



# NOBLE CRYSTAL TAY HO

WORLDHOTELS RESIDENCES





BWH Hotels



# BRANDED RESIDENCES 5.0

WITH GLOBAL 5-STAR HOTEL STANDARDS

THE ONE AND ONLY IN CIPUTRA URBAN  
AREA

The first branded residences in West Tay Ho bearing the WorldHotels brand – a member of the BWH Hotels Group, pioneering the “branded lifestyle” with unique amenities and bespoke services. Celebrating and elevating the exclusive privileges of refined living, relaxation, and seamless lifestyle experiences for discerning “Maestros of Life.”





# NOBLE CRYSTAL TAY HO WORLDHOTELS RESIDENCES

Each distinguished resident is like a proud maestro soaring through the skies, always knowing how to take center stage in the grand performance of life.

But beyond the triumphant echoes of success and ambition, there is always a symphony of happiness awaiting their return—and that is Home.







## FIRST & LIMITED BRANDED RESIDENCES 5.0



Located in Nam Thang Long Urban Area (Ciputra)  
Phu Thuong Ward, Hanoi

Land Area

34.263 m<sup>2</sup>

Total GFA

387.237,9 m<sup>2</sup>

Product type

Sky Garden apartments  
Duplex Sky Mansions

Construction Density

25,7%



# THE NEW SKYLINE OF HANOI

A New Glorious Horizon  
Weaving a Grand Symphony by the Thousand-Year Heritage River



## “West of West Lake” Maximum Value in a Prime Location

Noble Crystal Tay Ho WorldHotels Residences boasts a prime location known for “flowing waters, converging people,” firmly nestled by the prosperous flow of the Red River and West Lake, with the backdrop of Nhat Tan and Thang Long Bridges—silent witnesses to Vietnam’s dynamic transformation and thousand-year cultural heritage.

Just like elite individuals who aspire to reach the pinnacle of success, Noble Crystal Tay Ho WorldHotels Residences asserts the proud stature of the elite — like eagles soaring and anchoring their wings over a thriving and influential metropolis on the map of prosperity and power.

A refined class of Trang An elites, now further distinguished by a meticulously curated strategic vision led by an internationally-minded developer and globally respected partners.





## THE HEART OF HANOI, GATEWAY TO THE WORLD

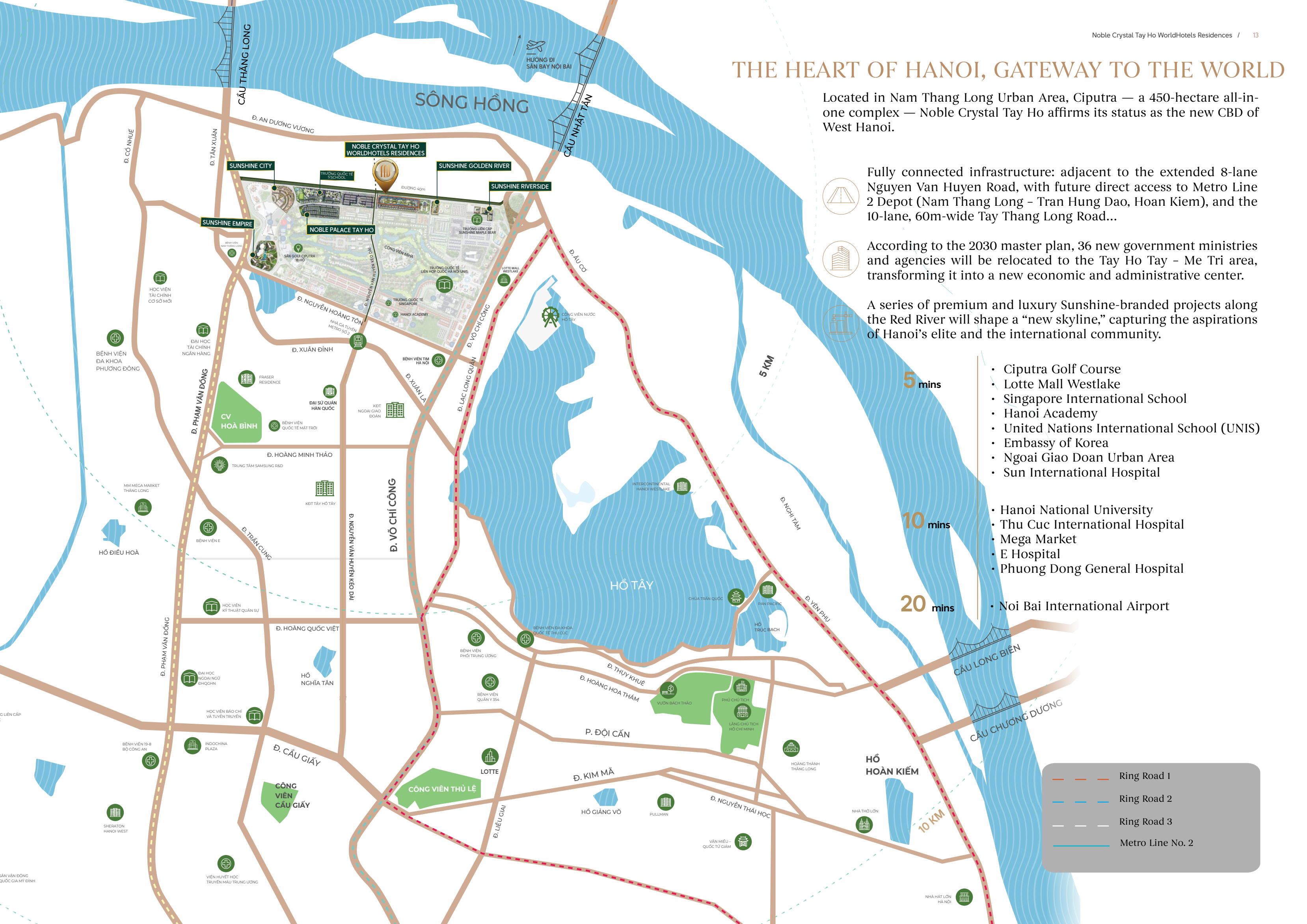
Located in Nam Thang Long Urban Area, Ciputra — a 450-hectare all-in-one complex — Noble Crystal Tay Ho affirms its status as the new CBD of West Hanoi.

Fully connected infrastructure: adjacent to the extended 8-lane Nguyen Van Huyen Road, with future direct access to Metro Line 2 Depot (Nam Thang Long - Tran Hung Dao, Hoan Kiem), and the 10-lane, 60m-wide Tay Thang Long Road...

According to the 2030 master plan, 36 new government ministries and agencies will be relocated to the Tay Ho Tay - Me Tri area, transforming it into a new economic and administrative center.

A series of premium and luxury Sunshine-branded projects along the Red River will shape a “new skyline,” capturing the aspirations of Hanoi’s elite and the international community.

- Ciputra Golf Course
- Lotte Mall Westlake
- Singapore International School
- Hanoi Academy
- United Nations International School (UNIS)
- Embassy of Korea
- Ngoai Giao Doan Urban Area
- Sun International Hospital
- Hanoi National University
- Thu Cuc International Hospital
- Mega Market
- E Hospital
- Phuong Dong General Hospital
- Noi Bai International Airport







# FACADE DESIGN

## ARCHITECTURE



U-shaped twin towers arranged in perfect feng shui symmetry



Full-height glass facade with UV protection and optimized natural light control



Iconic "floating" sky yacht design



A City of Leisure & Luxury

# VERTICAL LIVING

With over 50+ amenities extending from the ground to the rooftop,  
this one-of-a-kind resort city redefines luxury living in Vietnam.

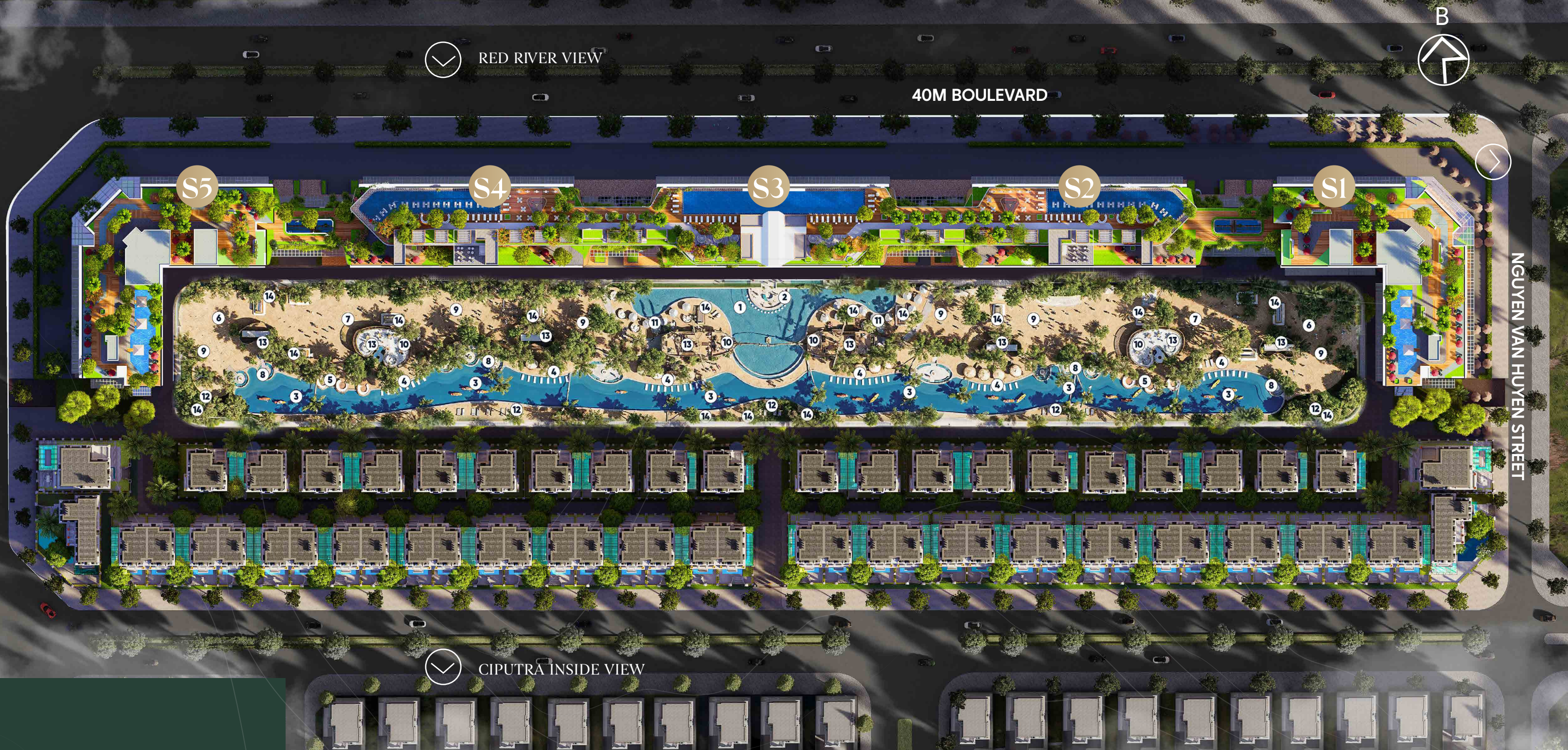


01

## GROUND-LEVEL ENTERTAINMENT COMPLEX

An exciting new lifestyle unfolds with a nearly 0.5km-long “seaside promenade” recreated right at your doorstep — complete with turquoise waves, white sands, shaded serenity, and a full suite of entertainment and relaxation amenities for all generations.





