

【即時發布】

協成行何文田勝利道 5 號#  
全新住宅項目「芳菲」  
一房無改動示範單位首度亮相 嶄新演繹零煩擾的自由生活

(2021 年 7 月 20 日，香港) 由協成行發展有限公司（「協成行」）匠心打造的何文田勝利道 5 號#全新住宅項目「芳菲」(MADERA GARDEN)，由著名西班牙室內設計公司 Lagranja Design 精心設計。項目座落於高尚住宅地段，配以融合大自然的巴塞隆拿生活概念，刻劃出無拘無束的自由生活體驗。項目早前已上載售樓說明書，為進一步展示項目自然簡約的設計特色及間隔實用的空間構思，協成行今日率先開放設於佐敦協成行九龍中心銷售廳的一房無改動示範單位予傳媒參觀，並於本星期六 (7 月 24 日) 正式開放予公眾。

協成行發展有限公司物業發展部主管張穎敏女士表示：「『芳菲』傲立九龍核心交通樞紐，隸屬 34 校網，名校林立，並享有港鐵兩站及三綫匯聚優勢<sup>1</sup>。是次開放的無改動示範單位，設計師從大自然中汲取靈感，採用淡然優雅的色調和流線形設計，創造寫意居停。單位以年輕家庭為設計藍本，同時注重時尚美感及實用性，選材用料更力臻至善。項目特意夥拍本地科研公司 Raze Technology，為項目所有單位塗上 Raze 光觸媒抗菌乳膠漆，以嶄新的納米光觸媒殺菌技術，有效對抗 COVID-19<sup>2</sup>的同時，為住戶提供額外的長效保護，並成為全港首個採用這項技術的住宅項目。此外，銷售廳的設計亦特別配合花草芳香及妍麗的意境，特以自然色調貫穿，配以姣紫嫣紅的花藝裝飾<sup>3</sup>，演繹繁華都市中的世外桃源。」

### 一房無改動示範單位 流露簡約時尚美

28 樓 C 室無改動一房示範單位，實用面積為 414 平方呎<sup>4</sup>，為寬敞主人房相連工作間<sup>5</sup>格局。單位設計風格簡約時尚，採用煙熏橄欖綠及淡玫瑰粉紅為主調，散發花團錦簇、綠意盎然的氛圍。單位內多款傢俱<sup>5</sup>均採用簡潔俐落的弧形邊角設計，感覺柔和舒適；配襯美感實用兼容的傢俬擺設<sup>5</sup>，以及色調溫暖的木材、石材和布藝等材質，塑造柔和溫馨的生活氣息。

長方型客飯廳長約 5 米，闊約 2.4 米，開則方正實用，可靈活擺放傢俬。客飯廳以淺色歐洲複合木地板鋪砌<sup>5</sup>，配以大門入口位置的特色水磨石地板<sup>5</sup>，相映成趣。大門口左側位置擺放流線形設計的多功能收納儲物櫃<sup>5</sup>，可作收納鞋類及其他物品之用。客飯廳以落地玻璃摺趟門<sup>5</sup>連接 22 平方呎的露台，配上廣角大窗，增加室內採光，開揚景致，盡收眼簾<sup>6</sup>，配合層與層之間的高度約 3.15 米<sup>7</sup>，空間感十足。而露台欄杆特別預留位置方便住戶擺放小盆栽或飲品小食，享受悠閒愜意的私人時光。

另外，客廳放置淡雅淺灰色布藝梳化<sup>5</sup>和小型活動茶几<sup>5</sup>，另一邊擺放高雅的淺木色音響櫃<sup>5</sup>，並附設一套英國殿堂級音響品牌 KEF LS50 Wireless II 無線 HiFi 揚

聲器及 KC62 超重低音揚聲器<sup>5</sup>，體驗極致至純音質，締造非一般的家庭影院聽賞享受。客飯廳另設一組淡粉紅儲物櫃<sup>5</sup>，內連收藏式摺趟餐桌<sup>5</sup>，靈活方便。餐桌拉出後最長可達 1.2 米，而用餐區相鄰露台，住戶可以美景伴餐<sup>6</sup>。

單位大門則配備 PUSHLL 五合一智能電子門鎖<sup>10</sup>，支援指靜脈識別技術、感應匙卡、密碼及鎖匙，更可連接手機應用程式使用<sup>8</sup>，透過鏡頭作即時通話兼遙控開門；而對於指紋淺或指紋受損人士，就算在手濕、手上有油污或潤膚膏時，都可以輕鬆開鎖，擺脫傳統電子鎖限制。

此外，單位設有設備齊全的開放式廚房，配以精選歐洲名牌廚具和家電<sup>10</sup>，包括 Siemens 拉趟式抽油煙機及嵌入式電磁爐<sup>10</sup>、De Dietrich 嵌入式雪櫃<sup>10</sup>及嵌入式洗衣乾衣機<sup>10</sup>、Stiebel Eltron 即熱式電熱水器<sup>10</sup>及 Hansgrohe 廚盆龍頭<sup>10</sup>，讓住戶在整潔美觀的環境下享受烹調樂趣。

至於主人睡房則長約 4.35 米，闊約 3 米，空間寬敞舒適，放置雙人床後仍可三邊落床。房間設有 L 型廣角大玻璃窗，景觀與客飯廳相同，為住戶引入廣闊的室外景致<sup>6</sup>；而房內的 16 平方呎工作平台則與窗戶產生對流作用，增加室內空氣流通。貫徹全屋格調，特色床頭背景牆以粉紅色布藝打造，凹凸坑紋增添層次感<sup>5</sup>；床的另一邊設有清新時尚的工作間，淺木色的書枱<sup>5</sup>上放置一套 KEF EGG Duo 高級音響系統<sup>5</sup>，而旁邊則擺放特大衣櫃<sup>5</sup>，櫃門採用灰色透明玻璃設計，內設燈槽，通透明亮，令衣物一目了然之餘，亦不失時尚美感。

