





# THE PLACE TOBE

## **SNOW** THE PLACE





## **THE STANDARD** CULTURE



#### ART

From monumental sculptures on the High Line Plaza, to an all felt Thai street cart show in Bangkok, art gives meaning to our spaces and engages our guests in ways they might never get to see otherwise. We believe art is for everyone and when you bring it to the stage that The Standard sets, it is impossible to ignore.

#### FASHION

Fashion has long been a part of our culture. Whether hosting shows for emerging talents during New York and London fashion week or collaborating with global talents on retail collections and hotel amenities, The Standard always places the beauty of fashion front and center.

#### **CULINARY**

Eating and drinking at The Standard is a full social sensory experience. Specifically curated F&B concepts are engineered to succeed in their respective markets become community hubs for social activity.

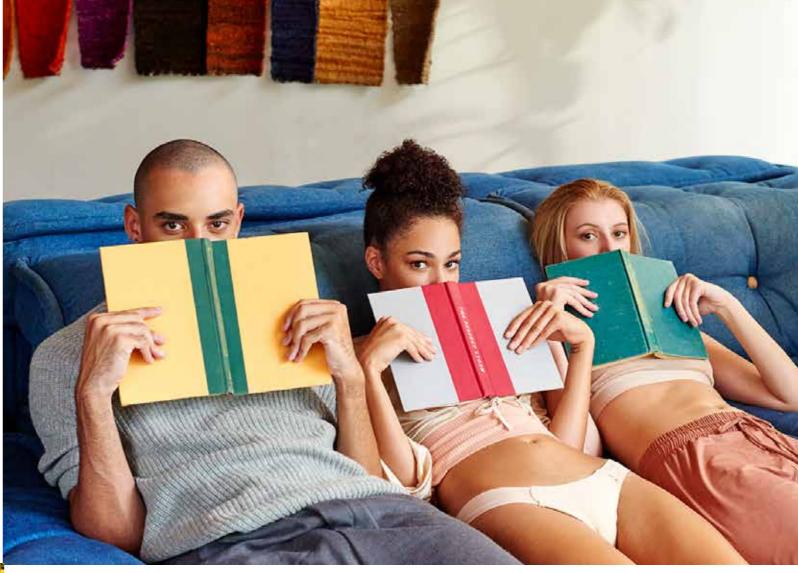
#### **MUSIC & NIGHTLIFE**

There is always a song playing at The Standard. For two decades, Standard Sounds has brought the best in emerging music and DJs to a global audience as well as the biggest stars to the most intimate rooms. Music brings people together and creates larger-than-life shared moments at The Standard.

## ABOUT THE STANDARD RESIDENCES

Found in Miami, Lisbon and soon in Hua Hin & Phuket





When the trip ends and it's time to check out at The Standard, saying "goodbye" is always hard. We know...we hate to see you go, too. But what if we didn't have to?

The Standard Residences bring the style and service of a stay at The Standard to everyday life. Embrace a new way of living in some of the world's most coveted locations—packed with aesthetic swagger and hotel-style amenities.

Put simply, the very best parts of our hotels are yours to own (or rent) The Standard Residences. Find boundary-breaking design, innovative food and beverage and can't-miss cultural events right at your fingertips, at home. What you do behind closed doors is all you. But beyond them, you'll find a community where you can be yourself, do your thing and know we're taking care of you, just like we always do.

Dynamic. Playful. Personal. The Standard Residences offer a complete lifestyle—one with edge, irreverence and the unconventionality that makes us, us. And you, you.

You ready? We've got your keys waiting.

OWN IT.

# WELCOME HOME

#### The Standard RESIDENCES

HUA HIN

A stay at The Standard is anything but. When you check in, we know you expect the unexpected: rooms that are homey but cool; design that's intentional but feels effortless; service that's impeccable but not cloying, and an overall visit that's both energizing and incredibly relaxing. But we hate that eventually, it's time for you to check out.

energy and attitude of our brand, with everyday living most powerful brand in boutique hospitality.

From the successes at hip Midtown Miami and historical Palácio Santa Clara Lisbon, The Standard brings it's branded residences to the Gulf of Thailand. Hua Hin, a coveted seaside escape, steeped in heritage with its mix of nature, culture, food and effortless glamour has captivated global holidaymakers.

In 2021, The Standard made its arrival on prime Hua Hin beach, attracting new attention from its devotees in the U.S. and Europe. The Standard's award-winning approach to Hua Hin hospitality has earned recognition as Travel + Leisure's #1 resort in Southeast Asia.

The Standard Residences steps into Hua Hin's time-honored tradition of effortless leisure, offering a new breed of private residences that reinterprets the district through design, amenities and hotel-style service—from the imagination of The Standard.



Through development, design and service, The Standard Residences translates The Standard's essence into a global portfolio of luxury homes. Set in coveted locations around the world, each collection reflects the

in mind. The Standard Residences are suffused with culture and curated amenities-from the vision of the

## **DESIGN CONCEPT HIDE & CHIC**

Hua Hin is synonymous with living well. It's a refuge from ordinary life and a stage for an extraordinary seaside lifestyle. Nostalgia, simplicity and effortless glamour are the name of the game. At The Standard Residences, Hua Hin, a century of Thai heritage meets the vibrant present—through lush greenery and modern design. Clean, orderly forms are nestled within abundant landscaping, right on the Gulf of Thailand. Our architectural concept is inspired by the natural world, curating the materials, textures and palettes of Hua Hin's location. It's a delicate balance we've perfected. We love to play, and we know you do, too. Lively pools, winding paths, eye-catching art and even a secret garden make each twist and turn a delight. We've translated the retro vibe of local culture into a serene and inspiring compound. It's a place to hide and a place to seek (and discover) style. Most of all, The Standard Residences, Hua Hin aligns with the ethos of The Standard—the innovative hotel brand whose hotels and residences have raised the bar in Thailand and beyond.



# PROJECT INFORMATION

Land Area 9-0-78.6 Rai **Building Type (Residential)** 251 **Total Units** 

7 stories 1 building, 4 stories 7 buildings, 1 storey 4 buildings

## **ROOM MIX**

Unit Type	Sizing (sq.m.)
1 Bedroom	40.75 - 65.25
2 Bedroom	77.00 - 119.25
3 Bedroom	107.00 - 153.00
Beachfront Pool Villa	215.75 - 238.75





# LIFESTYLE FACILITIES

- 了 The Lobby
- Pickleball
- Bowling Alley
- ∎∎ The Gym
- 🛱 Spa Room
- Experience Shower
- <u>آ</u>ر کال Salt Sauna
- ⊕ The Lawn
  ■
- $\searrow$  The Hideaway
- 😂 Pet Zone
- 1 The Mud Lounge\*
- 🔭 The BBQ Pit \*

\*Personal Property (The Mud Lounge, The Pavilion, The BBQ Pit)



#### THE LOBBY

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Wrapped in greenery, The Lobby is a lush second living room for hosting and gathering in <mark>H</mark>ua Hin.

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#### THE MUD LOUNGE

Sunbathers welcome. Refresh your skin from the outside in with a trip to The Mud Lounge. Hydrate, exfoliate and purify your pores with a day in the sun.

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Personal Property (The Mud Lounge, The Par



#### THE GYM

It's a pleasure to stay fit at The Standard Residences: Explore our biophilic fitness center. Staying in shape is a pleasure in Hua Hin, you'll see.



#### PICKLE BALL

Break a sweat and serve your best ace on the colorful Pickle Ball Zone—with its own box seats. Your game is about to get so much better.