- 01 Crystal Central Pool
- 02 Floating Crystal Pool Bar
- 03 Crystal Saltwater Lagoon
- 04 Crystal Sunbathing Sand Beach
- 05 Crystal Pavilion Resting Gazebo
- 06 Kids Oasis Playground
- 07 Crystal Beach Volleyball Court

- 08 Sunken Outdoor Pool Lounge
- 09 Camp Rock Camping Zone
- 10 Panorama View Observatory
- 11 Outdoor Bar
- 12 Four Seasons Flower Garden
- 13 Basement Emergency Staircase
- 14 Basement Ventilation Shaft



# MASTER PLAN

GROUND-LEVEL AMENITIES





## *Crystal Lagoon*

THE LONGEST ILLUMINATED LAGOON IN WEST TAY HO  
STRETCHING NEARLY 500 METERS IN LENGTH



# Crystal Square

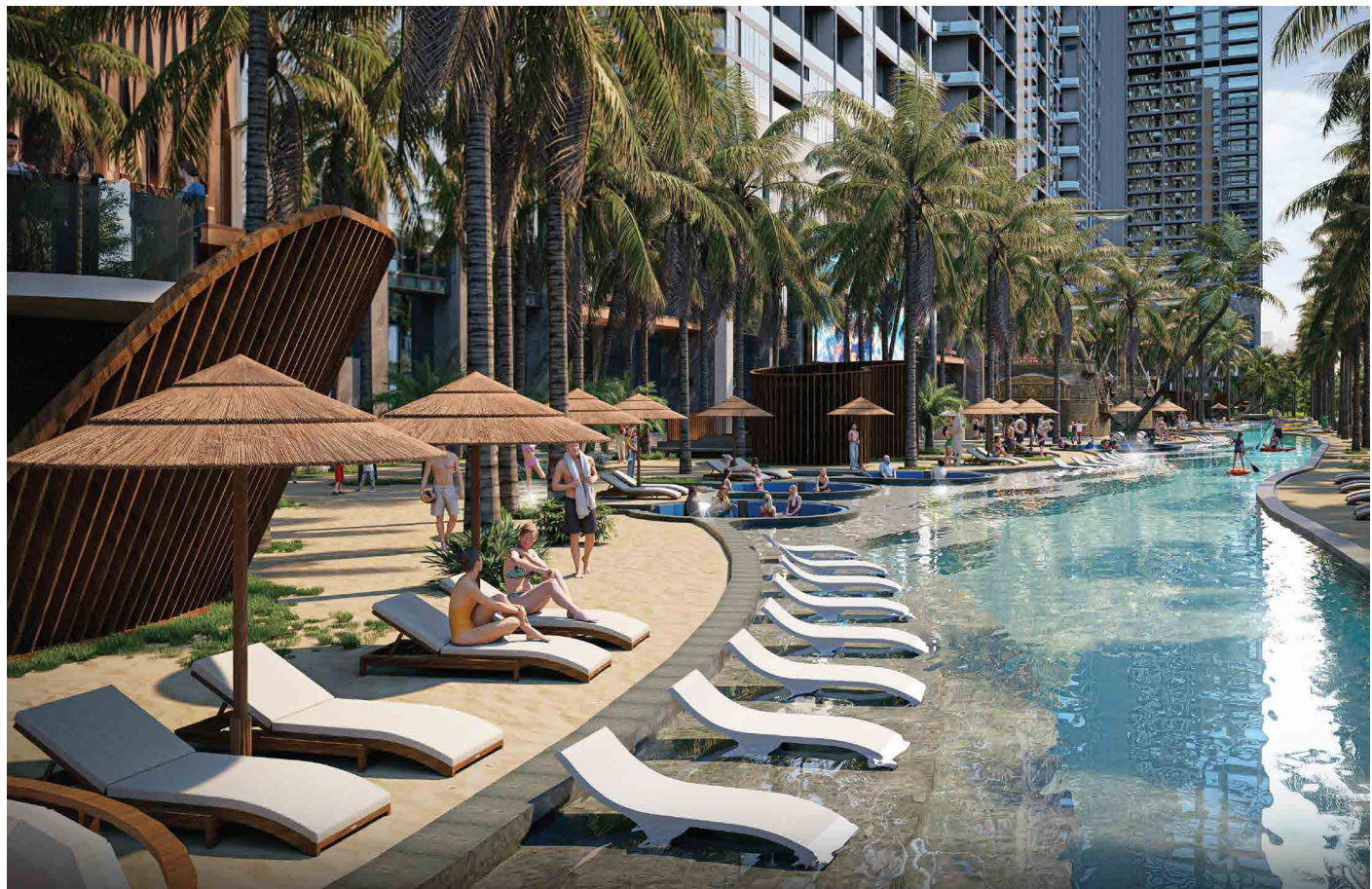
The first high-tech cascading waterfall system in West Tay Ho

Featuring a 3D LED screen spanning over 200m<sup>2</sup>, combined with waterfall technology to create a spectacular “rain curtain” effect.





CRYSTAL SAND SUNBATHING BEACH



CRYSTAL PAVILION CABANA



CRYSTAL POOL & POOL BAR COMPLEX



FOUR SEASONS FLOWER GARDEN





02

HIGH END

# COMMERCIAL & SERVICE COMPLEX

(FLOOR 1 - 5)

Spanning 5 floors, including dedicated levels for lifestyle and services (Floors 4-5), Noble Crystal Tay Ho WorldHotels Residences introduces the first and longest elevated shopping-dining-entertainment street in West Tay Ho, seamlessly connecting all 3 towers — a rare embodiment of elevated urban luxury.





# FLOOR PLAN FLOOR 4



# FLOOR PLAN FLOOR 5







THE FIRST AND LONGEST ELEVATED  
**COMMERCIAL  
 BOULEVARD**

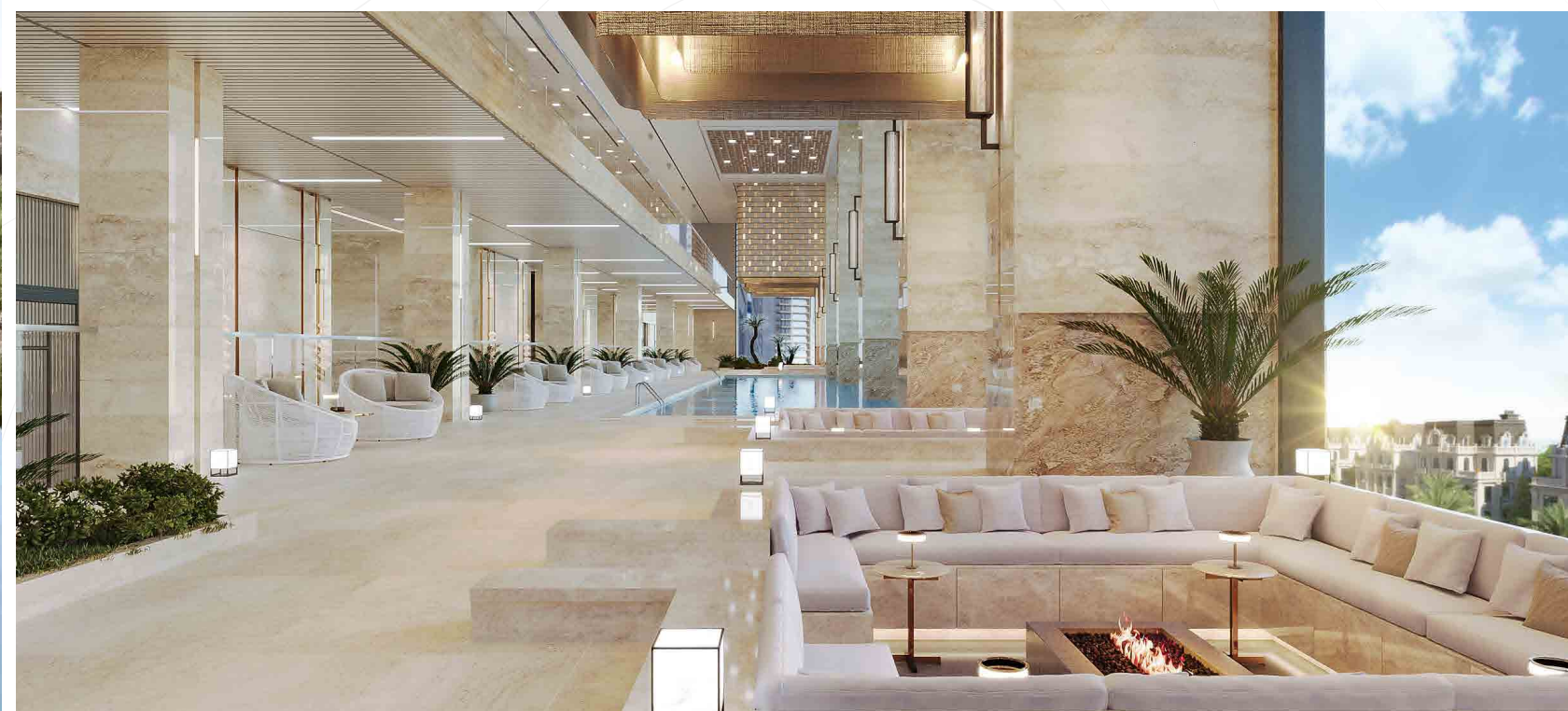
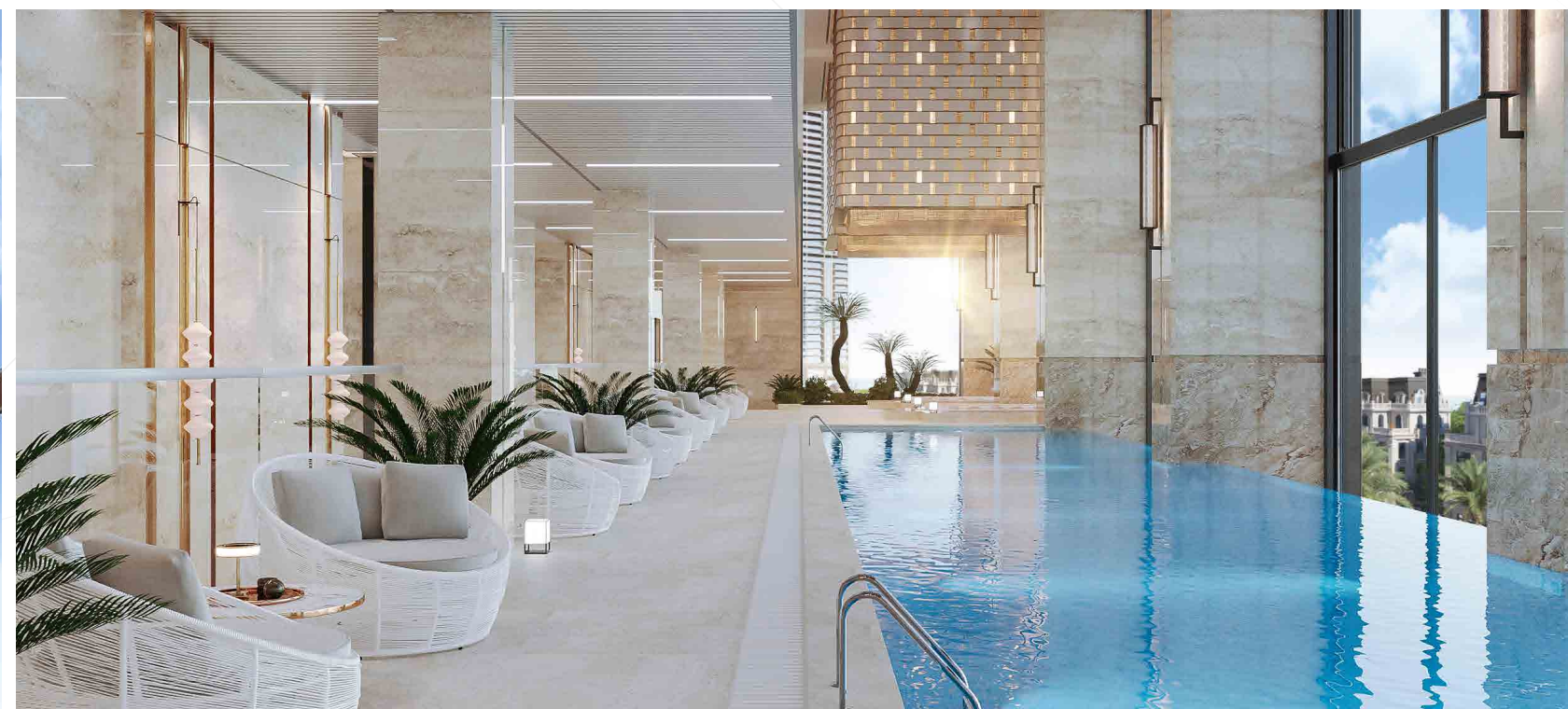
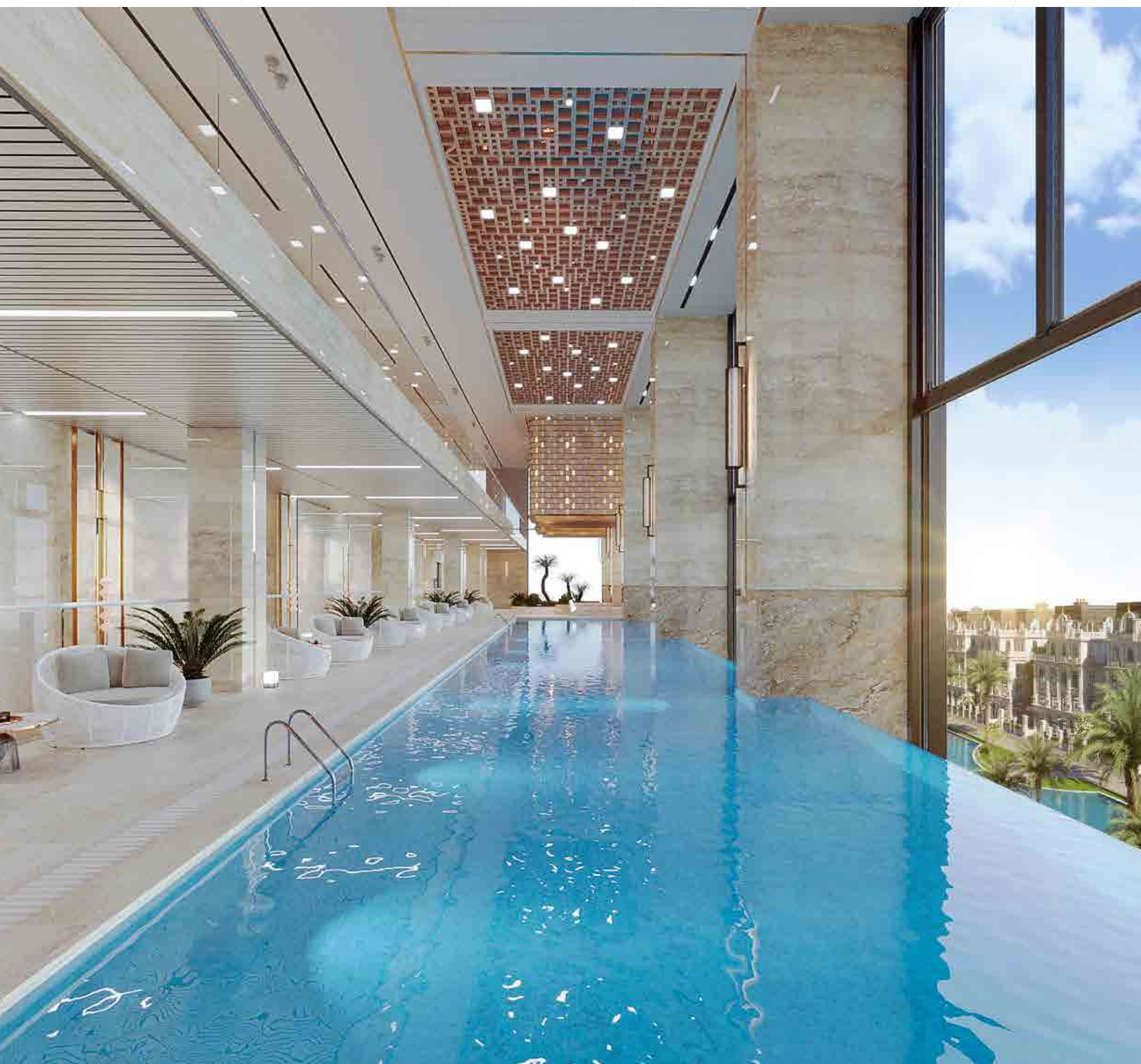
Comprising two levels of shopping and dining streets elevated 15-20 meters above ground, stretching across five towers with a total length of approximately 500 meters.



