



## MEDIA CONTACT:

**Ee Jin Lim**

Asia Pacific Director, Marketing &amp; Communications

Oakwood

Direct: 65.6885.1032

Email: eejin.lim@oakwood.com

**FOR IMMEDIATE RELEASE**

## Oakwood Launches The Oakwood Showroom

*A vision of Oakwood's next generation of serviced apartments*

**SINGAPORE – JANUARY 10, 2019** – Oakwood®, wholly owned by Mapletree Investments (“Mapletree”), unveiled The Oakwood Showroom, located at Harbourfront Tower One today.

A collaboration with key partners including ASSA ABLOY, Bang & Olufsen, Electrolux, Equal Strategy, Honeywell, LaBottega, LIXIL (GROHE, INAX), Luzerne, Nespresso, Samsung, and Serta; The Oakwood Showroom is a milestone representation of Oakwood’s vision of the next generation of serviced apartments.

Designed by Warren Foster Brown of FBEYE International, The Oakwood Showroom is more than just another model room, it is a material visualisation of how discrete modern living can intuitively intertwine with functional comfort. In an elegant and timeless design from the living room, bedroom, kitchenette to bathroom, The Oakwood Showroom features thoughtful touches that set off some of the industry’s leading-edge equipment for serviced apartments.

“We seek to create a living space that a discerning traveller looks for, whether for work or leisure with the family. It will be a place that has everything the traveller needs to be comfortable and well taken care of, as well as to empower him or her to experience all that a destination has to offer,” said Dean Schreiber, managing director, Asia Pacific, Oakwood.

With a strategic ambition to grow the portfolio, The Oakwood Showroom will also be a test bed for new building materials and technology, allowing for continuous pursuit of quality product enhancement as the brand increases its footprint.

-more-



*The Oakwood Showroom - Bedroom*



*The Oakwood Showroom – Living Room and Kitchenette*

-more-

## About Oakwood®

Oakwood®, a wholly owned subsidiary of Mapletree Investments, is the leading global accommodation solutions provider helping businesses and individual travelers be anywhere they need to be. With an extensive and flexible selection of move-in ready furnished and serviced apartments, Oakwood has enabled thousands of companies to expand their reach to more customers and markets. The award-winning company continues investing in its exclusive and growing portfolio of Oakwood-branded properties throughout the Americas, EMEA (Europe, the Middle East and Africa) and APAC (Asia Pacific) offering travelers a broad range of accommodation options from apartments with luxurious style and full amenities to sensible accommodations with modern essentials. For more information, please visit [www.Oakwood.com](http://www.Oakwood.com).

###