



THE ATHERIS RESIDENCES

AT BENJAKITTI PARK

LX
LX MEDIA CO

A Concept Note for Brand Development &
Conceptualization, Design and Marketing

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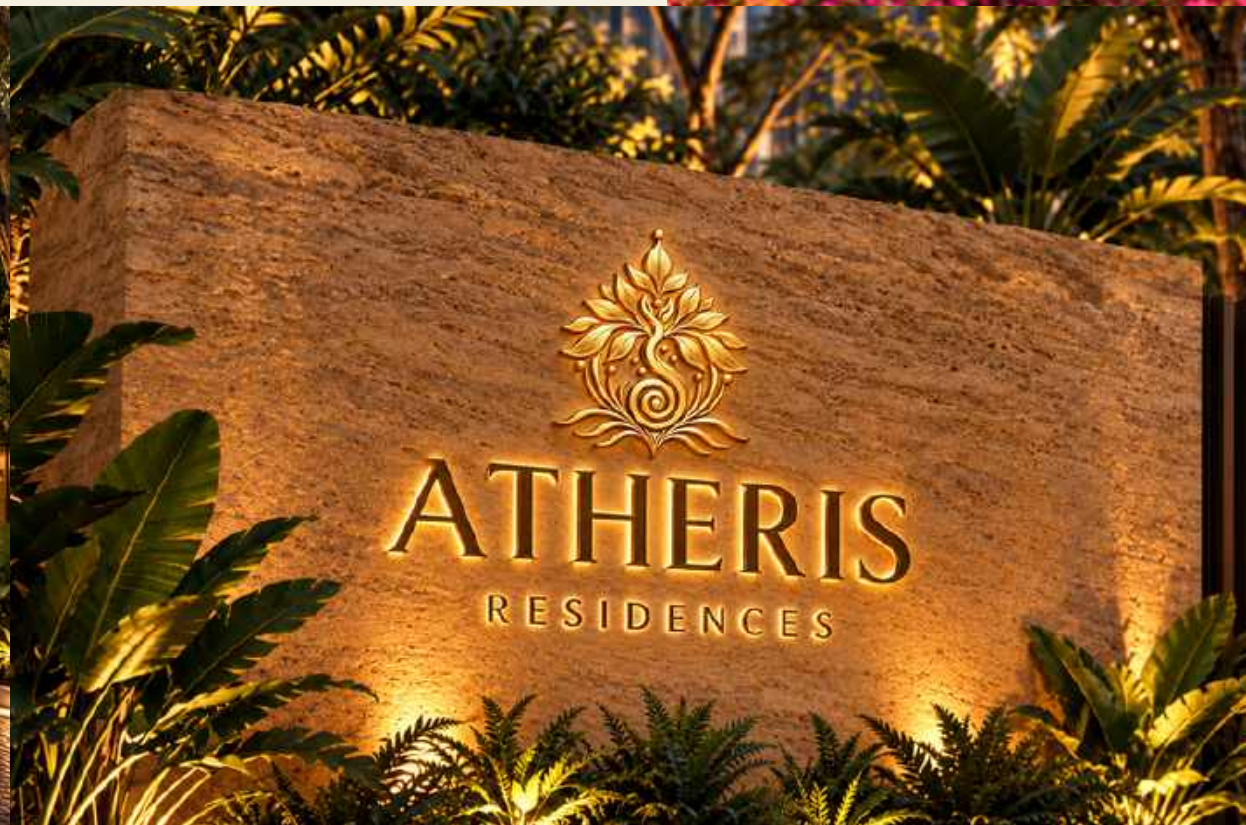
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ESTATE-LEVEL LIVING IN THE SKY

The ATHERIS Residences is a fictional concept envisioning a 75-story ultra-luxury branded residential development near Benjakitti Park in Bangkok, Thailand.

The purpose of this concept is not to demonstrate what has already been done. It's to explore what could be possible.



01 BRAND STORY

NATURE IN ITS MOST EXTRAORDINARY FORM

Inspired by the extraordinary beauty of the natural world, ATHERIS was conceived as an expression of elegance, intelligence, and timeless sophistication.

The name Atheris originates from the African bush viper, a rare and striking creature distinguished by its luminous green coloring, intricate natural textures, and graceful presence. Its beauty is both delicate and powerful, embodying the exceptional artistry found in nature. This inspiration forms the foundation of ATHERIS: a luxury brand where organic beauty meets architectural refinement, advanced technology, and extraordinary living.

ATHERIS reimagines Mother Nature as elegant, accomplished, intelligent, and effortlessly sophisticated. Here, nature is not simply an aesthetic consideration. It becomes an essential part of the architecture, the environment, and the everyday experience. The result is a new vision of luxury living - one that celebrates natural beauty while embracing the possibilities of modern innovation.

Think: Elegant Mother Nature, elevated by modern luxury and technology.





02 BRAND PHILOSOPHY, MISSION & VISION

A NEW EXPRESSION OF EXTRAORDINARY LIVING

Brand Philosophy & Mission

ATHERIS believes that true luxury exists in the harmony between natural beauty, intelligent innovation, architectural excellence, and personal wellbeing. Every element is designed to create a living environment that is both extraordinary and effortless.

Our Mission

To redefine luxury residential living by creating exceptional environments where nature, intelligent technology, architectural elegance, and personal wellbeing exist in perfect harmony.

Our Vision

To establish ATHERIS as an internationally recognizable luxury branded-residence and lifestyle brand, celebrated for its distinctive architecture, refined hospitality, and nature-integrated living experiences.

Our Purpose

Elevating the way we live, while nurturing the world around us.

Our Principles

- Nature, Refined by Innovation: Natural beauty and modern intelligence working together.
- Quiet Luxury: Exceptional quality, privacy, craftsmanship, and understated sophistication.
- Whole-Life Wellbeing: Environments supporting health, restoration, productivity, and meaningful living.
- Intelligent Convenience: Personalized hospitality and integrated technology designed to return time and freedom to residents.

03 BRAND IDENTITY & LOGO DEVELOPMENT

AN IDENTITY INSPIRED BY NATURE

The ATHERIS visual identity celebrates the elegance, movement, and intricate beauty of the natural world. Organic forms, botanical silhouettes, flowing lines, and sculptural details establish a visual language that feels both timeless and contemporary. The brand emblem represents the connection between nature and sophisticated living. Its ornamental botanical composition with snake feature communicates growth, balance, sophistication, refinement, and the extraordinary character of the ATHERIS philosophy.