主人睡房浴室用料亦一絲不苟，選取淺色水磨石<sup>10</sup>及意大利特色瓷磚鋪砌牆身和地板<sup>10</sup>，配合流線型大鏡櫃<sup>10</sup>，光潔明亮。浴室設有窗戶，有助採光及通風；亦配備 Duravit 面盆<sup>10</sup>及座廁<sup>10</sup>、Hansgrohe 雨淋式花灑組合<sup>10</sup>連手提花灑頭及面盆龍頭、Panasonic 天花式浴室寶<sup>10</sup>及 Stiebel Eltron 即熱式電熱水器<sup>10</sup>，締造優質舒適的沐浴空間。

「芳菲」樓高 26 層（不包括天台），合共提供 71 伙，包括 1 房至 2 房間隔的標準單位<sup>9</sup>，面積約 286 至 481 平方呎，另備 4 個連平台或天台的特色單位<sup>9</sup>。項目容許飼養寵物，並設有住客私人會所。



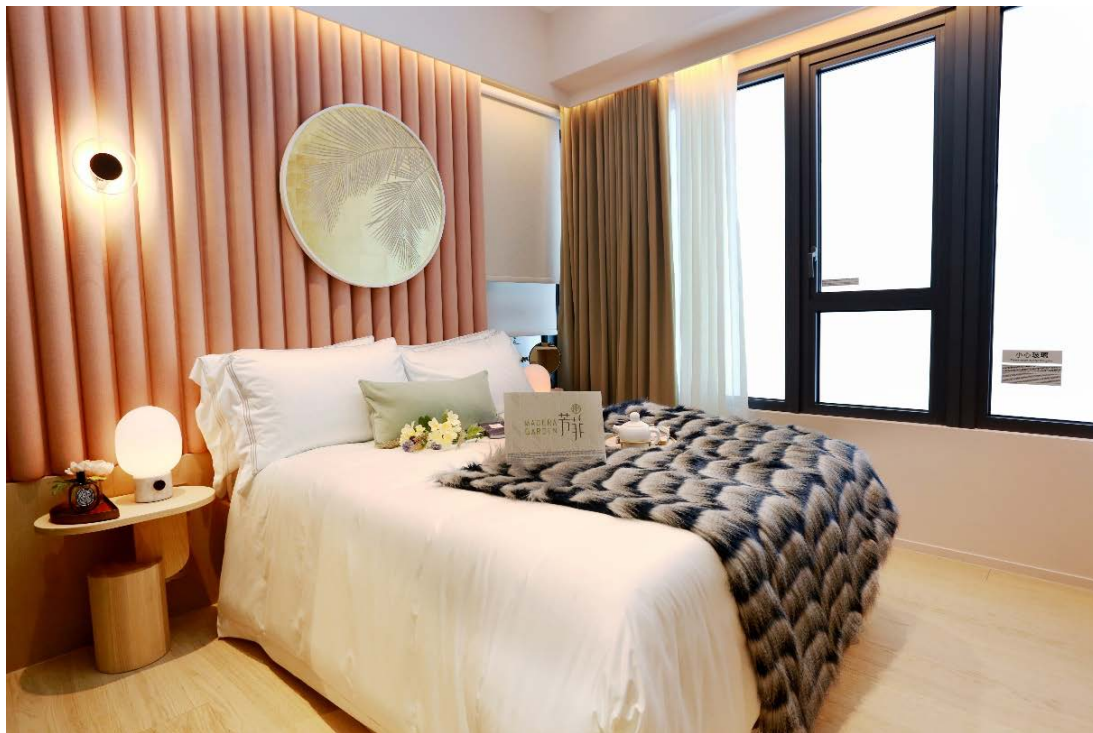
協成行發展有限公司高級項目經理陳婉霞女士(左二)、物業發展部主管張穎敏女士(右二)、客務拓展部主管楊敏琪女士(左一)及物業發展部設計經理倫芷茵女士(右一)展示「芳菲」示範單位之設計特色。



「芳菲」一房無改動示範單位首度亮相，注重時尚美感及實用性，演繹零煩擾的自由生活。



MADERA  
GARDEN 芳菲



主人睡房空間寬敞舒適，放置雙人床後仍可三邊落床。



設於佐敦協成行九龍中心的銷售廳貫穿大自然元素，演繹繁華都市中的世外桃源。



### 關於協成行發展有限公司

創立於 1948 年，協成行發展有限公司（協成行）一直在努力不懈中蛻變，由傳統地產商，重新出發成為一間富有時代感及充滿活力的企業。

協成行不僅在瞬息萬變及充滿挑戰的市場上馳騁，而且更成功構建成為一個新時代多元化的地產企業，當中涵蓋酒店、辦公室大樓、高級住宅及逾 200 個遍佈港九的商舖。同時，協成行不斷引進創新科技及年輕專業人才，務求保持自身的競爭優勢及與時並進。該集團亦成功開發各類優質品牌，包括 Office Plus、The Collab、木的地·R、木的地酒店、Madera Cafe、Madera Yoga、創協坊、萬有引力、遠晴等。

協成行致力回饋社會，自 60 年代初起，該公司已捐助逾 500 個大中型慈善項目，惠及弱勢社群和有需要人士。

在卓越的管理層團隊帶領下，協成行屢獲殊榮，其中包括 15 年 Plus「商界展關懷」標誌、「優秀家庭友善僱主」及「特別嘉許金獎」。其他獎項包括：「香港最佳辦公室建築項目」及「香港辦公室項目高度嘉許」；而旗下木的地酒店亦榮獲「環保促進會香港綠色企業大獎 2020」之「優越環保管理獎 — 服務供應商（中小企）金獎，以及榮登《香港澳門米芝蓮指南 2021》酒店精選之一。查詢詳情，請瀏覽：[www.hshd.com.hk](http://www.hshd.com.hk)。

