

REAL ESTATE

Roberto Cavalli brings designer touch to Saudi Arabian villas

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Roberto Cavalli is designing interiors for a Saudi Arabian development. Image courtesy of Dar al Arkan

By STAFF REPORTS

Italian fashion label Roberto Cavalli is entering the Saudi real estate market through a partnership with developer Dar Al Arkan.

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Situated in the mixed-use Shams Ar Riyadh development, the upscale residential villas will boast interiors by Roberto Cavalli. While Roberto Cavalli has an existing home furnishings collection, this project will allow the brand to further its lifestyle approach.

Bringing the outside in

Dubbed Mirabilia, or “marvels” in Latin, the villas feature three to seven bedrooms. The floor plans range from around 3,200 to 17,200 square feet.

The properties feature floor-to-ceiling windows overlooking the Wadi Hanifa valley. Bringing this focus on the outdoors inside, Roberto Cavalli’s interiors will reference nature and animals.

Shams Ar Riyadh is designed as a city within a city. Included within the 5.4 million-square-foot development are retail, dining and recreational destinations.



Mirabilia villas. Image credit: Dar al Arkan

The community also includes medical clinics, mosques, schools, children's play areas and government offices.

"Mirabilia will redefine luxury living, offering its residents exclusive experiences right here in Riyadh, in this vast unique landscape that combines meticulously curated urban indulgence from the high-end Italian fashion house Roberto Cavalli with the alluring Wadi Hanifa's marvels," said Yousef Bin Abdullah Al Shelash, chairman of Dar Al Arkan, in a statement. "Mirabilia's new blueprint will set the tone for this amazing region in the capital, Riyadh.

"I am particularly delighted with our partnership with the Roberto Cavalli Group, which encapsulates the true meaning of high-end luxury and is an embodiment of beauty, design and artistry."

The Mirabilia project represents total investments of 600 million Saudi Arabian Riyal, or \$160 million.

Roberto Cavalli has a presence in Riyadh, with one of its Cavalli Caffé eateries located in the city. However, this marks the brand's first real estate venture in Saudi Arabia.

"We are thrilled to be entering for the first time as a group to the real estate sector in Saudi Arabia through such a futuristic project that personifies modern extravagance," said Gian Giacomo Ferraris, CEO of Roberto Cavalli, in a statement. "The wild beauty of Wadi Hanifa, combined with the sophistication of the architecture and landscape designs, modern living and fascinating panoramic inside-out sceneries of Mirabilia, will help our designs break the rules once again to present a collection of individual, exotic styles and experiences to sophisticated Saudi families and investors who have selected the wonders of Mirabilia as their home of choice."

In addition to Mirabilia, Roberto Cavalli is collaborating with Dar Al Arkan on its I Love Florence tower in Dubai, United Arab Emirates, set to be completed in 2021.



Roberto Cavalli interiors for the I Love Florence tower. Image credit: Dar Al Arkan

For luxury labels, branded real estate offerings afford opportunities to further immerse consumers in a brand world.

Italian fashion house Missoni, for instance, is adding its colorful aesthetic to the Miami skyline.

The Missoni Baia, a 57-story luxury condominium tower, is located at 777 N.E. 26th Terrace, directly on the shore of Biscayne Bay. Missoni has had a successful home interior line since 1981 and briefly outfitted a hotel in Edinburgh, Scotland until 2012, but the Missoni Baia tower is the brand's first residential project ([see story](#)).

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