections and embrace the power of a community.

以人为本

设计以身心为原点，让住户生活自在。

个性化定制服务打造理想居所。

促进互联、共享的社区。

Intelligence

Let smart-home technologies simplify your life.

Where eco-friendly planning colours life all shades of eco-natural living.

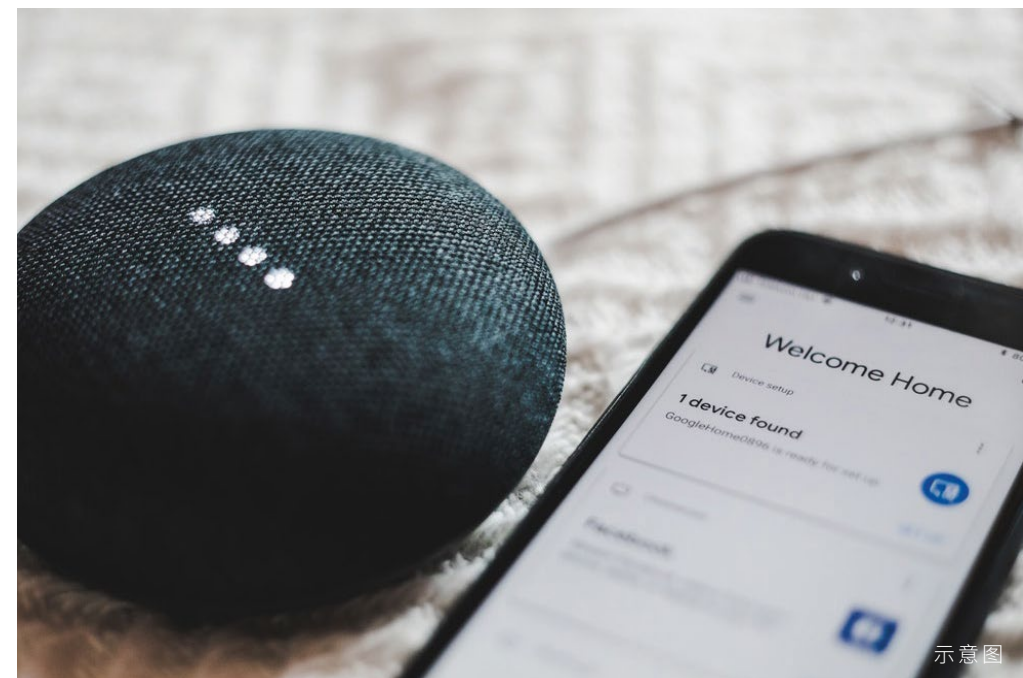
Low-carbon and sustainable design concepts lead a new era of lifestyle.

智慧家居

智能设计尽享简单、便捷。

结合环保规划，构建完整绿色生态。

践行低碳、可持续的环保理念，卓有成效。



示意图

Brand Vision
品牌愿景



示意图

The Vision

To reconcile people, architecture and the environment in the ideal living experience.

愿景展望

创造人文、建筑、环境共融，
成就优质生活和理想家园。

Brand Position
品牌定位

A Home in the Moment

Beauty is in the details. With careful attentiveness to every details, we bring you the utmost comfort, convenience and smart living everyday. A convenient location, fully-equipped living spaces, smart home technologies, and eco-conscious designs give you the ideal home. With tailored services, gyms, recreational spaces and regular social activities, a healthy and active lifestyle will bring wellness to both mind and body.

家的当下之智选

真正的品智生活，在于将对细节的苛求视为生活的礼赞。智慧从生活出发，我们从家居着力，以高品质住宅为标准，实现对宜居智慧社区的定义。选择便捷的地理位置，打造提供安全、舒适、便利的智慧化生活空间，将绿色环保的生态注入时尚空间设计之中。同时，我们提供定制化服务、健身会所，更有定期活动丰富的社区生活，带来生活品质的提升和舒适的人居体验。



