



 THE ARAYA

Will Generation Z
Ever Own a Home?



01

Homeownership

- Gen Z thinks homeownership is still important
 - The disinterest seems to be a coping mechanism for not being able to afford it.

Affordability

- Deep design approach to function.
- Space efficiency to ensure no wasted area in daily activities.
 - Best deal for great community, convenience position & liveability

Identify Desires.
Deliver Fulfillment.



Identify Desires.

02 Personalization

Gen Z seeks home that align with their individual tastes, values and lifestyle.

Versatility of Space

Different spaces for self expression, lifestyle and needs.

03

Liveability

Affordable houses pushed further out of city and most of them doesn't include decent facilities.

**Identify Desires.
Deliver Fulfillment.**

Ideal Location

- Prime location at The Araya
- Positioned at the Creative Cluster (vibrant and young community)
- Township facilities



Meet
the

Game Changers

Say goodbye to conventional home and hello to our newest edition of residences at The Araya that will revolutionize the category for today's young generation.

This fresh take on home for Gen Z lets you live life the way you've always imagined.



Step into LYVE anew. Created for Gen Z, LYVE tackle their challenges by making own a home is easy and fit to your sleek aesthetics and lifestyle – it's not just about less, it's about more : **more options, more freedom, more YOU.**

16t oducing

LYVE





LYVE is started with the goal of addressing the younger generation's long desire for an ideal home.



Your Space

Your Way

The versatility of our space is created to enjoy the freedom to adapt every corner to suit your evolving needs.



**Your
Space**

**Your
Way**



**Your
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**Your
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**Your
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LYVE is Positioned Among Vibrant Community & Neighborhood

The Araya
Go



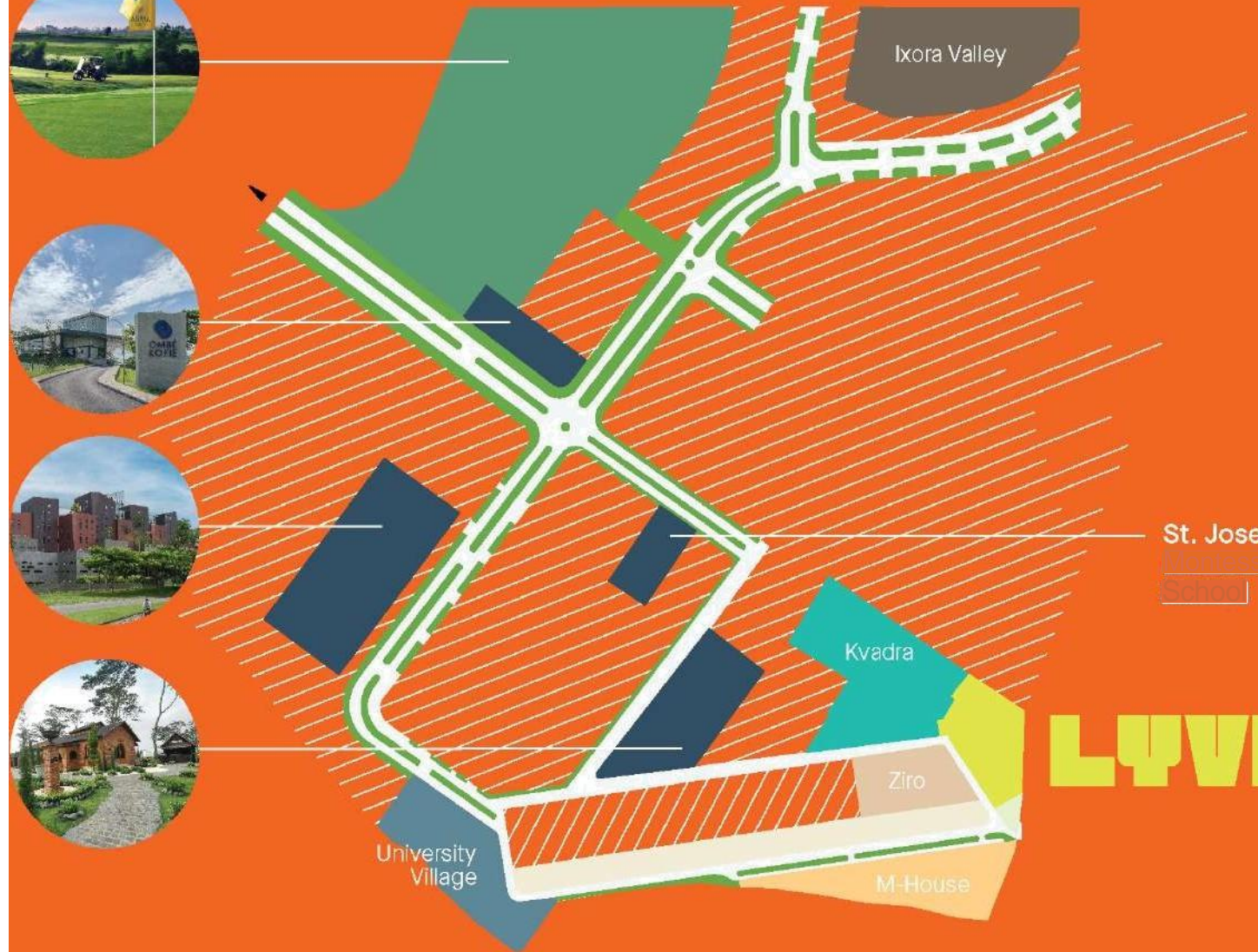
Chari Kofie



Binnu
University



Araya Arcade
Gaden



LYVE



START RP
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JUTA