

DAMAC RESIDENZE
DUBAI MARINA



Luxury at its most creative



Fendi and DAMAC Properties partner together for the development of new luxury residences in Dubai. An idea of continuity between building and dressing the space guides the venture. These luxury residences are not only furnished with distinctive pieces from the Fendi Casa collection: the whole of the interior design is conceived by Fendi Casa. Interior design by Fendi Casa is a perfect match of traditional craft and innovative vision, and an expression of contemporary luxury.



Fendi

A milestone of Italian savoir faire, with a distinct Roman flair, the house of Fendi expresses luxury at its most creative, tactile and experimental, which, un-paradoxically, means also at its most classic. The contradiction is only apparent, being in fact the distinctive sign of a truly unique approach to luxury craft and the creation of beautiful objects.



Iconic fashion

The world of Fendi is a conciliation of opposites. Tradition, here, is never nostalgic: it is a tool used to produce innovation that's not meaningless or pointless. Fendi is a modernist house. Its objects are iconic: at once strict and opulent, timeless and groundbreaking.





Symbols of opulence

In the sixties, under the guidance of Edoardo and Adele'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 kept being turned upside down while also the bags were transformed, leather printed, woven, dyed and tanned to make them new. The iconic FF pattern as well as 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 in 1997 and successively the Spy, the Peekaboo and many more. Not anymore a family business, but still following the same creative principles. Since 2004, Fendi is controlled by LVMH.



Fendi Casa Interiors





A celebration of touch and sight

Fendi is not simply fashion. It is an esthetic, based on the fearless exploration of the possibility of luxury handicraft and an appreciation of sophisticated materials. As such, it defines a world. One where strictness and opulence are faces of the same medal, and touch and sight are luxuriously stimulated at once.



Unique living spaces

Innovation is paramount for Fendi. Well before fashion as lifestyle became a byword for the whole of the fashion system, Fendi added furniture to its ever-expanding world. Fendi Casa was established in 1989 in collaboration with famed firm Club House Italia. The initial idea was to create Fendi-hued furnishing, from sofas to chairs, from chests of drawers to lamps. Over the years, the concept expanded to encompass outdoor furnishing, while also including special solutions for private houses, luxury hotels and yachts. Fendi, synonymous with extreme, unabashed luxury in clothing and accessories also became the expression of extreme luxury and unabashed experimentalism in interior decoration.



An expression of Fendi savoir faire

Fendi Casa translates the Fendi savoir faire and creativity, as well as its distinctive materials, into elegant objects and cinematic ambiances that are timeless and exceptionally made. Fur is used for sofas, cushions, carpets; leather on a couch is treated with the same flair as Selleria handmade and numbered bag; marbles, stones, woods are mixed in inventively precious ways. In pure Fendi style, pieces and details are so carefully streamlined. They become instantly iconic, from the Crystal chair to the spectacular Urano bed.





Design, exclusive quality and style

With a dedicated workshop in central Italy and three collections produced each year, Fendi Casa is a polymorphous offer. The rich and layered range of proposals can also be adapted to personalized interiors, for a unique, tailor-made result. The service works as haute couture for the living space, bringing Fendi's unique touch, its inventive use of skins and leathers, its tactile modernism close to the individuality and the needs of each client. Indeed, a perfect match of traditional craft and innovative vision, and an expression of contemporary luxury.





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Creators of luxury lifestyles

Since 2002, DAMAC Properties has quickly established itself as the region's premium developer creating unique buildings, communities and luxury lifestyles across the region, from Dubai and Saudi Arabia to North Africa, Jordan, Lebanon and Qatar. Some of the high-profile developments within the DAMAC portfolio include DAMAC Tower in Beirut, Lebanon and DAMAC Residences in Jeddah, Saudi Arabia. The company's projects, encompassing residential, commercial and leisure facilities are located in the most desirable and exclusive locations and are built to the highest standards. The result is that the name DAMAC has become synonymous with the ultimate in luxury and quality.



Waterfront masterpiece

The most uniquely located residential units right at the edge of the Marina with the best panoramic views of the Marina from one side and ocean views from the other. Nestled along the cosmopolitan shoreline of Dubai Marina, it delivers the best waterfront lifestyle you could ever imagine.