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CONTRACTOR STORE



#### **BOWLING ALLEY**

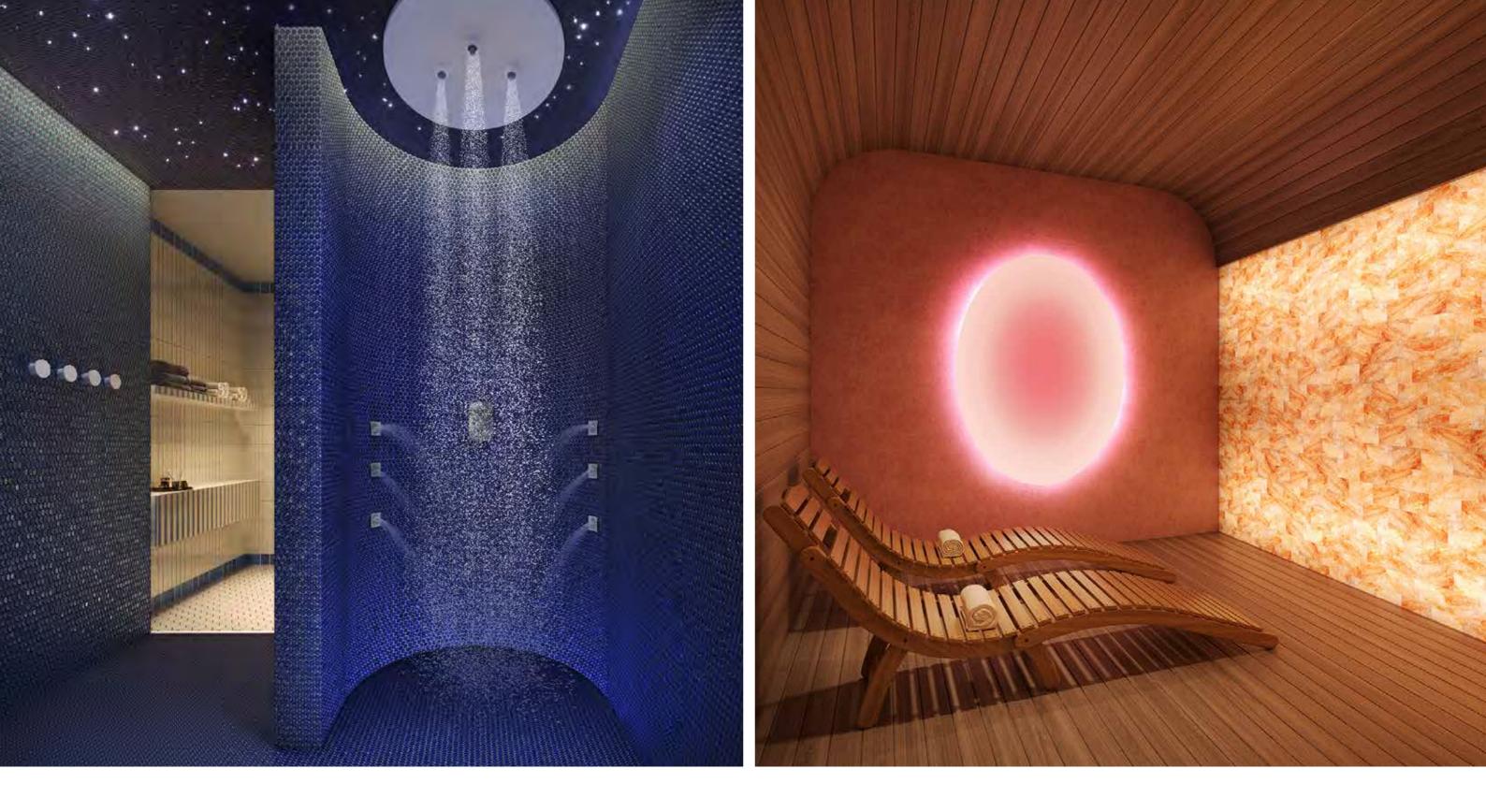
Strike it lucky in our two-lane bowling alley, a treat for your nostalgic side. Take a trip down memory lane and get that lucky strike.

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#### **HYDROTHERAPY**

Make hydrotherapy a mainstay of your fitness regime in the soothing Experience Shower & Salt Sauna. These ancient spa approaches get a modern update here.



#### **THE HIDEAWAY**

Shhh. Grab a book and make yourself comfortable in the Hideaway's hammock. Just don't tell anyone where it is.