# Where Old meets New







Plaza Aquatics, the all-season pool, is nestled at the heart of a vibrant commercial center, featuring a stunning 549.5m<sup>2</sup> infinity water surface. Like a deep note grounding a radiant symphony, it offers discerning guests instant access to a refreshing dip—inviting them to immerse in serenity and endless relaxation after a long, busy day.



03

# CLUBHOUSE

(FLOOR 20)

Located on the 20th floor, Noble has thoughtfully curated a private amenity space where each tower's residents can relax, enjoy daily leisure, and foster a community that connects people through shared interests and lifestyles.



# FLOOR PLAN FLOOR 20

TÒA  
S5

Gym, Library, Community Lounge, Playground, Yoga

TÒA  
S4

Community Lounge, Playground, Private Cinema, Entertainment

TÒA  
S3

Community Lounge, Playground, Entertainment

TÒA  
S2

Community Lounge, Playground, Library, Entertainment

TÒA  
S1

Community Lounge, Playground, Yoga, Cinema Room, Garden Path



The gym and yoga areas are equipped with state-of-the-art facilities to help residents enhance both physical and mental well-being.

The private cinema features a large display and high-quality audio system, offering residents an immersive and comfortable movie experience.



\* Hình ảnh mang tính chất minh họa



04

CLOUD TOP RETREAT COMPLEX

# ROOFTOP RESORT

(FLOOR 39 - 40)

YAMA **sunset**  
HOSPITALITY GROUP

MANAGED BY  
THE INTERNATIONAL SUNSET HOSPITALITY GROUP

Noble Crystal Tay Ho WorldHotels Residences captures a spirit of innovation with a breathtaking sky-yacht design delivering an iconic “life on top” experience above the clouds.





FLOOR PLAN  
FLOOR 39



FLOOR PLAN  
FLOOR 40



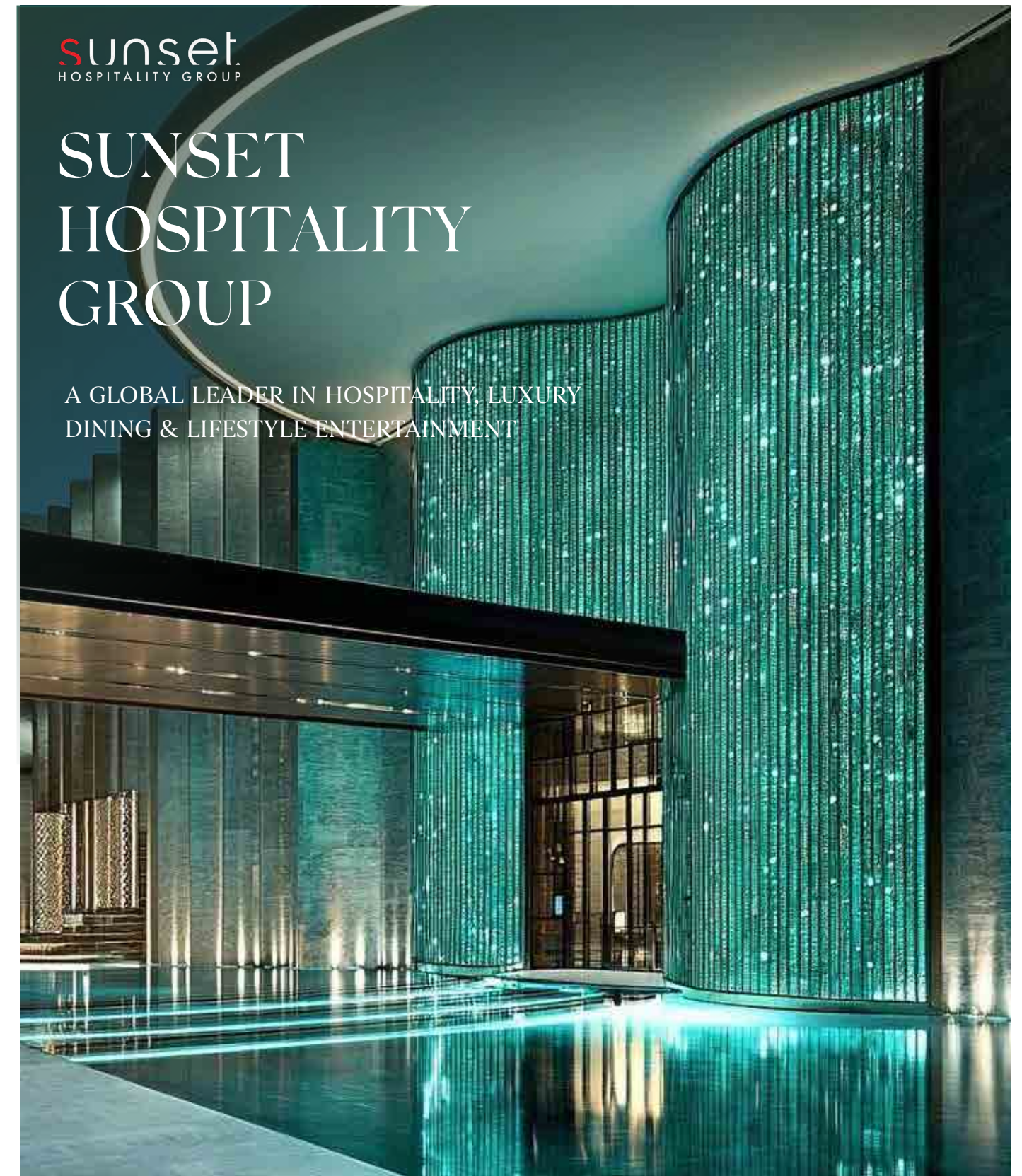
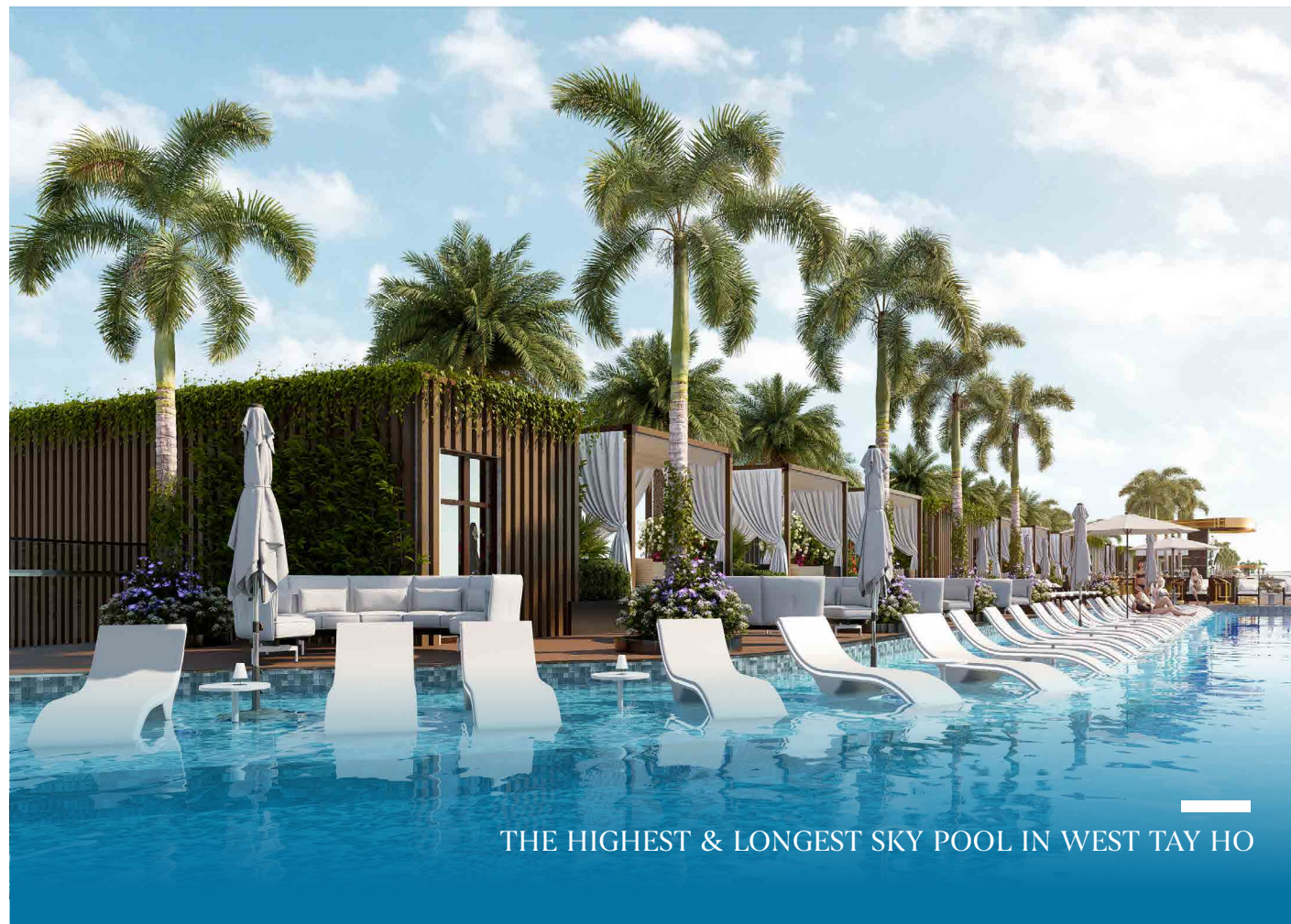


