



A dazzling view of All Seasons Park.

Myriad inspiring spaces to impress

A TRUSTED and visionary name for three decades, the Belleview Group needs no further introduction having been transforming the landscape of Penang and now Kedah with its iconic property developments.

Based on the principle of 'Building Today for Tomorrow', the company strives to build for generations to come with its innovative and inspiring architectural gems of the highest standards.

Group managing director Datuk Sonny Ho said Belleview had grown from strength to strength over the years through sheer hard work and the dedication and commitment of his team.

"Our success formula is simple — stay focus and do what you know best. Everyone is an expert in their respective fields while the owner is a very hands-on person and passionate about his profession," he said.

He added that having carved its niche in residential properties, the company had now diversified into retail and commercial by 'building, owning and leasing' out malls under its Retail & Commercial Division

headed by senior manager Lee Beng Beng.

"This is a highly specialised area where we will construct the malls, maintain the properties and lease them out to a selected tenant mix.

"We already have a strip mall at All Seasons Place, upcoming shopping mall Aman Central in Kedah, boutique mall at Moulmein Rise and hypermarket mall Aeon Big in Alor Setar," said Ho.

He added that in the pipeline was a mega mall that would adjoin a four-star hotel and Soho residences in the like of Mid Valley Kuala Lumpur. To be constructed over 20 acres of prime land in Prai, the project has already received strong interest.

Forecasting a challenging year ahead for the real estate sector, he said potential purchasers would be looking at the developers' reputation as well as properties that could create value to invest.

Belleview will be launching a string of stunning developments in the Year of the Horse.

Moulmein Rise

Located in the affluent neigh-

bourhood of Pulau Tikus, Moulmein Rise is a soaring 27-storey structure comprising 84 exclusive lifestyle suites and a two-level podium of retail shops, aptly named Moulmein Rise Shoppes.

With spectacular views of the sea-fronting Gurney Drive, every suite has been designed with five-star luxurious features, state-of-the-art security systems and private foyers.

Blending opulence with modern sophistication, the intelligent use of space creates generously proportioned rooms with high ceilings for optimal natural lighting and ventilation.

With the built-ups ranging from 1,787sq ft to 2,228sq ft, the suites are priced from RM2,644,900 onwards.

Residents can also take pleasure in the convenience of a well-placed location where an array of key amenities and exciting retail and entertainment experiences is practically at their doorsteps.

Shopping and other lifestyle requirements are just one elevator down at Moulmein Rise Shoppes. This mixed development provides

the best of two worlds, yet each separated from the other but seamlessly connected.

Moulmein Rise will be officially launched this Sunday from 10am to 5pm at Belleview's head office in Burmah House. Details, contact 04-2291999.

Moulmein Rise Shoppes

This vibrant boutique mall with 26 units of trendy shops has been designed to meet today's business dynamics in an established commercial district. The designs convey the elegance and sensibilities of discerning shoppers with its own basement carpark and impressive interiors.

Tenants here are assured of a steady stream of retail traffic from not only the residents of Moulmein Rise but also from the surrounding neighbourhoods. Shoppers can look forward to a distinct mix of premium brands, food and beverage outlets and beauty services.

All Seasons Park

Spanning 12.5 acres along Lebuhraya Thean Teik in Air Itam, this development is made up of

four majestic residential towers — Spring, Summer, Autumn and Winter — consisting 808 condominium units with clubhouse facilities and three levels of podium strip mall called All Seasons Place.

CCC has been obtained for Spring and Summer while Autumn and Winter are expected to be completed in March.

Response has been overwhelming with only limited units still available.

There are seven apartment layouts with built-ups ranging from 856sq ft to 1,359sq ft and five penthouse designs, both single level and duplexes, featuring generous living spaces of 1,600sq ft to 2,333sq ft.

With an average price of RM600,000, there are only seven or eight units on each floor to ensure the residents' optimal comfort and privacy while round-the-clock security provides for a safe and secure living environment.

The newly completed show unit is available for viewing. Do check out the Chinese New Year Sales Package at All Seasons Park (Level 7 - Podium) this Sunday from 10am

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Ho with his company's trifold wrap in The Star.



Aeon Big in Alor Setar.



An artist's impression of Moulmein Rise.



Tower B of Amansuri Residences.

Intimate enclaves unmatched elsewhere

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to 5pm.

Enjoy renovation subsidy of up to 80,000, free legal fees on the Sale & Purchase Agreement and CNY Ang Pow lucky draw worth up to RM12,888. For further details, please call 04-8286999.

All Seasons Place

A successful strip mall to complement the residences of All Seasons Park, this commercial pocket of 120 shoptops over three levels of retail floors is the ideal address for speciality businesses.

The anchor tenant is Giant Superstore while the junior anchor tenants are Absolute Fitness, Wow Karaoke Box, Mr DIY and Brewball Sports Amusement Centre. Other retailers include Sushi King, Manhattan Fish Market, Subway and James Foo.