The accompanying wordmark introduces a classical architectural sensibility, reinforcing the brand's positioning within the ultra-luxury residential market.



Logo Applications

- Primary Signature - Gold: The principal brand identity, reserved for formal presentations, luxury collateral, and signature brand applications.



- White Version: Used for dark or contrasting backgrounds.



- Black Version: A contrasting identity for light backgrounds and understated applications.

The identity is designed to remain recognizable across residences, hospitality environments, digital experiences, premium packaging, and future ATHERIS lifestyle brands.



TYPOGRAPHY, COLORS & MATERIALS

Typography

CINZEL ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789

Cinzel - Display Typeface

The primary typeface for brand headlines, section titles, signature statements, and formal communications. Its classical letterforms reflect architectural strength, elegance, and permanence.

HK ABCDEFGHIJKLMNOPQRSTUVWXYZ
GROTESK abcdefghijklmnopqrstuvwxyz
 123456789

HK Grotesk - Body Typeface

The supporting typeface for editorial copy, brand communications, descriptions, and business presentations. Its modern simplicity introduces balance, legibility, and contemporary sophistication.

Color Palette, Materials & Textures

The colors, materials, and textures displayed on the right define the visual identity of ATHERIS. From botanical greenery and flowing wood grain to natural stone, jade-green marble, terracotta, and warm metallic accents, each element reflects the brand’s commitment to refined organic luxury.

The visual world of ATHERIS draws inspiration from the richness of natural materials, the elegance of botanical environments, and the quiet sophistication of contemporary luxury. Its palette combines warm neutral foundations with distinctive earthy tones, deep botanical greens, and selective gold accents.





05 THE ATHERIS RESIDENCES

ORGANIC LIVING IN AN ELEGANT ECOSYSTEM

Designed around the principles of exceptional privacy, natural elegance, intelligent convenience, and personalized hospitality, the development introduces a distinctive interpretation of modern residential luxury. With just 60 exclusive residences, ATHERIS seeks to combine the spaciousness and independence of a private estate with the sophistication, security, and convenience of a world-class residential tower.

Expansive living environments, landscaped terraces, immersive botanical spaces, private wellness facilities, curated dining, and comprehensive lifestyle services come together to create an extraordinary residential ecosystem. More than a conventional luxury condominium, ATHERIS is envisioned as a private world where living, working, dining, wellness, nature, and personal services exist in seamless harmony.

Key Features to Note:

- ATHERIS Residences is a proposed 75-story ultra-luxury branded residential development near Benjakitti Park in Bangkok, Thailand.
- Features 60 exclusive homes, including 50 Grand Residences and 10 Duplex Penthouses.
- Combines estate-level living in the sky with exceptional privacy, nature-inspired architecture, wellness, and personalized hospitality.

06 ARCHITECTURAL CONCEPT & MASTER PLAN

THE VISION OF ATHERIS

The architectural vision of ATHERIS is inspired by the fluidity and elegance of nature. Soft architectural curves, expansive terraces, panoramic glazing, organic materials, and abundant botanical landscapes establish a building that feels integrated with nature rather than separated from it.

The development's vertical arrangement connects private residential environments with dedicated spaces for wellness, hospitality, recreation, business, and relaxation. This carefully considered concept creates an exclusive residential environment that supports the many dimensions of contemporary luxury living.

Key Features to Note:

- **Basement:** Private parking facilities with EV charging
- **Level 01:** Grand Arrival Lobby, Business Center & Garden, Resident Services (Mailroom, Market & Concierge)
- **Level 02:** Private Wellness Club with Pool 1
- **Level 03:** Harvest Garden, Kids Play Area & Pet Care Center
- **Level 04:** Private Residents' Club
- **Level 05:** Corporate & Residential Operations
- **Levels 06–51:** Grand Residences & Expanded Grand Residences
- **Levels 52–71:** Duplex Penthouses
- **Level 72:** Grand Sky Lounge & Private Dining
- **Level 73:** Sky Lounge & Café Terrace
- **Level 74:** Sky Botanical Park
- **Level 75:** The Infinity Crown with Larger Rooftop Pool

The proposed design places privacy, spatial generosity, intelligent circulation, and natural integration at the center of the residential experience.



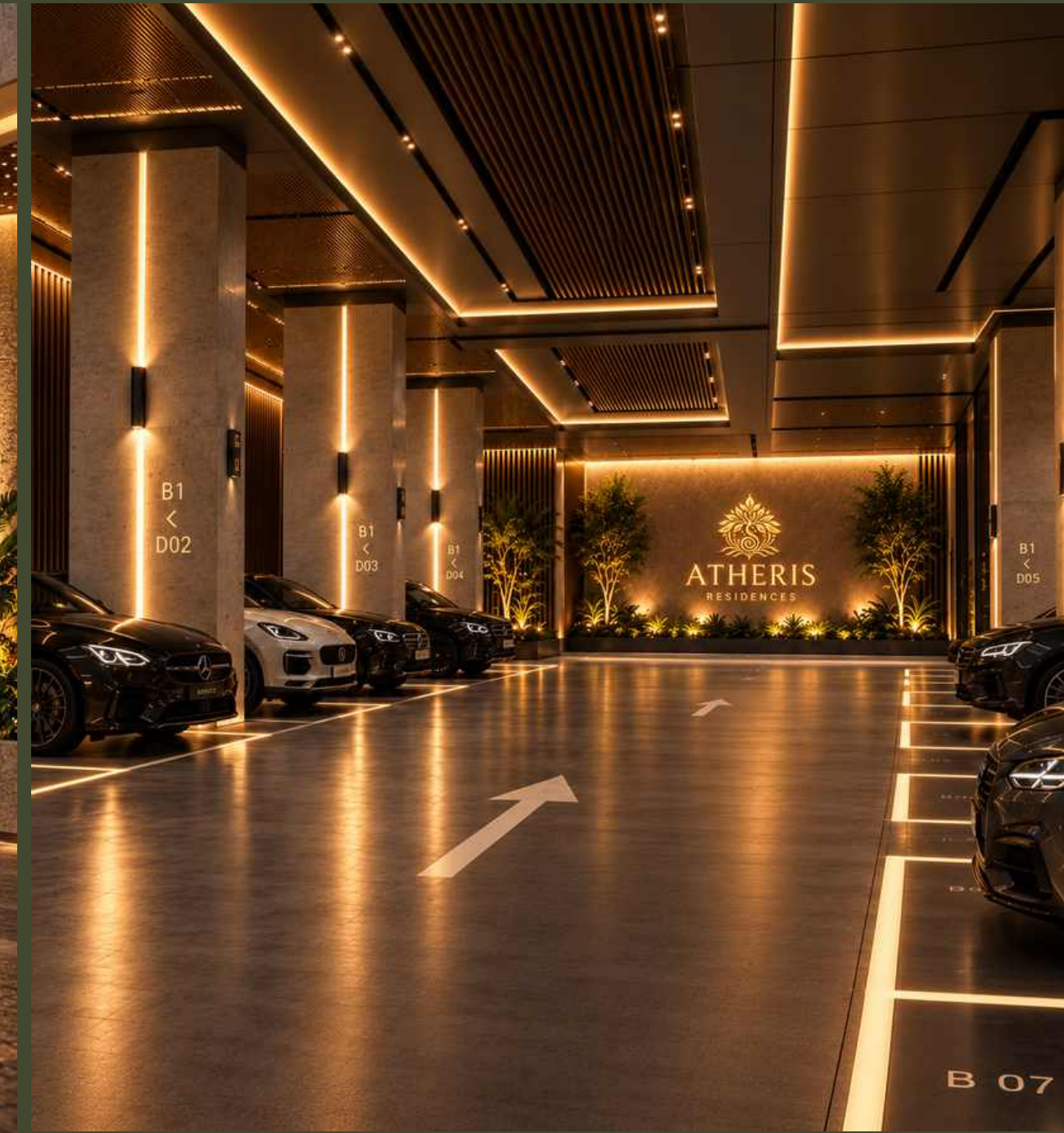
PART II — 07 ARCHITECTURE & RESIDENTIAL EXPERIENCE