## SKY POOL BAR RESTAURANT COMPLEX

# 6 STAR STYLE INSPIRED BY DUBAI – YAMA

OPERATED BY SUNSET HOSPITALITY GROUP

An ultra-modern rooftop complex tailored for sophisticated guests who value style and diverse experiences. Featuring a 932.7m<sup>2</sup> infinity pool and sky bar, complemented by a premium restaurant system operated by Sunset Hospitality Group under the YAMA brand.



Founded in 2011 in Dubai – the world's capital of luxury – Sunset Hospitality Group is renowned for delivering world-class 5- and 6-star projects and services. With nearly 90 properties across 25 countries, the group excels in F&B, lifestyle, entertainment, hotel investment and global operations.





# CRYSTAL SKY BAR

*The "High Note" of Urban Glamour*

Party with friends at the Sky Bar, where luxury living meets trendy beats under a starlit sky above the city...

Each sound and moment touches the clouds — a perfect privilege of "owning time and space."  
Step into the exclusive realm of the true elite.



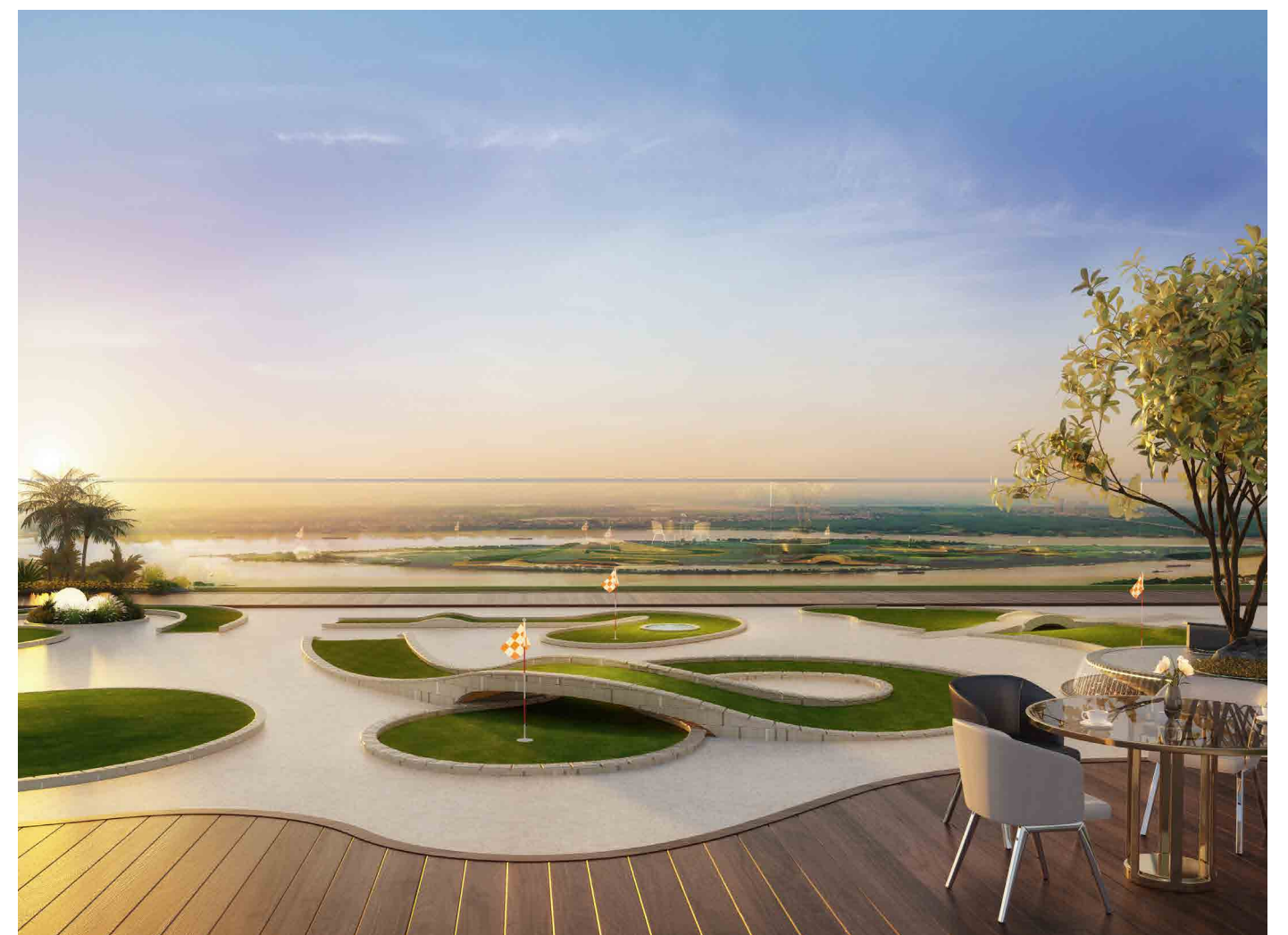


# EDEN ROOFTOP GARDEN

*A Gentle "Bass Note" of Serenity*

Immerse yourself in a rooftop pool floating among the clouds, sip a cocktail as you embrace the golden sunset, or enjoy a quiet conversation in the private cigar lounge.

Let soft contemporary jazz play in the background as you stretch into sky-high yoga poses...





BWH | Hotels



# 5 STAR

GLOBAL MANAGEMENT SERVICES

Redefining Luxury Real Estate in Vietnam

In partnership with WorldHotels – part of BWH Hotels – Noble Crystal Tay Ho WorldHotels Residences marks a new era of “branded lifestyle” for Vietnam’s true elite.

As the first-ever branded residence in the world managed by WorldHotels, Noble Crystal Tay Ho WorldHotels Residences is a prosperous living experience crafted with refined architectural excellence. Now under the vast Best Western ecosystem, it stands as Vietnam’s first true branded residence for the discerning, experience-driven luxury class.



# WORLDHOTELS LUXURY BWH HOTELS

Headquartered in Phoenix, Arizona, Best Western is one of the world's most established and prestigious hotel brands. Today, it owns and operates over 4,700 hotels and resorts with nearly 400,000 rooms in more than 90 countries. It is a globally recognized leader in branded residences, delivering resort-level, five-star hospitality services.

WorldHotels Luxury, the highest-end brand under BWH Hotels, ranks among the top 10 global hotel chains with over 80 years of history. Its scale, diversity, and prestige are proof of international-standard service excellence.

