

IN-STORE

Palazzo Versace Dubai brings brand's iconic opulent style to Middle East

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Palazzo Versace Dubai Hotel

By STAFF REPORTS

Italian fashion label Versace is bringing its brand to life via the opening of the Palazzo Versace Dubai Hotel in the United Arab Emirates.

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Developed with the Enshaa Group, the property reflects the house's vision, with artistic director Donatella Versace personally designing all of the interiors and furniture for each of the 215 rooms. The second Palazzo Versace, following an opening in Australia, this hotel will deliver a truly branded experience to loyal clientele and fans of the Versace label.

Gilded glamour

Palazzo Versace, located within the Culture Village development in central Dubai, features a number of the motifs the brand is known for, such as the Medusa head and the Greek key, along with several iconic prints.



Guest room in Palazzo Versace Dubai

Bringing its opulence to the interior design, ceilings are hand-detailed in gold, and the entrance includes a 10,800-square-foot mosaic floor.

Guests can dine at the Giardino, with its marble floors and columns and walls decorated in a jungle print wallpaper from Versace.



The Giardino

The property officially opened Nov. 9 and houses 169 residences, with units from one to six bedrooms coming furnished in the Versace aesthetic.

"Versace is a renowned fashion, luxury and lifestyle company," said Versace CEO Gian Giacomo Ferraris in a statement. "Since the very beginning we've encompassed many product categories - from clothing to accessories, from luxury goods to the home collection - to convey the uniqueness and iconic style of the brand.

"In 2000, we have pioneered the luxury fashion-branded hotels opening the first Palazzo Versace Gold Coast, Australia and today we are proud to bring the ultimate Versace lifestyle in Dubai with the new hotel," he said. "The fine and luxurious designs by Versace will be present in every detail of the living environment, and luxury will become a lifestyle."

Other luxury brands have planned hotel properties in Dubai to introduce their heritage to consumers in an immersive way.

Italian jeweler Bulgari is turning its sights on Middle Eastern consumers with the opening of its fifth hotel in the United Arab Emirates city.

Bulgari announced its plan to add to its hospitality portfolio in June, with the property being scheduled toward the beginning of 2018. Currently, Bulgari operates hotel and residences in Milan, Bali, London and Shanghai ([see story](#)).

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