# **MASTER DIAN**

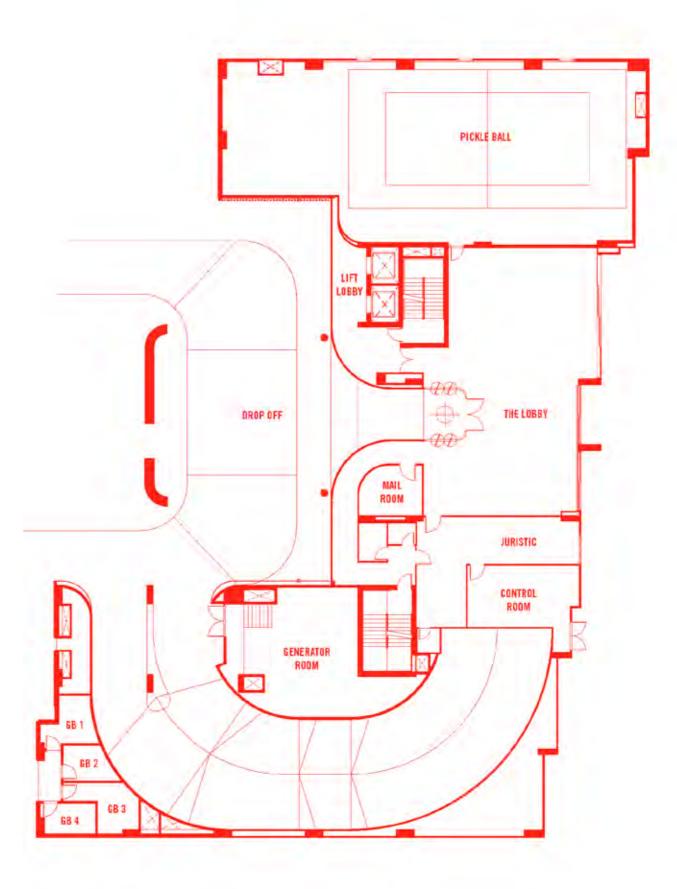


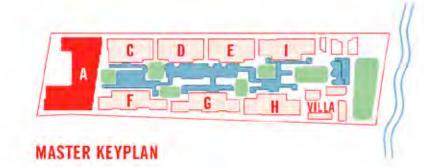




#### **MASTERPLAN** *O* **1ST FLOOR PLAN** 50 20 10

# FLOOR PLAN

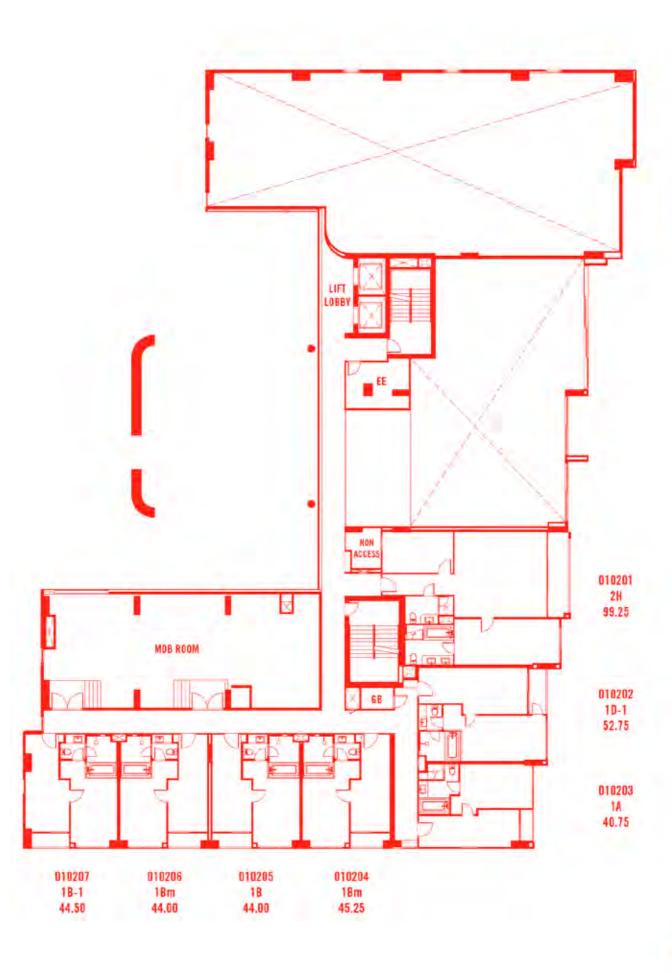


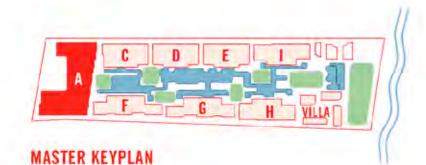






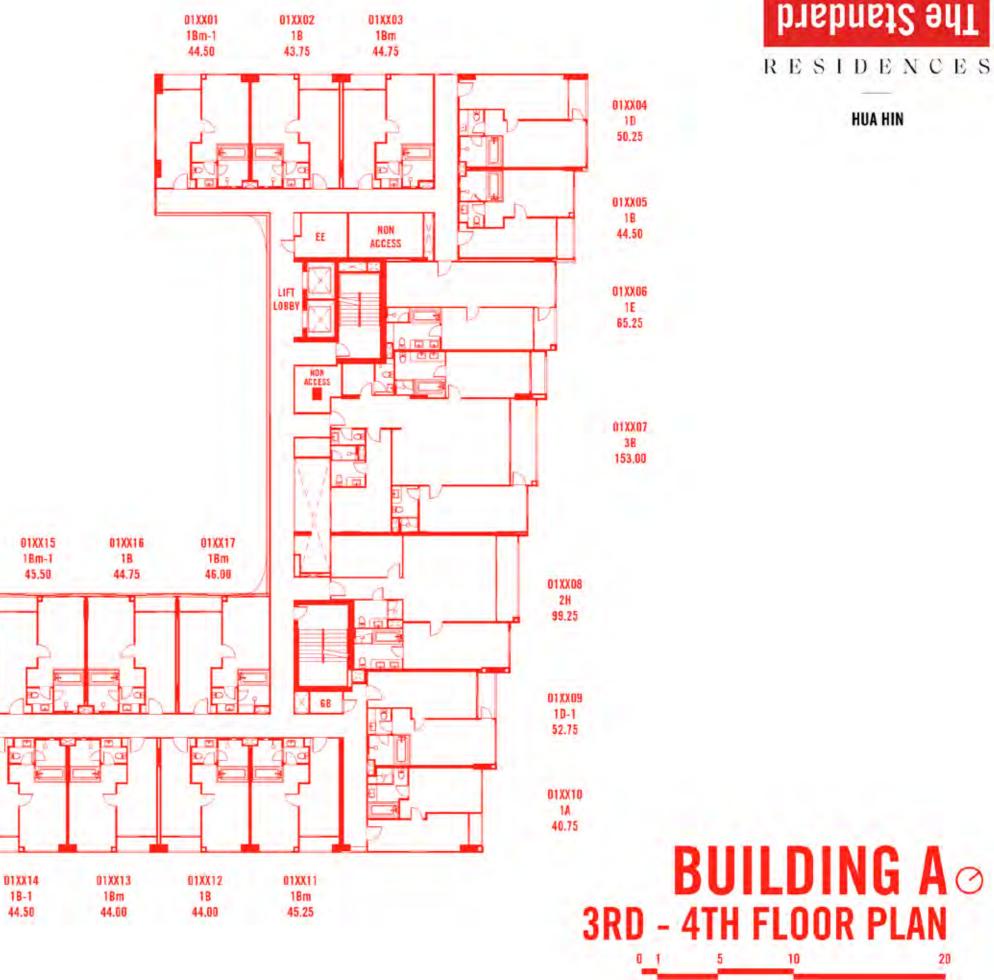


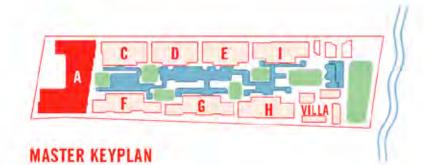




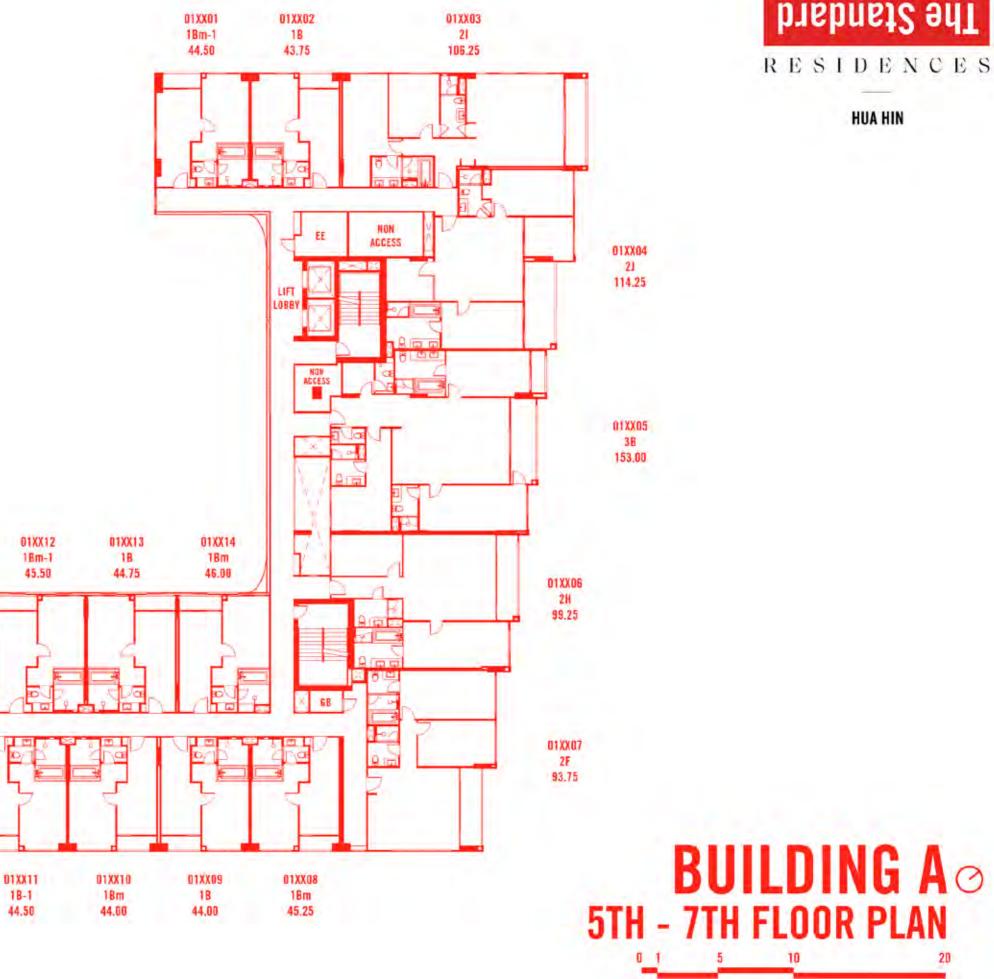










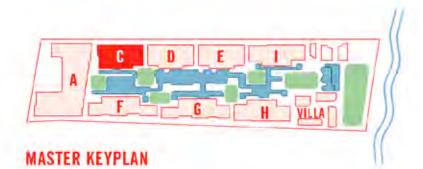




MASTER KEYPLAN



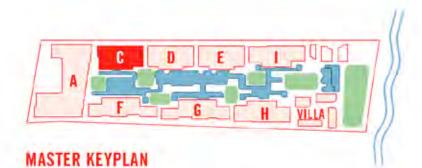








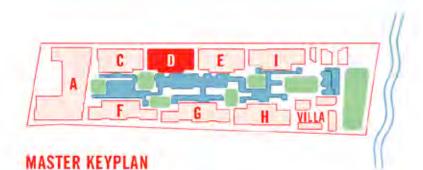










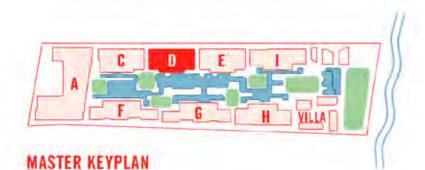


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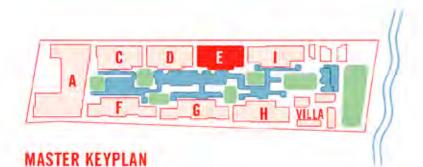