## Top 10

One of the Top 10 global hotel operators with over 80 years of history

## Top 03

Among the Top 3 largest customer loyalty programs worldwide

# 110

More than 110 VVIP-level resort services rated 5 stars

# 40.000

Serving over 40,000 clients across 200 partner resorts globally

# 4.700

Operating 4,700+ hotels and resorts in 90 countries, managing 400,000 rooms



**BWH** | Hotels



### Upper House - SWEDEN

A 5-star hotel chain often described as a “paradise in Sweden”



### Makedonia Palace Hotel - GREECE

A coastal resort city landmark offering 273 luxury rooms with views over a poetic bay



### Iconic Brands That Define Best Western & WorldHotels Luxury



A resort embraced by glowing coastal sunsets

**Prestige Oceanfront Resort - CANADA**



A royal lifestyle experience  
**Alhambra Palace Hotel - SPAIN**

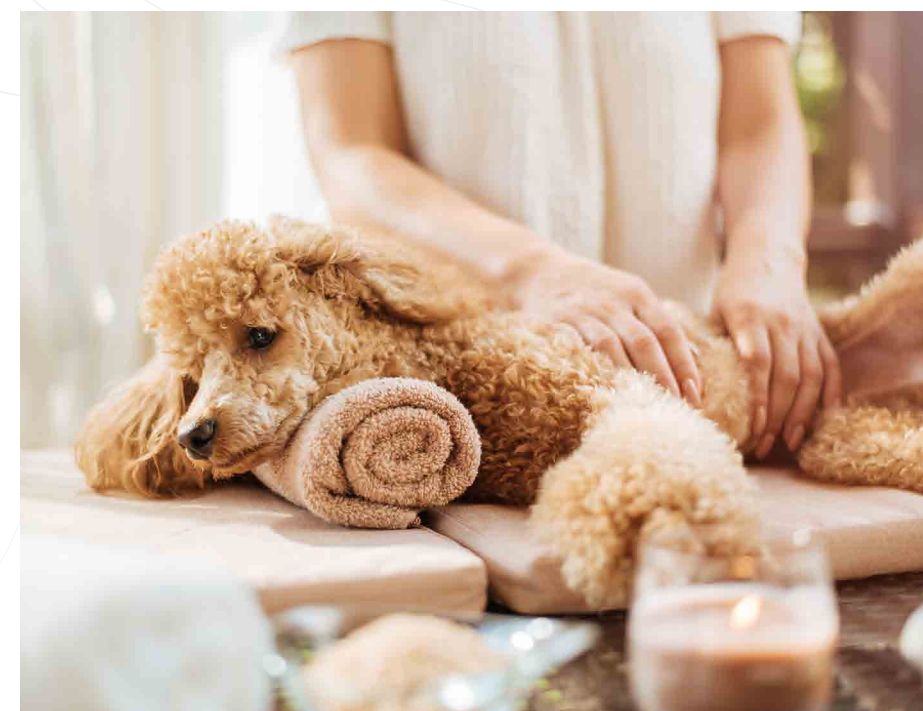
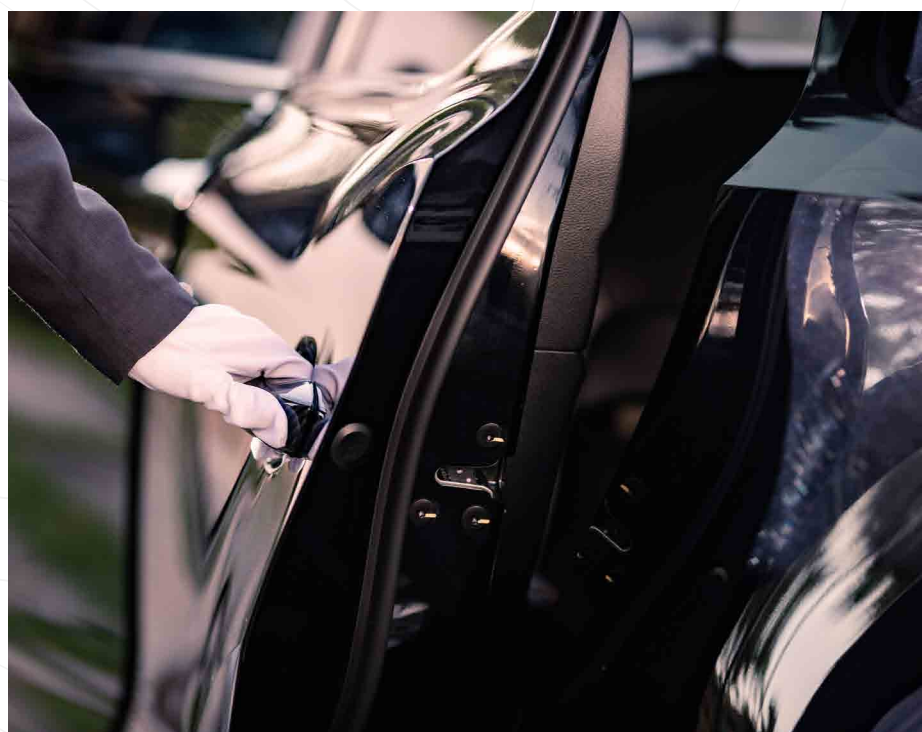


AT NOBLE CRYSTAL TAY HO WORLDHOTELS RESIDENCES,

## Enjoy VVIP Crystal Honors privileges reserved for only a select few...

Daily wardrobe refreshed with haute couture, Michelin-chef in-room dining, private limousine pickups, and even full-family private jet services—

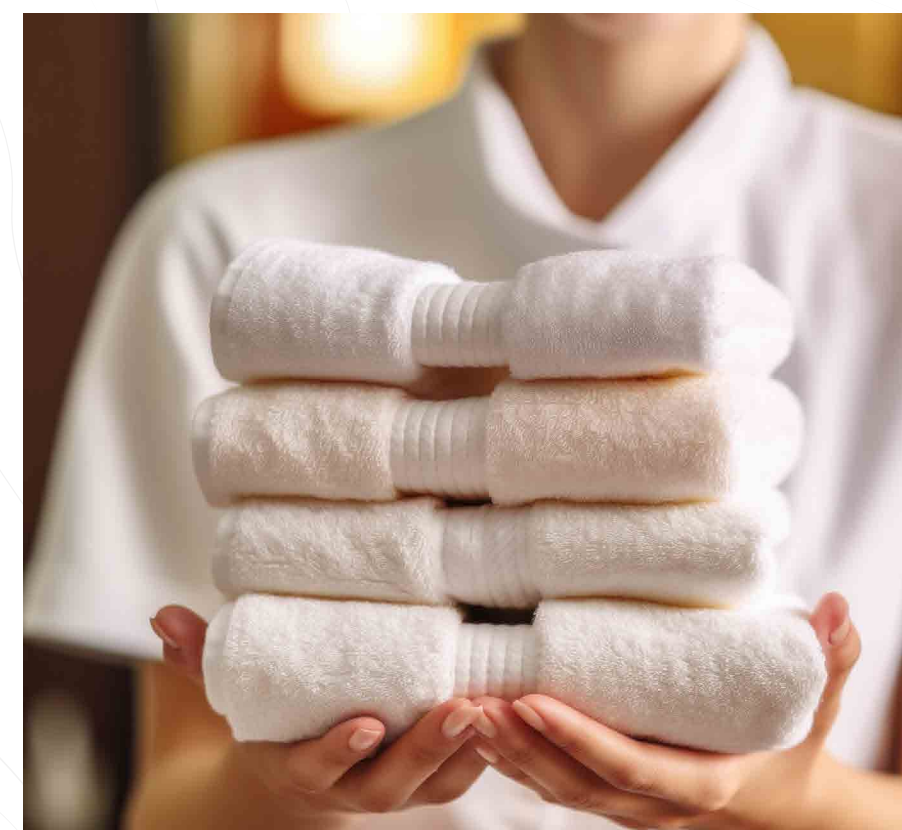
These are not luxuries, but the “everyday essentials” for elite households.



Not just a doorman, but a private butler caring for your family.

Not only your loved ones, but even your pets are pampered with personalized meals and restful sleep.

It's not just a place to live — every moment at home feels like a 5-star resort escape.



So that every day feels like a “5 STAR hotel experience”



**BWH** | Hotels

  
WORLDHOTELS™

THE BRANDED LIFESTYLE  
**BRANDED  
RESIDENCES 5.0**

\* Hình ảnh mang tính chất minh họa



## STANDARD SERVICES

- Reception
- Doorman & Concierge
- Security services
- Owner support services
- Resident Lounge
- Common area maintenance
- Common area cleaning
- Shared amenity management
- WIFI access at Resident Lounge
- General administration
- Property insurance (building/ shared zones)



## OPTIONAL SERVICES

- In-residence dining, private chef
- Personal shopping & assistant
- Childcare services
- Pet walking
- On-demand laundry
- Private transportation / limousine
- In-unit housekeeping
- Apartment maintenance
- Absentee home care & key handover
- maintenance package



## VVIP PRIVILEGES – CRYSTAL HONORS CLUB

- VIP dining reservations exclusively for homeowners
- Customized on-site privileges (as agreed with developer/owner)
- Priority access & reserved seating at dining venues
- Discounts on spa, restaurants, in-residence dining & services





