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Overnight success

Soon to expand to Causeway Bay, Como Como serviced apartments provide the ultimate in centrally located boutique living



From the warm mustard walls adorned with stylish prints in the lobby to the sleek chrome fittings and cute curvy sofas found in the apartments, Como Como has created a space so devastatingly hip that you may imagine that you've walked into a boutique hotel, not a serviced apartment block, as you step over the threshold.

Since this design-conscious company opened for business earlier this year, Como Como has already won over a host of hip Hong Kong city dwellers, and reached full occupancy this April. This is not only due to its considered approach to interior design: its super-convenient location on Hollywood Road has also played its part in the company's business success. In addition, clients are attracted by the flexible leases – apartments can be rented out over a medium- or long-term period.

On the mezzanine floor, there are sofas to sit on, magazines to flip through, and complimentary coffee and wireless broadband services, all of which create a welcoming environment and encourage residents to get to know one another. Como inhabitants can also mingle over a drink on the first-floor terrace, where there are tables and chairs.

To meet the needs of different types of client, Como Como has created three distinctive types of accommodation. Designed by APAC, they reflect the company's passion for style, quality and

comfort. The facilities available to residents are also top notch: all rooms are equipped with a Samsung LCD TV and DVD player, cable TV, and a queen-sized bed with sleep-inducing Airline mattress and sumptuous Frette bed linens. With just one single apartment per floor, privacy for every resident is a given, which adds to the homely feel.

Resident safety is also an important factor, and these apartments offer 24-hour security surveillance, a touch-screen security panel and card-access security system, plus a personal safe. Como Como also provides its residents with the services that you'd expect to find in any good hotel, such as a front desk and daily housekeeping service.

Adjacent to the animated galleries of Cat Street and Hong Kong's famed Man Mo Temple, Como Como is within walking distance of Hong Kong's two hottest entertainment districts, SoHo and Lan Kwai Fong. For residents who aim to travel further afield, the transport links are equally good, as it's a seven-minute taxi ride to the Airport Express or the Macau Ferry Terminal.

After the runaway success of its first property, Como Como is looking to expand throughout Hong Kong, and has already set its sights on a chic property in Causeway Bay, which will have over 100 apartments. A Como Como card is also in the works, which will offer residents discounts on restaurants, clubs and fitness centres.

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118 Hollywood Road, Central
Tel: (852) 2857 6181 Fax: (852) 2857 6212
Email: info@comocomo.com.hk
Website: www.comocomo.com.hk