

SANSIRI
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MONOCLE

HIGH LIFE

In the past 31 years Sansiri has emerged as the market leader in the Thai property industry, with its top-tier projects characterised by a design-led philosophy. A trusted name in the industry, Sansiri's developments attract international investors and local customers. As Sansiri launches its grandest development yet, 98 Wireless, we take a look at its impressive growth story.



SANSIRI

THE ONLY WAY IS UP SANSIRI DEVELOPMENTS GUARANTEE LUXURY VERTICAL LIVING

Sansiri is known for taking a unique approach to its work, which makes it stand out among all the market offerings. World-leading design is key and has helped the brand grow into a top Thai property developer with an extensive number of offshoot brands.

HISTORY OF THE BRAND

Formed in 1984 with a mere THB1m (\$280,000), Sansiri now boasts an annual revenue of some THB34bn (almost \$1bn). Its growth has seen the company shake off the baht crash in 1997 and emerge as a reputed name for both high-end property development and more affordable housing offerings. In recent years Sansiri has also shrugged off political unrest in the country, drawing on its track record in delivering quality investment properties as its portfolio continues to expand.

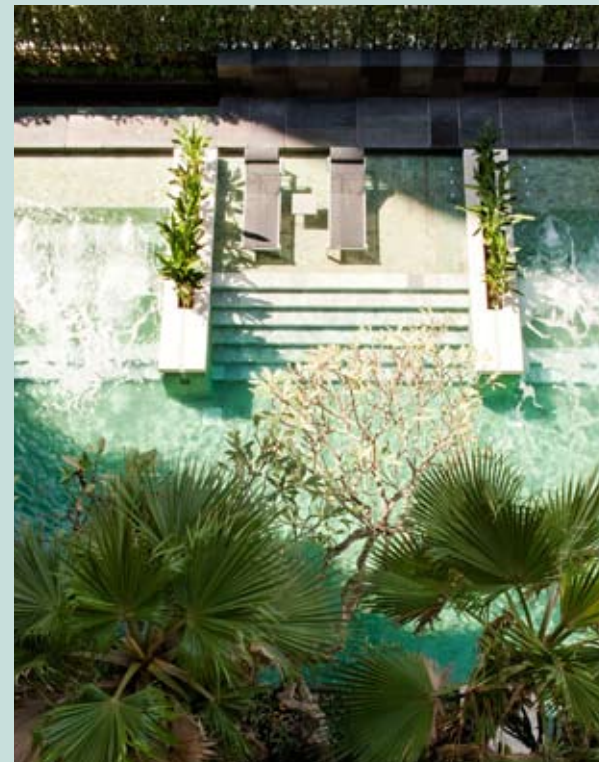
DESIGN & BRAND PHILOSOPHY

With an aspiration to provide more than just housing to property buyers, Sansiri has emphasised a strong design focus in its work, enhancing both liveability and value. From its formative years the brand has gained a reputation for its fastidious attention to detail, from launching factories to produce its own prefabricated home parts to its careful selection of the best architects for its projects. Popular residential projects, such as Quattro by Sansiri in Thonglor Bangkok, a first for luxury vertical living in the city, demonstrate how Sansiri's design focus goes much further than its competitors. Quattro by Sansiri's cool stone flooring in its lobbies is among many of the luxurious materials sourced and handpicked by Sansiri together with architecture and interior design firm DWP. This philosophy of thoughtful collaboration and attention to detail can be felt in every project.

TYPES OF PROJECTS

From the hills of Thailand's north to the modern metropolis of Bangkok, Sansiri's buildings cut striking figures in a wide range of settings. With Thailand becoming a top destination for buyers looking to set up a second home, Sansiri's holiday condominiums such as Baan Mai Khao Phuket provide tranquil retreats in coveted locations for foreign investors. Sansiri's townhouse projects have also created exciting new urban communities within Bangkok such as Residence Sukhumvit 65, a 10-unit development that provides a resort lifestyle downtown. In 2000 Sansiri expanded its offering into detached homes in both rural and urban settings, which now comprise an integral component of the company's portfolio.

SANSIRI.COM



Q&A

Srettha Thavisin,
President of Sansiri Plc

With his unique background in marketing, Srettha Thavisin has used his driving passion for design excellence to make Sansiri into Thailand's most respected name in property development. He says that from day one his ambition has been to set the brand apart from its competitors by delivering quality projects crafted with the best available materials and through collaboration with the sharpest designers and architects in the business.

MONOCLE: Which development best represents Sansiri's coming of age?

SANSIRI: Very early on there was only one designer I wanted to work with, an American called John Rifenberg, who designed the Siam Intercontinental Hotel. I decided to work with him on the Baan Kai Mook in Hua Hin, a building that is still the best-looking property on the beach there. I gave Rifenberg freedom with the

design and I even let him do the project management and the collaboration worked. That design-led process now informs how we operate.

