

yoo

Human Luxury

yoo is about you. A human lifestyle concept that respects how individuals choose to live. We like to think of it as Human Luxury and we seek to evoke it in everything we do.

Hitchcox & Starck

found yoo in 1999

In 1999 John Hitchcox and Philippe Starck found yoo. A revolutionary vision to enhance the way people live, love and play through original design.

In the pursuit of creating happier communities, yoo grew. **yoo Group** now encompasses Furnishings, Hotels, Development & Investment, and now, sustainable Energy — a leading lifestyle group driven by an ethos of Conscious Living, to create design-led destinations and communities for like-minded individuals the world over.



1999
yoo was born
International property
entrepreneur John
Hitchcox and the world's
most celebrated designer
Philippe Starck found yoo



August 2000
The first yoo
project, NW8,
launches in London



March 2002
Icon South
Beach launches
Miami, USA



September 2003
yoo Tel Aviv launches
Tel Aviv, Israel



June 2005
yoo Hamburg launches
Hamburg, Germany



April 2006
Icon Brickell launches
Miami, USA



September 2004
Downtown New York
launches
New York, USA

Jade Jagger
for yoo is born



2013

2012

2011

2010

2009

2008

2007

1999

Steve Leung
& yoo is born

January 2013
Sans Souci
Hotel launches
Vienna, Austria



November 2012
Lodha Evoq launches
Mumbai, India

Acqua Iguazu launches
Manila, Philippines



November 2010
yoo Berlin launches
Berlin, Germany



September 2009
yoo Istanbul launches
Istanbul, Turkey

Kelly
Hoppen
for yoo
is born



October 2011
Barkli Park launches
Moscow, Russia

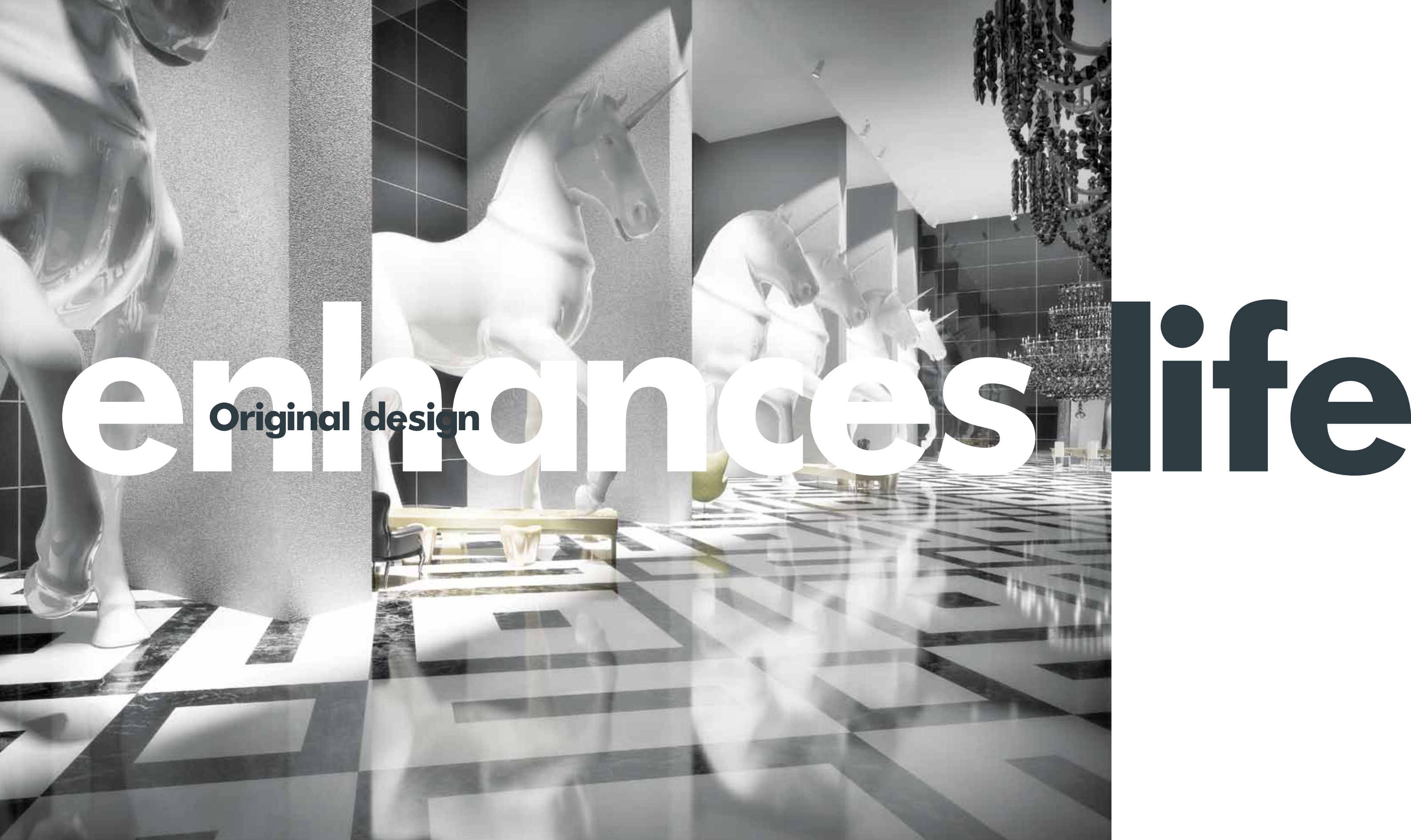
September 2008
Dwell95 launches
New York, USA

