



ST REGIS
JAKARTA
THE RESIDENCES

March 2025

NEWS



ARUBA'S PALM BEACH BEST ADDRESS

Bon Bini to The St. Regis Aruba Resort, a new addition to St. Regis and Marriott International storied luxury portfolio. Located in the most coveted coastline of Aruba, the beachfront paradise offers breathtaking views and endless sunsets over the Caribbean Sea. The newly opened resort features 252 luxurious rooms, including 52 suites with direct beach access and stunning ocean vistas. Guest is invited to indulge in curated activities and top-tier amenities, all delivered with the warm hospitality of Aruba.

REDEFINING LUXURY LIVING: THE VISION BEHIND THE RESIDENCES AT THE ST. REGIS JAKARTA

In-depth Q&A with our Chief Commercial Officer,
Mrs. Swanny Hendrarta

Q: The Residences at The St. Regis Jakarta has achieved an extraordinary milestone, with 90% of units sold. What were the key strategies behind this success?

A: This achievement was made possible through a highly targeted approach in profiling prospective buyers. The clientele for this property are not only individuals with high purchasing power but also those who appreciate luxury brands, ultimate comfort, and five-star services. Therefore, rather than relying on large-scale advertising or public exhibitions, we focused on networking, personalized one-on-one engagement, and referrals from our existing buyers. By truly understanding our target market, we were able to attract buyers who seek more than just a residence—they desire the exclusive lifestyle experience that The St. Regis offers. can still be maintained as long as there is clear focus on priorities.

Q: Rajawali Property Group is renowned for its high-end developments in Indonesia. How does The Residences at The St. Regis Jakarta embody the group's vision and commitment to excellence?

A: Rajawali Property Group is unwavering in its commitment to uncompromising quality. This project reflects that vision by maintaining the highest standards of specifications without any downgrades. Additionally, our long-standing partnership with Marriott—spanning over three decades—plays a significant role in ensuring that the St. Regis brand is seamlessly integrated into this development. This trusted collaboration allows us to uphold the distinguished standards that both Rajawali and St. Regis are known for. Consistency and persistence in maintaining these quality benchmarks are what make The Residences at The St. Regis Jakarta a true reflection of Rajawali Property Group's commitment to excellence.



“What sets The Residences at The St. Regis Jakarta apart is the strength of its brand and the exceptional operational standards behind it.”

Q: The luxury property market is constantly evolving, with buyers becoming increasingly discerning and having higher expectations. How do you and your team stay ahead of trends and maintain your competitive edge?

A: Location remains a key factor in luxury real estate. Beyond that, meticulous master planning and efficient design are crucial. Every layout is optimized to ensure there is no wasted space, allowing buyers to maximize the value of their property. This efficiency also impacts pricing, making it a critical component of competitiveness in the high-end market. By staying ahead of these industry trends and continuously refining our approach, we ensure that The Residences at The St. Regis Jakarta remains a top choice for discerning buyers.

Q: As a director in Sales & Marketing for this prestigious project, what guiding principles drive your work ethic?

A: Consistency, result-oriented focus, and measurable productivity are the key pillars of my work ethic. Every day should bring tangible progress—not just activity without results. It's not about how long you work, but how effectively and efficiently you utilize your time. Even in relaxed settings—whether at home or while traveling—productivity can still be maintained as long as there is clear focus on priorities.

Q: Selling luxury real estate is not just about offering premium residences—it's about curating a lifestyle. How do you and your team ensure that the experience aligns with buyers' expectations?

A: We focus on creating an experience that perfectly aligns with the lifestyle and aspirations of our buyers. This begins with a deep understanding of their core needs: security, comfort, convenience, and world-class service. Every operational aspect—rules, quality control, and service excellence—is designed to meet these high expectations. Our highly personalized approach ensures that each resident experiences an exclusive and distinguished living environment, making The Residences at The St. Regis Jakarta truly one of a kind.

Q: With your extensive experience in the luxury property market, what makes The Residences at The St. Regis Jakarta stand out from other high-end residences in Jakarta?

A: What sets The Residences at The St. Regis Jakarta apart is the strength of its brand and the exceptional operational standards behind it. As part of Rajawali Property Group, the project is backed by a globally recognized brand with stringent international standards. This means that every element—from security and comfort to service excellence—adheres to the highest global benchmarks. These key differentiators elevate The Residences at The St. Regis Jakarta above other luxury properties in the city.

Q: Achieving success in the luxury property industry requires vision, perseverance, and the right strategy. What personal philosophy or guiding principles have shaped your career journey?

A: My career philosophy is rooted in passion and having clear personal and professional goals. Every step in my career is driven by a commitment to meaningful achievements. Hard work and perseverance form the foundation, as true success often demands sacrifices—including time that might otherwise be spent on leisure. However, hard work alone is not enough; it must be paired with strategic execution, integrity, and continuous evaluation to ensure that every effort translates into real progress.

Past & Future Events



La Mer Exclusive Skincare Experience

18 February, 2025

La Mer has hosted exclusive skincare experiences, offering guests an intimate introduction to its premium products and beauty rituals.

The events featured brand and product showcases, live skincare demonstrations, and relaxing hand & arm treatments using La Mer's signature formulations.

One of the highlights was the launch of The NEW Night Concentrate, designed to enhance skin resilience and recovery, providing guests with an immersive experience of its rejuvenating benefits.

WATCHES AND WONDERS GENEVA

1-7 APRIL 2025

tickets on sale at
watchesandwonders.com



The St. Regis Jakarta

Morning Indulgence at The St. Regis Jakarta

Indulge in a perfect escape with our Bed & Breakfast package at The St. Regis Jakarta. Enjoy a luxurious stay in any of our rooms or suites, each featuring a private balcony and refined amenities.

Wake up to a sumptuous breakfast for two at the exquisite Bel Étage, where an array of gourmet dishes awaits. Whether you're here for a romantic getaway or a refreshing break, this package promises an unforgettable experience filled with comfort and culinary delight.

Valid until 11 August 2025.

The St. Regis Jakarta

St. Regis Family Tradition

The St. Regis Family Traditions package offers daily breakfast for two adults and two children under 12 at Bel Étage, one signature St. Regis Bear per room per stay, and a special in-room set up for children, including a tent, child-sized bathrobe, and slippers.

Also, enjoys one complimentary scoop of ice cream per day. The package includes late check-out at 2:00 PM (subject to availability) and a 25% discount on a second room (connecting if available) for children up to 21 years old. Additionally, guests can enjoy the iconic 24-hour St. Regis Butler service.

Valid until 15 August 2025.



A GIFT TO YOUR FUTURE



RAJAWALI PROPERTY GROUP

The Residences at The St. Regis Jakarta

Marketing Gallery & Show Unit

By Appointment Only

Monday-Saturday

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