Touted as the first and largest strip mall in Penang, All Seasons Place has definitely elevated the lifestyle of residents in Farlim and Air Itam. The site of this unrivalled landmark was previously a 15-year-old abandoned project known as Taman Cemerlang.

The gateway to Air Itam town, Farlim used to be an unexciting locale but has a huge untapped market for retailers with a 350,000-population catchment. Bellevue became the white knight in transforming the place into the vibrant hub it is today.

6 Western Avenue

Located at the prestigious address of Western Road, this project offers an exquisite collection of six newly completed and move-in-ready bungalows. The last available unit is now open for sales with a price tag of RM9.2 million.

An undisputed crown jewel, this private sanctuary is all about dramatic living spaces with a built-up of 6,130sq ft on a land size of 10,800sq ft.

The winner of the 2011 Malaysian Interior Design Award

and Homedec Award, 6 Western Avenue is truly the epitome of luxurious living at its finest.

Amansuri Residences

The first and only luxurious condominium in the heart of Alor Setar in Kedah, Amansuri Residences has two stunning towers of 24-storey blocks offering a total 277 contemporary homes.

With only seven units per floor, each condominium has a built-up ranging from 1,248sq ft to 1,606sq ft and selling from an average price of RM550,000. Besides its lavish designs and modern facilities, the project has a three-tiered security system which ensures the safety and privacy of this exclusive abode.

Scheduled for completion by the second half of 2015, Tower A has been mostly sold and Tower B units are now open for sale. The show units are available for viewing.

Set in the town centre of Alor Setar, Amansuri offers a plethora of opportunities for leisure such as being within walking distance of the upcoming Aman Central shopping mall, art, culture and cosmopolitan living.

Enjoy a low down payment of only 5%, free legal fees on the Sale & Purchase Agreement and CNY Ang Pow lucky draw worth up to RM9,888 when you sign up for a unit during the Chinese New Year Open House at Bellevue Gallery, Lot PT 1997, Lebuhraya Darul Aman from 10am to 5pm tomorrow.

For further details, please call 04-7328899.

Aman Central

Poised to be another landmark building next to the Alor Setar Tower is Aman Central, touted as the largest shopping mall in Kedah as well as one of the largest in the northern region.

Set to be the premier shopping, entertainment and lifestyle destination for the ready and untapped market catchment of four million up north, the mall offers 330 sho-



Aman Central set to soar in Alor Setar.

plots for lease over eight levels.

With a targeted opening of mid-2015, the biggest Parkson Departmental Store in the region and a 10-screen Golden Screen Cinemas are the anchor tenants. Cosmic Bowl (30-lane bowling alley), Wow Karaoke Box and Brewball Sports Amusement Centre will also be making their presence felt here.

As for the remaining speciality tenant mix, 75% are first time brands to Alor Setar. To name a few are GNC Live Well, Royal Country Berkshire Polo Club, G-Factory, Cars International, Seen, Hush Puppies Apparel, The Chicken Rice Shop, Molly Fantasy, Daiso and NHF.

There will also be two floors of vibrant al fresco dining with a concept similar to that of Bintang Walk and successful malls in Penang and Kuala Lumpur.

Kulim Techno City

The stylishly designed homes here are nestled amidst greenery to provide a quality lifestyle within an

integrated township.

Ideally located near the prominent industrial hub of Kulim Hi-Tech Park, the development is surrounded by schools, banks, a hospital and a mall.

It is also a short drive away from Kulim town and seamlessly connected to Penang via the Butterworth-Kulim Expressway. The Kulim Golf & Country Resort is also within close proximity.

Ready to be launched this Chinese New Year are Phase 4A2 consisting 44 units of 1 1/2-storey semi-detached homes priced from RM334,000, Phase 3C3 comprising 63 double-storey terraces from RM291,900 and Phase 1E with 67 single and double-storey terrace houses from RM180,000 onwards.

Do visit the KTC Bellevue Gallery in Jalan Mahang, Kulim, on Feb 8 from 10am to 5pm to enjoy benefits such as low down payment, RM10,000 rebate, free legal fees on the Sale & Purchase Agreement and CNY Ang Pow lucky draw worth up to RM2,888.

Further enquiries, kindly contact 04-4039999.

Aeon Big Alor Setar

Come end of this year, Alor Setar residents will welcome the birth of a spanking new hypermarket cum shopping mall to cater to all their needs.

Providing a gross shopping area of approximately 300,000sq ft with 34 retail shoptops spread over two levels, the complex will have ample parking for cars and motorcycles at the compound and rooftop.

The mall is easily accessible with strong connectivity but without the traffic congestion of the city centre.

There is a strong residential catchment in the vicinity which includes a growing business enclave with key financial institutions, car showrooms and established corporations.

For more information on all the above developments, kindly contact Bellevue at 04-2291999 or log on to www.bellevue.com.my.