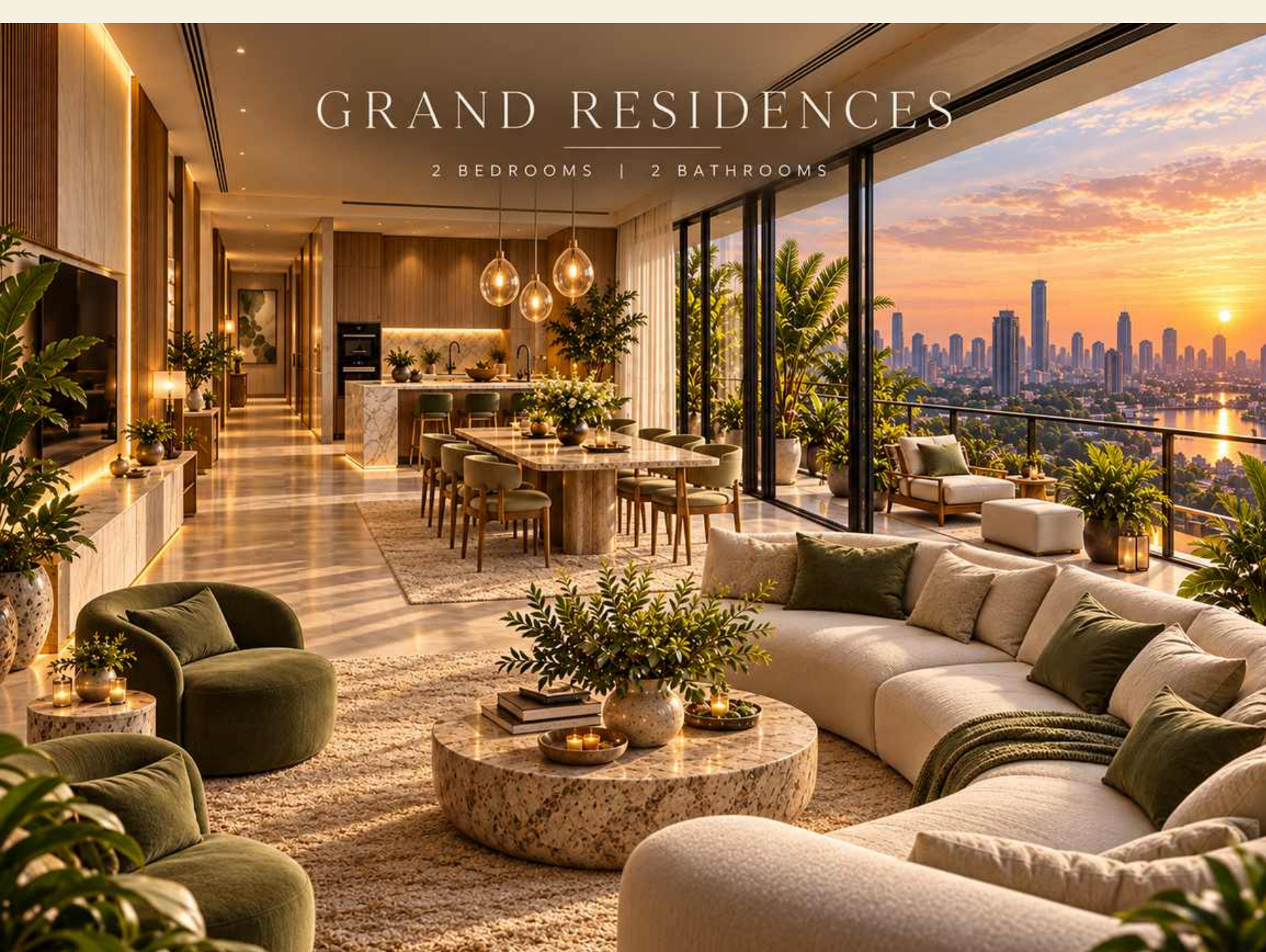
YOU'VE ARRIVED AT A NEW ARCHITECTURAL LANDMARK

An extraordinary expression of organic architecture, where sculptural elegance and immersive greenery transform the Bangkok skyline. ATHERIS is envisioned as a distinctive vertical sanctuary, defined by flowing terraces, sophisticated materials, botanical integration, and panoramic city views.

Below Images

Conceptual Exterior, Arrival Drop Off and Private Parking Area.





GRAND RESIDENCES

2 BEDROOMS | 2 BATHROOMS



08 RESIDENTIAL INTERIOR RENDERINGS

GRAND RESIDENCES

Grand Residences are on floors 06-51. A collection of 50 single-level residences offering expansive living spaces, panoramic views, generous balconies, sophisticated interiors, and botanical elements thoughtfully integrated into the residential environment. A limited collection of two-bedroom, two-bathroom residences occupies half-floor layouts, with two residences per floor.