# SMART HOME SMART LIVING 4.0

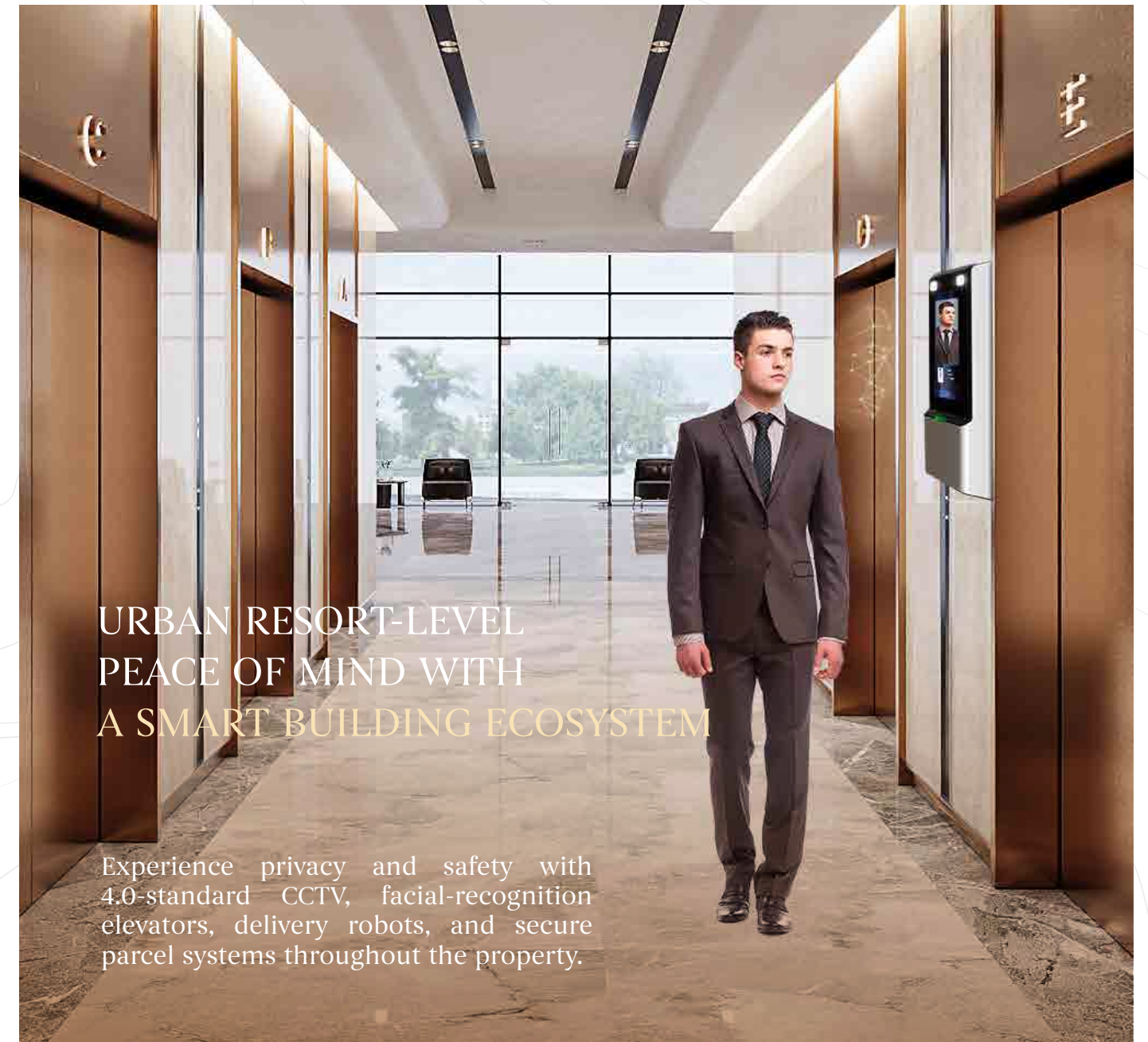
PIONEERING THE WORLD OF LUXURY





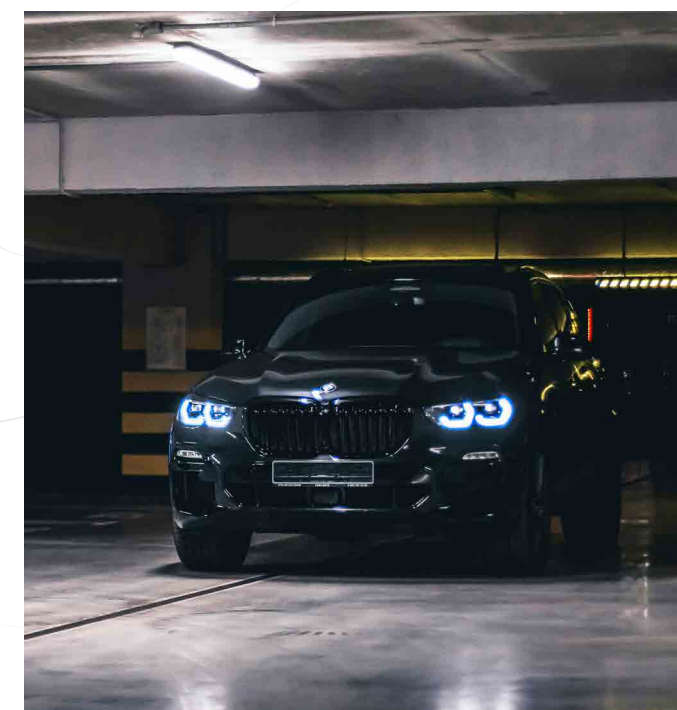
## ENJOY FULL CONTROL AND COMFORT WITH YOUR SMART HOME

100% voice-controlled system,  
automatically adapting to your  
lifestyle.  
Adjust curtains, lighting, sound, and  
more — all through cutting-edge  
touchless technology.



## URBAN RESORT-LEVEL PEACE OF MIND WITH A SMART BUILDING ECOSYSTEM

Experience privacy and safety with  
4.0-standard CCTV, facial-recognition  
elevators, delivery robots, and secure  
parcel systems throughout the property.



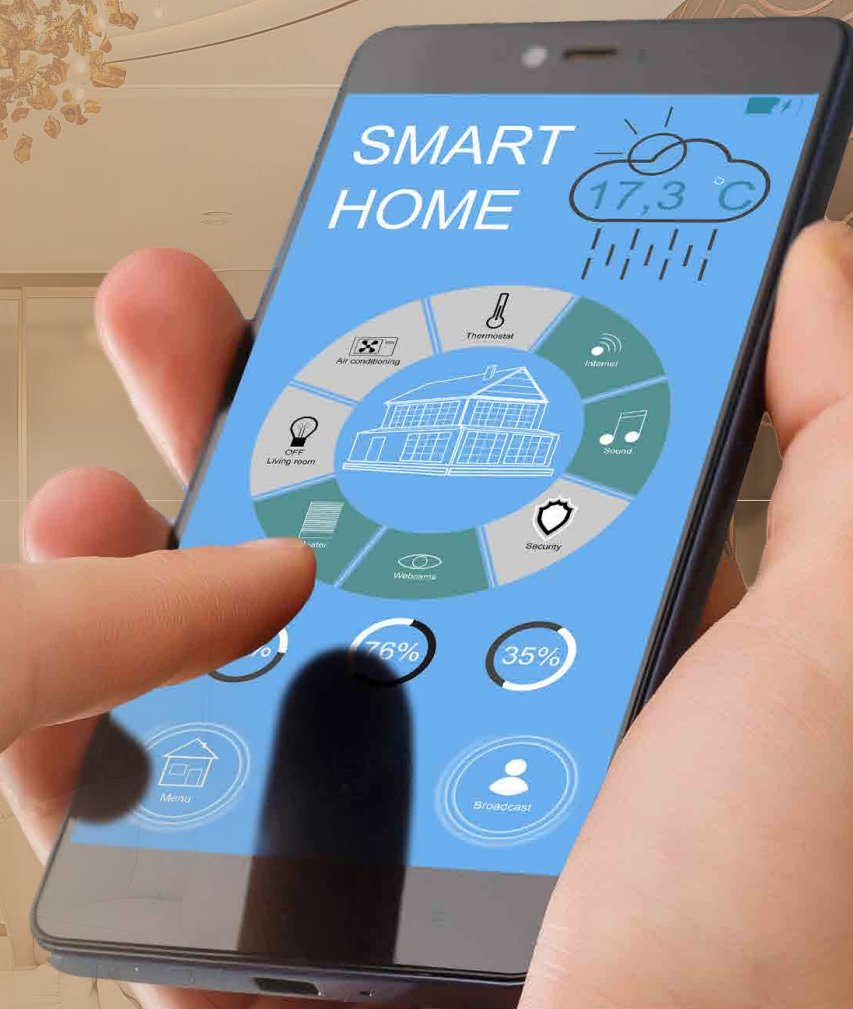
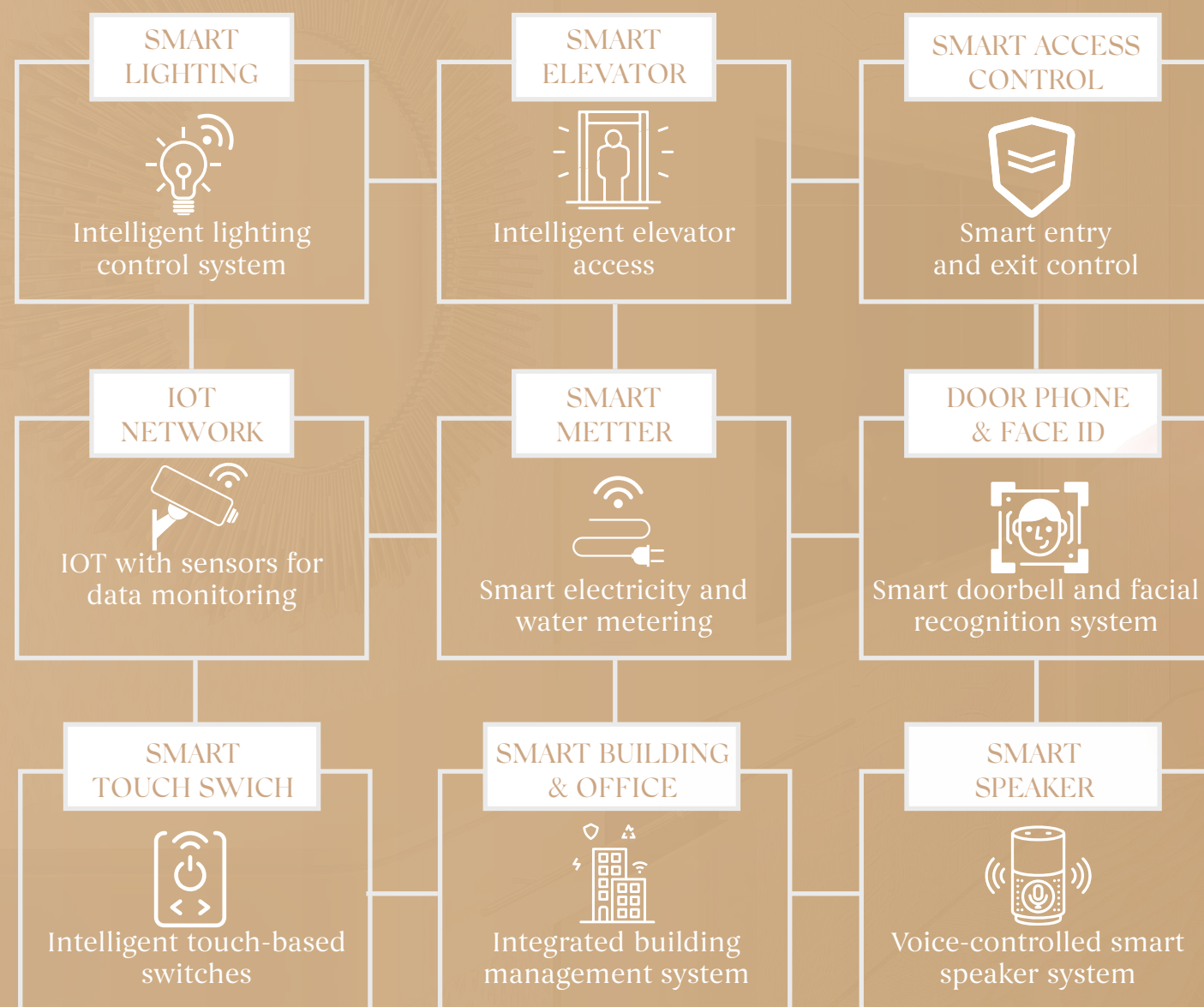
## Unmatched convenience with 3 smart parking basements (~65,000 m<sup>2</sup>)

Smart license plate recognition ensures  
automated check-in and precise tracking  
of your car's location — no need to  
remember where you parked.



