



# Overcoming poverty

Poverty is multidimensional and while the government has acknowledged this, past initiatives and measures continue to emphasise subsidies.



# Gateway to luxury real estate

Georgina Atkinson, managing partner, Origin Private Office on the latest trends and insights shaping the luxury property market and helping clients find their dream homes.

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NAVIGATING the world of luxury real estate can be an arduous task. Although many have the means and the financial backing to invest and purchase their dream home or residences, the question that often crops up is “where to start?” Fortunately there are companies like Origin Private Office ready and available to service the sector and its clients.

Poised to redefine the landscape of ultra-prime real estate, the company helps ultra-high-net-worth (UHNW) individuals buy, sell and transact in key markets around the world. With an extensive global network already in place, Origin’s influence extends across key markets worldwide, including Australia, Singapore, Hong Kong, China, Japan, South Korea, New York, Los Angeles, Miami, London, and Dubai.

Headquartered between the dynamic regions of Asia Pacific and the Middle East, the venture sets the benchmark for bespoke client services and unparalleled expertise within the real estate sector. Even before its official launch earlier in the year, Origin has facilitated transactions exceeding US\$100mil (RM469mil).

At the forefront of Origin Private Office stands Georgina Atkinson, one of its managing partners and a distinguished expert in global new development and luxury homes.



Georgina Atkinson, managing partner, Origin Private Office.

Speaking about the launch of Origin, Atkinson states that it was the right time to have a highly specialised, global real estate service provider, operating in the true ultra-luxury segment of the market that is solely built on relationships and trust.

## Full suite of services

With a vast network of clients consisting of high-net-worth (HNW) individuals, multi-generational families, family offices, corporate executives, entrepreneurs, and celebrities, the company services their needs with highly personalised real estate advisory services. Atkinson elaborates that in addition to helping to guide their clients in the realm of



Easy access to off-piste skiing has made Niseko a favoured holiday home destination for UHNW clients. — Oliver Dickerson/Unsplash



Singapore attracts interest as its real estate sector is bolstered by a strong and stable economy. — Meriç Dağı/Unsplash

real estate the company also has a new development consultancy arm which she leads alongside her team.

“Here we work with developers around the world whom also operate in the ultra – luxury segment of the market to provide a full end-to-end international development consultancy service,” she elaborates. “We assist developers in designing their product to reach an UHNW global buyer and then provide a full international sales and marketing service. At present we are advising a handful of ultra-prime branded residential developments supporting their sales journey from start to finish.”

The company also operates a dedicated luxury concierge service for its clients. A complimentary service for its clientele, Origin Concierge provides hotel recommendations, advice on the best schooling, short term luxury accommodations, access to high fashion, VIP art activations around the world and so on.

## Luxury hotspots

When discussing prime ultra-luxury estates in Asia, Atkinson admits there are several markets that seem to pique the interest of HNW buyers more than others. She reveals that key investable sectors at the moment include Singapore, Japan and South Korea, which are driven by strong economic growth and high demand for luxury properties. Singapore in particular attracts interest as its real estate sector has consistently demonstrated resilience, bolstered by its strong and stable economy, Atkinson points out.

“It is also a strategic gateway location into Asia, and it has long-standing political stability. Singapore is one of the safest countries globally, with world class healthcare, education and infrastructure,” she adds. “Due to its many positives, the country ticks many boxes from both a lifestyle and investment standpoint. Hence it is considered a true ‘safe haven’ when it comes to international real estate



Wellness-focused amenities are a key focus in many new luxury residential developments. — Photos: Origin Private Office



Australia is showing significant growth potential in the luxury estate segment. — Dan Freeman/Unsplash

Mandarin Oriental Residences Fifth Avenue, New York.

Mandarin Oriental Residences Beverly Hills, Los Angeles.



investment and investment for the long term."

Regarding second home destinations, Niseko, Japan, Atkinson says, has been a favoured holiday home destination for Origin Private Office clients who enjoy skiing. "Thanks to its ever growing luxury lifestyle offering, expanding branded residential landscape and of course incredible off-piste skiing, many of our clients from other parts of Asia, and other parts of the world holiday in Niseko. As such they often look to acquire property there," she adds. Atkinson also opines that Australia has significant growth potential in the luxury estate segment.

"We continue to advise developers in Australia who are entering the 'ultra-luxury' and branded segment of the market as this sector is growing. We see significant demand from our client base in Asia – predominately China, Hong Kong and Singapore—for property in Australia—with the location focus being on Melbourne, Sydney and Brisbane."

### Branded real estate

Although there are certain boxes that need to be ticked by her clients such as location and proximity of the property to key amenities such as retail, dining and education, there is also emphasis placed on safety, security as well as privacy. "Additionally

888 Brickell, Dolce & Gabbana.



almost all of our clients travel very regularly – hence when they come 'home' they want to have a host of residential services and five star, luxury amenities on their doorstep," stressed Atkinson.

"Design also plays a role when it comes to new development as having a highly-acclaimed architect or interior designer is always a preference." Recently, Atkinson says, there has also been an upswing of interest in the branded residences segment, fuelled by the need of customers who enjoy coming home to the comfort and familiarity of a globally renowned brand they trust and can resonate with.

"In the branded segment of the market we are also seeing fashion houses step into the ultra-luxury real estate space," says Atkinson. She singles out 888 Brickell by Dolce &

Gabbana in particular. Located in Brickell, Miami (also known as the 'Wall Street of the South') this development marks Dolce & Gabbana's first venture into the US real estate market.

Set to become the tallest building in Miami, the development will showcase the brand's signature style and attention to detail. "From bespoke hardware to hand-crafted millwork, every aspect of the interior design reflects the timeless elegance and sophistication synonymous with the Dolce & Gabbana brand. The building will set a new standard for luxury living in Miami."

### Evolving needs

Although the pandemic has caused significant impact to many industries, Atkinson believes that it has had a

positive impact on the luxury real estate sector. "People are now investing globally as they are more interested than ever in enjoying their wealth and their lifestyle due to the pandemic," she states.

This has also caused a shift towards holistic living experiences with consumers demanding much more from their homes given the marked global increase in health consciousness. "Our clientele, particularly our UHNW and HNW corporate executive clients, travel extensively and have limited time," adds Atkinson.

As such these individuals often seek residences and developments that prioritise a holistic lifestyle and they are willing to pay a premium for such. This has fuelled trends in the segment that include customised health and fitness programmes in-house and fully integrated 'six star' medical facilities with doctors on call 24/7 being incorporated on the development side.

There has also been prioritisation of green, open spaces, incorporation of multifunctional wellness spaces into home designs from the outset and there of course continues to be demand for air and water purification technology in residences. "These trends just continue to highlight the evolving preferences of our clients and the growing importance of wellness-focused residential developments," says Atkinson.