GRAND RESIDENCES
2 BEDROOMS | 2 BATHROOMS
SECONDARY BATHROOM

ATHERIS
RESIDENCES

GRAND RESIDENCE
COLLECTION A
FLOORS 6 - 9

2 BEDROOMS
2 BATHROOMS



EXPANDED GRAND RESIDENCES

— 4 Bedrooms | 3 Bathrooms —

Living Room



EXPANDED GRAND RESIDENCES

— 4 Bedrooms | 3 Bathrooms —

Primary Bathroom



08A RESIDENTIAL INTERIOR RENDERINGS

EXPANDED GRAND RESIDENCES

Expanded Grand Residences floors are 06-51. This collection offers full-floor, expansive living spaces, panoramic views, generous balconies, sophisticated interiors, and botanical elements throughout.



EXPANDED GRAND RESIDENCES

— 4 Bedrooms | 3 Bathrooms —

Primary Bathroom



ATHERIS RESIDENCES

Expanded Grand Residence | Collection B | 4 Bedrooms | 3 Bathrooms

Floors 10 - 51

Panoramic City Views





GARDEN DUPLEX PENTHOUSE | 4 BEDROOMS | 4 BATHROOMS
LOWER LEVEL LIVING ROOM



09 RESIDENTIAL INTERIOR RENDERINGS

PENTHOUSE DUPLEX WITH GARDEN TERRACE

Every penthouse residence is envisioned as a private sanctuary, where generous proportions, sophisticated interiors, and natural elegance create a remarkable living experience. Garden Penthouses have 4 bedrooms and 4 bathrooms.



GARDEN DUPLEX PENTHOUSE | 4 BEDROOMS | 4 BATHROOMS
— ARCHITECTURAL BALCONY GARDEN —

ATHERIS RESIDENCES

Garden Duplex Penthouse | Collection C | 4 Bedrooms | 4 Bathrooms
— Floors 52 – 61 —



LOWER LEVEL



UPPER LEVEL

GARDEN CHAMBER BATH



PRIVATE POOL DUPLEX PENTHOUSE | 5 BEDROOMS | 4 BATHROOMS
— LOWER LEVEL LIVING ROOM —



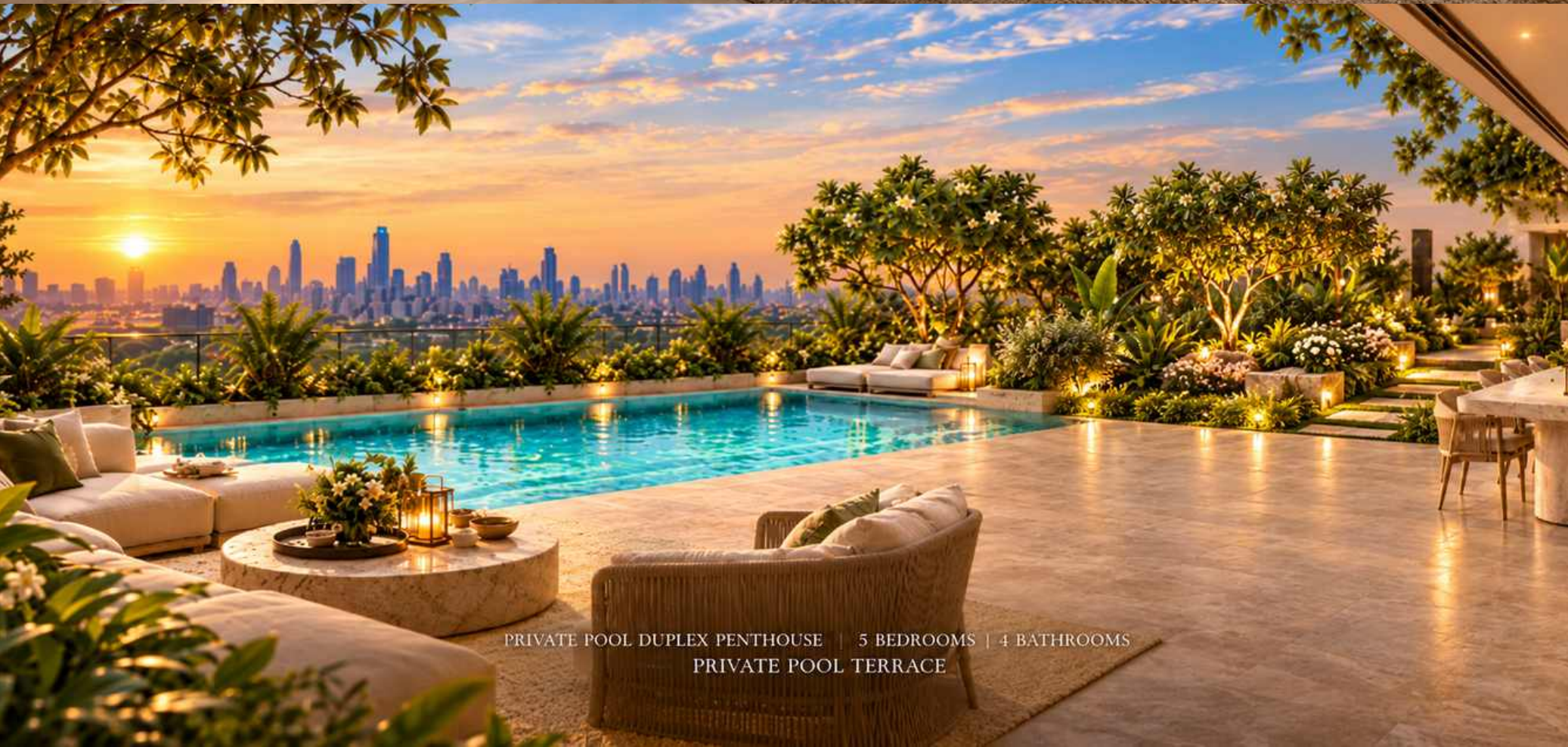
PRIVATE POOL DUPLEX PENTHOUSE | 5 BEDROOMS | 4 BATHROOMS
— UPPER LEVEL PRIMARY BEDROOM —

09A RESIDENTIAL INTERIOR RENDERINGS

PENTHOUSE DUPLEX WITH GARDEN TERRACE & POOL

Every residence is envisioned as a private sanctuary, where generous proportions, sophisticated interiors, and natural elegance create a remarkable living experience. Garden & Pool Penthouses have 5 bedrooms and 4 bathrooms.