# LEADING THE SMART CITY TREND SMART SYSTEM

AN ECOSYSTEM OF SMART HOME &  
SMART LIVING IN EVERY LIVING SPACE





## WEST OF WEST LAKE

### “THE NEW DESTINATION OF PREMIUM LIVING”



Heritage location  
of prestige



Exclusive  
all-in-one lifestyle  
privileges



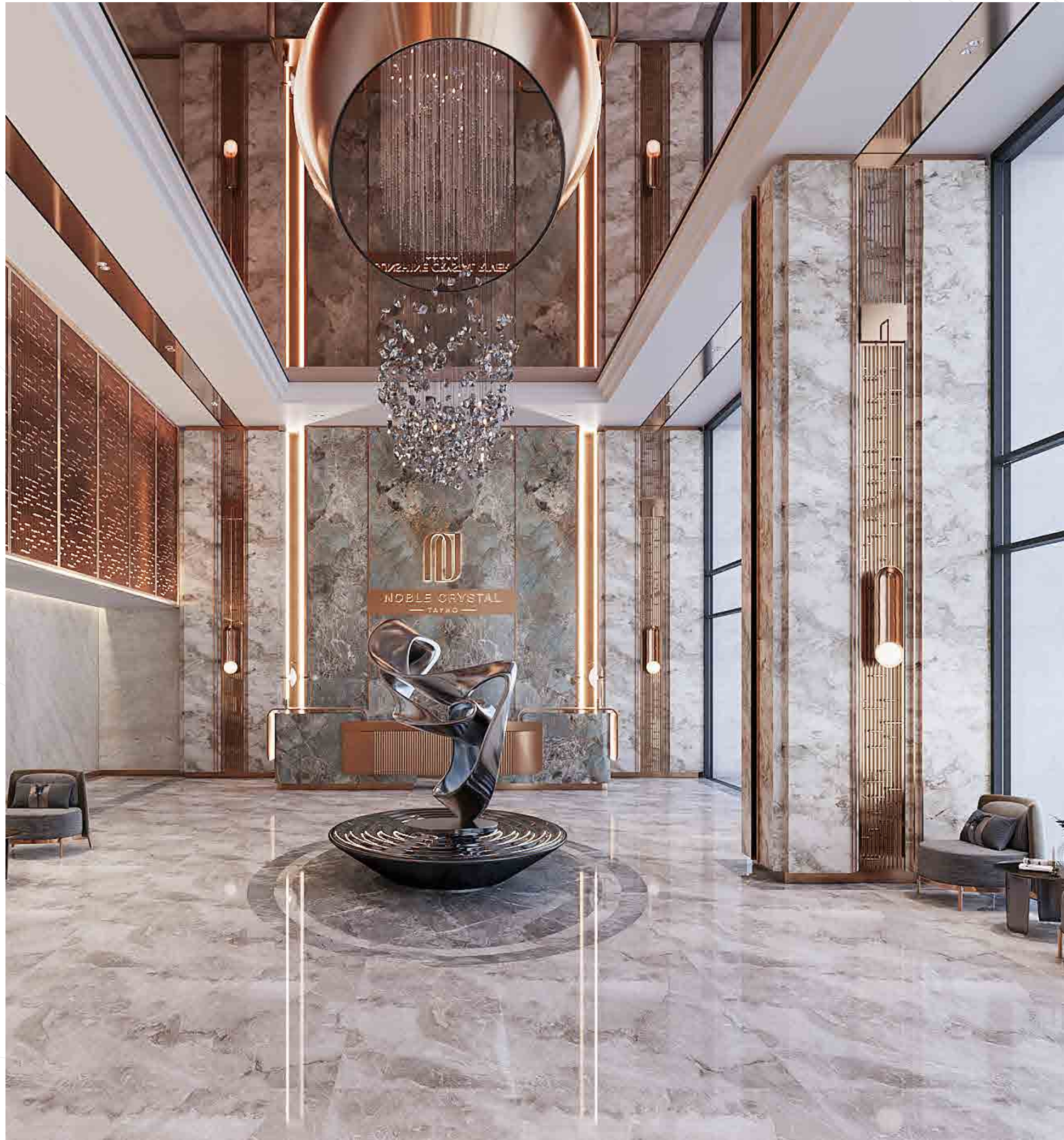
Panoramic 360°  
green view



Signature sun-kissed  
Sky Mansions

NOBLE CRYSTAL TAY HO





# CRYSTAL LOBBY

A MASTERPIECE OF VIBRANT LIVING ART

Your first step home leads into the elegant calm of the Crystal Lobby — a captivating space where homeowners are welcomed with grace and quiet prestige.



# LIMITED THE SKY VILLA

An exclusive collection that blends the privacy and spaciousness of a limited-edition villa with the panoramic value and luxury lifestyle of a high-end residence.

Noble Crystal Tay Ho WorldHotels Residences introduces Sky Mansions and Sky Gardens in various layouts — capturing breathtaking views of the Red River and the vibrant pulse of West Lake, delivering world-class experiences to elite homeowners.



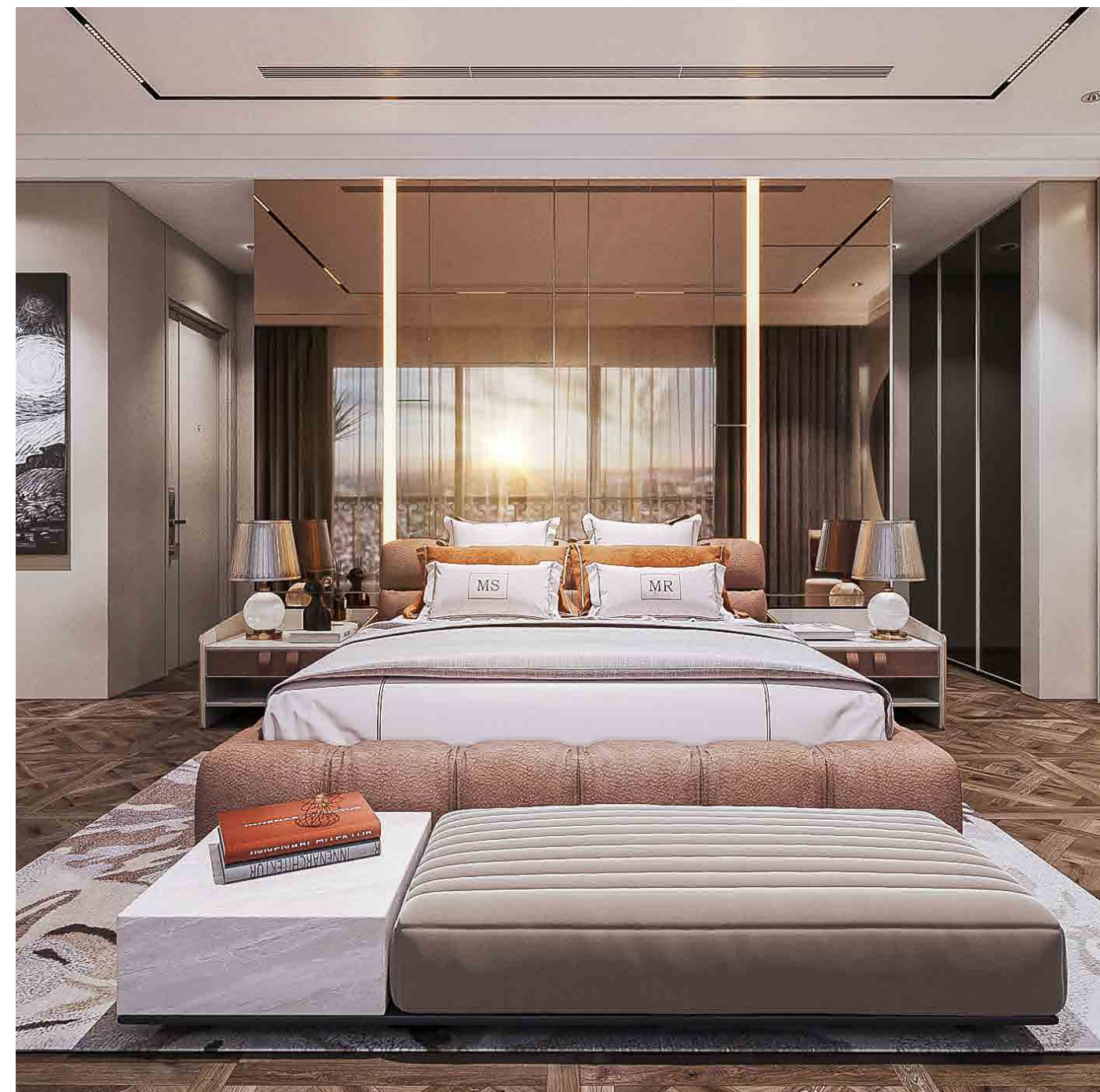
01

## SKY MANSION

The exclusive duplex Sky Mansion is designed with priority for spacious 3-bedroom units, tailored for multi-generational families.

Each elevator serves only 2-3 residences per floor, ensuring utmost privacy and exclusivity.

Notably, the VVIP Sky Mansion spans over 600m<sup>2</sup>, featuring a private garden and a 144m<sup>2</sup> pool — inspired by the ultra-luxury sky mansions of Dubai's elite.



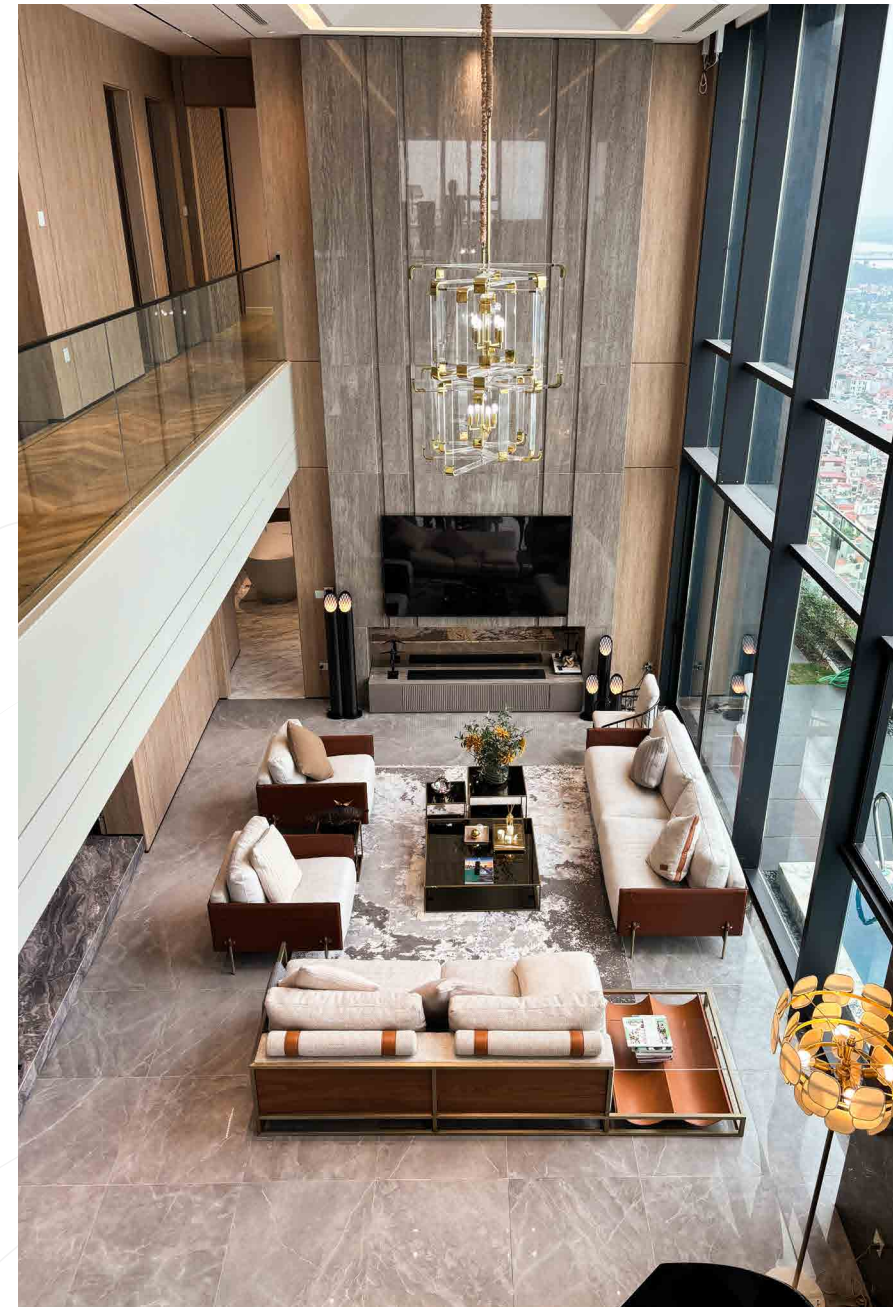


Like a telescope from above, the Sky Mansion captures the city's most magnificent heritage views — embracing the full panorama of West Lake and the Red River, along with the vibrant rhythm of the elite urban lifestyle.

# Contemporary Lifestyle Modern living







The first-ever limited Sky Mansion collection debuts in West Lake West, featuring private gardens and swimming pools of up to 144m<sup>2</sup>.

Blending modern living architecture with elevated living experiences, it offers a rare lifestyle in the heart of the vibrant Ciputra township.





