

OUT OF HOME

Mercedes-Benz brings design aesthetic indoors with first interior project

October 14, 2015



Exterior of Mercedes-Benz apartment

By STAFF REPORTS

German automaker Mercedes-Benz is creating a home away from home for jetsetters through a set of residential properties developed with Frasers Hospitality Group.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For Mercedes-Benz Living @ Fraser, the automotive brand partnered with Swarovski and Burmester on a set of six rental apartments, which integrate Mercedes-Benz style and technology. This first residential real estate project for the car brand will enable Mercedes to communicate a lifestyle to consumers.

Welcome home

This project will offer six properties for booking in London's Kensington neighborhood starting in November, with another nine available from the first quarter of 2016 in Singapore. The units are between 538 to 1076 square feet, and will be operated by Frasers.

These properties have been designed with touches that mirror elements of Mercedes' cars, with furniture, accessories, colors and lighting chosen to express the "sensual purity" the brand looks to bring to its vehicles. The partners have a presence through an s-shaped Swarovski crystal chandelier or a Burmester surround sound system.

Gorden Wagener, head of design at Daimler AG, said in a brand statement, "As in our vehicles we have combined sensual surfaces and clean lines with intelligent high-tech functionality in order to create a perfectly conceived world of modern luxury that promotes wellbeing and relaxation. All the appointments display the hallmarks of Mercedes design. The overarching concept unites flowing lines with sculptural furniture, blending seamlessly into an organic whole. Innovative media and entertainment technologies offer a multi-sensory experience."

The serviced units are also meant to deliver the exclusivity of a Mercedes car.

Mercedes has also equipped the apartments with a Black Magic Wall, a media center with integrated smart television. Here, consumers can explore the Mercedes range, as well as access entertainment and connectivity features.



Interior of Mercedes-Benz living at Fraser

Wilfried Steffen, head of Mercedes-Benz business innovation department, said in a statement, "More and more people are permanently on the move. They live and work in unfamiliar cities where they are looking for a 'home away from home' and a sense of security. That's exactly what we want to offer them and at the very highest level and with the perfection and quality that you would expect from Mercedes-Benz."

Mercedes plans to expand beyond the first two markets after its Singapore apartments open.

Automakers frequently look to recreate the feel of traveling in their vehicles to other spaces, appealing to the familiarity of brand fans.

Mercedes-Benz and aircraft service provider Lufthansa Technik have teamed to create one-of-a-kind VIP aircraft cabins.

The architecture within the cabins will be jointly designed by the brands to provide an open layout that aims to redefine first-class travel. The collaboration pairs two renowned German companies, and especially helps Mercedes highlight itself beyond its vehicles as a lifestyle brand ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.