

Hmlet Gains Growth Momentum with Addition of Three New Asian Properties

Asia's leading flexible living brand embarks on aggressive expansion plan with four properties unveiled within the first half of 2023



From left to right: Hmlet Portland in Kowloon, Hong Kong; Hmlet Asakusa Tawaramachi and Hmlet Koenji II in Tokyo, Japan

Singapore, 21 March 2023 – Following [Hmlet's](#) recent unveiling of its [first boutique property in Singapore](#), Asia's leading flexible living brand continues its growth trajectory in Asia with three additional properties in Hong Kong and Japan within the first half of 2023. Both [Hmlet Asakusa Tawaramachi](#) and [Hmlet Koenji II](#), situated in the Tokyo Metropolis, began operations this January. **Hmlet Portland**, nestled in Kowloon, Hong Kong, is set to open in Q2 2023.

"We continue driving our mission to change the way people live — by providing flexible living solutions to a broad range of customers, giving them the freedom and inspiration to lead more purposeful lives. Our portfolio occupancy is consistently increasing after closing our best-ever performing year in 2022. Our brand has strengthened and shown great resilience and relevance in our industry across our target markets over the years," said Hmlet's CEO, Ms. Giselle Makarachvili. "We are thrilled to deepen our presence in the vibrant gateway cities of Singapore, Hong Kong and Japan, where our members are part of a collaborative community and empowered to explore everything these destinations have to offer, with the flexibility and comfort that Hmlet provides."



Hmlet Asakusa Tawaramachi

Launched in January 2023, Hmlet Asakusa Tawaramachi is a pet-friendly 20-room property at 2-1-7 Matsugaya, Taito-Ku Tokyo. There are three room types and members staying on the upper floors are sure to appreciate balcony views of the iconic Tokyo Sky Tree.

- **Studio at 26.35m²** – rental rates starting from ¥190,000 (SGD\$1,920) a month (all-inclusive) and ¥158,000 (SGD\$1,560) a month (furnished residence)
- **Studio at 26.95m²** – rental rates starting from ¥191,000 (SGD\$1,930) a month (all-inclusive) and ¥159,000 (SGD\$1,570) a month (furnished residence)
- **One-Bedroom Apartment at 50.66m²** – rental rates starting from ¥318,000 (SGD\$3,213) a month (all-inclusive) and ¥274,000 (SGD\$2,768) a month (furnished residence)

Hmlet Asakusa Tawaramachi is within walking distance to famous Tokyo attractions such as the Kappabashi Kitchen Town, Sensoji Temple and Nakamise Street. It is a six-minute walk from Asakusa Station on the Tsukuba Express and seven minutes away from Tawaramachi Station on the Tokyo Metro Ginza Line, allowing for direct access to hotspots in Ueno, Ginza and Shibuya Station. Lifestyle and medical facilities are also within a five-minute walking radius from the property. A minimum stay of one-month is required.

Hmlet Koenji II

Hmlet Koenji II follows the launch of Hmlet Koenji in April 2022. Strategically located in West Tokyo at 3-53-3 Koenjiminami, Suginami-Ku, it comprises of six homes across three categories:

- **Studio at 25.17m²** – rental rates starting from ¥202,000 (SGD\$2,041) a month (all-inclusive) and ¥170,000 (SGD\$1,716) a month (furnished residence)
- **Studio at 25.44m²** – rental rates starting from ¥206,000 (SGD\$2,081) a month (all-inclusive) and ¥174,000 (SGD\$1,758) a month (furnished residence)
- **One-Bedroom at 38.32m²** – rental rates starting from ¥274,000 (SGD\$2,768) a month (all-inclusive) and ¥238,000 (SGD\$2,405) a month (furnished residence)

Hmlet Koenji II is a convenient seven-minute walk away from Koenji Station which connects to the JR Chuo Line and Sobu Line as well as a 12-minute walk from Shin-Koenji Station which is linked to the Tokyo Metro Marunouchi line. A minimum stay of one-month is required.



Hmlet Portland

Scheduled to open this Q2, Hmlet Portland is a newly-developed 15-storey building located in Hong Kong's bustling Mong Kok area. Designed primarily for local professionals and young expatriates seeking flexible lease periods and easy access to public transportation, the property's 37 small and medium-sized rooms will range from 11 to 21m² with rental rates starting from HKD 8,580 (SGD 1,475). Communal spaces on the second and third level will include a communal pantry that consists of two separate cooking areas with a bar counter, a locker and laundry room as well as shared living space and outdoor lounge area. Serviced residences will be from the fourth to 15th floor, each room will include an ensuite bathroom and will feature a comfortable working set-up with extra storage space and pantry area with fridge.

For more enquiries and reservations, please visit www.hmlet.com

For high resolution images, please [click here](#).

About Hmlet

Hmlet is the leading flexible living brand in Asia, disrupting the home rental market by offering urbanites a curated, cost effective and hassle-free accommodation solution. We provide our tenants, who we call members, a choice of furnished rooms or full apartments to co-live or live privately based on their budget, duration of stay, and stage of life. The Hmlet experience comes with a set of perks designed to enhance the way people live. These include access to partnerships and events as part of a growing community across Singapore, Hong Kong and Japan.

Visit <https://www.hmlet.com/> for more information or stay connected on [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [TikTok](#).

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