Heritage Look

# Indochine

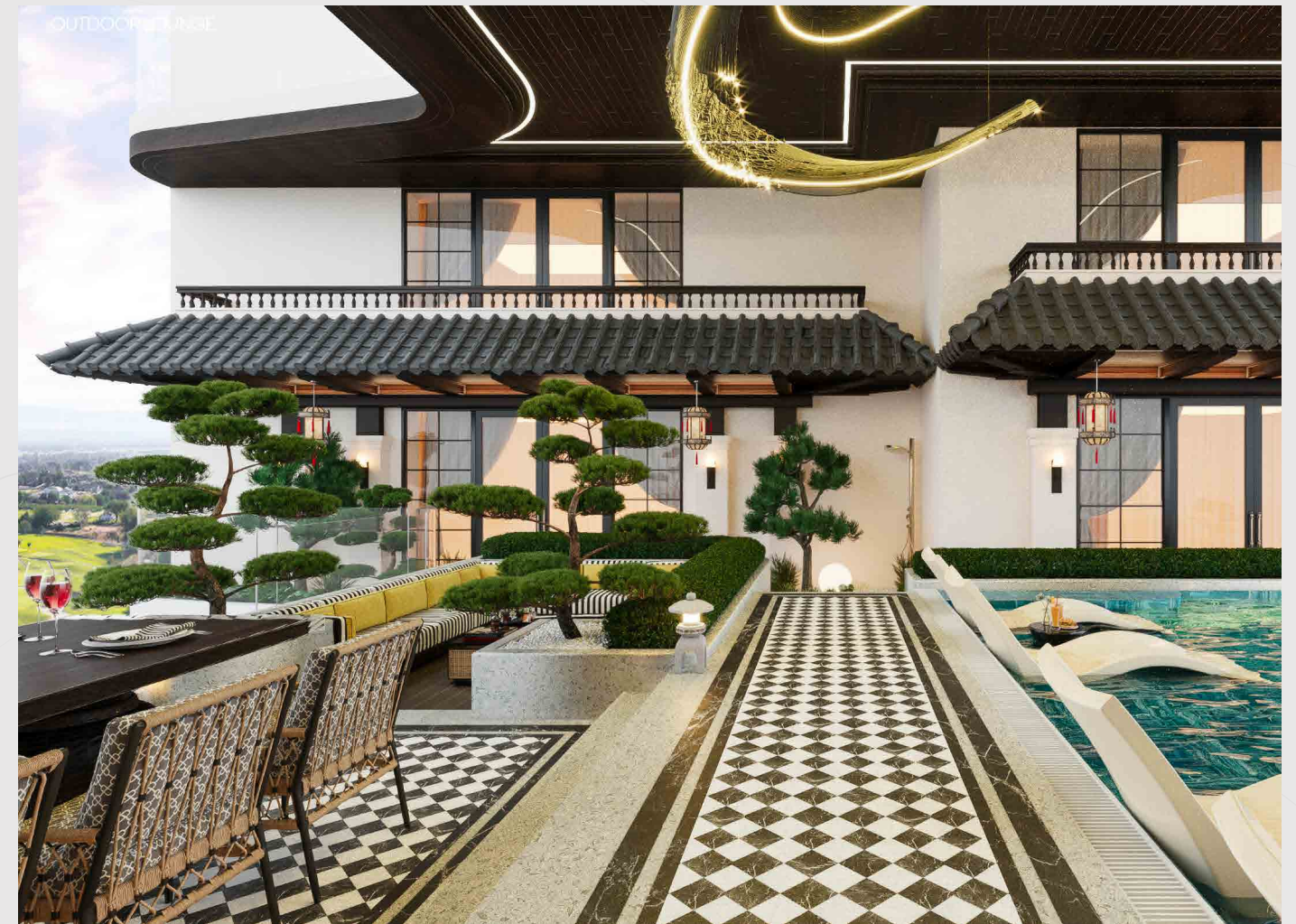
Where limits are merely a concept — and every moment is devoted to immersive sensory experiences and the finest relaxation, all within a truly resort-inspired living space.







Noble Crystal Tay Ho WorldHotels Residences evokes the Indochine aesthetic in its sky mansion, awakening a bold, distinctive, and breakthrough living experience inspired by the timeless elegance of Đông Dương for each discerning homeowner.



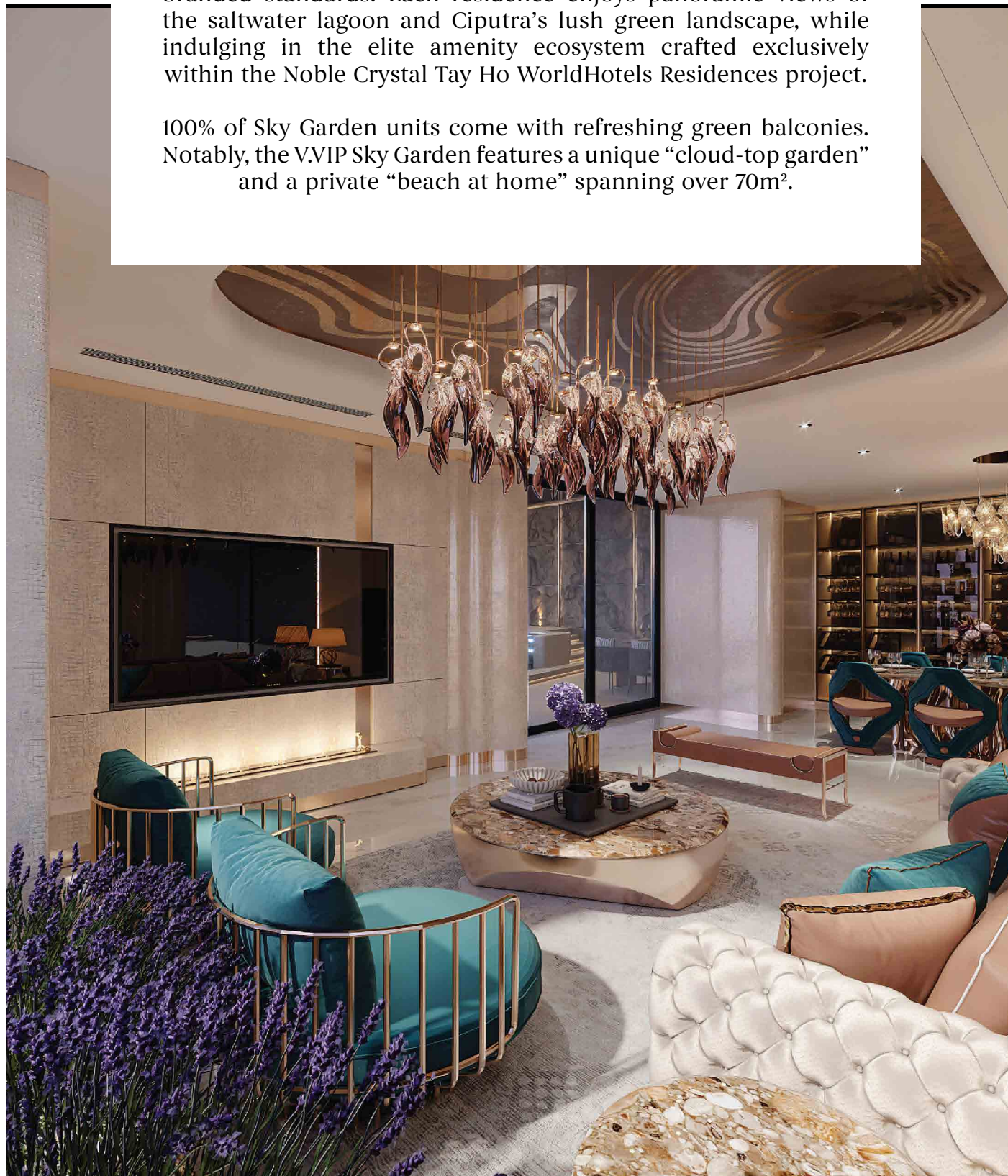


# 02

## SKY GARDEN

The rare and limited Sky Garden collection offers optimally designed layouts with flexible functionality, delivered to 5-star branded standards. Each residence enjoys panoramic views of the saltwater lagoon and Ciputra's lush green landscape, while indulging in the elite amenity ecosystem crafted exclusively within the Noble Crystal Tay Ho WorldHotels Residences project.

100% of Sky Garden units come with refreshing green balconies. Notably, the VVIP Sky Garden features a unique "cloud-top garden" and a private "beach at home" spanning over 70m<sup>2</sup>.







# TAILORED BRANDED INTERIORS



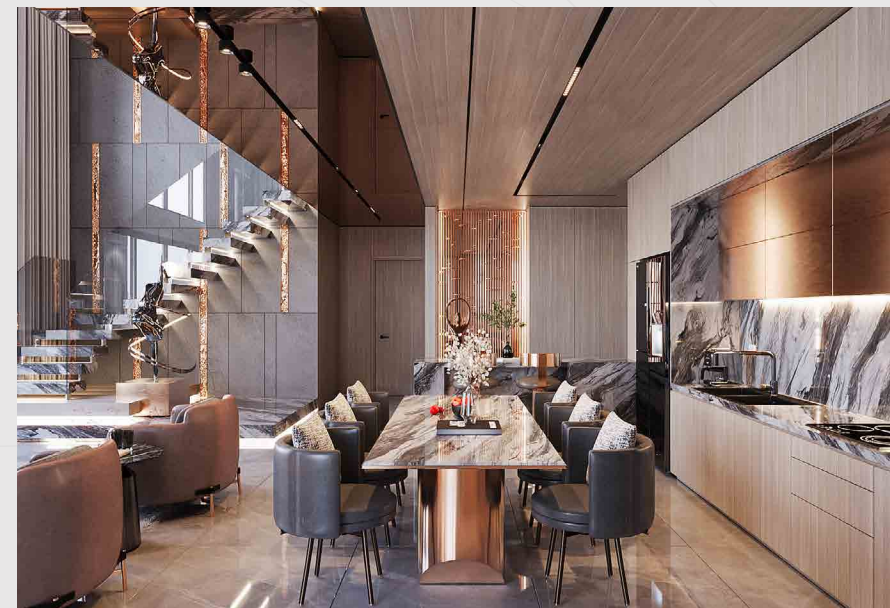
LUXURY STANDARD INTERIOR

# ELEVATING EVERY SENSE OF EXPERIENCE



## RECESSED SPOTLIGHTING SYSTEM

Adopted from world-class 5-star hotels, the advanced lighting system features a color rendering index (CRI) over 90, recreating soft, warm lighting 15x more accurately. The smart lighting system adapts to personalized settings while protecting vision with optimal intensity.



## PREMIUM JAPANESE AIR CONDITIONING

PM2.5 filtration, humidity balancing, and scent infusion.

Smart-connected technology delivers pure, gentle air quality on par with top European hospitality standards.



## 100% CERAMIC TILES

Each tile is a refined work of art — echoing the sophisticated marble wall aesthetics of royal-style hotel suites.



## 100% NATURAL GRANITE IMPORTED FROM ITALY

Paired with premium engineered wood, expertly treated for water, moisture, and mold resistance.

# BRINGING THE ELEGANCE OF A RESORT INTO EVERY SQUARE METER.



# Where Luxurious Moments Converge Beneath an Eternal Sunlight



DOWNLOAD THE NOBLEX APP  
TO STAY UPDATED WITH THE LATEST PROJECT INFORMATION

Hotline 1800 6322

Project location Nam Thang Long Urban Area (Ciputra), Phu Thuong Ward, Tay Ho District, Hanoi

\* All information presented in this document is valid at the time of publication and may be adjusted without prior notice.

\* All layout and specification data is indicative. Official figures will be defined in the contract signed between the Developer and the Client.





NOBLE CRYSTAL

— TAYHO —

A signature project by



SUNSHINEGROUP