The most exclusive living space





Presenting DAMAC Residence: pure emotion

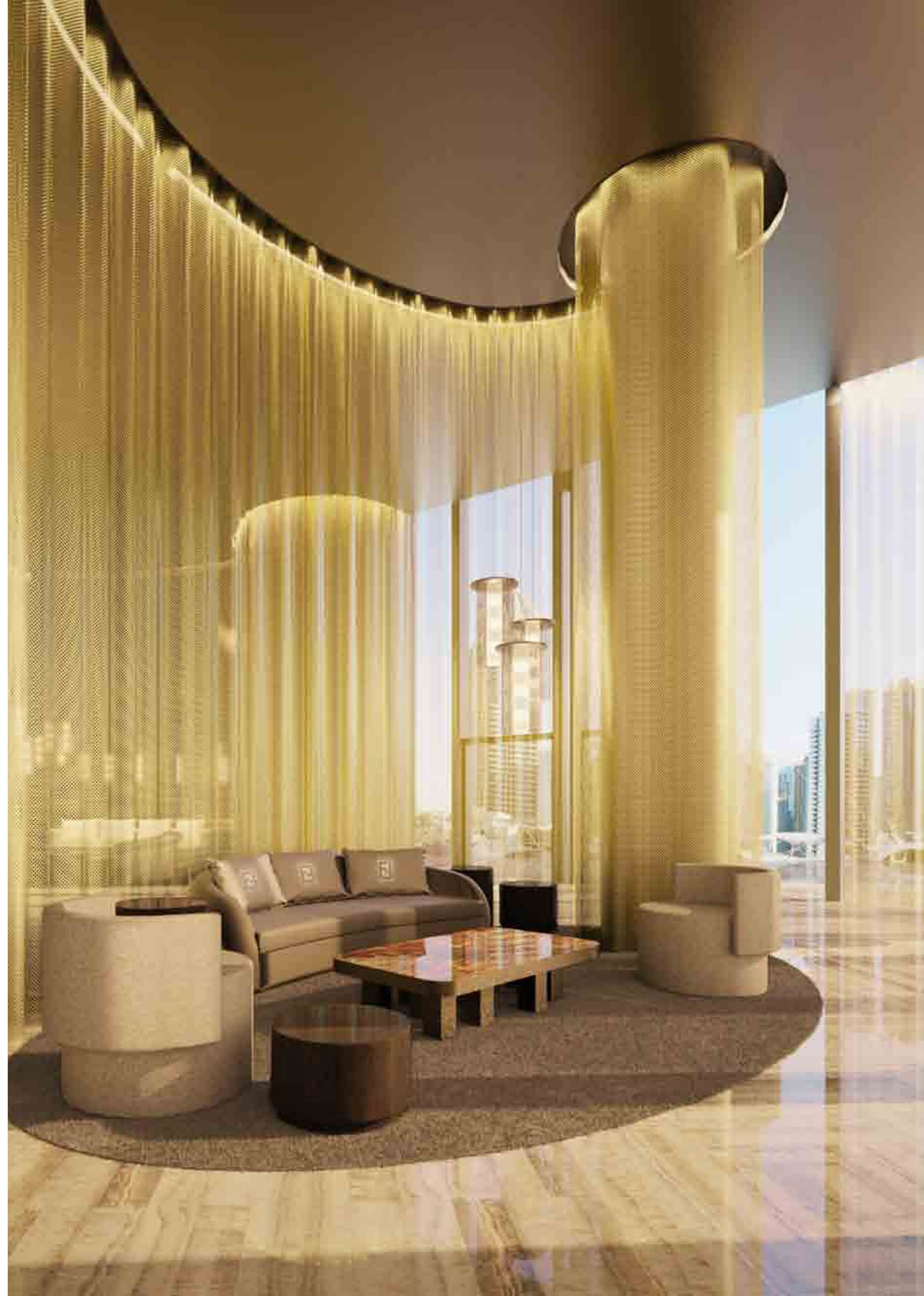
- Luxury apartments and penthouses from level 43-84 designed by Fendi Casa
- The building comprises 86 levels
- Parking at 5 basement levels, ground level and 6 parking podium levels
- A selection of apartments with 1, 2, 3, 4 and 5 bedrooms
- Dedicated lobby
- State-of-the-art gymnasium
- Steam, sauna and jacuzzi (male & female)
- Swimming pool and kids' pool
- Children's nursery
- Multipurpose hall to host and entertain family and friends





Interior design by Fendi Casa

In keeping with the eclecticism and tactile modernism that's the Fendi Casa defining trait, the DAMAC Residence – which is hosted in a tower and consists of 200 apartments housed between the 43rd and 84th floor – is related to the dynamic culture and fast atmosphere of the city of Dubai. The result is an unpredictable composition: a fluid collision of different influences, apparently opposite to each other, that come together seamlessly with typical Fendi flair. Geometry and a sense of strictness and tactile opulence frame the design neatly.







