DAMAC RESIDENZE

DUBAI MARINA

Interior Design by FENDI CASA

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Fendi and DAMAC Properties have joined in partnership to develop a select set of luxury serviced apartments in prime locations. The idea behind the venture is to bring about continuity between the building of the property and the actual dressing of the spaces within it in true Fendi signature style. The whole of the interior design is conceived by Fendi, achieving the perfect balance of traditional craft and innovative vision. The result: a striking expression of contemporary luxury.

Fendi

A milestone of Italian savoir faire, with a distinctive Roman character, the house of Fendi expresses luxury at its most creative, tactile and experimental. Yet despite its groundbreaking approach to design, Fendi maintains classical elements that result in timeless beauty, produced in the finest materials by highly skilled craftsmen and women.

Iconic fashion

In the world of Fendi: “beauty breaks rules”. The spirit of Fendi is a unique marriage of design and fashion, where opposites fuse seamlessly – traditionalism and modernism; minimalism and embellishment; luxury and pure purpose. These elements have long been brought together across the Fendi brand to consistently push the boundaries of both form and function.

Symbols of opulence

During the sixties, under the guidance of Edoardo and Adele Fendi's five daughters, and in stylistic alliance with the visionary Karl Lagerfeld, a template was set: the staid idea of fur as a status symbol was turned upside down. Leather was transformed – hides were printed, woven, dyed and tanned to bring about incredible, never before seen finishes.

The iconic FF pattern, along with the Pequin stripes, embody Fendi's playful yet innovative idea of luxury, which led to the creation of cult items such as the Baguette bag, the Spy, the Peekaboo and many more. In 2004, LVMH became the major shareholder in the Fendi house, but chose to maintain the long held creative principles set by the Fendi / Lagerfeld alliance.

A celebration of the senses

Fendi is not simply about fashion. It's an entire culture, based on aesthetics. The fearless exploration of sophisticated materials and luxury handicrafts to bring about a magical exploration and stimulation of the senses – the feel of exquisite materials employed by master craftsmen and women; the scent of rich materials and the look of exemplary design.

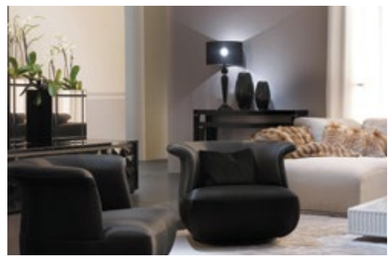
Uniquely fashionable living spaces

Fendi added furniture to its ever-expanding empire, long before fashion as a lifestyle became a byword for the rest of the fashion world. In 1989, Fendi Casa was established in collaboration with the prestigious furniture company, Club House Italia. The initial idea was to create Fendi-hued furnishings, from sofas to chairs, and chests of drawers to lamps.

Over the years, the concept expanded to encompass outdoor furnishings too, as well as offering special solutions for private houses, luxury hotels and yachts. Fendi, synonymous with extreme, unabashed luxury in clothing and accessories, also became the expression of supreme opulence and pioneering experimentalism in interior decoration.

An expression of Fendi savoir faire

Fendi Casa translates the fashion house's signature savoir faire and creativity, as well as its distinctive materials, into elegant objects and timeless ambiance in the home. Fur is used for cushions and carpets; leather couches are treated with the same flair as a Selleria handmade and numbered bag; whilst marble, stone and wood are combined in inventive ways to bring about new icons, such as the Crystal chair or the spectacular Urano bed.



Exclusive design, quality and style

With a dedicated workshop in central Italy and three collections produced each year, Fendi Casa produces a rich and diverse range of interior elements that can be combined to bring about a unique, tailor-made living environment. It's haute couture for your home, with Fendi's signature use of fine materials and distinctive design.

Creators of luxury lifestyles

Since 2002, DAMAC Properties has quickly established itself as the region's premium developer, creating unique buildings, communities and luxury lifestyles across the region. From Dubai and Saudi Arabia to Jordan, Lebanon and Qatar, with high-profile developments including DAMAC Tower in Beirut, Lebanon, and DAMAC Residences in Jeddah, Saudi Arabia.

To date, DAMAC Properties has delivered 17,900 units with another 40,000 in various stages of planning and progress across the Middle East, of which 13,000 are luxury hotel rooms, serviced apartments and hotel villas.* The DAMAC name is synonymous with quality and luxury.

*As of 31st December 2016.

A waterfront masterpiece

DAMAC Residenze presents the most uniquely located residential units right at the edge of Dubai Marina with stunning panoramic views of the surrounding area and the ocean. Nestled along the cosmopolitan shoreline, the distinguished development delivers the best waterfront lifestyle you could ever imagine.

