

Thai high

Bangkok condominium giants 25-storey 98 Wireless, and 33-storey Ratchathewi, are creating a new chapter in Thailand's property development industry, with Sansiri and Raimon Land leading the charge

SANSIRI: 98 WIRELESS

Set to become a new Bangkok icon, and valued upwards of 8.5bn Thai Baht (US\$272m), Sansiri's 25-storey high-rise condominium 98 Wireless will soon be one of Southeast Asia's most exclusive addresses.

Comprising 77 luxurious units, the property will offer a prestigious location on Wireless Road – one the most affluent neighborhoods in Bangkok – a tree-lined boulevard close to Lumpini Park and key shopping districts. It is where commercial and diplomatic districts intersect, with world-class shopping, five-star hotels and restaurants, embassies and consulates close by.

Occupying approximately two rai (3,200 square-metres), the

project includes an under-ground parking space, and spaces that vary from two to three bedroom residences, with exception of the Penthouses and the 'Super Penthouse' – aptly named "The One" – which is located on the building's top two levels.

Wireless 98 is the only available freehold super luxury condominium on Wireless Road, where estimated land value soars by 70 per cent on average each year, and Sansiri paid a record 1.5 million Thai Baht (Bt) per square wah (US\$192,000 per square metre on 2020 conversion rates) when it acquired the plot in 2010.

The architecture and interior design of 98 Wireless offers a modern classic style, drawing inspiration from classical European



Above: 98 Wireless interior

Below: Bangkok's skyline now features 98 and The Lofts

Beaux-Arts style. The design team was led by the globally-recognised creative architecture firm Design Worldwide Partnership (DWP), American interior designer Anne Carson styled the grand reception areas, and three levels of exclusive amenities, including a tea salon and business lounge in Ralph Lauren Home furnishings.

Bangkok-based landscape architecture studio T.R.O.P. Terrain + Open Space designed the formal gardens and outdoor living spaces. The building also has an LEED certification from the US Green Building Council.

From solid white-oak herringbone floors, and rare

mahogany crotch door panels, to weathered Portuguese Moleanos Limestone façades and hand-picked Italian marble-clad master bathrooms, Wireless 98's interior decor lives up to the Sansiri brand. To top it off, there will be a dedicated butler for every two floors, a private elevator for each unit, a Bentley limousine service, valet parking and Super Car parking spaces.

A Sansiri spokesperson said "We believe that 98 Wireless will respond well to the demand of the high potential elite market. Our customers are both local and foreign buyers, and we anticipate a 60:40 percentage respectively. We expect that 98 Wireless will respond well to high end target buyers, ➤



especially those loyal customers from the company's first premium residential project, Baan Kai Muk.

"Our customer base places confidence in our capabilities to offer for the super-premium market segment. Additionally, the property's potential for value appreciation on Wireless Road, coupled with timeless design, high quality handpicked materials, and aftersales service would also appeal as long-term property investment opportunity. This is

demonstrated by the Bann Kai Muk condominium that was first launched [over 30 years ago] at Bt7 million or Bt37,000 per square metre. Today the project has resale value of Bt80 million or Bt330,000 per square metre, representing 1150% price appreciation."

Sansiri's 98 Wireless is offering an average selling price of Bt550,000 per square. [sansiri.com/en/condominium/98-wireless](https://www.sansiri.com/en/condominium/98-wireless)

RAIMON LAND: RATCHATHEWI

Ratchathewi is the latest luxury condominium development in Raimon Land's prestigious Lofts Series. Located on Phyathai Road, the development is very well positioned between three BTS stations – Ratchathewi (200 meters), BTS Phayathai (300 meters), and MRT Ratchathewi (50 meters) – with both commercial and leisure districts close by.

The fifth development in The Lofts Series, Ratchathewi follows the familiar design, with ultra-high ceilings and low living density – 273 units over 33 storeys.

From Simplex units (3-metre high ceilings) to Lofts (4.7-metre high ceilings) and Dual Key units designed for families or co-tenants who want to live or work together in a spacious area with balconies.

Other luxury features and amenities include a large, multi-purpose pavilion with various functions such as study room and co-working space; green spaces; a gym; steam rooms and a 25-metre swimming pool with in-pool jacuzzi.

Mr. Lionel Lee, CEO of Raimon Land, said, "There remains real demand from buyers and long-term investors for quality luxury real estate. The Lofts Ratchathewi, with its strategic location near public transport, sources of jobs, education institutes, medical facilities and shopping complexes, is an ideal project for both urban living and investment. We are constantly striving to improve the way we live and building better lives. Through innovations in our design, attention to details, and insistence on high quality materials, we are confident this project will be highly sought after by prospective residents and investors."

Scheduled for completion in 2023, prices start from 230,000 Thai Baht per square meter (US\$7,350 per square metre). [raimonland.com/project/the-lofts-ratchathewi](https://www.raimonland.com/project/the-lofts-ratchathewi)

Pictured: The Lofts in Bangkok's Ratchathewi region is being developed by Raimon Land who have built a strong global brand