Exclusive interiors

The layout of the lobby is a sensational intervention on the architectural characteristics of the existing building. Curved elements, geometric motifs and eclectic materials converge to guide the visitor to the core of the space, in a continuous play of solidity and transparency, curves and straight lines that's an abstract nod to Arabic architecture. Sinuous vertical elements in gold metal mesh separate the main walk of the visitors and residents from the more intimate areas of the lounges and the concierge desk.





Lasting impressions

A geometric pattern swarms all over the floor with rhythmic precision: barely perceptible, it is the result of a studious composition of black onyx elements, vein-cut, lacquered and laid out to create a grid of lozenges. A bronze metallic lacquer is used to dress the ceiling. The color palette is sophisticated: black, bronze and gold, reminiscent of the sand is intermingled, highlighting one another. To dramatically emphasise the height, the ceiling has been treated in a plastic way. The viewer's gaze is effortlessly guided to the terminal focus point: a stunning sculptural composition that's an artistic interpretation of the Fendi monogram.







Haute couture home

The apartments, penthouses facing the beautiful sight of the gulf, are characterized by the repetitions of geometric forms. Clustered on the ceiling and the vertical elements, squared metal plaques dress up in layers the apartment's surfaces, creating a mobile play of volume and light that makes the architecture alive. In perfect contrast, distinct elements from the Fendi Casa collection used to furnish the apartments have round and cocooning shapes, or square angles.

Excellence, charm, tailoring, refinement and uniqueness are the key words that characterize the Fendi Casa environment. An environment that can be both classic and contemporary with unique objects, precious and timeless. Emphasis is placed on the forms of great charm and effect, the authenticity of the materials; and the essence of refined detail that comes from a history, wise tradition transferred with passion and experience.

The out-of-ordinary workmanship and the attention to detail confirm the true value of the product. The Made-in-Italy is interpreted in the exaltation of high level artisan detail, made with prowess and care.





Everlasting views from every corner
Extraordinary views of the entire marina and
Palm Jumeirah, to leave an everlasting experience.







A lifestyle like no other

Indulge in the most talked-about lifestyle in town. Gastronomic experiences and world-class shopping avenues to choose from right at your doorstep.





Explore waterfront living

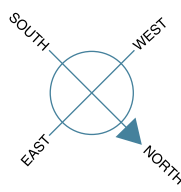
Thrilling watersport activities or a gentle walk along the pristine beach are some of the several privileges you can explore around the corner.





Unique facilities, amenities and services





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Facilities

- Secure car parking with CCTV coverage and access control
- Convenient, direct elevator access from the parking to the apartments
- State-of-the-art high speed elevators to each floor
- Expansive temperature-controlled swimming pools, with a separate pool for children
- State-of-the-art, fully-equipped gymnasiums
- Breathtaking tower lobby with cut-to-size first choice fine marble or stone
- Ultra-luxurious health clubs for men and women, featuring indulgent saunas & steam rooms

