

REAL ESTATE

## Elie Saab to open branded residences in Dubai

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*Elie Saab at Emaar Beachfront interior lobby rendering. Image courtesy of Elie Saab*

By STAFF REPORTS

Lebanese couturier Elie Saab is bringing his fashion aesthetic to a real estate project in Dubai.

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Elie Saab at Emaar Beachfront marks the first partnership between the designer and developer Emaar. Real estate extensions enable brands to portray a broader lifestyle image.

"We are delighted to collaborate with Emaar and Mohamed Alabbar on this new project," said Elie Saab's eponymous founder and chairman in a statement. "Over the years, Elie Saab has evolved into a lifestyle brand, through the development of diversified product categories that deliver a unique experience of the brand's universe.

"Through this new collaboration, brought by Emaar, leaders and experts in real estate, Elie Saab is confident that its aim at extending the brand experience into home and interiors will be a granted success," he said.

### Elie Saab living

Located on an island in Dubai, the property will include a private marina along with beach and resort offerings. A Miami-inspired pool deck will feature an infinity pool facing the Palms.

Most of the residences will be one to three bedroom apartments, while penthouses will feature four bedrooms and ocean views.

The architecture of the tower pays homage to the Art Deco period of the 1930s, with touches that call to mind Elie Saab's fashion.

"Elie Saab is the pride of the Arab world, and a fascinating international success story," said Mohamed Alabbar, chairman of Emaar, in a statement. "Through our first association with Elie Saab, admired by the world's leading celebrities, we are offering discerning customers a new lifestyle address.

"Every aspect of these glamorous residences is personally designed by Elie Saab," he said.

*Elie Saab at Emaar Beachfront*

Similarly to Elie Saab, Italian fashion label Fendi is bringing its branding to a new luxury residential project in Scottsdale, AZ.

Fendi Private Residences will be located within The Palmeraie, and marks the brand's first ground-up branded residence project in North America. As luxury becomes more about experiences than ownership, high-end labels are building larger lifestyles around their brands through real estate offerings ([see story](#)).

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