Wanders & yoo is born



September 2007
The Lakes by yoo
begins construction
Cotswold's, UK





enhances life

Original design

yooResidential

From a pioneering lifestyle vision in 1999 to today's largest residential design brand: yoo Residential is a revolutionary mix of world leading design talent – Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen, Steve Leung and yoo Studio, to be exact – underpinned by branding, marketing and development knowledge. It's unlike any offering in the industry and it's why the world's most visionary developers have partnered with us to create over 55 residential communities for like-minded people across 27 countries.



yooHotels

yoo Hotels creates original hotels for original people. Imagine setting objectives for your hotel based on the desire for convenience, customised service and personal satisfaction. We call it creating Human Luxury and we deliver it through design, branding, marketing and operations, in two groundbreaking visions: yoo Collection and yoo2.



yooCollection

The law of originality dictates a yoo Collection hotel will never blend in. Offering unabated locally inspired luxury, yoo Collection is a handcrafted hotel experience by a world renowned designer, for the most discerning of guests who crave originality.



yoo2

There is only one you. There is only one yoo.
 Together we make yoo2. It's a hotel experience
 that offers what none have offered before
 – a 5-star experience at 3-star value.
 A boutique hotel experience to delight
 global travellers in-the-know seeking
 affordable luxury.





yooCapital

yoo Capital is an equity investor and a venture capital provider, with significant equity in real estate internationally. The success of our investments and the strength of yoo, has enabled us to build solid relationships with major investment funds.

yooFurnishings

yoo Furnishings adds value to spaces through furnishings. For over twelve years we've been working with developers and private owners to furnish residential, hotel, commercial and private spaces across 27 countries. Drawing from our network of world-renowned artisans and suppliers our bespoke solutions range from perfectly practical to downright awe-inspiring.



yooEnergy

yoo Energy was born from the idea to create and invest in sustainable energy sources for the communities we build. Drawing from our real estate expertise, we provide bespoke renewable energy solutions for land acquisition, planning and financing. We have established formal joint ventures with landowners and funders. Concentrating on both wind turbine facilities and solar farms, we have secured 30 wind turbine sites around the UK with outputs of 500KW to 7.5 MW.

yooConscious Living

An ethos of conscious living drives yoo. We have a commitment to renewable energy sources to create ethical societies.

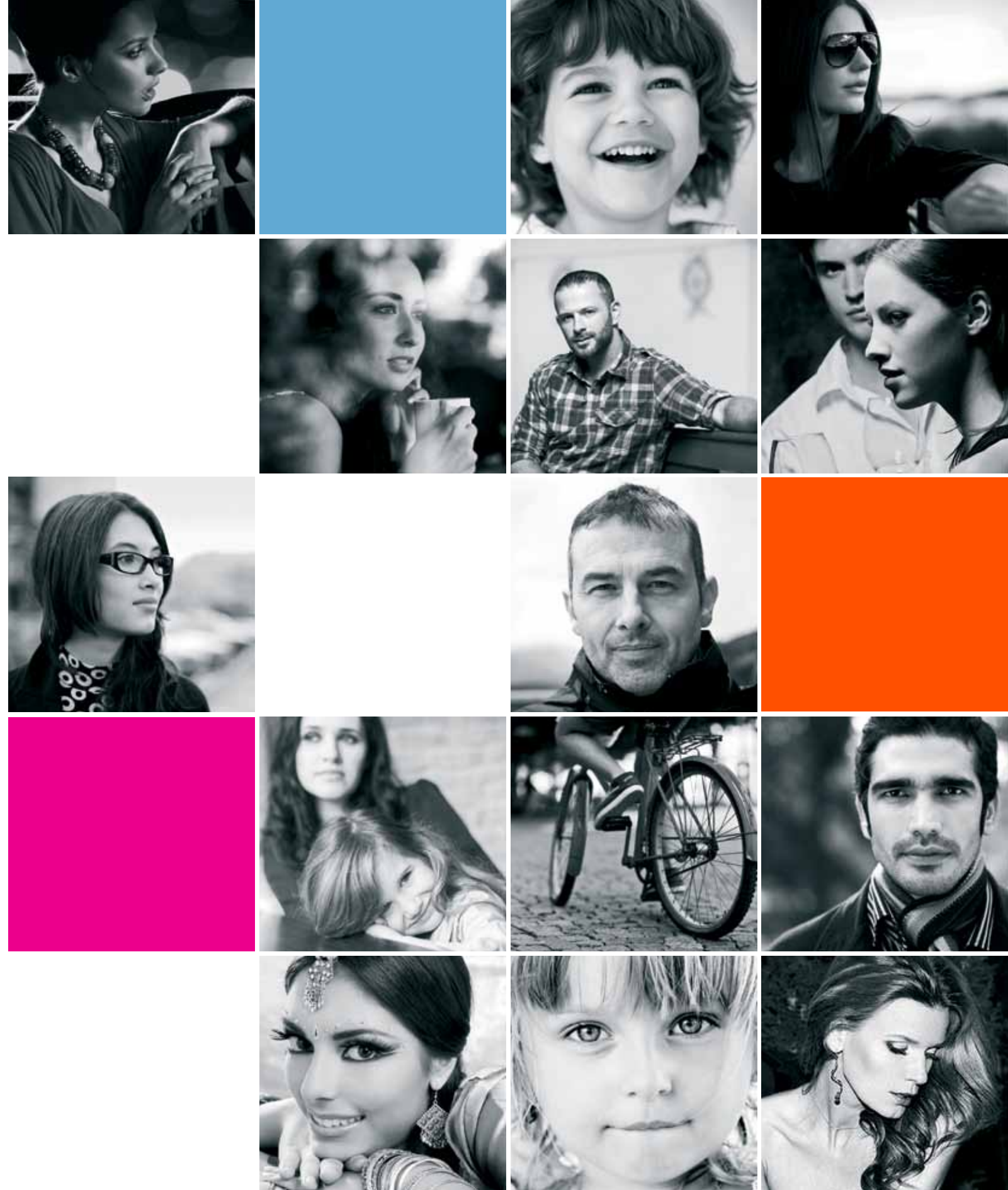
We encourage our developments to grow organic produce or source locally wherever possible.

yoo is a founding partner of the Whole World Water initiative – a campaign designed to unite the Hospitality and Tourism Industry to provide clean and safe water to nearly 1 billion people.