MONOCLE: So good design is integral to Sansiri's property offering?

SANSIRI: Design is central to everything we do. If you look at Baan Kai Mook, its design has stood the test of time and there is great value in that. The first seller bought an apartment for THB7m (\$200,000) and later sold it for THB80m (\$2.2m).

MONOCLE: You're currently working on the 98 Wireless residences; why is Bangkok now ready for this type of luxury experience?

SANSIRI: Bangkok 30 years ago was an infrastructure bottle neck but not anymore. International schools are top tier, we have the fast-expanding Skytrain network and, largely, the infrastructure here is great. Our customers are well-travelled and now they can get the level of luxury they experience abroad here in Bangkok.

SANSIRI'S KEY TO SUCCESS

RICH HERITAGE AND A FLAIR FOR DESIGN

SANSIRI KEY DEVELOPMENTS

1 BAAN KAI MOOK, HUA HIN

Sansiri's breakthrough project in Hua Hin, Baan Kai Mook, has stood the test of time. After 27 years, it remains a coveted landmark and a lucrative investment for those who got in early.

2 THE LINE, BANGKOK

A collaboration between Sansiri and transport provider BTS has resulted in a seamless integration between accessibility and exceptional living standards. All 841 units of THE LINE's first development were sold out in one weekend.

3 SETTHASIRI SANSAI, CHIANG MAI

Chiang Mai has become a hotbed for investment. The Setthasiri Sansai residences are inspired by the north's palaces; the traditional influences are offset by Sansiri's contemporary design flair.

4 BAAN MAI KHAO, PHUKET

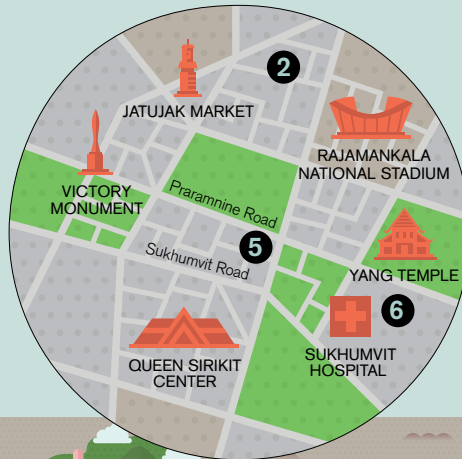
A luxurious proposition for escapists, this beachside development is set in stunning surroundings. Sea air floats through large windows into Baan Sansiri's spacious, minimalist apartments.

5 QUATTRO BY SANSIRI, BANGKOK

Set in Thonglor, one of Bangkok's most exciting neighbourhoods, this high-rise exemplifies relaxed inner-city living, with sleek, light-filled apartments and access to lush gardens and pools.

6 BANN SANSIRI, SUKHUMVIT 67, BANGKOK

Described as Sansiri's "penthouse on the ground", the homes that comprise this private community have been inspired by 14th-century Sukhothai architecture.



98 WIRELESS

As Bangkok has emerged as one of the world's most popular tourist destinations, the unique Thai capital has become a truly exciting destination for work, leisure and investment. New-found wealth has meant a demand for a superior condominium to rival the world's finest luxury developments. Bangkok's most coveted luxury residence will be 98 Wireless, a 77-apartment condominium overlooking the city's famous Lumpini Park. No expense has been spared on creating this fine property at the prestigious downtown address. The interior furnishings have been hand-picked by Sansiri and the property has the highest level of energy efficiency of any Thai residential development. An apartment here will be quite the catch when they go on to the market in 2016.

WIRELESS.COM



OFFICIAL PARTNERSHIP WITH UNICEF

Sansiri is aiming to stamp out the practice of child labour in Thailand and is a leader in corporate responsibility. The Good Space programme, in collaboration with Unicef, has impacted the families of Sansiri's construction workers in a profound way. Particularly important to migrant workers, The Good Space provides more than 20 child-friendly spaces in 10 provinces where children of staff can learn and interact in safe environments.

OTHER WAYS IN WHICH THE SANSIRI BRAND EXTENDS ITS INFLUENCE

Besides providing world-class concierge-style service at many of its developments, one of Sansiri's most appealing offerings is its property-management service. Particularly attractive to foreign investors, Sansiri's Plus Property subsidiary has helped drive a sales surge in condominiums this year, with busy buyers able to lease their new properties with ease.

SANSIRI IN NUMBERS

280+ projects worldwide

Operating in **16 provinces** in Thailand

1 international property in Kensington, London

2,500 staff

Achievements

The Monument Sanampao, THE LINE Jatujak-Mochit and THE LINE Sukhumvit 71 were completely sold out on the first day of their pre-sale period.