此新聞稿由縱橫傳訊顧問服務有限公司(SCC)在擁有人及如此聘用的人的同意下發布。

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<sup>1</sup>「兩站」及「三綫」是指發展項目鄰近港鐵荃灣綫及觀塘綫旺角站，以及東鐵綫旺角東站。

<sup>2</sup>有關報告之詳情，請查閱 Raze Technology 之官方網站：  
<https://nanoraze.com/pages/raze-technology>。

<sup>3</sup>除另有指明外，上述所有裝置、裝修物料、設備、設施、家具、器材、燈飾、藝術品、裝飾品及其他物件將不會出現於交樓時之實際住宅單位內。

<sup>4</sup>實用面積（包括在構成該住宅物業的一部分的範圍內的露台、工作平台及陽台（如有）的樓面面積）是按照《一手住宅物業銷售條例》第 8 條計算得出的。實用面積不包括《一手住宅物業銷售條例》附表 2 第 1 部所指明的每一項的面積。上述以平方呎所列之面積，均以 1 平方米=10.764 平方呎換算，並以四捨五入至整數平方呎，以平方呎與以平方米之數字可能有些微差異。

<sup>5</sup>上述配套為發展項目 28 樓 C 單位隨樓附送之贈品的大概描述，發展項目其他單位不會享有該配套。有關裝置、裝修物料及設備的詳情，請參閱售樓說明書，並以買賣合約條款為準。賣方保留權利更改及/或以任何其他裝置、裝修物料及設備代替有關裝置、裝修物料及設備。

<sup>6</sup>上述僅為本發展項目周邊環境及景觀之大概描述，並不代表所有單位均享有相關景觀。所述景觀受單位所處層數、座向及周邊建築物、設施及環境所影響，並非適用於所有單位，且本發展項目周邊的建築物、設施及環境會不時改變，僅供參考。賣方建議準買家到有關發展地盤作實地考察，以對該單位、發展項目、其周邊地區環境及附近的公共設施有較佳了解。賣方對本發展項目周邊環境或景觀並無作出任何不論明示或隱含之要約、承諾、陳述或保證。

<sup>7</sup>層與層之間的樓層高度指該樓層之石屎地台面與上一層石屎地台面之高度距離。因應個別單位所處的樓層、間隔設計及建築結構，每單位之樓層高度有所差異，亦可能於同一單位內包含不同樓層高度，詳情請參閱售樓說明書。

<sup>8</sup>上述服務是第三方公司所提供，詳情受制於條款及細則。第三方公司可自行決定就其管理服務或其他上述服務之收費、使用條款、營運時間及服務期限。如有任何爭議，第三方公司保留最終決定權。以上資料並不構成或不應被視作為賣方對任何有關設施及/或服務的使用、操作及/或提供之要約、陳述、承諾或保證（不論明示或隱含）。

<sup>9</sup>發展項目的單位戶型以政府有關部門最後批准之圖則為準，詳情請參閱售樓說明書，並以買賣合約條款為準。賣方保留權利根據買賣合約及政府有關部門最新批准的建築圖則對發展項目的布局圖及樓面平面圖作出修改。





<sup>10</sup> 所述配套的大概描述，並不代表所有單位享有該配套。有關裝置、裝修物料及設備的詳情，請參閱售樓說明書，並以買賣合約條款為準。賣方保留權利更改及/或以任何其他裝置、裝修物料及設備代替有關裝置、裝修物料及設備。

發展項目名稱：芳菲（「發展項目」）|發展項目所位於的區域：何文田  
發展項目所位於的街道的名稱及由差餉物業估價署署長為識別發展項目的目的而編配的門牌號數：勝利道 5 號#

賣方就發展項目指定的互聯網網站的網址：[www.madera-garden.com.hk](http://www.madera-garden.com.hk)

本廣告/宣傳資料內載列的相片、圖像、繪圖或素描顯示純屬畫家對有關發展項目之想像。有關相片、圖像、繪圖或素描並非按照比例繪畫及/或可能經過電腦修飾處理。準買家如欲了解發展項目的詳情，請參閱售樓說明書。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

賣方：佳運企業有限公司 | 賣方之控權公司：不適用 | 發展項目的認可人士：黎紹堅 | 發展項目的認可人士以其專業身份擔任經營人、董事或僱員的商號或法團：呂鄧黎建築師有限公司 | 發展項目的承建商：正利工程有限公司 | 就發展項目中的住宅物業的出售而代表擁有人行事的律師事務所：胡關李羅律師行 | 已為發展項目的建造提供貸款或已承諾為該項建造提供融資的認可機構：不適用 | 已為發展項目的建造提供貸款的任何其他人：協成行有限公司 | 盡賣方所知的發展項目的預計關鍵日期：2022 年 9 月 30 日（「關鍵日期」指發展項目在遵照經批准的建築圖則的情況下在各方面均屬完成的日期。預計關鍵日期是受到買賣合約所允許的任何延期所規限的。）

賣方建議準買方參閱有關售樓說明書，以了解發展項目的資料。| 詳情請參閱售樓說明書。| 本廣告由賣方或在賣方的同意下發布。| #此臨時門牌號數有待發展項目建成時確認。

賣方保留權利不時改動建築圖則及其他圖則，發展項目之設計以政府相關部門最後批准之圖則為準。| 發展項目及其周邊地區日後可能出現改變。| 本廣告及其任何內容僅供參考，並不構成亦不得詮釋作構成任何不論明示或隱含之合約條款、要約、陳述或保證（不論是否有關景觀）。| 住宅物業市場情況不時變化，準買方應衡量其財務情況及負擔能力及所有相關因素方作出決定購買或於何時購買任何住宅物業，於任何情況或時間，準買方絕不應以本廣告/宣傳資料之任何內容、資料或概念作依據或受其影響決定購買或於何時購買任何住宅物業。