This is more than a fundraising initiative. It is a revolutionary way of conscious thinking and a new way to do business balancing environmental, health and economic issues.

yooCommunity

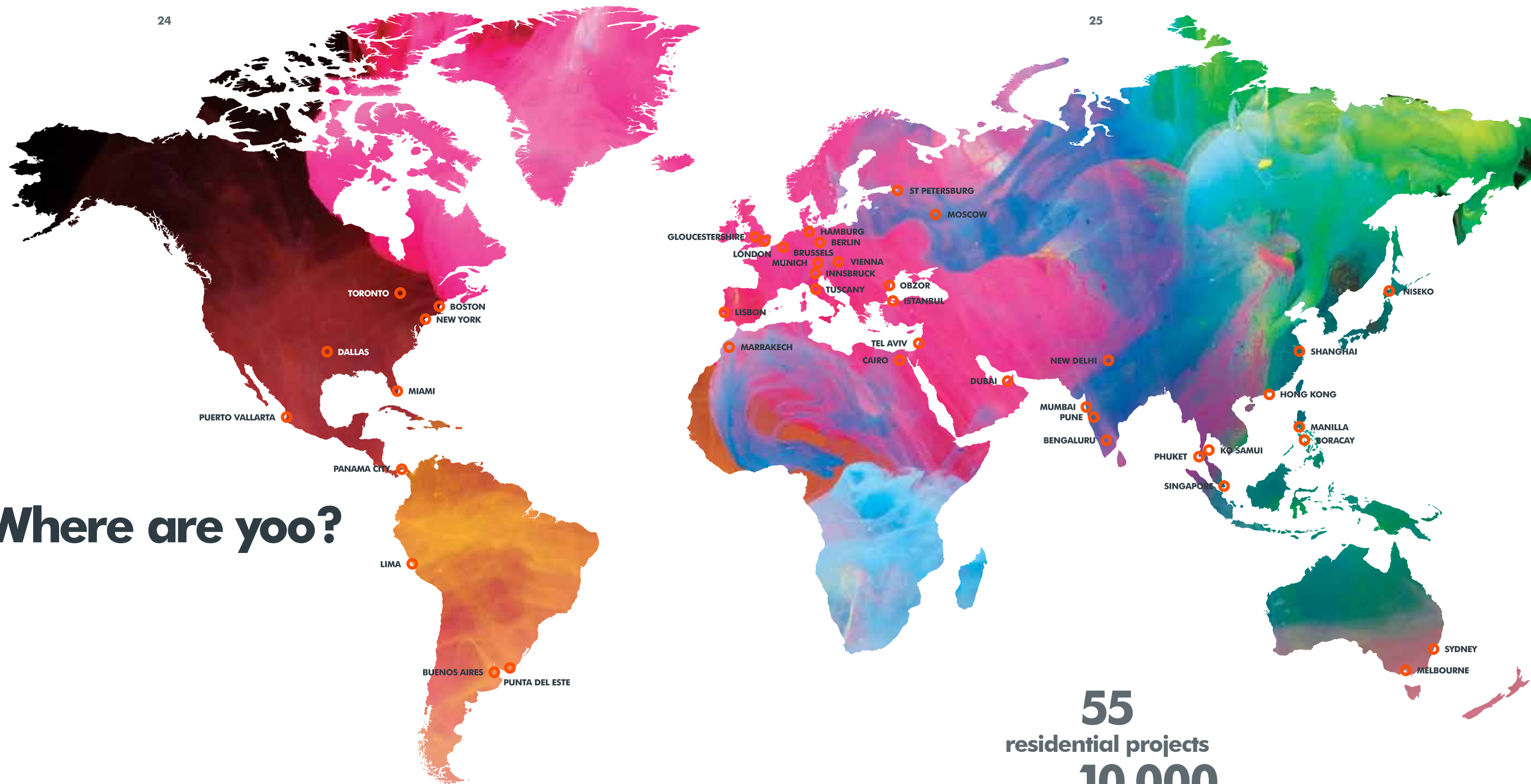
yoo environments are not about buildings or bricks and mortar. They are about communities of like-minded people. We design places that reflect the way people want to live, amongst people with the same ideals and aspirations. A modern village of shared consciousness.



yoo are

bold
brave
electric
driven
discerning
vivid
imaginative
vibrant
original
intuitive

Where are yoo?