Amenities

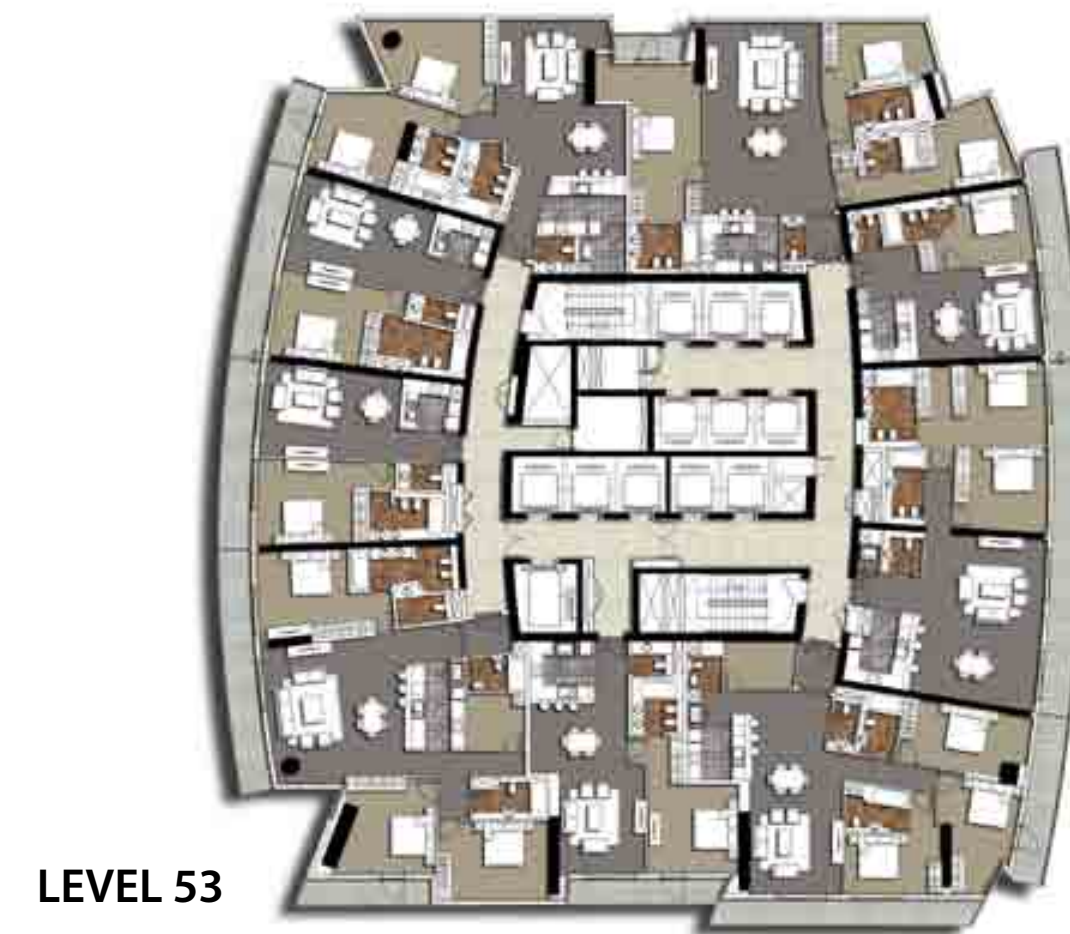
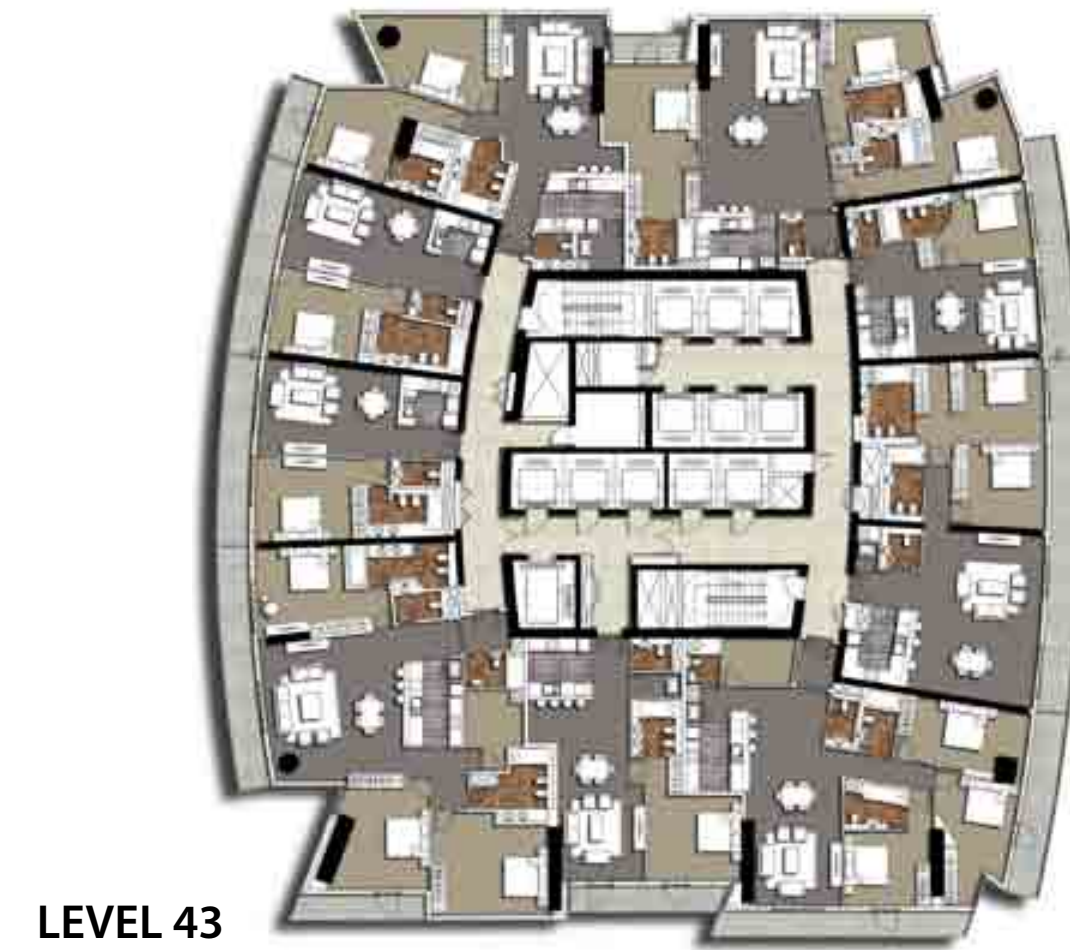
- Stately grand reception area with superior finishes
- Modern, bright games room with an extensive range of games
- Exclusive residence lounge
- Elegant façade cladding
- Eye-catching façade glazing-insulating glass with required aspect(s)