印製日期：2021 年 7 月 20 日



【 Immediate Release 】

**Hip Shing Hong - 5 Victory Avenue, Ho Man Tin<sup>#</sup>  
Brand-new Residential Development “MADERA GARDEN” Debuts  
One-bedroom Unmodified Show Flat Demonstrating a Hassle-free Lifestyle**

(20 July 2021, Hong Kong) **MADERA GARDEN**, the brand-new residential development located at 5 Victory Avenue, Ho Man Tin<sup>#</sup>, launched by Hip Shing Hong (Holdings) Company Limited (“Hip Shing Hong”) is designed by renowned Spanish interior design company *Lagranja Design*. Located in a prestigious residential area, the project incorporates inspired design elements of “the Barcelona lifestyle” and harmoniously melds constituent natural flourishes, offering an unfettered living experience. Following the online debut of the sales brochure, in order to showcase the simple, natural-themed design features and the practical space concept of the project, Hip Shing Hong today launched a one-bedroom unmodified show flat in the sales hall located at Hip Shing Hong Kowloon Centre, Jordan, for media preview. This will be officially open to the public this Saturday (24 July).

**Ms. Vivian Cheung, Head of Property Development, Hip Shing Hong (Holdings) Company Limited** said, “MADERA GARDEN is located right at the heart of the core transportation hub of Kowloon, from where it is affiliated with School Net 34, one of the top prime school networks in Hong Kong. It also enjoys the immediate advantages of a convergence traversing 2 MTR stations across 3 lines<sup>1</sup>. In the unmodified show flat, the designer drew on the wonder of nature, using elegant natural tones and streamlined designs to create a unique space that delivers a memorable and awe-inspiring experience. The design of the unit aims to cater for young families that it takes into account a balance of aesthetics and practicality, and the selection of materials used are also carefully chosen to pursue perfection in every detail. Madera Garden has partnered with local scientific research company, Raze Technology, and all flats are painted with Raze Photocatalyst Latex Paint, a cutting-edge germ-killing nanophotocatalyst technology to effectively fight against COVID-19<sup>2</sup> and provide residents with long-term protection. This is the first residential development in Hong Kong to have adopted this technology. The sales hall is designed to express the artistic concept of fragrant flowers and plants in full bloom, and so by decorating the sales hall with natural tones and colourful floral decorations<sup>3</sup>, we have created a representative paradise in this bustling city.”

**One-bedroom Unmodified Show Flat Demonstrates Minimalistic and Stylish Beauty**

Unit C on 28/F, the one-bedroom unmodified show flat has a saleable area of 414 square feet<sup>4</sup>, with a spacious master bedroom coupled with a working space<sup>5</sup>. The





design and style of the flat is simple and fashionable, using smoked olive green and pale rose pink as its main colour tone, thereby exuding a floral, natural atmosphere. Most of the furniture<sup>5</sup> is designed with simple curved corners, in addition to being aesthetically practical and compatible with other selected furniture<sup>5</sup>. Warm-toned wood, stones and fabric materials craft a living environment that is absolutely brimming with comfort and peace.

The rectangular living and dining room is about 5 metres long and 2.4 metres wide. This well-proportioned and practical layout can facilitate the flexible arrangement of furniture. The living and dining room is paved with light-coloured European laminate floors<sup>5</sup>, whilst the entrance area is distinguished by Terrazzo flooring<sup>5</sup>. On the left side of the main door, there is a multi-functional storage cabinet<sup>5</sup> with a streamlined curled corner design which comes with ample display space for storage of footwear and daily items. The living and dining room adjoins a balcony of 22 square feet through a full-height glass sliding door<sup>5</sup>, in addition to wide-angle windows. It captures natural light and an open view<sup>6</sup>, with a maximum floor-to-floor height of about 3.15 metres<sup>7</sup>, which maximizes spaciousness. The balcony railings are specially designed for residents to place small potted plants or drinks and snacks, so as to create a relaxing experience.

The living room is adorned with a light grey fabric sofa<sup>5</sup> and a small movable coffee table<sup>5</sup>. On the opposite side is an elegant light wood-coloured stereo cabinet<sup>5</sup>, and a set of renowned British audio brand products KEF LS50 Wireless II and KC62 audio unit<sup>5</sup>, allowing residents to experience the ultimate quality of sound and an extraordinary home theatre experience. There is another pale pink décor storage cabinet<sup>5</sup> in the living and dining room, which is complete with a flexible folding dining table<sup>5</sup>. The dining table can be pulled out and extended up to 1.2 metres long, while the dining area is adjacent to the balcony so residents can enjoy beautiful views<sup>6</sup> whilst dining.

The main front door of this flat is equipped with PUSHLL five-in-one smart lock<sup>10</sup>, which not only supports finger vein recognition technology, smart card, password and key, but can also be connected to mobile phone applications<sup>8</sup> for instant calls and remote control through the camera on the lock. Shallow fingerprints, damaged fingertip prints, or even wet or oily hands present no problems, and residents can still easily unlock the door.

The flat is designed with an open kitchen equipped with a selection of quality European brand kitchenware and appliances<sup>10</sup>, including a Siemens telescopic cooker hood and built-in induction hob<sup>10</sup>, a De Dietrich built-in refrigerator<sup>10</sup> and built-in washer dryer<sup>10</sup>, a Stiebel Eltron instantaneous water heater<sup>10</sup> and a Hansgrohe sink mixer<sup>10</sup>. Together, they present the tantalising prospect of culinary enjoyment at home in a clean and harmonious environment.



