

TRAVEL AND HOSPITALITY

Roberto Cavalli links with Dubai developer for global branded hospitality

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The first Roberto Cavalli hotel will be located in Dubai. Image courtesy of DAMAC Properties

By STAFF REPORTS

Italian fashion label Roberto Cavalli is building up its branded lifestyle by inking an international hospitality partnership with Dubai-based DAMAC Properties.

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Through this new relationship, the developer will launch AYKON Hotels with interior design by Roberto Cavalli throughout Dubai. This is Roberto Cavalli's latest push into furnishings and interior design, as the brand seeks to offer consumers more than just apparel and accessories.

"Roberto Cavalli unifies the world of fashion, interior and lifestyle, combining the most elegant expressions of luxury with distinct glamour, finest Italian taste with innovative craftsmanship and Mediterranean emotion & energy, full of 'joie di vivre,'" said Gian Giacomo Ferraris, CEO of Roberto Cavalli Group, in a statement. "We look forward to working on the first Roberto Cavalli-branded hotel, alongside the real estate pioneer behind DAMAC Properties."

Hotel living

Roberto Cavalli signed the deal with Hussain Sajwani, chairman and founder of DAMAC Properties. The developer plans to break ground in early 2019 on the first property, a tower that will be located in the Al Sofouh, Dubai Marina development.

With 220 guest rooms, the five-star hotel will include an infinity pool with views of the Palm Jumeirah. It is slated to be completed in 2023.

This builds on Roberto Cavalli's existing relationship with DAMAC. In 2017, the fashion brand made its first foray into real estate with the developer, as they partnered to create villas outfitted in the style of its diffusion Just Cavalli label.

"We are thrilled to be bringing another first for today's discerning global travelers and guests," Mr. Sajwani said in a statement. "Through the joyful spirit of the authentic Roberto Cavalli brand, we plan to meet market demands for familiar touch points, while offering guests distinctive experiences.

"Under the global real estate and hospitality developer, DAMAC Properties, Sajwani has years of experience

capitalizing on global luxury brand associations, to drive value and quality for investors and guests," he said.

Roberto Cavalli recently entered the Saudi real estate market through a partnership with developer Dar Al Arkan.



Roberto Cavalli for Dar Al Arkan's I Love Florence tower. Image credit: Dar Al Arkan

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 ([see story](#)).

"Lending our distinctive DNA for design to a strategic player in the international luxury development market is an exciting and natural step in our evolution within the lifestyle space," Mr. Ferraris said. "As we continue to transform our palette, we remain true to our vision of weaving high-crafted design into the lives of today's patrons of fashion and art."

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