ATHERIS RESIDENCES

Private Pool Duplex Penthouse | Collection D | 5 Bedrooms | 4 Bathrooms

Floors 62 - 71



LOWER LEVEL



UPPER LEVEL

10 RESIDENT COLLECTION OVERVIEW

EXCEPTIONAL RESIDENCES. EXTRAORDINARY POSSIBILITIES

Grand Residences & Expanded Grand Residences - Floors 06-51

A collection of 50 single-level residences offering expansive living spaces, panoramic views, generous balconies, and refined interiors. Botanical elements are thoughtfully woven throughout the residential environment, creating a seamless connection between indoor comfort and nature.

Grand Residences are spacious two-bedroom, two-bathroom homes, **with only two residences sharing each floor.**

Expanded Grand Residences are exceptional four-bedroom, three-bathroom full-floor homes, offering complete privacy with no shared floor space.

Penthouse Duplex with Garden Terrace - Floors 52 - 61

Two-level residences featuring spacious interiors, private landscaped terraces, gorgeous gardens, and an exceptional connection between indoor and outdoor living. These exceptional four-bedroom, four-bathroom duplexes offer two levels of private living **without shared residential floor space**

The ATHERIS residential collection was created for discerning individuals who value privacy, independence, exceptional living space, and the freedom to enjoy life without compromise. Across 60 exclusive residences, the development combines grand single-level homes with extraordinary two-level penthouses.

Penthouse Duplex with Garden Terrace & Pool - Floors 62 - 71

The pinnacle of the ATHERIS residential collection. Extraordinary two-level homes envisioned with private swimming pools, lush botanical terraces, sophisticated entertaining environments, and exceptional privacy.

These expansive five bedroom, four bathroom - 2 story homes offer complete privacy **with no shared floor space.**

Signature Residential Features

- Generous living and entertaining environments.
- Expansive balconies and landscaped terraces.
- Premium natural stone and organic material finishes.
- Panoramic views of Bangkok.
- Nature-integrated interior design.
- Intelligent residential technology.
- Private, secure residential access.



11 SIGNATURE AMENITIES

BEYOND EXTRAORDINARY LIVING

ATHERIS extends the residential experience beyond the home through wellness, botanical, entertainment, dining, and hospitality spaces. Each environment is designed as a natural extension of the residence - a place to relax, work, entertain, restore, and connect with nature. A dedicated professional environment featuring private offices, soundproof workspaces, conference facilities, and elegant communal working areas. Together, these spaces create a carefully balanced residential ecosystem that supports wellness, productivity, comfort, and meaningful leisure. **Above Images: Floor 1 - The Main Lobby & Business Center with Attached Garden**



11 SIGNATURE AMENITIES

LEVEL 01: ON-SITE MARKET, RESIDENT MAILROOM

On Floor 1, Residential Services include private mailboxes, secure parcel and dry-cleaning handling, courier coordination, resident assistance, and controlled deliveries.

The residents-only ATHERIS Essentials Market offers everyday essentials from personal care and pantry items to fresh produce - available in-store or by delivery, billed separately.



11 SIGNATURE AMENITIES

LEVEL 02: PRIVATE WELLNESS CLUB (FITNESS CENTER, POOL & SPA)

Private Wellness Club & Pool 1 offers a high-end gym, dedicated yoga, Pilates, recovery, and personal-training areas, private treatment suites, sauna, steam room, and relaxation lounge. Pool 1 is an intimate infinity-style pool surrounded by landscaped seating and loungers.

Eligible residences receive one complimentary 60-minute massage every six months; unused sessions do not roll over. Additional treatments are available at an extra cost, with residents receiving priority spa access and select guest arrangements by approval.



11 SIGNATURE AMENITIES

LEVEL 03: HARVEST GARDEN, KIDS PLAY AREA & PET CARE CENTER

Floor 3 - Harvest Garden & Greenhouse offers residents private garden plots, professional gardening services, and a shared greenhouse for fresh produce and delivery orders, supported by solar energy, rainwater harvesting, automated irrigation, and organic-waste management.

Also on this level, the On-Site Pet Care & Park features dedicated dog areas, small walking routes, and paid services including pet sitting, walking, daycare, and boarding. The Kid's Play Space & Family Area completes the floor with a children's playground, nature-inspired installations, recreational lawns, shaded seating, and safe landscaped paths.

11 SIGNATURE AMENITIES

LEVEL 04: PRIVATE RESIDENTS' CLUB

Floor 4 - Private Residents' Club is a refined space designed for both productivity and relaxation. It features a business lounge for informal meetings and professional discussions, along with a second mini co-working area equipped with laptop tables, Wi-Fi, charging stations, and quiet corners for focused work.

Residents can also unwind in the residents' lounge, which offers comfortable social seating, tables, coffee and tea, and a hospitality bar.

For entertainment, the floor includes a private cinema with premium audiovisual equipment and complimentary standard reservations, as well as entertainment suites featuring large tables, a kitchenette, lounge seating, and full audiovisual support.

- Standard suite reservations are included, while special additional services, including catering, event staffing, production, and private event arrangements, are available at an additional cost.

Floor 5 - Corporate, Management & Staff Operations houses corporate administration, property management, sales, marketing, residential relations, concierge, housekeeping, maintenance, security, and technical operations. Selected essential staff may have on-site accommodation, subject to feasibility and safety requirements. Cross-trained staff may support café, catering, lounge, and event duties, while specialist responsibilities remain with appropriately trained personnel.



11 SIGNATURE
AMENITIES
LEVELS
72-75

FLOOR 72

GRAND SKY LOUNGE & PRIVATE DINING CLUB

- Panoramic skyline lounge, café and resident dining venue.
- Hospitality bar, DJ station, flexible entertainment areas and sunset seating.
- Service kitchen, curated dining tables and private restaurant functions.



FLOOR 73

SKY LOUNGE & CAFÉ TERRACE

- Additional spacious lounge with café tables and panoramic city views.
- Quiet social seating, conversations and relaxation.
- Complimentary coffee and snacks bar.