As for the master bedroom, the room is about 4.35 metres long and 3 metres wide. It is spacious and comfortable and can accommodate a double bed in the centre of the room, which features L-shaped wide-angle windows, introducing panoramic views<sup>6</sup> similar to the living and dining room area. The 16-square-foot utility platform creates convection with the windows to improve air ventilation. Aligning with the design of the whole flat, a feature background wall is made of pink fabric with an 'uneven' surface to create layering effects<sup>5</sup>. The other side of the bed is furnished as a stylish working space, including a light wood desk<sup>5</sup> and KEF EGG Duo audio system<sup>5</sup>, while next to the desk is an extra-large wardrobe<sup>5</sup>. The wardrobe door is designed in grey transparent glass, with light troffers inside to make it bright, clear and easy to use, and allowing clothing items to leap to the eyes while maintaining a sense of elegance.

The bathroom situated within the master bedroom is also meticulously crafted. With its walls and flooring created from light colour Terrazzo stones<sup>10</sup> and Italian tiles<sup>10</sup>, garnished with a streamlined large mirror cabinet<sup>10</sup>, it is tidy and bright. The bathroom has windows for lighting and ventilation, and is supplied with a wide range of amenities, including a Duravit wash basin<sup>10</sup> and water closet<sup>10</sup>, a Hansgrohe shower installation with mixer<sup>10</sup>, hand shower and overhead shower and basin mixer, a Panasonic ceiling-mounted thermos ventilator<sup>10</sup> and a Stiebel Eltron instantaneous water heater<sup>10</sup>, creating a truly high-quality and comfortable bathroom space.

MADERA GARDEN is comprised of 26 floors (excluding the roof) and a total of 71 units, including standard units with one- and two-bedroom layouts<sup>9</sup> of 286 to 481 square feet, and 4 special units with flat roofs or roofs<sup>9</sup>. Furthermore, it allows pets and offers a clubhouse for the exclusive use of residents.

- End -

MADERA  
GARDEN 芳菲



Ms. Ruby Chan, Senior Project Manager, Hip Shing Hong (Holdings) Company Limited (2nd Left); Ms. Vivian Cheung, Head of Property Development (2nd Right); Ms. Tiffany Yeung, Head of Customer Success (1st Left) and Ms. Shiron Lun, Design Manager of Property Development (1st Right) showcase the show flat features and design.



“MADERA GARDEN” debuts its one-bedroom unmodified show flat. The design of the show flat takes into account a balance of aesthetics and practicality, demonstrating a hassle-free lifestyle.



MADERA  
GARDEN 芳菲



The master bedroom is spacious and comfortable which can accommodate a double bed in the centre of the room.



Located at Hip Shing Hong Kowloon Centre, Jordan, the sales hall creates a representative paradise in this bustling city.



### **About Hip Shing Hong (Holdings) Company Limited**

Established in 1948, Hip Shing Hong (Holdings) Company Limited (Hip Shing Hong) has rejuvenated itself many times over to stay young, active and innovative.

Hip Shing Hong's leadership and financial prudence have allowed it not only to have surfed the volatile real estate market, but also built a robust portfolio of real estate in response to dynamic market trends, which includes hotels, office buildings, high-end homes and over 200 retail properties. Hip Shing Hong revitalizes its portfolio constantly with new technologies and young talents to stay competitive and relevant. It has successfully created reputable brands like Office Plus, The Collab, Madera Residences, Madera Hotel, Madera Cafe, Madera Yoga, Genesis, Gravity, Le Riviera and many others.

Hip Shing Hong strives to do well and do good. Since the early 1960's, it has donated to over 500 charitable projects large and small, benefiting the underprivileged and people in crises.

Hip Shing Hong's management excellence is reflected by its collection of accolades. To mention a few, they include the "15 Years Plus Caring Company Logo" and "Meritorious Family-Friendly Employers and Special Mention (Gold)". Other awards include the "Best Office Architecture Hong Kong" and "Highly Commended Office Development Hong Kong". Hotel Madera Hong Kong, its hotel arm, captured the "Green Management Award - Service Provider (SME) - Gold" at "Hong Kong Green Awards 2020" by Green Council, and was listed in "The Michelin Guide Hong Kong Macau 2021". For details, please visit [www.hshd.com.hk](http://www.hshd.com.hk).

This press release is issued by Strategic Communications Consultants Limited with the consent of Hip Shing Hong (Holdings) Company Limited.

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1. "2 stations" and "3 lines" refer to Mong Kok Station on Tsuen Wan Line and Kwun Tong Line, and Mong Kok East Station on East Rail Line.
2. For details of the reports, please visit the official website of Raze Technology: <https://nanoraze.com/pages/raze-technology>.
3. Unless otherwise specified, all the above fittings, finishes, appliances, facilities, furniture, equipment, lighting, artwork, decorations and other objects will not appear in the actual residential unit at the time of delivery.
4. The saleable area and the floor areas of balcony, utility platform and verandah (if any) to the extent that it forms part of the residential property are calculated in accordance with Section 8 of the Residential Properties (First-hand Sales) Ordinance; and the areas of the other specified items (if any) are calculated in accordance with Part 2 of Schedule 2 of the Residential Properties (First-hand Sales) Ordinance. The above areas have been converted to square feet based on a conversion rate of 1 square metre = 10.764 square feet and rounded off to the nearest integer and the area show in sq. ft. may be slightly different from that shown sq.m.
5. The above provisions are an approximate description of the gifts provided along with Unit C on the 28<sup>th</sup> floor of the Development. Other units in the Development will not enjoy those provisions. For details of fittings, finishes and appliances, please refer to the sales brochure, and the terms of the agreement for sale and purchase shall prevail. The Vendor reserves the right to change and/or replace the relevant fittings, finishes and appliances with any other fittings, finishes and appliances.
6. The above is only a general description of the surrounding environment and the view of the Development, and does not represent that all units enjoy the said view. The view of a unit is dependent on the unit's level, orientation and the surrounding buildings, facilities and environment of the unit. It is not applicable to all units. The surrounding buildings, facilities and environment of the Development are subject to change from time to time and are for reference only. The Vendor advises prospective buyers to conduct an on-site visit for a better understanding of the unit, the Development, its surrounding environment and nearby public facilities. The Vendor makes no offer, representation undertaking or warranty, whether express or implied, as to the Development or any part thereof or its view.
7. The floor-to-floor height refers to the height difference between the surface of the concrete floor of the relevant floor and the surface of the concrete floor of the above floor. Depending on the floor, layout design and building structure of individual units, the floor height of each unit may vary, and the same unit may have different floor heights. For details, please refer to the sales brochure.