Property Service
物业服务

Signature Platinum Property Service

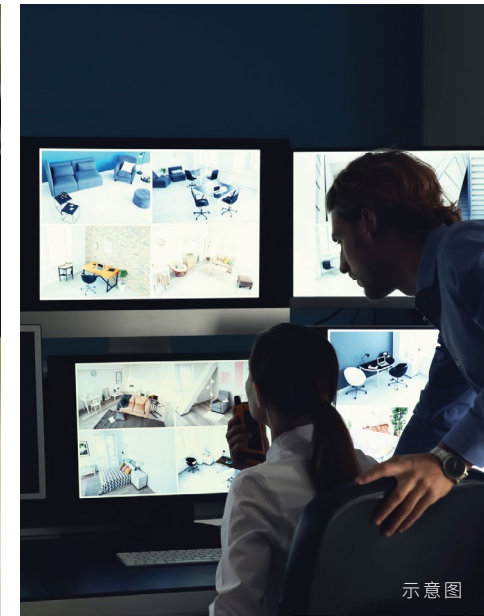
With 30 years of rich experience in hotel operation and premium property management, Stanford Residences has inherited the international premium boutique hotel management model. By perfectly merging the comfortable living experience found in high-end communities with exquisite hotel services, Stanford Residences provides its signature prestigious property service.

臻享物业管家服务

凭借仕德福30多年丰富的酒店运营经验和丰富物业管理经验，传承国际精品酒店管理模式，将高档社区的舒适居住体验与细腻的酒店式物业服务相结合，为业主提供优越臻享的物业管家服务。



Concierge service
酒店式礼宾服务



24-hour CCTV monitoring
24小时安保闭路监控



Round-the-clock personal
butler service
24小时私人管家服务



24-hour professional property
management service
24小时专业物业管理服务

Collaborative
合作模式

Light Asset Model

Pure management contract

Master Lease

Collaboration projects

轻资产

纯管理

承包经营

合作项目



示意图



Where enchanted living
comes together

尚悦生活 臻享隼致



Stanford Residences—the Benchmark of Premium Serviced Apartments

Stanford Residences is an innovative serviced apartment brand which inherits K. Wah International's exceptional reputation. Not only does Stanford Residences exceed market expectations, but they also led the serviced apartment industry in innovation this year, seeking continuous improvement in the quality of their service. Stanford Residences will continue to provide the highest quality of service, adhering to our principles of steady innovation and excellent attention to detail as we build peerless products and steadily promote the market layout. Stanford Residences is poised to become a truly warm and welcoming “home away from home” for residents and their families at home and abroad.

「尚臻」高品质服务式公寓嘉作

尚臻秉承嘉华国际良好的企业信誉和品牌支撑，坚持品牌化发展的同时，更在运营中不断提升服务品质，市场表现优异。尚臻将一如既往地坚持稳健创新、品精质优的原则，继续精品化打造，稳步推进市场布局，真正成为海内外旅居人士及其家庭温暖的“异地之家”。

“Citta Residences” is committed to creating a quality design aesthetic and ideal home life for residents

In 2019, K. Wah International will realize our philosophy of diversified development, with plans to launch another serviced apartment brand, CITTA RESIDENCES. Through the CITTA brand, K. Wah International will choose an exceptionally convenient location, build a fully equipped living space, and design an intelligent home layout while taking into account green and environmentally-friendly elements. CITTA will provide customized services, fitness environment and entertainment spaces, as well as regularly organized activities to enrich community life. With the goal of making full use of the international rental market's rich operation and management experience, we will expand the scope of our leasing business. We will update the leasing model to provide more diversified serviced apartment products, in order to target a larger and more varied customer base and provide them with an apartment living experience of the highest quality.