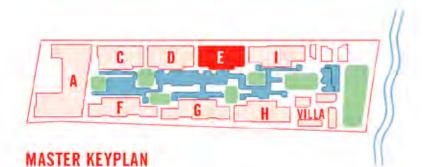






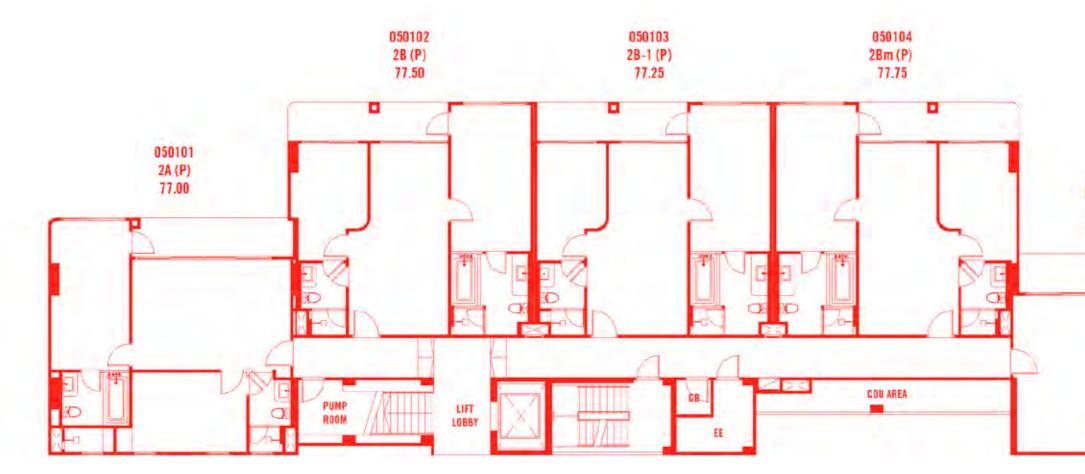
















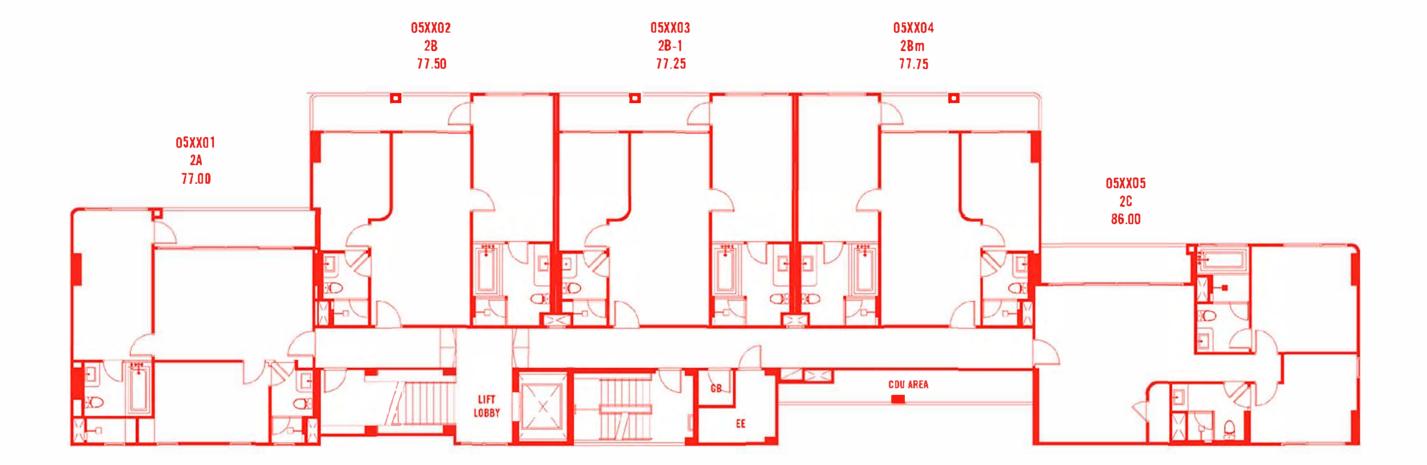




#### **MASTER KEYPLAN**



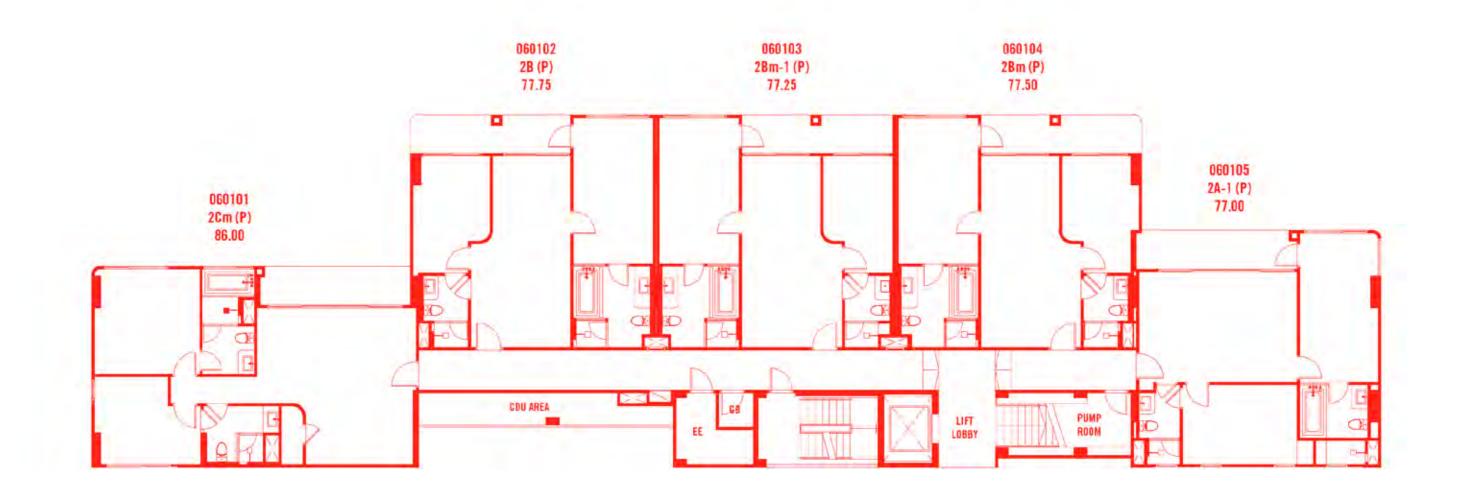
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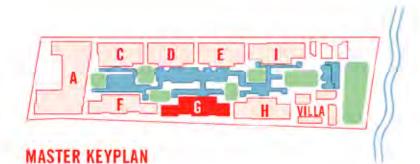




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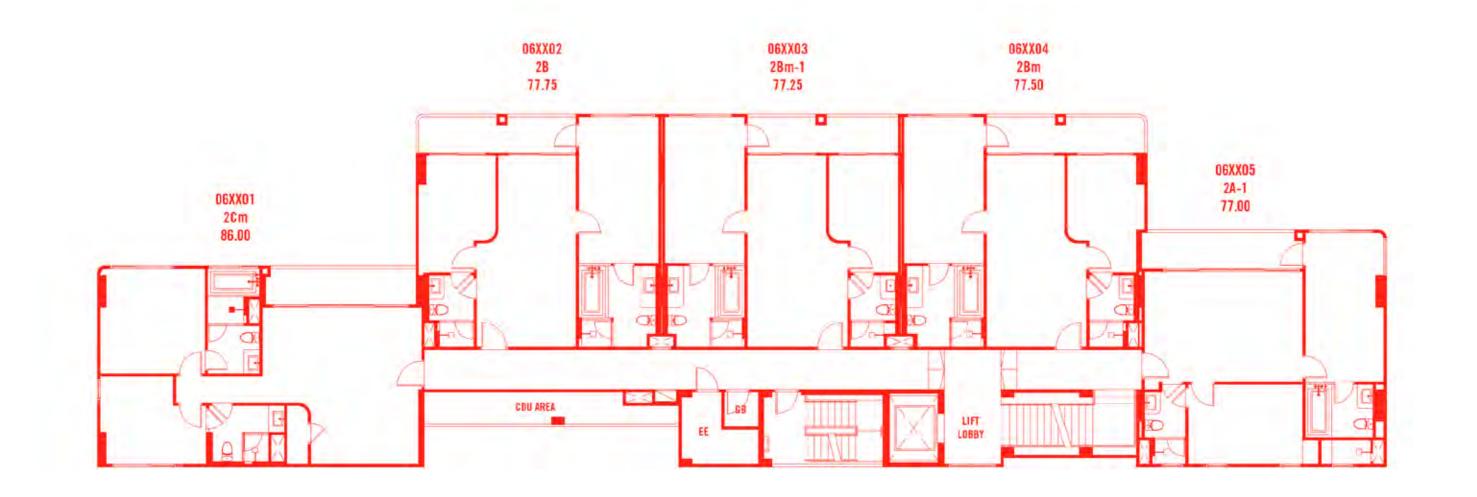


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#### BUILDING G 1 ST FLOOR PLAN 5 10 15

