

*DAMAC  
HILLS*

FENDI STYLED VILLAS

# FENDI STYLED VILLAS



*Luxury at its most creative*

Fendi and DAMAC Properties have joined in partnership to develop a select set of luxury villas at DAMAC Hills, the prestigious master development. The idea behind the venture is to bring about continuity between each villa and the actual dressing of the spaces within it, in signature Fendi style.

The whole of the interior design is conceived by Fendi Casa, achieving the perfect balance of traditional craft and innovative vision. The result: a striking expression of contemporary luxury in an incredible setting.



## 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.



*Fendi Casa Interiors*



#### 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 a 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.



## *Fendi Styled Villas*

### **FENDI STYLED VILLAS**

In keeping with the eclectic style and tactile modernism that are Fendi Casa's defining traits, the villas at DAMAC Hills are beautifully complemented by Dubai's dynamic culture and upbeat environment.

The result is a fluid composition of different influences, that come together seamlessly with typical Fendi flair. Geometry, precision and outright opulence frame each design perfectly.













*DAMAC Hills*

#### **INSPIRED LIVING**

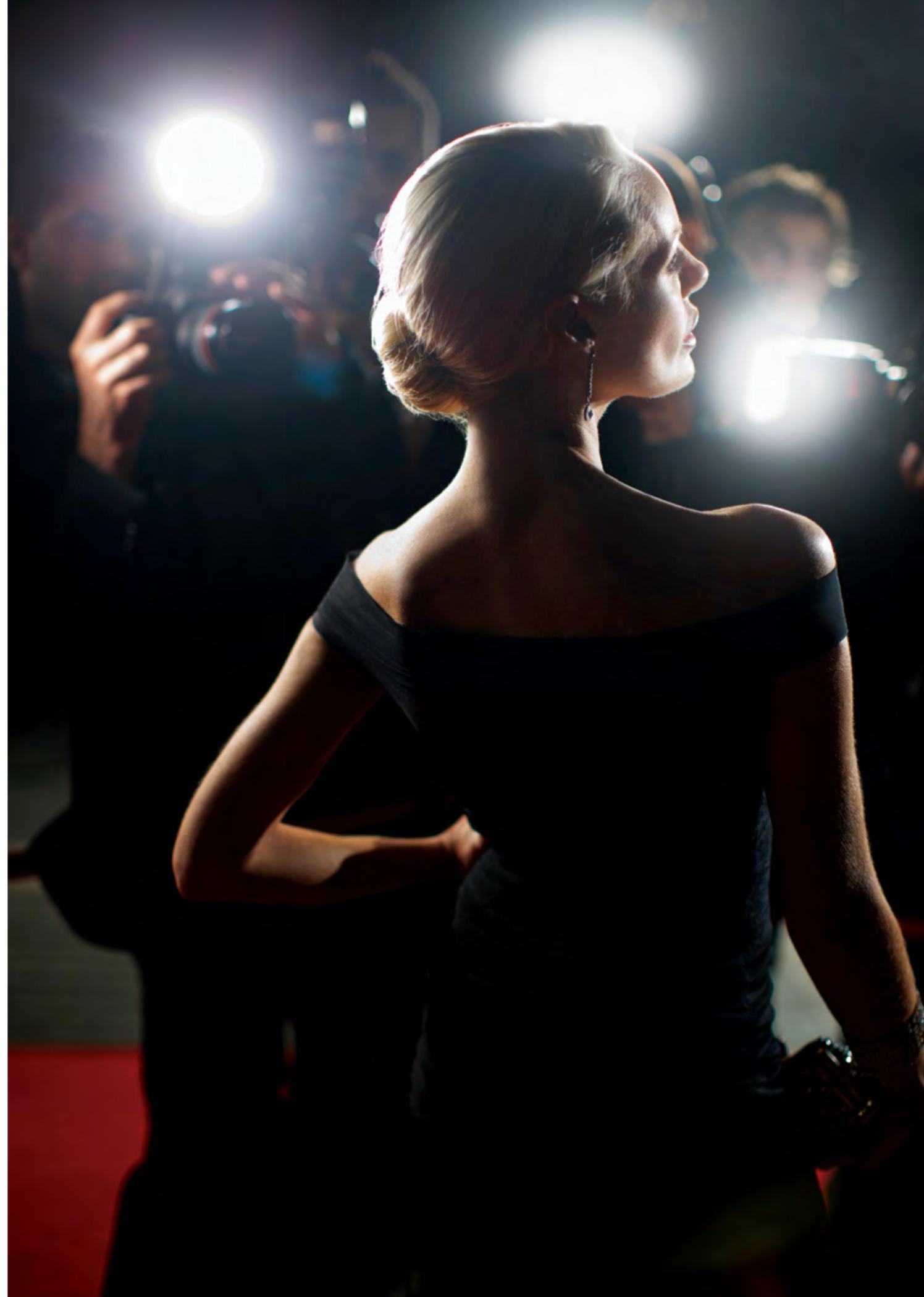
DAMAC Hills is an international golf community where opulent lifestyles, world-class retail and leisure spaces, along with spectacular outdoor living, spring to life across 42 million square feet of luxury.

Fendi Casa, Trump and Paramount Hotels & Resorts are just few of the world-renowned names who bring their globally coveted vision of the highest standards in luxury living.



#### **LARGER THAN LIFE**

Nature embraces you with open arms at DAMAC Hills. It's where over four million square feet of lush green private parkland find pride of place. Leisurely walks, backyard barbecues, and movie nights under the stars are only the beginning.





**DREAM LOCATION**

Just a short journey from the centre of the city, and yet feels like a world away. DAMAC Hills is nestled within the city's flourishing and most sought-after expanses of Dubailand.

Its strategic location allows easy access to the main network system that puts the city within a few minutes of your reach.

**FENDI STYLED VILLAS**

Interior Design by **FENDI**  
CASA



# FENDI STYLED VILLAS

Interior Design by **FENDI**  
CASA



*Fendi Styled Villas*

- V5a-F
- V3-F
- V2-F
- TH3-EE-F
- TH3-EM-F
- TH3-M-F

V5a-F

REAR VIEW





FRONT VIEW



GROUND FLOOR



FIRST FLOOR

\*Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only. Areas shown are based on plans at the time of printing; actual dimensions could vary up to final 'as built' status and are not intended to form part of any contract or warranty.





FRONT VIEW



GROUND FLOOR



FIRST FLOOR

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FRONT VIEW



GROUND FLOOR



FIRST FLOOR

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TH3



TH3

TH3-M-F



FRONT VIEW



SECOND FLOOR



FIRST FLOOR



GROUND FLOOR

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TH3-EM-F



SECOND FLOOR



FIRST FLOOR



GROUND FLOOR

TH3-EE-F



SECOND FLOOR



FIRST FLOOR



GROUND FLOOR

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**LIVE THE LUXURY**

The superior design and details of DAMAC developments are a result of working with the finest craftsmen and women as well as partnering with some of the most prestigious fashion and lifestyle brands to bring new and exciting living concepts to the market.

To date, the Company has completed 19,855 units and currently has a development portfolio of over 44,000 units at various stages of planning and progress. DAMAC Properties' hospitality portfolio will extend to reach around 13,000 hotel rooms, serviced hotel apartments and serviced villas.\*

\*Figures as of 30th September 2017.

Contact us at any of our offices or visit [damacproperties.com](http://damacproperties.com)

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