8. The above services are provided by third-party companies, and the details are subject to terms and conditions. Third-party companies can decide on their own the fees, terms of use, operating hours and service periods for their management services or other above-mentioned services. In case of any dispute, the third-party companies reserve the right to make the final decision. The above information does not constitute or should not be construed as an offer, representation, undertaking or warranty (whether express or implied) by the Vendor for the use, operation and/or provision of any relevant facilities and/or services.
9. The unit type of the Development is subject to the final plan approved by the relevant government department(s). For details, please refer to the sales brochure, and the terms of the agreement for sale and purchase shall prevail. The Vendor reserves the right to modify the layout and floor plans of the Development in accordance with the agreement for sale and purchase and the latest building plans approved by the relevant government department(s).
10. The general description of the provisions does not mean that all units will enjoy such provisions. For details of fittings, finishes and appliances, please refer to the sales brochure, and the terms of the agreement for sale and purchase shall prevail. The Vendor reserves the right to change and/or replace the relevant fittings, finishes and appliances with any other fittings, finishes and appliances.

Name of the Development: Madera Garden (the "Development") | The district at which the Development is situated: Ho Man Tin

The name of the street at which the Development is situated and the street number allocated by the Commissioner of Rating and Valuation for the purpose of distinguishing the Development: 5 Victory Avenue #

Address of the website designated by the Vendor for the Development: [www.madera-garden.com.hk](http://www.madera-garden.com.hk)

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

Vendor: Gainwin Enterprises Limited | Holding companies of the Vendor: Not applicable | Authorized Person for the Development: Mr. Lai Siu Kin | The firm or corporation of which the Authorized Person for the Development is a proprietor, director or employee in his professional capacity: Lu Tang Lai Architects Limited |



Building Contractor for the Development: Ching Lee Engineering Limited | The firms of solicitors acting for the owner in relation to the sale of residential properties in the Development: Woo Kwan Lee & Lo | Authorized institution that has made a loan, or has undertaken to provide finance, for the construction of the Development: Not applicable | Any other person who has made a loan for the construction of the Development: Hip Shing Hong Development Company Limited | The estimated material date for the Development to the best of the Vendor's knowledge: 30 September 2022 ("Material date" means the date on which the development is completed in all respects in compliances with the approved building plans. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase.)

Prospective purchasers are advised to refer to the sales brochure for any information on the Development. | Please refer to the Sales Brochure for details of the Development. | This advertisement is published by or with the consent of the Vendor | # The above provisional street number is subject to confirmation when the Development is completed.

The vendor reserves the right to alter the building plans and other plans and the design of the development and any part thereof from time to time. The building design is subject to the approval of the relevant government authorities. | The Development and its surrounding environment may change from time to time. | This advertisement and contents thereof are for reference only and do not constitute and shall not be construed as constituting any contractual term, offer, representation and warranty, whether express or implied (whether related to view or not). | Market conditions may change from time to time. Prospective purchasers shall consider their own financial status and ability to afford and all relevant factors before deciding whether to purchase or when to purchase any residential property. In any circumstances or at any time, prospective purchasers shall not rely on or be affected by any content, information or concept of this advertisement/promotional material in deciding whether to purchase or when to purchase any residential property.

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【即时发布】

协成行何文田胜利道 5 号#  
全新住宅项目「芳菲」  
一房无改动示范单位首度亮相 崭新演绎零烦扰的自由生活

(2021 年 7 月 20 日，香港) 由协成行发展有限公司（「协成行」）匠心打造的何文田胜利道 5 号#全新住宅项目「芳菲」(MADERA GARDEN)，由著名西班牙室内设计公司 Lagranja Design 精心设计。项目座落于高尚住宅地段，配以融合大自然的巴塞隆拿生活概念，刻划出无拘无束的自由生活体验。项目早前已上载售楼说明书，为进一步展示项目自然简约的设计特色及间隔实用的空间构思，协成行今日率先开放设于佐敦协成行九龙中心销售厅的一房无改动示范单位予传媒参观，并于本星期六 (7 月 24 日) 正式开放予公众。

协成行发展有限公司物业发展部主管张颖敏女士表示：「『芳菲』傲立九龙核心交通枢纽，隶属 34 校网，名校林立，并享有港铁两站及三线汇聚优势<sup>1</sup>。是次开放的无改动示范单位，设计师从大自然中汲取灵感，采用淡然优雅的色调和流线形设计，创造写意居停。单位以年轻家庭为设计蓝本，同时注重时尚美感及实用性，选材用料更力臻至善。项目特意伙拍本地科研公司 Raze Technology，为项目所有单位涂上 Raze 光触媒抗菌乳胶漆，以崭新的纳米光触媒杀菌技术，有效对抗 COVID-19<sup>2</sup>的同时，为住户提供额外的长效保护，并成为全港首个采用这项技术的住宅项目。此外，销售厅的设计亦特别配合花草芳香及妍丽的意境，特以自然色调贯穿，配以姹紫嫣红的花艺装饰<sup>3</sup>，演绎繁华都市中的世外桃源。」

### 一房无改动示范单位 流露简约时尚美

28 楼 C 室无改动一房示范单位，实用面积为 414 平方呎<sup>4</sup>，为宽敞主人房相连工作间<sup>5</sup>格局。单位设计风格简约时尚，采用烟熏橄榄绿及淡玫瑰粉红为主调，散发花团锦簇、绿意盎然的氛围。单位内多款家具<sup>5</sup>均采用简洁俐落的弧形边角设计，感觉柔和舒适；配衬美感实用兼容的家俬摆设<sup>5</sup>，以及色调温暖的木材、石材和布艺等材质，塑造柔和温馨的生活气息。