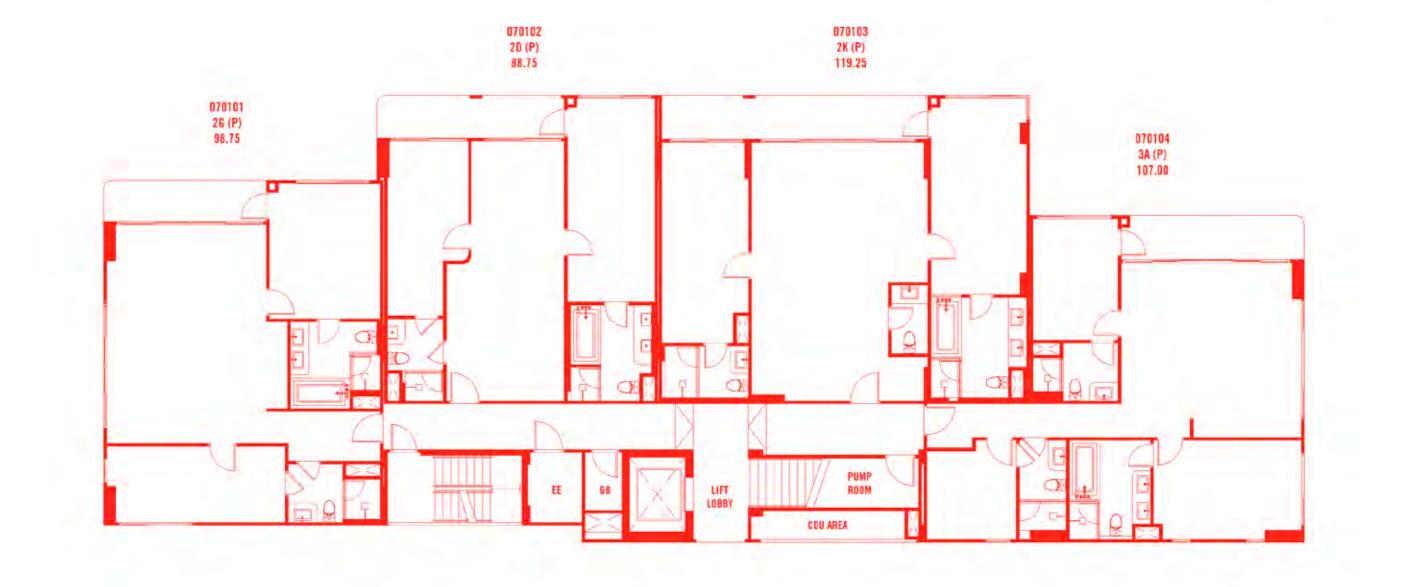








#### BUILDING G O **2ND - 4TH FLOOR PLAN** 15



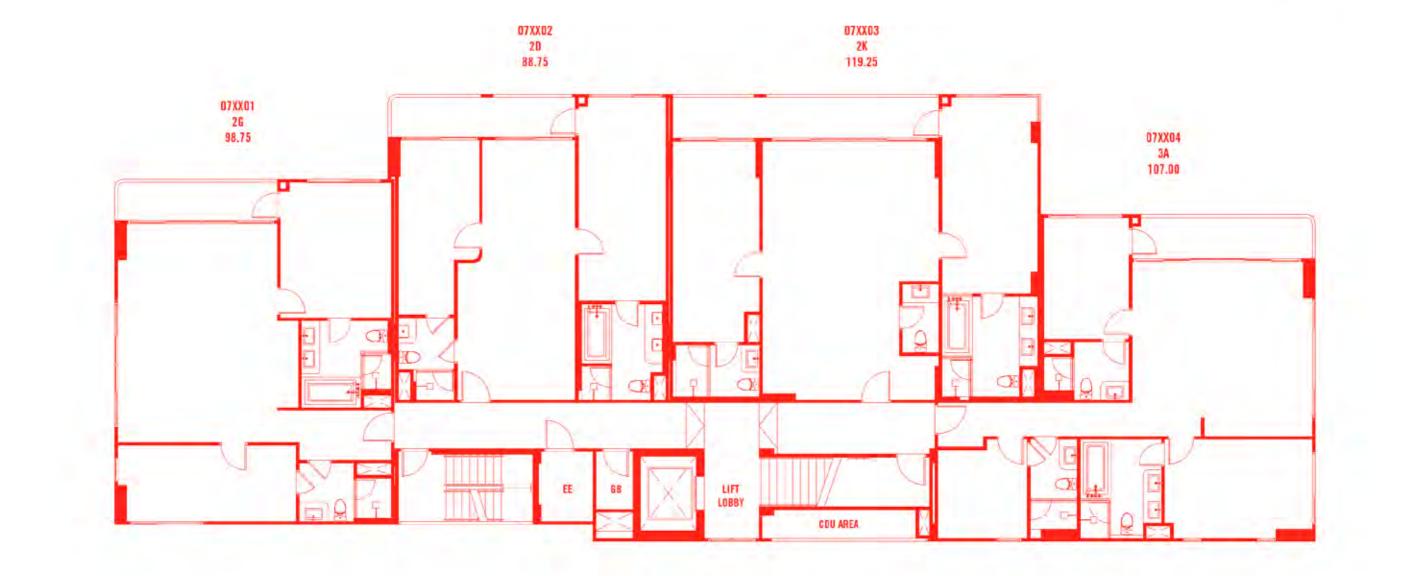


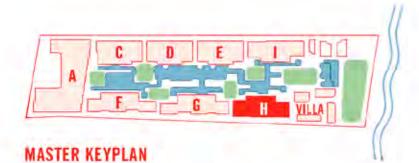




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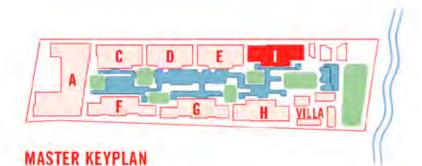






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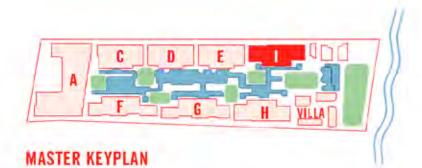
















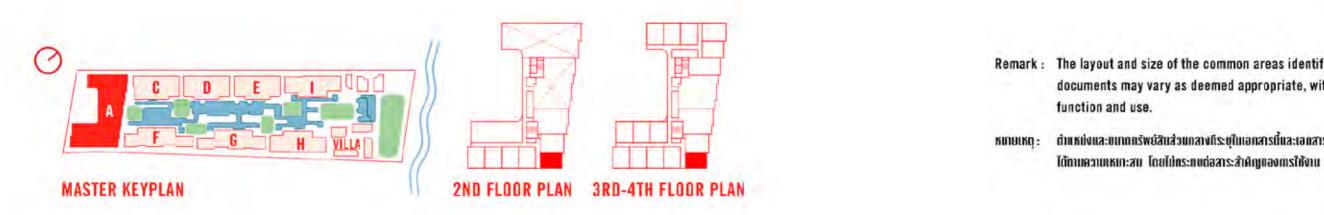


## ROOM AYOUT







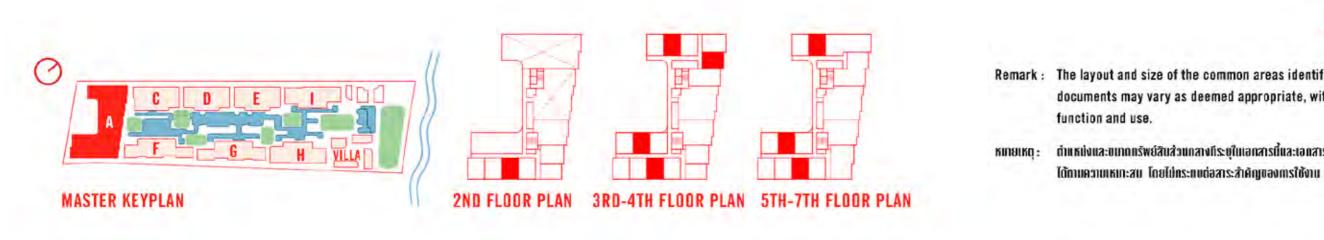






Remark : The layout and size of the common areas identified herein and in other sales related documents may vary as deemed appropriate, without compromising the overall



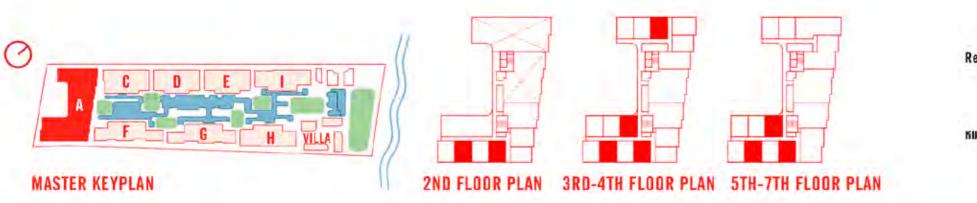




#### B 43.75 - 44.75 sq.m.

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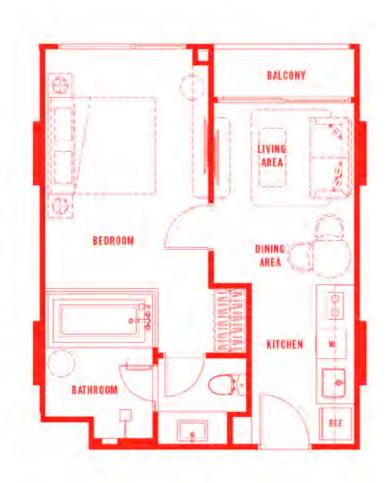