Presenting DAMAC Residenze

- Luxury apartments and penthouses from levels 43 to 84 designed by Fendi Casa
- The tower rises 86 levels
- Parking on five basement levels, ground level and five podium levels
- Selection of apartments with one, two, three, four and five bedrooms
- Dedicated lobby
- State-of-the-art gymnasium
- Steam, sauna and Jacuzzi (separate for men and women)
- Swimming pool and children's pool
- Children's playroom
- Multipurpose hall to host and entertain family and friends

Interior design by Fendi Casa

Fendi Casa was launched in 1989, with a collection that has expanded into an empire in its own right, and now spans the globe. Over the years, the fashion house has been involved in exclusive projects for both residential real estate and private residences, as well as fitting out luxury yachts and private jets. Each project is undertaken with painstaking care, taking into account the project's unique location, along with the specific tastes and requirements of the client.

Whatever the brief, the location or client, the results are consistently beautiful, offering unmatched living experiences.

Actual Show flat picture

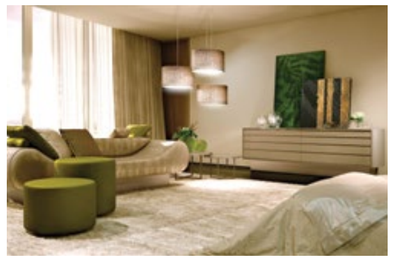
Exclusive interiors

The lobby area in which residents and guests are first received leaves no doubt that you are entering an exclusively-designed dimension. Giving a sleek first impression to the Fendi experience, the lobby sets the scene for the transition into each luxury apartment, with a hint of the colour palette and design in the home to come – rich in geometric motifs, contrasting lines and curvaceous elements, differing textures and mood lighting, with a nod to Arabian architecture.

Lasting impressions

The colour palette used in our Fendi styled apartments is reminiscent of the ever shifting sands of the desert and the shadows cast by its towering dunes. A sophisticated mix of onyx, bronze and gold is repeated throughout, in varying shades and patterns, with some items utilising stark angles and others, rounded and gentle on the eye. Textures and finishes are artfully mixed to give reflection or depth, as required. The floor, a grid of lozenges, is arranged in a geometric pattern that's been vein-cut and lacquered to create a beautiful surface on which to set the scene for the rest of the apartment. Look up and you'll see high, glossy ceilings, the centre of which presents a sculptural artistic interpretation of the Fendi monogram.

Actual Show flat picture



Haute couture home

Excellence, charm, refinement, timelessness and simplicity are just a few of the key words that embody the Fendi approach to interior design and furnishing. Environments are created that incorporate both the traditional and the contemporary, blending them seamlessly to create that uniquely intriguing concept of 'classic with a Fendi twist'. The finest materials are used by superior craftsmen and women with exceptional attention to detail to produce items that will stand the test of time in terms of character and functionality.

Each apartment and penthouse is characterised in its interior design by the repetition of geometric form. There are small details to be found throughout, but spaces are never cluttered. Arrangements of metal plaques on the ceiling or vertical elements to convey the feeling of height and space are an homage to the scale and design of the surrounding neighbourhood.

Light bounces off surfaces creating a sense of movement that brings the space alive. To complete the mood, pieces from the Fendi Casa collection grace the apartment in beautifully cocooning shapes offering a stark contrast to the sharp geometric angles.

Actual Show flat picture

Incredible views from every angle

Stunning marina views and vistas of the ocean, as well as Palm Jumeirah, leave an enduring impression, whatever the time of day or night.

A lifestyle like no other

Dubai Marina boasts one of the most desirable lifestyles in town, with gastronomic experiences and a host of world-class shopping avenues from which to choose, right at your doorstep.

Explore waterfront living

Thrilling watersport activities or a gentle walk along the pristine beach are just a couple of the many leisure pursuits available to you in the glamorous neighbourhood.

Unique facilities, amenities and services

Facilities

- Secure car parking with CCTV coverage and access control
- Convenient, direct elevator access from parking to apartments
- State-of-the-art high-speed elevators to each floor
- Breathtaking tower lobby in fine marble and stone
- Expansive temperature-controlled swimming pool, with a separate pool for children
- Beautiful gymnasiums, fitted with the latest equipment
- Ultra-luxurious health clubs for men and women, featuring indulgent saunas and steam rooms

Amenities

- Stately grand reception area with superior finishes
- Modern, bright games room with an extensive range of games
- Exclusive lounge for residents
- Elegant façade cladding
- Eye-catching façade glazing-insulating glass with required aspect(s)

Maintenance

The owners' association will manage the maintenance and upkeep of the common facilities in the building.

*All accessories such as wallpaper, chandeliers, furniture, electronics, white goods, curtains etc displayed in the show apartment are not part of the standard unit and are shown for illustrative purposes only, unless stated.

Luxury by appointment

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TYPICAL FLOOR PLANS

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