长方型客饭厅长约 5 米，阔约 2.4 米，开则方正实用，可灵活摆放家俬。客饭厅以浅色欧洲复合木地板铺砌<sup>5</sup>，配以大门入口位置的特色水磨石地板<sup>5</sup>，相映成趣。大门口左侧位置摆放流线形设计的多功能收纳储物柜<sup>5</sup>，可作收纳鞋类及其他物品之用。客饭厅以落地玻璃折趟门<sup>5</sup>连接 22 平方呎的露台，配上广角大窗，增加室内采光，开扬景致，尽收眼帘<sup>6</sup>，配合层与层之间的高度约 3.15 米<sup>7</sup>，空间感十足。而露台栏杆特别预留位置方便住户摆放小盆栽或饮品小食，享受悠闲惬意的私人时光。

另外，客厅放置淡雅浅灰色布艺梳化<sup>5</sup>和小型活动茶几<sup>5</sup>，另一边摆放高雅的浅木色音响柜<sup>5</sup>，并附设一套英国殿堂级音响品牌 KEF LS50 Wireless II 无线 HiFi 扬声器及 KC62 超重低音扬声器<sup>5</sup>，体验极致至纯音质，缔造非一般的家庭影院听赏



享受。客饭厅另设一组淡粉红储物柜<sup>5</sup>，内连收藏式折趟餐桌<sup>5</sup>，灵活方便。餐桌拉出后最长可达 1.2 米，而用餐区相邻露台，住户可以美景伴餐<sup>6</sup>。

单位大门则配备 PUSHLL 五合一智能电子门锁<sup>10</sup>，支援指静脉识别技术、感应匙卡、密码及锁匙，更可连接手机应用程序使用<sup>8</sup>，透过镜头作即时通话兼遥控开门；而对于指纹浅或指纹受损人士，就算在手湿、手上有油污或润肤膏时，都可以轻松开锁，摆脱传统电子锁限制。

此外，单位设有设备齐全的开放式厨房，配以精选欧洲名牌厨具和家电<sup>10</sup>，包括 Siemens 拉趟式抽油烟机及嵌入式电磁炉<sup>10</sup>、De Dietrich 嵌入式雪柜<sup>10</sup>及嵌入式洗衣干衣机<sup>10</sup>、Stiebel Eltron 即热式电热水器<sup>10</sup>及 Hansgrohe 厨盆龙头<sup>10</sup>，让住户在整洁美观的环境下享受烹调乐趣。

至于主人睡房则长约 4.35 米，阔约 3 米，空间宽敞舒适，放置双人床后仍可三边落床。房间设有 L 型广角大玻璃窗，景观与客饭厅相同，为住户引入广阔的室外景致<sup>6</sup>；而房内的 16 平方呎工作平台则与窗户产生对流作用，增加室内空气流通。贯彻全屋格调，特色床头背景墙以粉红色布艺打造，凹凸坑纹增添层次感<sup>5</sup>；床的另一边设有清新时尚的工作间，浅木色的书台<sup>5</sup>上放置一套 KEF EGG Duo 高级音响系统<sup>5</sup>，而旁边则摆放特大衣柜<sup>5</sup>，柜门采用灰色透明玻璃设计，内设灯槽，通透明亮，令衣物一目了然之余，亦不失时尚美感。

主人睡房浴室用料亦一丝不苟，选取浅色水磨石<sup>10</sup>及意大利特色瓷砖铺砌墙身和地板<sup>10</sup>，配合流线型大镜柜<sup>10</sup>，光洁明亮。浴室设有窗户，有助采光及通风；亦配备 Duravit 面盆<sup>10</sup>及座厕<sup>10</sup>、Hansgrohe 雨淋式花洒组合<sup>10</sup>连手提花洒头及面盆龙头、Panasonic 天花式浴室宝<sup>10</sup>及 Stiebel Eltron 即热式电热水器<sup>10</sup>，缔造优质舒适的沐浴空间。

「芳菲」楼高 26 层（不包括天台），合共提供 71 伙，包括 1 房至 2 房间隔的标准单位<sup>9</sup>，面积约 286 至 481 平方呎，另备 4 个连平台或天台的特色单位<sup>9</sup>。项目容许饲养宠物，并设有住客私人会所。



协成行发展有限公司高级项目经理陈婉霞女士(左二)、物业发展部主管张颖敏女士(右二)、客务拓展部主管杨敏琪女士(左一)及物业发展部设计经理伦芷茵女士(右一)展示「芳菲」示范单位之设计特色。



「芳菲」一房无改动示范单位首度亮相，注重时尚美感及实用性，演绎零烦扰的自由生活。





主人睡房空间宽敞舒适，放置双人床后仍可三边落床。



设于佐敦协成行九龙中心的销售厅贯穿大自然元素，演绎繁华都市中的世外桃源。





## 关于协成行发展有限公司

创立于 1948 年，协成行发展有限公司（协成行）一直在努力不懈中蜕变，由传统地产商，重新出发成为一间富有时代感及充满活力的企业。

协成行不仅在瞬息万变及充满挑战的市场上驰骋，而且更成功构建成为一个新时代多元化的地产企业，当中涵盖酒店、办公室大楼、高级住宅及逾 200 个遍布港九的商铺。同时，协成行不断引进创新科技及年轻专业人才，务求保持自身的竞争优势及与时俱进。该集团亦成功开发各类优质品牌，包括 Office Plus、The Collab、木的地·R、木的地酒店、Madera Cafe、Madera Yoga、创协坊、万有引力、远晴等。