55
residential projects
10,000
homes
30 hotels
42 cities
27 countries

yoo Pune
Pune, India

Lodha Evoq
Mumbai, India

Icon South Beach
Miami, USA

yoo Tel Aviv
Tel Aviv, Israel

Tribeca
Melbourne, Australia

Icon Vallarta
Puerto Vallarta, Mexico

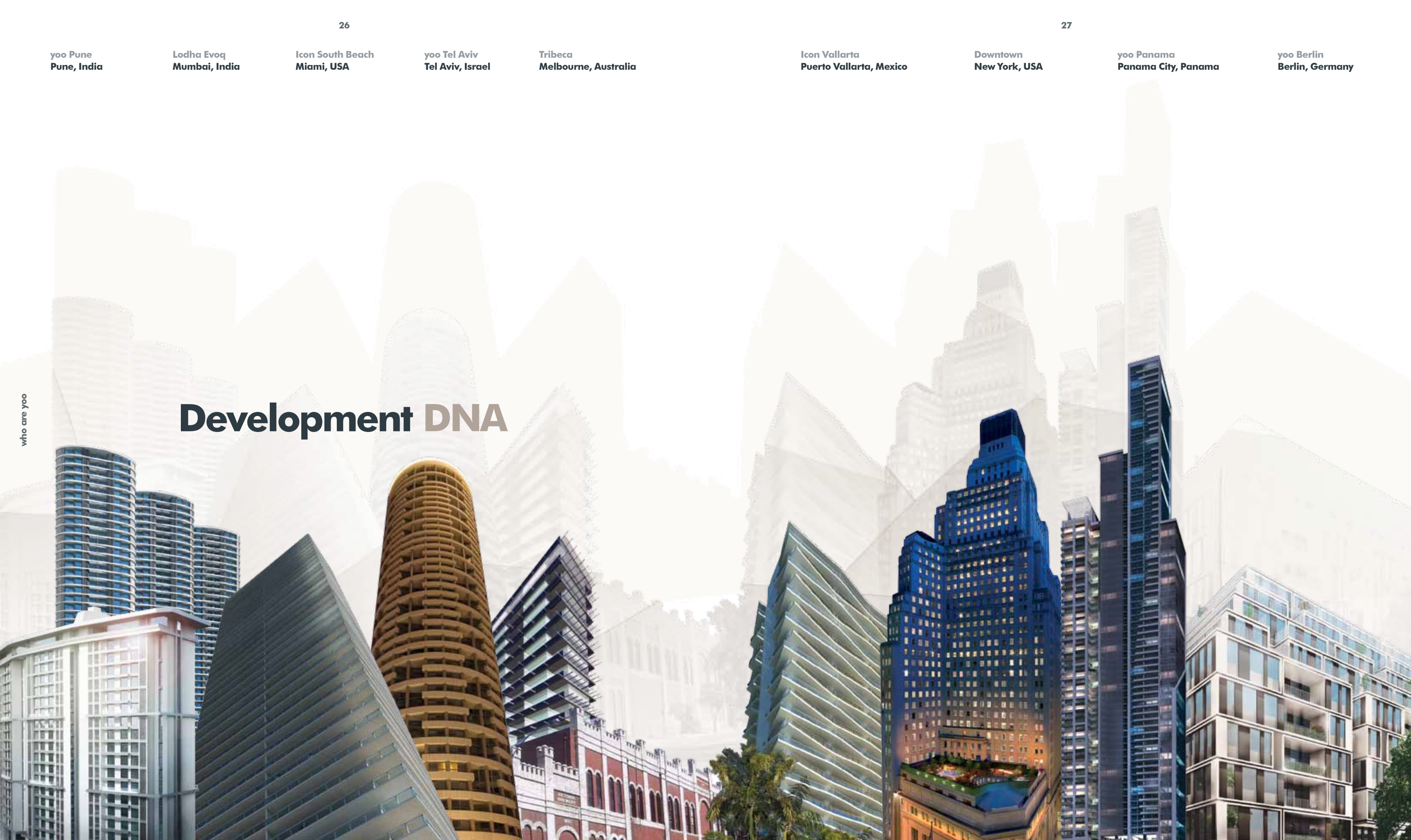
Downtown
New York, USA

yoo Panama
Panama City, Panama

yoo Berlin
Berlin, Germany

Development DNA

who are yoo



that thing yoo do





Visibility

Through our brand, fresh marketing and clever PR we elevate projects above the competition. It means a local project, becomes global, as an icon of design on the world stage.