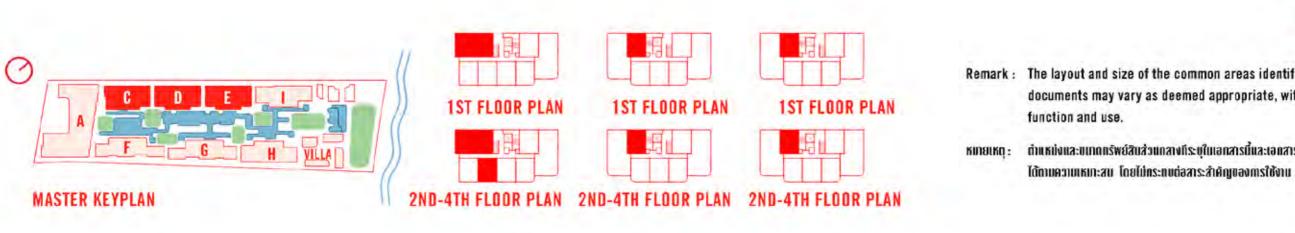
- function and use.
- KINBIKO : ได้ตามความเหมาะสม โดยไม่กระทบต่อสาระสำคัญของการใช้งาน



## 1Bm 44.00 - 46.00 sq.m.

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#### 1 C 43.25 - 43.75 sq.m.

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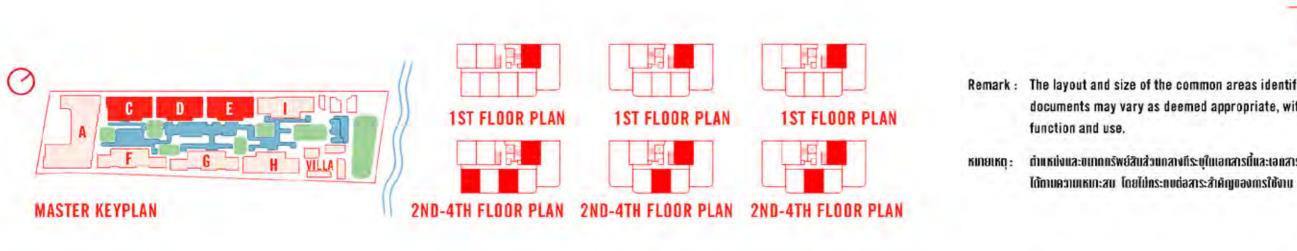




## 1C-1 44.00 sq.m.

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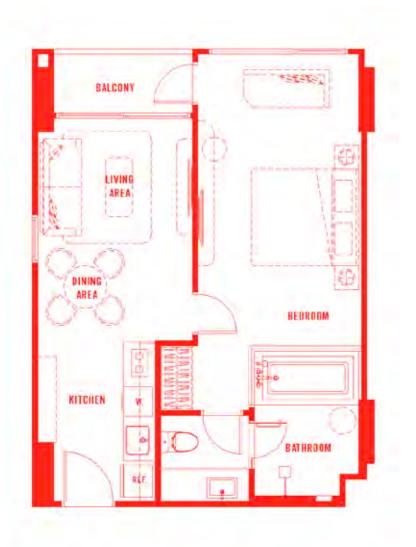


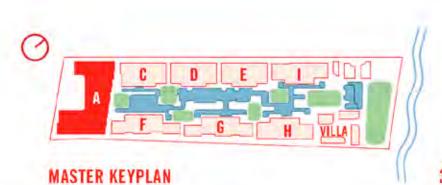




## 1**C**m 43.25 - 44.00 sq.m.

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3RD-4TH FLOOR PLAN

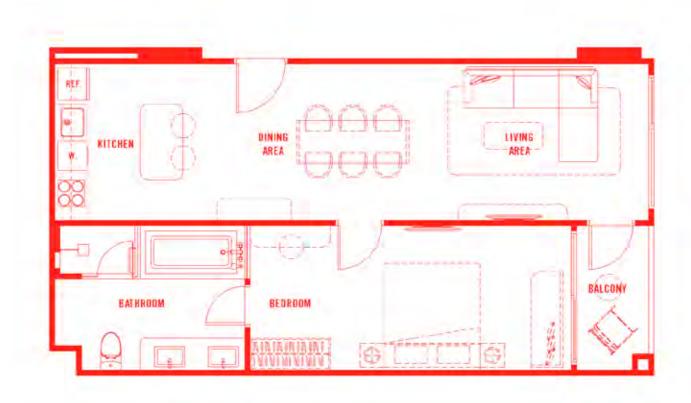
Remark : The layout and size of the common areas identified herein and in other sales related documents may vary as deemed appropriate, without compromising the overall function and use.

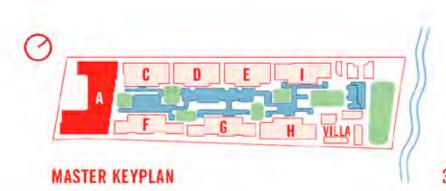
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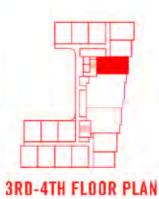


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#### **1D** 50.25 sq.m.







function and use.

ตำแหน่งและขนาดกรัพย์สินส่วนกลางทีระบุในเอกสารนี้และเอกสารการขายอื่นที่เกี่ยวข้องอาจปรับเปลี่ยน KIN9LKQ : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน

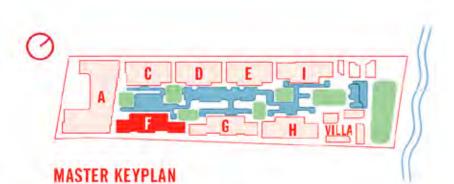


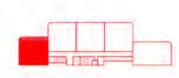
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#### 1E 65.25 sq.m.

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#### **2ND-4TH FLOOR PLAN**

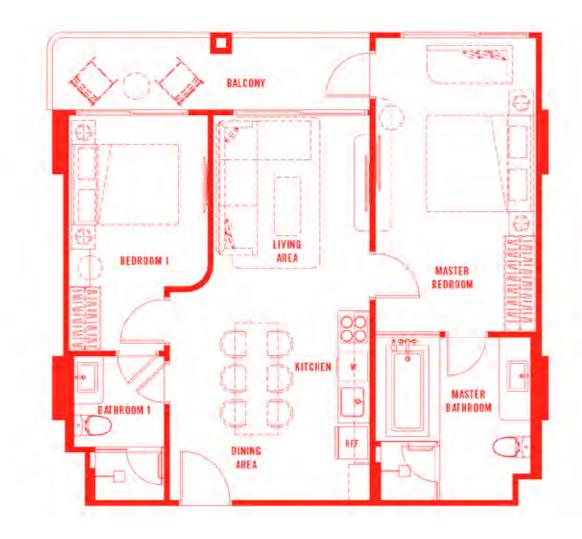
- function and use.
- KINULKO : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน

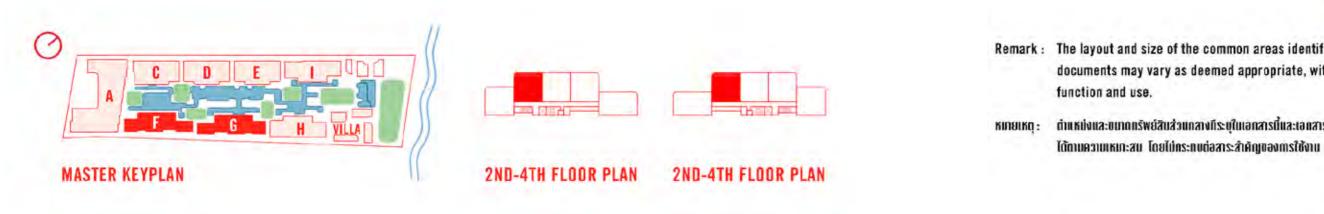


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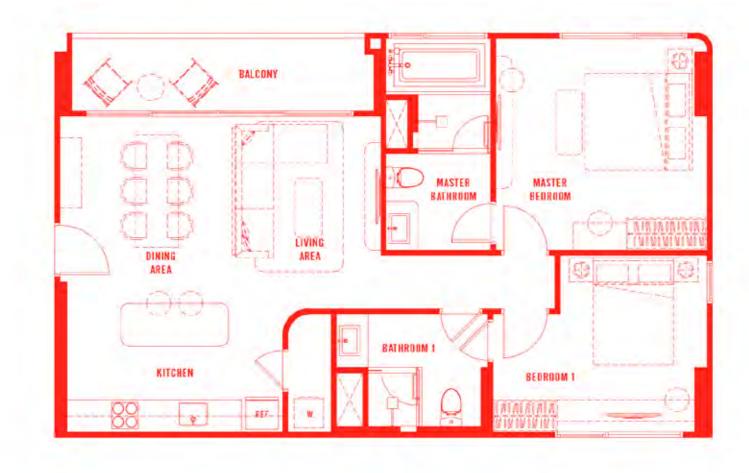


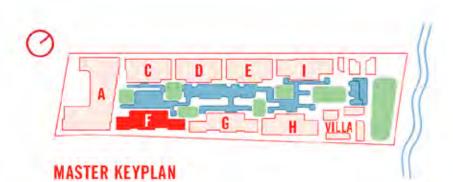


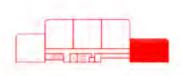


### **2B** 77.50 - 77.75 sq.m.

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**2ND-4TH FLOOR PLAN** 

function and use.