FLOOR 74

SKY BOTANICAL PARK

- Lush private botanical park and garden.
- Tropical planting, landscaped walking paths, shaded seating, hammocks and quiet areas.
- Panoramic Bangkok and Benjakitti Park outlooks.



FLOOR 75

THE INFINITY CROWN

- Panoramic infinity pool, private cabanas and poolside loungers.
- Outdoor dining tables, serving kitchenette and entertaining spaces.
- Architectural lighting and dramatic skyline outlook.



12 THE CROWN - SKY LOUNGE, DINING & BOTANICAL PARK

AN EXTRAORDINARY WORLD ABOVE BANGKOK

Level 72 - Grand Sky Lounge & Private Dining

An elegant hospitality destination featuring a resident café, restaurant, cocktail bar, intimate dining spaces, and sophisticated entertainment areas overlooking the Bangkok skyline.

Level 73 - Sky Lounge & Café Terrace

A relaxed extension of the main Sky Lounge, offering comfortable seating, additional café space, and an inviting environment for conversation and leisure.

Level 74 - Sky Botanical Park

A remarkable elevated botanical retreat, complete with lush tropical landscaping, garden paths, peaceful seating areas, and expansive city views.

Level 75 - The Infinity Crown

A signature rooftop destination featuring a panoramic infinity pool, private cabanas, elegant outdoor lounging, and extraordinary skyline views.

Right Image: Botanical Park on the 74th floor.

*Selected spaces may also accommodate approved private celebrations and curated resident events

Occupying the uppermost levels of ATHERIS, The Crown introduces an exceptional collection of exclusive hospitality, botanical, and leisure environments. Elevated above the city, these spaces offer panoramic views, curated experiences, and opportunities for extraordinary moments.



13 PERSONALIZED HOSPITALITY & CONCIERGE

PERSONALIZED LUXURY, ON YOUR TERMS

At ATHERIS, luxury is defined by effortless living. A dedicated 24-hour concierge provides personalized assistance, convenience, and exceptional service.

Essential Concierge

Complimentary assistance includes reservations, guest coordination, parcel management, maintenance scheduling, and everyday requests.

Bespoke Lifestyle Services

Optional paid services include:

- Private chauffeurs and airport transfers.
- Housekeeping, personal shopping, and domestic staffing.
- Private chefs, catering, and dining experiences.
- Pet care, childcare, and wellness services.
- Private events, home organization, and vehicle care.

Privacy & Security

Controlled access, discreet staff coordination, and secure residential environments ensure exceptional privacy and peace of mind.





14 THE ATHERIS LIFESTYLE ECOSYSTEM

EVERYTHING YOU NEED. EXCEPTIONALLY CLOSE TO HOME

ATHERIS brings hospitality, wellness, retail, and everyday conveniences together in one integrated residential ecosystem, offering residents greater freedom, comfort, and personalized living.

Integrated Lifestyle Experiences

- **Dine:** Resident dining, private chefs, meal subscriptions, and in-residence delivery.
- **Live:** Concierge assistance, housekeeping, personal shopping, and residential services.
- **Restore:** Private wellness facilities, spa treatments, fitness, and relaxation.
- **Discover:** Botanical gardens, greenhouse cultivation, fresh produce, and nature-inspired activities.
- **Connect:** Private lounges, coworking, entertainment, and social experiences.
- **Simplify:** Essential retail, amenity reservations, and maintenance coordination.

The proposed **ATHERIS app** seamlessly connects residents with concierge services, dining, reservations, and lifestyle requests.

14A THE ATHERIS GREEN VISION

NATURE, INNOVATION & RESPONSIBLE LUXURY

The **ATHERIS Green Project** is the proposed environmental and botanical initiative supporting the development's commitment to nature-integrated living, intelligent resource management, and long-term sustainability.

Key Initiatives

- **Renewable Energy:** Solar integration and energy-efficient building systems.
- **Water Conservation:** Rainwater harvesting, intelligent irrigation, and responsible water management.
- **Botanical Living:** Vertical greenery, landscaped terraces, biodiversity, and the Sky Botanical Park.
- **Urban Agriculture:** Resident greenhouse, private cultivation plots, seasonal produce, and garden-to-table dining.
- **Intelligent Operations:** Smart environmental monitoring, air filtration, energy management, and waste reduction.
- **Sustainable Mobility:** EV charging and coordinated transportation services.

The ATHERIS Green Vision

To make nature an active part of everyday luxury, creating a residential ecosystem where environmental responsibility, natural beauty, and exceptional living coexist.

The resident greenhouse and harvest garden further encourage a meaningful connection with nature through cultivation and fresh produce. Environmental initiatives remain subject to technical and commercial feasibility.



PART III — BUSINESS DEVELOPMENT & MARKETING STRATEGY

15 BUSINESS MODEL & REVENUE ECOSYSTEM



BEYOND RESIDENTIAL DEVELOPMENT

ATHERIS is envisioned as a scalable luxury residential brand supported by an integrated portfolio of hospitality, wellness, retail, and lifestyle businesses.

The Bangkok flagship establishes the foundation for additional revenue opportunities beyond residential sales and standard service charges.

3 PRINCIPAL REVENUE STREAMS

01 - Residential Revenue

Sales of 60 exclusive luxury residences supported by professionally managed residential operations.

02 - Recurring Lifestyle Revenue

Optional subscriptions for housekeeping, gardening, meal plans, and residential care services.

03 - Hospitality & Service Revenue

Dining, wellness treatments, catering, transportation, retail, events, and personalized concierge services.

Each business division is designed to enhance the residential experience while creating opportunities for independent commercial growth, subject to operational and financial feasibility.

REVENUE-GENERATING BUSINESS DIVISIONS

The ATHERIS proposed ecosystem comprises nine potentially complementary divisions designed to enhance residential living and create opportunities for future expansion.

ATHERIS Business Portfolio

- ATHERIS Wellness: Spa, fitness, therapies, and wellness products.
- ATHERIS Hospitality: On-Site Dining, catering, and resident-first culinary experiences.
- ATHERIS Concierge: Housekeeping, transportation, personal assistance, and private chefs.
- ATHERIS Market: Essentials, specialty goods, fresh produce, and delivery.
- ATHERIS Harvest: Garden plots, greenhouse produce, and harvest services.
- ATHERIS Pet Care: Walking, sitting, daycare, and boarding.
- ATHERIS Experiences: Private events, celebrations, and entertainment.
- ATHERIS Sky: Rooftop hospitality, reservations, and private functions.
- ATHERIS Business: Private meeting suites, exclusive coworking, and private business facilities.

