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DRAWING inspiration from services and facilities provided at luxury establishments, property developers are appealing to people seeking hotel-like homes.

Matrix Concepts Holdings Bhd's latest project Levia Residence is a hotel-esque condominium development in Cheras, Kuala Lumpur that offers luxury living in the heart of the city.

It comes with a wide range of facilities including forest garden, herb garden, infinity pool, jacuzzi and sky lounge.

It will be equipped with smart security systems, such as AI-powered close-circuit television, smart concierge service kiosks, golf simulator, electric vehicle charging stations and contactless facial and iris recognition access to the lift lobby.

Matrix Concepts chairman Datuk Mohamad Haslah Mohamad Amin said, "What makes Levia Residence truly distinctive is not just the architecture or amenities but our commitment to create a community that fosters a sense of belonging and well-being.

"It is not only about structures but about the laughter, joy and shared moments of life that will transform these residences into homes," he said at the launch held at Levia sales gallery in

Project offers luxury living in the heart of KL



(From left) Louis Tan, Chai Ho, Mohamad Haslah, Lee Sze Chee, Loo and Lim at the launch. — Photos: LOW LAY PHON/The Star

Taman Shamelin Perkasa.

Matrix Concepts chief executive officer Chai Keng Wai said modern lifestyles demanded a blend of comfort, convenience and sophistication.

As a Cheras resident for many years, he said the traditional hospitality model in conventional condominiums in Cheras did not always align with expectations of today's discerning homebuyers.

"This led us to craft Levia

Residence, seamlessly combining the comfort of home with premium hotel facilities in a residential condominium.

"Cheras, once a residential area, has evolved into a bustling centre for business, education and entertainment, boosted by infrastructure developments such as MRT Sungai Buloh-Kajang Line and TRX.

"Although TRX is not located within Cheras per se, it has generated considerable interest in



Levia Residence show unit with a luxurious feel.

the real estate market of adjacent areas, especially in Pandan Perdana, where our project is situated."

"Our residents will be indulged with exclusive amenities and top-notch facilities.

"We are confident these unique qualities will significantly contribute to an exceptionally convenient and luxurious living experience," he said.

Also present were Matrix Concepts chief finance officer Louis Tan Say Kuan, group managing director Ho Kong Soon,

founder and group executive deputy chairman Datuk Seri Lee Tian Hock, chief development officer Tan Sze Chee, board of director member Connie Loo and chief marketing officer Lim Kok Yee.

Levia Residence comprises two 36-storey towers with 778 units on 1.9ha.

Units range from 938 sq ft to 1,364 sq ft, and prices start from RM684,000.

The project is expected to be completed in the third quarter of 2027.