Since 1999 we've achieved

\$72.5M

in editorial coverage for our Clients' and Partners' projects



Facebook Likes
100,000



Twitter Followers
10,000

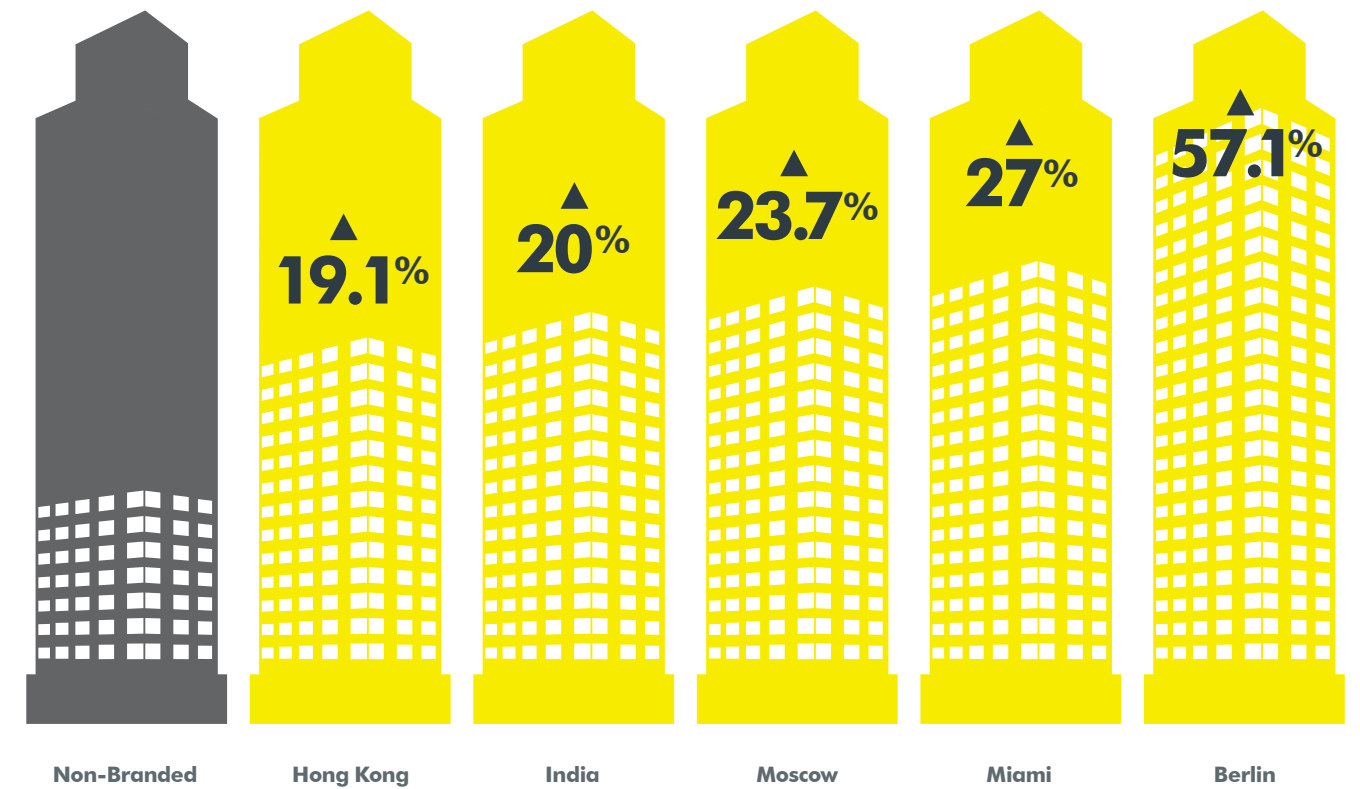


Web hits/week
20,000



Value

yoo adds value. Fact.
Independent third party research from
global agent, Knight Frank, has confirmed
branded developments add on average,
up to 31% sales premiums.
Need we say more?





Velocity

We drive sales faster. We understand time is money and the visibility we help you create through design, powerful branding and ideas in marketing support give an urgent call to action to buy.

33%
yoo, Moscow
sold prior
to launch.

90%
Downtown, NYC
sold within
7 days of launch.

66%
yoo, Toronto
sold within 5 hours
of launching.

50%
of the 525 apartments
in Dwell95, New York
were rented prior
to launch.

85%
yoo, Punta del Este
apartments sold after
1 month of launch.

that thing yoo do



yoo Studio



"It's not about us, it's about you"

John Hitchcox
yoo Co-Founder & Chairman

The yoo Studio's experience is enhanced by its diversity of over 20 architects, interior and product designers. The studio has completed iconic residences and hotels as well as bringing to fruition the visions of yoo's Creative Directors giving a design DNA that could only come from the world's leading visionaries.