协成行致力回馈社会，自 60 年代初起，该公司已捐助逾 500 个大中型慈善项目，惠及弱势社群和有需要人士。

在卓越的管理层团队带领下，协成行屡获殊荣，其中包括 15 年 Plus「商界展关怀」标志、「优秀家庭友善雇主」及「特别嘉许金奖」。其他奖项包括：「香港最佳办公室建筑项目」及「香港办公室项目高度嘉许」；而旗下木的地酒店亦荣获「环保促进会香港绿色企业大奖 2020」之「优越环保管理奖 — 服务供应商（中小企）金奖，以及荣登《香港澳门米芝莲指南 2021》酒店精选之一。查询详情，请浏览：[www.hshd.com.hk](http://www.hshd.com.hk)。

此新闻稿由纵横传讯顾问服务有限公司(SCC)在拥有人及如此聘用的人的同意下发布。

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<sup>1</sup>「两站」及「三线」是指发展项目邻近港铁荃湾线及观塘线旺角站，以及东铁线旺角东站。

<sup>2</sup>有关报告之详情，请查阅 Raze Technology 之官方网站：  
<https://nanoraze.com/pages/raze-technology>。

<sup>3</sup>除另有指明外，上述所有装置、装修物料、设备、设施、家具、器材、灯饰、艺术品、装饰品及其他物件将不会出现于交楼时之实际住宅单位内。

<sup>4</sup>实用面积（包括在构成该住宅物业的一部分的范围内的露台、工作平台及阳台（如有）的楼面面积）是按照《一手住宅物业销售条例》第 8 条计算得出的。实用面积不包括《一手住宅物业销售条例》附表 2 第 1 部所指明的每一项的面积。上述以平方呎所列之面积，均以 1 平方米=10.764 平方呎换算，并以四舍五入至整数平方呎，以平方呎与以平方米之数字可能有些微差异。

<sup>5</sup>上述配套为发展项目 28 楼 C 单位随楼附送之赠品的大概描述，发展项目其他单位不会享有该配套。有关装置、装修物料及设备的详情，请参阅售楼说明书，并以买卖合同条款为准。卖方保留权利更改及/或以任何其他装置、装修物料及设备代替有关装置、装修物料及设备。

<sup>6</sup>上述仅为本发展项目周边环境及景观之大概描述，并不代表所有单位均享有相关景观。所述景观受单位所处层数、座向及周边建筑物、设施及环境所影响，并非适用于所有单位，且本发展项目周边的建筑物、设施及环境会不时改变，仅供参考。卖方建议准买家到有关发展地盘作实地考察，以对该单位、发展项目、其周边地区环境及附近的公共设施有较佳了解。卖方对本发展项目周边环境或景观并无作出任何不论明示或隐含之要约、承诺、陈述或保证。

<sup>7</sup>层与层之间的楼层高度指该楼层之石屎地台面与上一层石屎地台面之高度距离。因应个别单位所处的楼层、间隔设计及建筑结构，每单位之楼层高度有所差异，亦可能于同一单位内包含不同楼层高度，详情请参阅售楼说明书。

<sup>8</sup>上述服务是第三方公司所提供，详情受制于条款及细则。第三方公司可自行决定就其管理服务或其他上述服务之收费、使用条款、营运时间及服务期限。如有任何争议，第三方公司保留最终决定权。以上资料并不构成或不应被视作为卖方对任何有关设施及/或服务的使用、操作及/或提供之要约、陈述、承诺或保证（不论明示或隐含）。

<sup>9</sup>发展项目的单位户型以政府有关部门最后批准之图则为准，详情请参阅售楼说明书，并以买卖合同条款为准。卖方保留权利根据买卖合同及政府有关部门最新批准的建筑图则对发展项目的布局图及楼面平面图作出修改。



<sup>10</sup> 所述配套的大概描述，并不代表所有单位享有该配套。有关装置、装修物料及设备的详情，请参阅售楼说明书，并以买卖合同条款为准。卖方保留权利更改及/或以任何其他装置、装修物料及设备代替有关装置、装修物料及设备。

发展项目名称：芳菲（「发展项目」）|发展项目所位于的区域：何文田  
发展项目所位于的街道的名称及由差餉物業估價署署长为识别发展项目的目的而编配的门牌号数：胜利道 5 号#

卖方就发展项目指定的互联网网站的网址：[www.madera-garden.com.hk](http://www.madera-garden.com.hk)

本广告/宣传资料内载列的相片、图像、绘图或素描显示纯属画家对有关发展项目之想像。有关相片、图像、绘图或素描并非按照比例绘画及/或可能经过电脑修饰处理。准买家如欲了解发展项目的详情，请参阅售楼说明书。卖方亦建议准买家到有关发展地盘作实地考察，以对该发展地盘、其周边地区环境及附近的公共设施有较佳了解。

卖方：佳运企业有限公司 | 卖方之控权公司：不适用 | 发展项目的认可人士：黎绍坚 | 发展项目的认可人士以其专业身份担任经营人、董事或雇员的商号或法团：吕邓黎建筑师有限公司 | 发展项目的承建商：正利工程有限公司 | 就发展项目中的住宅物业的出售而代表拥有人行事的律师事务所：胡关李罗律师行 | 已为发展项目的建造提供贷款或已承诺为该项建造提供融资的认可机构：不适用 | 已为发展项目的建造提供贷款的任何其他人：协成行有限公司 | 尽卖方所知的发展项目的预计关键日期：2022 年 9 月 30 日（「关键日期」指发展项目在遵照经批准的建筑图则的情况下在各方面均属完成的日期。预计关键日期是受到买卖合同所允许的任何延期所规限的。）

卖方建议准买方参阅有关售楼说明书，以了解发展项目的资料。 | 详情请参阅售楼说明书。 | 本广告由卖方或在卖方的同意下发布。 | #此临时门牌号数有待发展项目建成时确认。

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印制日期：2021 年 7 月 20 日