Each division offers potential for subscriptions, partnerships, external clientele, and independent expansion under the ATHERIS brand.

16 HOSPITALITY, SERVICES & SUBSCRIPTION MODEL

A NEW STANDARD OF EVERYDAY CONVENIENCE

ATHERIS Hospitality combines exceptional dining with personalized services, creating a seamless residential experience and opportunities for recurring revenue.

ATHERIS Dining

A resident-focused café and restaurant offering freshly prepared meals, evening dining, private culinary experiences, and catering. Open during limited hours.

Dining Subscriptions

Optional monthly or prepaid annual subscriptions providing fresh, health-conscious meals delivered directly to residences. Seasonal ingredients may incorporate produce from the ATHERIS Harvest Garden, supplemented by approved partner farms.

Private Culinary Experiences

Private chefs, personalized meal preparation, bespoke catering, and in-residence dining arranged through concierge.

Retail & Produce Delivery

Convenient grocery purchases, fresh produce, and everyday essentials delivered directly to residents.

Recurring Residential Services

Optional housekeeping, gardening, property care, and other scheduled lifestyle services. All optional purchases and subscriptions are billed separately from standard residential service charges.



17 BRAND EXPANSION & SCALABILITY

ONE VISION. EXTRAORDINARY POSSIBILITIES

ATHERIS is conceived as a luxury residential brand with the potential to extend beyond a single development. The Bangkok flagship is intended to establish the design language, hospitality standards, operating systems, and resident experiences that define the ATHERIS identity.

Once demonstrated and validated, these principles may be adapted to future residential developments, boutique properties, and complementary lifestyle businesses.

Phase 01 - Establish the Flagship

Develop the Bangkok concept into a recognizable benchmark for ATHERIS architecture, privacy, hospitality, wellness, and intelligent living.

Phase 02 - Develop the Sub-Brands

Establish dedicated identities, operating standards, service quality measures, and commercial performance systems for key hospitality and lifestyle divisions.

Phase 03 - Selective External Expansion

Explore opportunities to introduce selected ATHERIS services and products to external customers while preserving residential exclusivity.

Phase 04 - Replication & Growth

Evaluate future branded-residence developments, standalone hospitality concepts, premium service partnerships, and licensing opportunities where commercially appropriate.

The long-term objective is to create an internationally recognizable residential and lifestyle brand defined by a consistent standard of extraordinary living.



LUXURY MARKET & PRICING ANALYSIS

Research covered **seven major Bangkok luxury developments**, comparing residence sizes, asking prices, exclusivity, and services.

- Aman Nai Lert: 233–373 m² | **\$4.14M–\$5.93M**
- SCOPE Langsuan: 168–464 m² | **\$2.53M–\$15.54M**
- SCOPE Thonglor: 646–765 m² | **\$12.76M–\$19.37M**
- Four Seasons: 375–399 m² | **\$5.90M–\$7.45M**
- Ritz-Carlton: 257–835 m² | **\$3.25M–\$19.99M**
- Mandarin Oriental: 165 m² | **\$3.28M**
- 98 Wireless: 132–263 m² | **\$2.44M–\$7.15M**

Historical research also examined **Porsche Design Tower's reported \$15M average launch** pricing and SCOPE Langsuan's reported penthouse transaction.

ATHERIS Proposed Pricing

- Grand Residence: 300 m² | **From \$5M**
- Expanded Grand: 725 m² | **From \$9M**
- Garden Duplex: 1,200 m² | **From \$16M**
- Private Pool Duplex: 1,400 m² | **From \$24M**

**Indicative asking-price snapshot, October 2026. Prices have been converted to USD.*

Target Buyer Profiles

- Business Families & Heirs: Privacy, security, and legacy.
- Entrepreneurs: Convenience, flexibility, and personalized services.
- International Executives: Hospitality and property management.
- Next-Generation Wealth: Distinctive design, innovation, and exclusivity.
- Wellness Buyers: Nature, healthy living, and restoration.

Market Findings & Positioning

- **Strengths:** Exceptional space, botanical architecture, and resident exclusivity.
- **Opportunities:** Estate-scale living, private referrals, and integrated hospitality.
- **Challenges:** Established competitors, premium pricing, and development complexity.

Brand Positioning

Estate-Level Living in the Sky.

Brand Expression:

Rare and Refined Living.

Official Slogan:

Organic Living in an Elegant Ecosystem.



18A MARKET RESEARCH & STRATEGIC POSITIONING

LUXURY MARKET & PRICING ANALYSIS



Premium Pricing & Competitive Differentiation

Proposed pricing is based on five distinguishing features:

- **Scarcity:** Just 60 residences within a 75-story landmark.
- **Estate-Level Privacy:** Expansive floor plans, limited shared residential floors, and exclusive penthouse collections.
- **Botanical Architecture:** Integrated gardens, landscaped terraces, and private pools.
- **Integrated Luxury:** Hospitality, concierge, wellness, dining, and intelligent residential services.
- **Branded Lifestyle Ecosystem:** ATHERIS Green Project, ATHERIS Hospitality, and complementary resident services.



Positioning: A rare alternative to traditional Bangkok luxury condominiums, combining the independence of an estate with the sophistication of a fully serviced private residential destination.



19 BRAND STRATEGY SUMMARY & CREATIVE DEVELOPMENT

STRATEGIC BRAND POSITIONING

Estate-Level Living in the Sky

ATHERIS is positioned as an exceptionally private, nature-integrated residential landmark for individuals seeking architectural distinction, intelligent convenience, and extraordinary living.

Five Core Messages

- **Exclusivity:** Only 60 exceptional residences.
- **Architectural Distinction:** Estate-scale living and panoramic Bangkok views.
- **Nature & Wellbeing:** Botanical residences, landscaped terraces, and private wellness.
- **Effortless Living:** Hospitality, concierge, dining, and intelligent services.
- **Responsible Luxury:** ATHERIS Green and nature-centered innovation.

Signature Creative Campaigns

1. *The Art of Rare Nature:* Brand origin, signature emblem, cinematic architecture, and botanical storytelling.
2. *Estate-Level Living in the Sky:* Grand Residences, Garden Duplexes, private pools, space, and privacy.
3. *An Extraordinary Everyday:* Concierge, dining, wellness, personal services, and luxury residential experiences.
4. *The Private World of ATHERIS:* Invitation-only previews, private buyer access, and exclusivity.
5. *The ATHERIS Green Project:* Botanical innovation, environmental initiatives, intelligent sustainability, and garden-to-table living.