Sans Souci, Vienna



The Beach, Samui



The Lakes by yoo, Cotswolds



Sans Souci, Vienna



yoo inspired by Starck

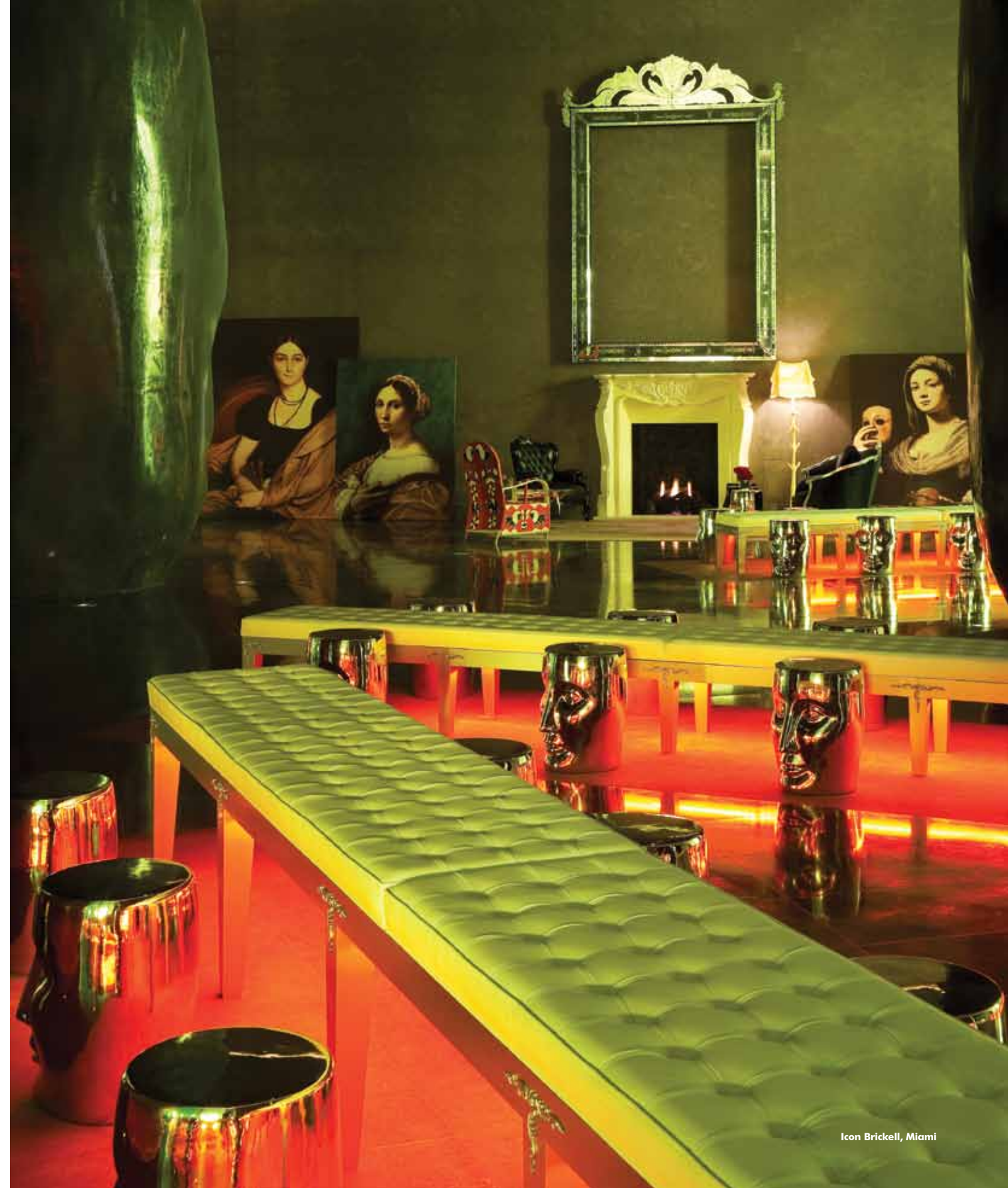


**"I like to open the doors
to people's brains"**

**Philippe Starck
Head of Design, yoo**

Undoubtedly the world's most revered living designer, for four decades Philippe Starck has liberally spread his creativity and ideas across the design landscape, putting his mark on everything from toothbrushes, motorbikes, lemon squeezers, restaurants and even the presidential Elysee Palace.

In 1999, Starck joined forces with John Hitchcox to establish yoo.



Icon Brickell, Miami



yoo Pune, India



Downtown, New York



Acqua Iguaçu, Manila



Icon Brickell, Miami



Jade Jagger for yoo



"Each place and project is very different and it's important to respond to that"

**Jade Jagger, Creative Director,
Jade Jagger for yoo**

As an international citizen, Jade's style reflects two parts of her life: the relaxed laid-back vibe of her time in India and Ibiza, juxtaposed with the urbanity and vibrancy of New York and London. Jade's skill as an interior designer lies in her determination to make stunning spaces with a comfortable functionality, earning acclaim in newspapers and magazines the world over.