Maintenance

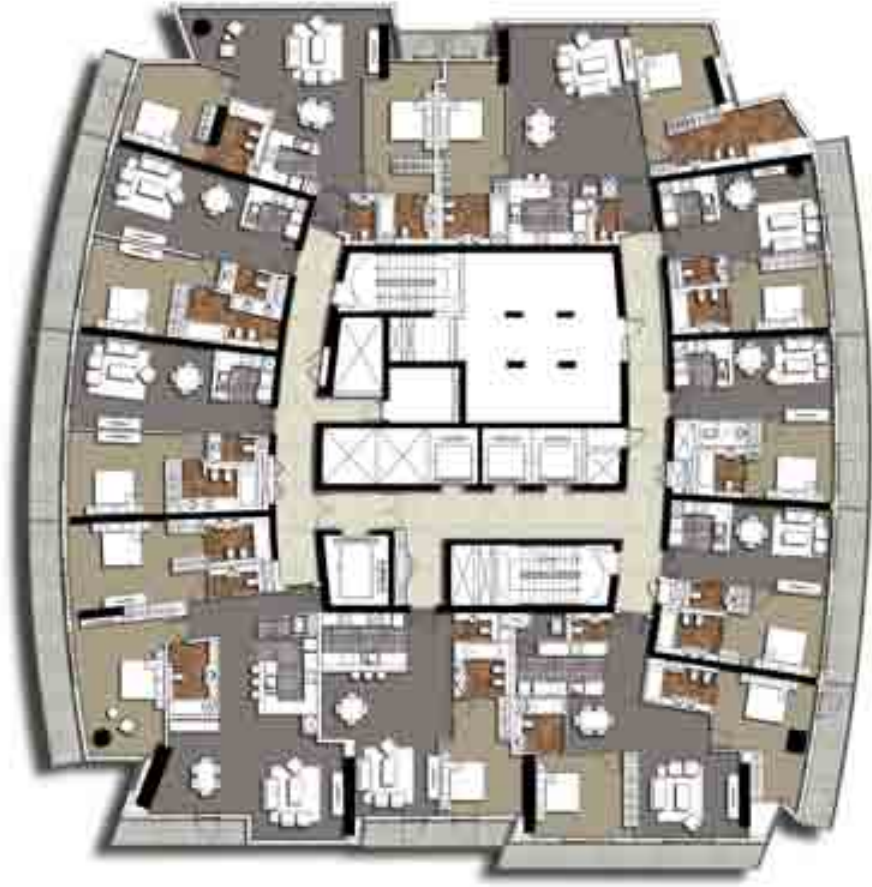
The owners' association will manage the maintenance and upkeep of the common facilities in the building.

*All accessories like wallpaper, chandeliers, furniture, electronics, white goods, curtains etc. displayed in the show apartment are not part of the standard unit and are exhibited for illustration purposes only, unless stated above.

TYPICAL FLOOR PLAN



LEVEL 63



LEVEL 71



LEVEL 77



LEVEL 80



LEVEL 83



LEVEL 84