ตำแหน่งและขนาดกรัพย์สินส่วนกลางทีระบุในเอกสารนี้และเอกสารการขายอื่นที่เกี่ยวข้องอาจปรับเปลี่ยน KINULKO : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน

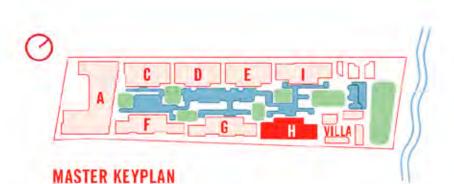


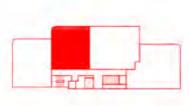
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### 2C 86.00 sq.m.

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## function and use.

ตำแหน่งและขนาดกรัพย์สินส่วนกลางทีระบุในเอกสารนี้และเอกสารการขายอื่นที่เกี่ยวข้องอาจปรับเปลี่ยน KINULKO : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน

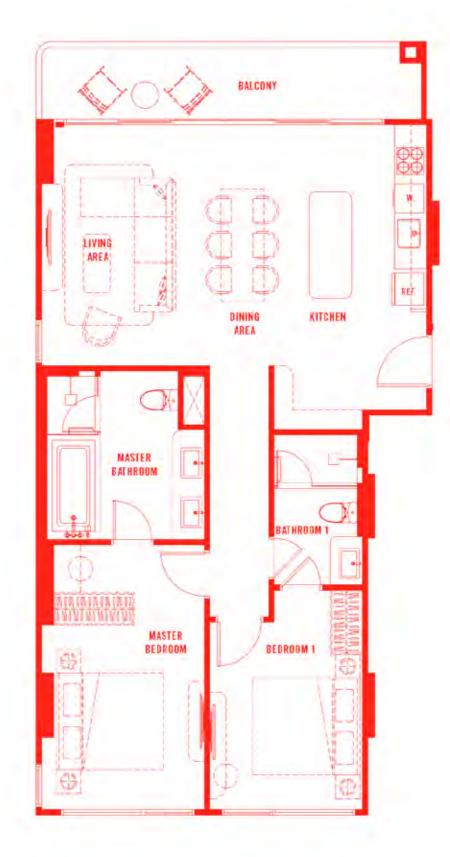
#### **2ND-4TH FLOOR PLAN**

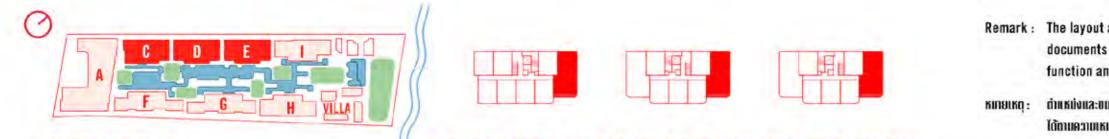


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#### 2D 88.75 sq.m.

Remark : The layout and size of the common areas identified herein and in other sales related documents may vary as deemed appropriate, without compromising the overall





#### **MASTER KEYPLAN**

2ND-4TH FLOOR PLAN 2ND-4TH FLOOR PLAN 2ND-4TH FLOOR PLAN

function and use.

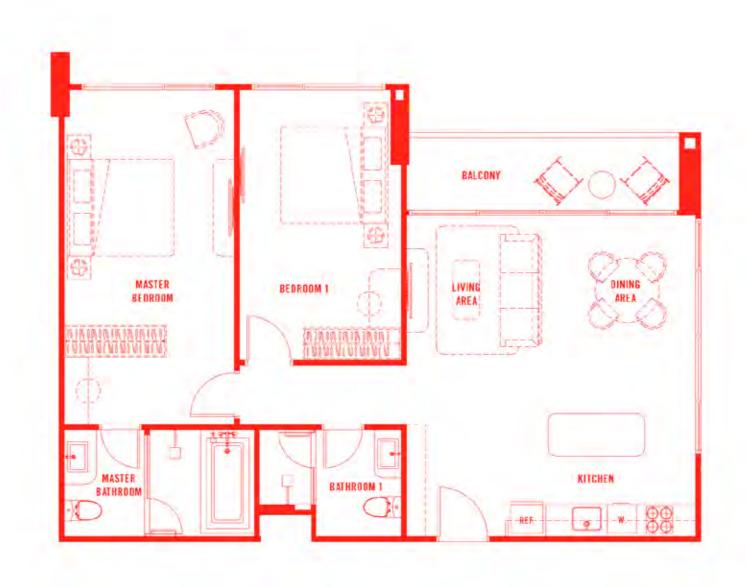


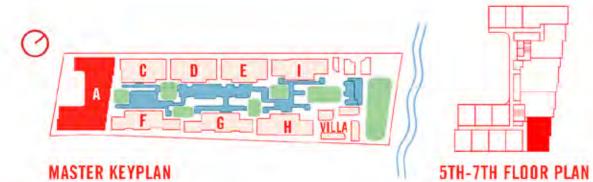
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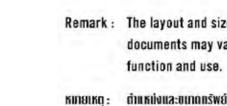
## **2E** 93.50 sq.m.

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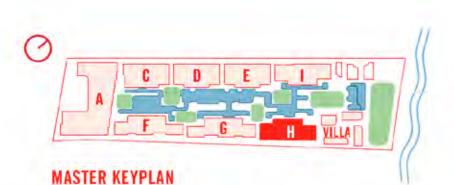


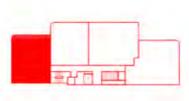
HUA HIN

## **2F** 93.75 sq.m.

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#### **2ND-4TH FLOOR PLAN**

function and use.

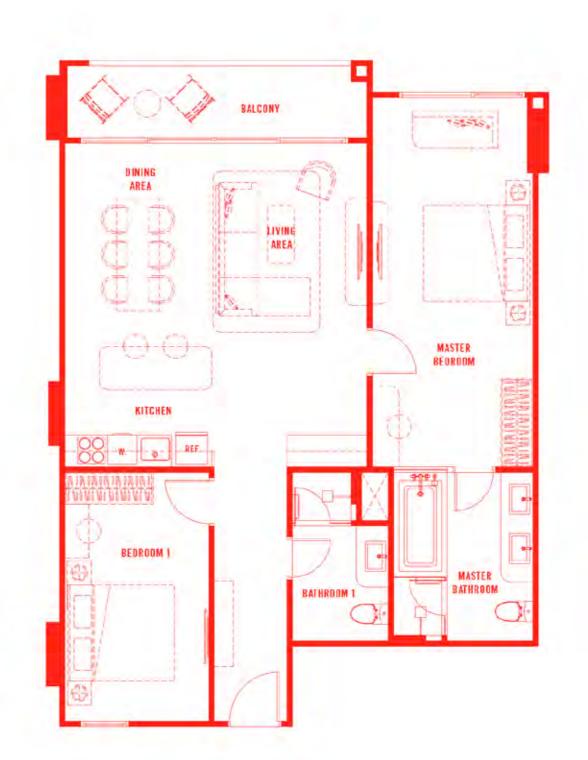
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HUA HIN