Lodha Fiorenza, Mumbai



The Jade, New York



The Lakes by yoo, Cotswolds



Farm House, Ibiza



Lodha Fiorenza, Mumbai



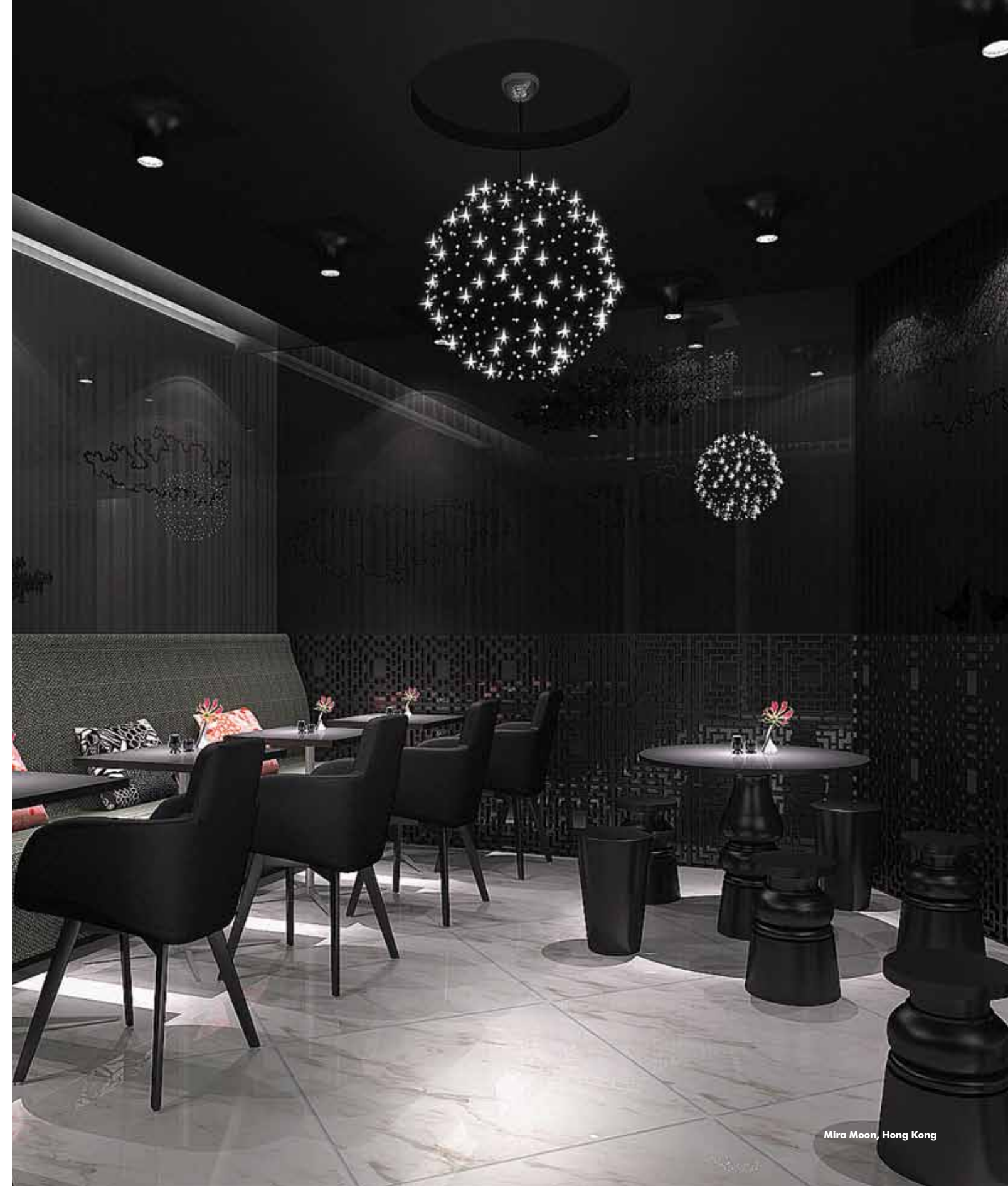
Wanders & yoo



**"I want to make our most
exciting dreams come true"**

**Marcel Wanders,
Creative Director, Wanders & yoo**

Marcel Wanders first drew international recognition in 1996 for his iconic Knotted Chair. In 2001 he co-founded design company Moooi and his design influence is now ubiquitous. With a sense of theatre, Marcel's interior designs have garnered international acclaim.



Mira Moon, Hong Kong



Villa Moda, Bahrain



Mira Moon, Hong Kong



The Mondrian Hotel, Miami



The Mondrian Hotel, Miami



Kelly Hoppen for yoo



"Living is feeling. And how you want to feel can be reflected in every aspect of your home"

Kelly Hoppen, Creative Director,
Kelly Hoppen for yoo

Kelly Hoppen MBE is one of Britain's most influential style gurus with a calm, elegant interior design aesthetic that has permeated our consciousness and achieved an iconic and much imitated status.