「臻逸」致力创造人与建筑、环境的优质生活和理想家园

2019年嘉华国际秉承多元化开拓信念，推出另一个服务式公寓品牌——CITTA RESIDENCES 臻逸。「臻逸」，将选择便捷的地理位置，建造设施齐全的生活空间，实现智能化家居的同时，兼顾绿色环保的时尚设计，提供定制化服务、健身会所和娱乐空间，及定期举办活动以丰富社区生活。在充分利用国际租赁市场丰富的运营管理经验基础上，扩大租赁业务范围，改变租赁模式，立足为提供更加多元化的服务式公寓产品，面向更大跨度的目标客群，并为更多客群提供高品质的公寓生活体验。



Stanford Residences Jing An

Ideal contemporary home
Connected to commerce and the city

尚臻静安服务式公寓

理想之家与生活风尚的融合



Stanford Residences Xu Hui

Classic French inspiration & chic designs
Refined Living Enhances Comfort, wellness and enjoyment

尚臻徐汇服务式公寓

隽雅生活，浪漫与活力相携





实景图



Remarkable achievements, long-lasting quality

As an established leader in Hong Kong real estate with valuable experience in high-end property development, K. Wah International launched the Stanford Residences brand in 2015 with exceptional market insight and first-class quality. Owing to excellent sustainable properties, as well as K. Wah Group's rich experience in international high-end hotel management, Stanford Residences provides equally high-quality living environments and unparalleled gold-standard management services for its residents. Since entering the market in 2015, the brand has gained recognition from the industry and beyond, winning awards time and again.

硕果斐然 品质恒远

作为拥有丰富公寓开发经验的香港房地产行业先行者，嘉华国际在2015年凭借精准的市场洞察与始终如一的服务品质，率先在国内推出尚臻服务式公寓品牌。凭借自持物业的优势以及嘉华集团的国际精品酒店运营经验，尚臻为旅居家庭提供高品质的异地居住环境和臻享全天候管理服务，自2015年入市以来便赢得业内外广泛认可和肯定，并屡获殊荣。



Stanford Residences Victoria Harbour

Heritage, culture & luxurious inclusive living

尚臻维港服务式公寓

海派文化，至臻享受，兼容并蓄





About K. Wah International

K. Wah International Holdings Limited (stock code: 00173)

K. Wah International Holdings Limited (“KWIH”), listed in Hong Kong in 1987, is the property flagship of K. Wah Group. An integrated property developer and investor with a foothold in Hong Kong, the Yangtze River Delta and Pearl River Delta regions, KWIH encompasses a portfolio of large-scale residential communities and comprehensive development undertakings such as premium residential developments, Grade-A office towers, hotel and serviced apartments, and retail premises. Cresleigh Property, the property management arm of KWIH, delivers exceptional hotel serviced property management services guided by advanced and international standards in general to premium residential buildings, commercial facilities, office towers and real estate complexes.

关于嘉华国际集团有限公司

香港联合交易所(上市代号:00173)

嘉华国际集团有限公司于1987年在香港上市，是嘉华集团旗下之房地产业务旗舰。作为大型综合房地产发展商及投资者，嘉华国际以香港、长三角及珠三角地区为策略据点，开发房地产发展涵盖大型住宅社区、综合城市发展项目，其中包括优质住宅、甲级写字楼、酒店及服务式公寓，以及特色商铺。旗下的嘉英物业以先进的管理理念和国际高端精品酒店的营运模式，为主流及高端住宅、商业设施、写字楼和房地产综合体提供专业及优质的管理服务。



<http://www.kwih.com>

Stanford Hotels

A leading hotelier running with world-renowned hotel brands & establishing its own serviced apartment brand.

K. Wah Group ventured into the hospitality industry in the 1980s. Operated as a franchised chain in co-operation with world-renowned hotel brands such as InterContinental and Marriott, and establishing Stanford Residences, its first high-end serviced apartment brand, the Group owns and manages hotels and serviced apartments worldwide.

The Group's flagship hotel InterContinental Grand Stanford Hong Kong was established in 1981.



实景图

仕德福酒店

与世界知名品牌合作经营多间酒店，自家打造服务式公寓品牌。

嘉华集团于80年代初进军酒店业，率先以特许经营模式与享誉国际的酒店品牌合作，如洲际及万豪合作，在全球拥有及管理酒店及服务式公寓，并自家打造高端服务式公寓品牌——尚臻。

集团在香港的首家五星级旗舰海景嘉福酒店于1981年开业。



实景图



实景图