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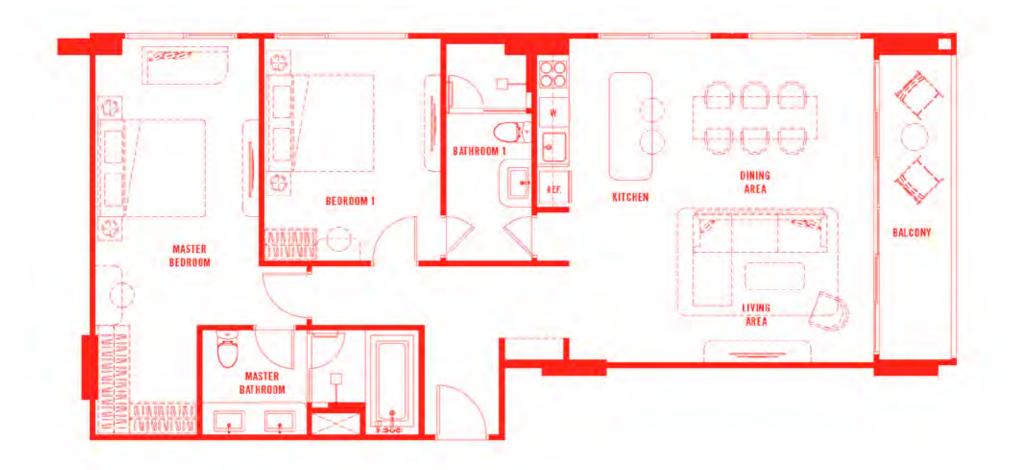


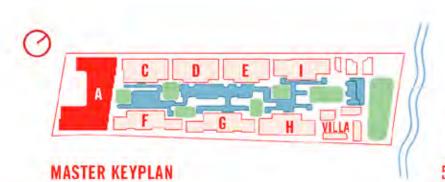
- function and use.
- KINULKO : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน





Remark : The layout and size of the common areas identified herein and in other sales related documents may vary as deemed appropriate, without compromising the overall





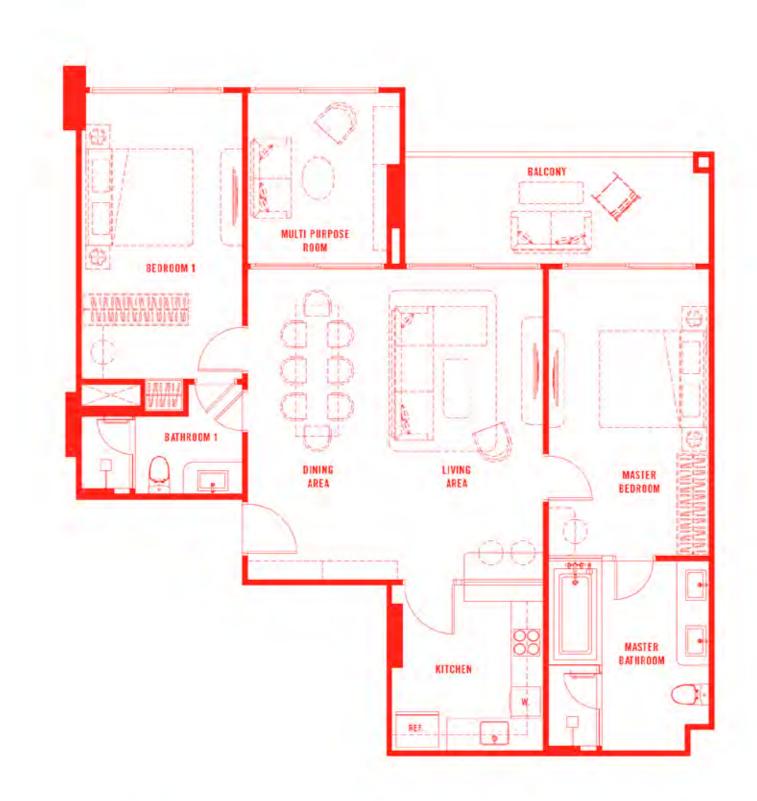


- function and use.
- KINUIKO : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน

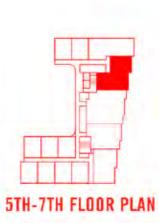


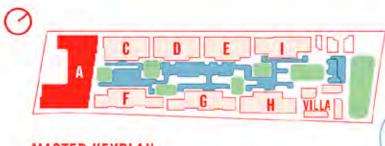
## 21 106.25 sq.m.

Remark : The layout and size of the common areas identified herein and in other sales related documents may vary as deemed appropriate, without compromising the overall



- function and use.
- KINBIKO : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน





MASTER KEYPLAN

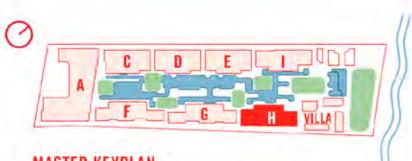


HUA HIN



Remark : The layout and size of the common areas identified herein and in other sales related documents may vary as deemed appropriate, without compromising the overall





function and use.

KINULKO : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน

**MASTER KEYPLAN** 

**2ND-4TH FLOOR PLAN** 

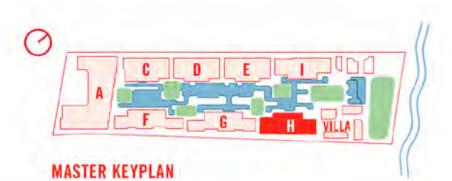


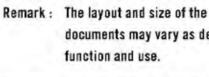
HUA HIN

## **2K** 119.25 sq.m.

Remark : The layout and size of the common areas identified herein and in other sales related documents may vary as deemed appropriate, without compromising the overall







ตำแหน่งและขนาดกรัพย์สินส่วนกลางทีระบุในเอกสารนี้และเอกสารการขายอื่นที่เกี่ยวข้องอาจปรับเปลี่ยน KINULKO : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน

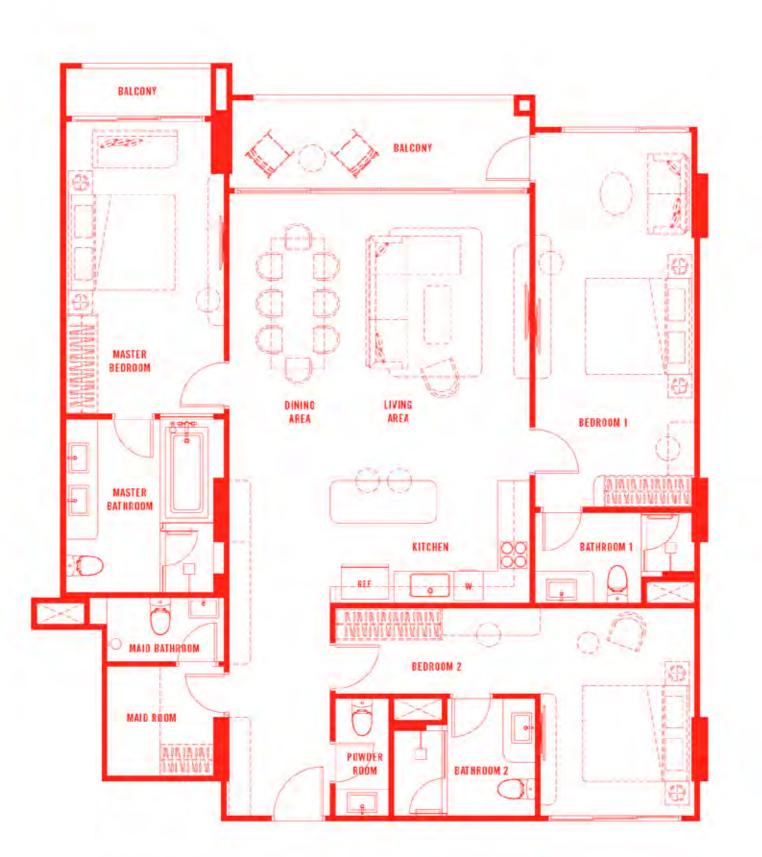
**2ND-4TH FLOOR PLAN** 

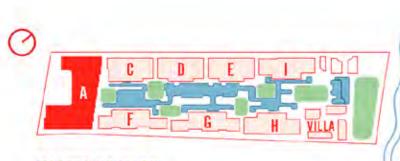


HUA HIN

### **3**A 107.00 sq.m.

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MASTER KEYPLAN

**3RD-4TH FLOOR PLAN 5TH-7TH FLOOR PLAN** 

function and use.

ตำแหน่งและขนาดทรัพย์สินส่วนกลางทีระบุในเอกสารนี้และเอกสารการขายอื่นที่เที่ยวข้องอาจปรับเปลี่ยน KINULKO : ได้ตามความเหมาะสม โดยไม่กระกบต่อสาระสำคัญของการใช้งาน



HUA HIN

#### 3B 153.00 sq.m.

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