The Lakes by yoo, Cotswolds



Barkli Virgin House, Moscow



Barkli Virgin House, Moscow



Barkli Virgin House, Moscow



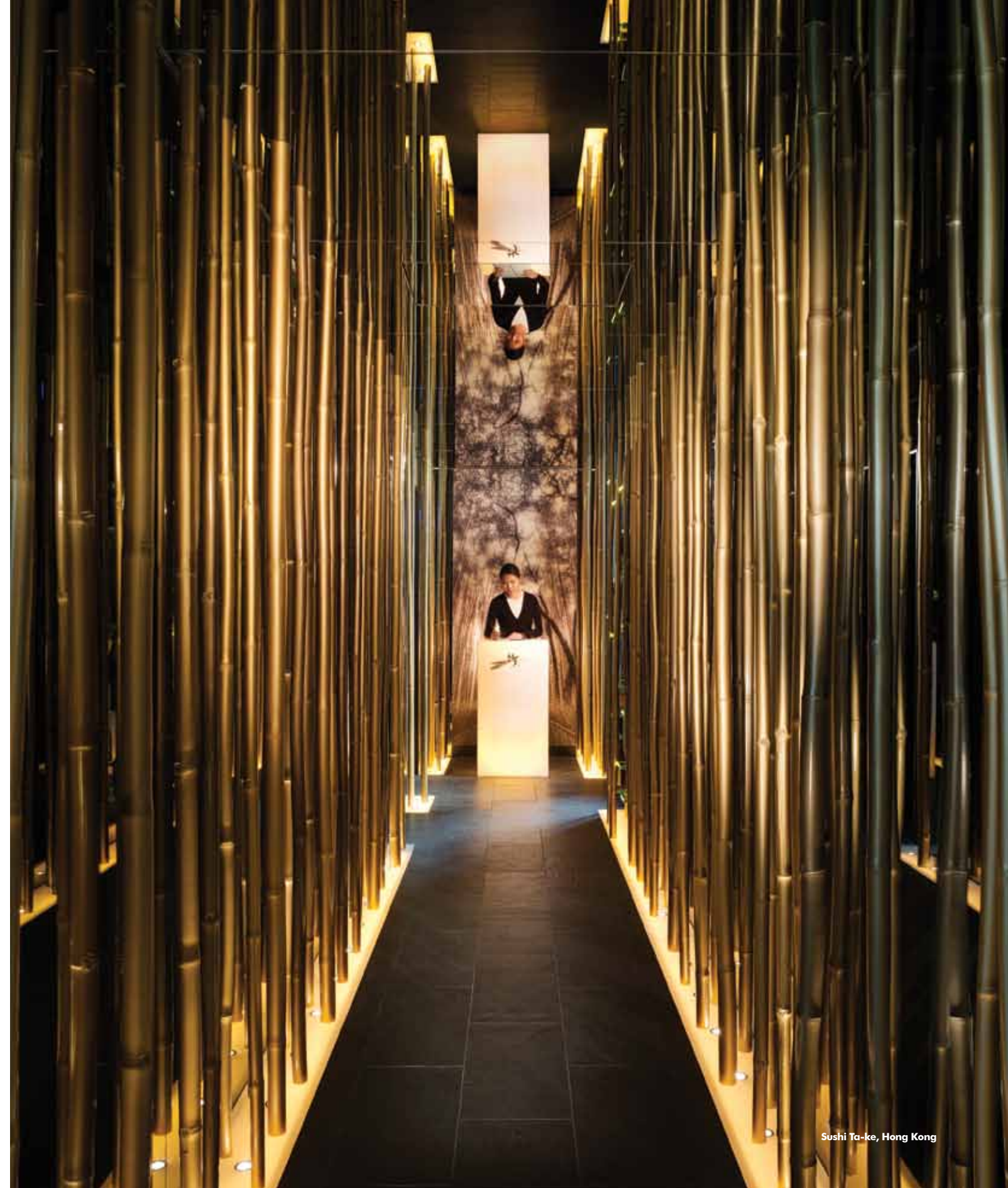
Steve Leung & yoo



**“Design has the power
to break boundaries”**

**Steve Leung, Creative Director,
Steve Leung & yoo**

One of the world's most prolific contemporary designers, Steve Leung is globally lauded for a unique style of minimalism infused with Asian culture. Steve brings to the yoo pantheon the experience of over 1000 projects, and over 80 design awards for projects throughout China and internationally.





press love yoo

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"It's definitely worth it."

Wall Street Journal

"Hitchcox is the Miuccia Prada of the property industry; he knows how we want to live before we do."

Independent On Sunday

"Taking the strain out of buying that dream home."

Financial Times

"It's a completely new approach to modern living."

Wall Street Journal

"Property design firm builds world brand."

Sunday Times Business

"The apartments are about individual choice and taste."

Property Week

"A hot property brand name in almost every capital city of the world."

Decorations

"yoo are where you live."

Evening Standard

"They recognise that everyone is different, everyone has a fantasy. They don't believe in trends and don't judge people."

Building Magazine

"It's all about you."

The Sunday Telegraph

"A global success story, the yoo brand continues to push the boundaries in innovation and has grown into an internationally respected design concept."

Asia Travel

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"And while lots of the big firms of architects and designers claim to be global players, no one combines this sort of service with a design role on the same scale as yoo."

Property Week

"The yoo brand has been able to achieve premiums in the range of 10-25 per cent, and selling 20-30 per cent faster than other competitive developments launched at the same time."

Business Times

We love yoo

"yoo's distinctive designs have positioned our project in Punta del Este at the top of the market."

Joseph Kavana
Chairman, K Group
yoo Punta del Este, Uruguay

"There is no doubt the heightened activity at our Tribeca project can be attributed to our association with yoo. Significantly increased press coverage and prices have resulted along with a greatly enhanced competitive advantage."

Andrew Rettig
CEO, R Corporation
Tribeca, Melbourne, Australia

"The yoo inspired by Starck designed common areas created buzz, sales traffic and ultimately value."

Kevin J. Ahearn
President, Otis & Ahearn
Boston Parris Landing, Boston, USA

"Our association with yoo has been instrumental in making yoo Nordelta in Buenos Aires an iconic and emblematic project in the market."

Joseph Kavana
Chairman, K Group
yoo Nordelta, Buenos Aires, Argentina

"The yoo team not only have a phenomenal instinct for design, but they are a great bunch of people to work with. It was truly a pleasure working with the yoo team to make yoo Panama such a success."

Budy Attie
CEO, The Attie Group
yooPanama, Panama

"With yoo our position in the market has only strengthened and we are going all out to set new benchmarks in the real estate industry that the country may not have even experienced before."

Sagar Chordia
Director, Panchshil Realty
yooPune, Pune, India

"We are delighted that the outstanding design of The Lakes by yoo homes continues to attract buyers from a multitude of professions and backgrounds from both the UK and abroad. All of them share a common interest in modern house design. The few owners who have since sold their houses have made excellent returns."

Giles Baker
Head of Marketing, Raven Group
The Lakes by yoo, Cotswolds, UK

"It was apparent from the inception of the project that Jade Jagger for yoo was going to design an incredibly unique product that would set the building apart from any other in the city."

Chanan Rozenbaum
Project Director, The Copper Group
The Jade, NYC, USA

we award yoo



Lodha Evoq

Luxury Residential Design Bronze
H.D.F Luxurious
Projects Asia Awards



The Lakes by yoo

Best Luxury Development
What House Awards



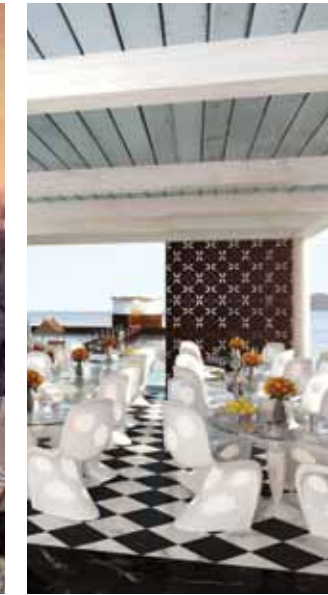
The Lakes by yoo

Highly Commended
Interior Design Show Home
UK Property Awards



yoo Pune

Best Development
Best High-rise Development
Best Residential Interior Design
Best High-rise Architecture
Best Development Marketing
Best Developer Website
Asia Pacific Property Awards



The Beach

Best Residential Interior Design Thailand
Asia Pacific Property Awards



Dwell 95

Design Excellence
in Serviced Apartments
HA+D Awards



John Hitchcox

International Award
Variety Club Props Awards



Lodha Fiorenza

Best Interior Design Show Home
Asia Pacific Property Awards



Icon Vallarta

Best Amenity Space
International Design and
Architecture Awards



yoo Berlin

Best Apartment in Europe
European Property Awards



The logo for yoo.com is centered within a dark gray circle. The text "yoo.com" is rendered in a lowercase, sans-serif font. The "y" is light blue, the "oo" is pink, and the ".com" is white. The entire logo is set against a dark gray background.

yoo.com