Creative & Content Development

- Cinematic architectural films and residence walkthroughs.
- Editorial storytelling, premium brochures, and luxury photography.
- Architectural vision, design inspiration, and behind-the-brand features.
- Dedicated campaigns for each residence collection.
- Nature-inspired visuals, emerald greens, champagne gold, and organic textures.

Strategic Marketing & Buyer Acquisition

- **Digital:** Instagram, LinkedIn, Google Search, luxury publications, and selective paid advertising.
- **Private Networks:** Wealth advisors, family offices, private bankers, luxury brokers, and qualified referrals.
- **International Outreach:** Selected global luxury-buyer markets and international brokerage relationships.
- **Strategic Partnerships:** Luxury hospitality, lifestyle, wellness, architecture, and premium service brands.
- **PR & Brand Authority:** Design publications, architectural features, luxury real estate media, and executive interviews.
- **SEO & AI Discovery:** Search optimization, structured website data, digital PR, and AI search visibility.

19A BRAND STRATEGY
SUMMARY & CREATIVE DEVELOPMENT

EXCLUSIVE BUYER EXPERIENCES & PRIVATE EVENTS

ATHERIS Private Evenings

Invitation-only experiences designed to build relationships with qualified buyers and strategic partners.

- Private architectural presentations and curated residence previews.
- Exclusive dining, botanical experiences, and luxury brand collaborations.
- Personalized consultations and discreet follow-up.
- Select off-site events before development completion.

Marketing Objective

Establish international brand recognition, cultivate qualified buyer relationships, and create a controlled acquisition strategy aligned with ATHERIS's exclusivity.



20 MARKETING & PERFORMANCE STRATEGY

MARKETING EXECUTION & PERFORMANCE STRATEGY

Six-Month Marketing Roadmap

- **Month 01** - Research & Validation: Positioning, pricing, buyer segmentation, competitive analysis, and creative direction.
- **Month 02** - Brand Introduction: Digital platforms, editorial content, luxury PR, and private network outreach.
- **Month 03** - Campaign Activation: Cinematic campaigns, targeted advertising, partnerships, and message testing.
- **Month 04** - Private Experiences: ATHERIS Private Evenings, exclusive previews, and qualified buyer consultations.
- **Month 05** - Buyer Acquisition: Residence-specific campaigns, broker introductions, and personalized CRM engagement.
- **Month 06** - Optimization: Evaluate conversion, acquisition costs, buyer feedback, and strategic performance.

Private Buyer Acquisition Framework

Discover → Engage → Qualify → Experience → Convert

- Discover: Luxury editorial placements, strategic partnerships, digital campaigns, and trusted referrals.
- Engage: Architectural storytelling, exclusive brochures, residence collection previews, and personalized communications.
- Qualify: Buyer preferences, budget alignment, purchase readiness, and ownership eligibility.
- Experience: Private appointments, invitation-only presentations, and customized residence introductions.
- Convert: Confidential sales consultations, tailored follow-ups, and coordinated brokerage relationships.



20A MARKETING INTELLIGENCE, CRM & PERFORMANCE

CRM & Marketing Automation

- Centralized buyer inquiry management and lead qualification.
- Segmentation by buyer profile, collection preference, and purchase readiness.
- Personalized email sequences, invitations, and residence brochures.
- Automated follow-ups, consultation scheduling, and referral tracking.

Performance & Intelligence

Core KPIs

- Qualified inquiries and private consultations.
- Buyer-to-appointment and appointment-to-sale conversion.
- Residence collection demand and buyer feedback.
- Acquisition costs, referral performance, and campaign engagement.
- SEO, AI search visibility, and luxury media exposure.

Reporting

Weekly lead reviews, biweekly campaign optimization, monthly performance analysis, and quarterly market assessments.

Outcome

A research-led, relationship-driven luxury marketing system designed to build international brand authority and generate qualified residential buyer opportunities.

Note: The complete marketing strategy has been condensed for the presentation. Contact info@lxmediaco.com for details.





21 LONG-TERM VISION & CLOSING STATEMENT

THE FUTURE OF EXTRAORDINARY LIVING

ATHERIS is envisioned as the beginning of something greater than a residential development. The Bangkok flagship represents an opportunity to establish a distinctive architectural identity, an exceptional residential experience, and a thoughtfully connected portfolio of hospitality and lifestyle services. Through a consistent commitment to elegant nature, intelligent innovation, quiet luxury, and personalized living, ATHERIS seeks to create a recognizable standard that can evolve across future properties and complementary businesses. Its long-term ambition is to become an internationally recognized luxury branded-residence and lifestyle platform, where each new expression reflects the same philosophy of extraordinary design and thoughtful living.

The flagship is a *place*.

The concept is a repeatable *experience*.

The brand can become an *ecosystem*.

ATHERIS RESIDENCES

Organic Living in an Elegant Ecosystem.

Closing Statement

ATHERIS Residences is a conceptual development and proposed business and marketing strategy. Architectural renderings, locations, residence dimensions, layouts, amenities, pricing, services, operating models, and marketing initiatives are illustrative and subject to validation, necessary approvals, commercial feasibility, and further development. No property offering, completed buyer research, executed campaign, or guaranteed financial outcome is represented by this concept note.

FROM CONCEPT TO REALITY - FROM VISION TO STRATEGY

At Lx Media Co, we transform ambitious ideas into fully developed brands and strategic business opportunities.

Our approach combines creative vision, brand development, market intelligence, business strategy, and comprehensive marketing planning to build distinctive brands positioned for long-term growth.

ATHERIS Residences demonstrates our integrated approach - from brand identity and conceptualization to residential experiences, revenue-generating business ecosystems, competitive positioning, and comprehensive go-to-market strategies.

OUR EXPERTISE

- Brand Strategy, Identity & Development
- Conceptualization & Creative Direction
- Business Development & Revenue Strategy
- Market Research & Competitive Positioning
- Marketing Strategy & Digital Execution
- AI-Driven Research, Automation & Analytics

Contact Us

Location: Serving Clients Globally

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A large, white, serif-style logo consisting of the letters 'L' and 'X' joined together. The 'L' is tall and thin, while the 'X' is wider and has a distinctive shape with a small hook on the top right.

L X M E D I A C O