

***DAMAC
HILLS***

FENDI STYLED VILLAS

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Luxury at its most creative

Fendi and DAMAC Properties have joined in partnership to develop a select set of luxury villas at DAMAC Hills, the prestigious master development. The idea behind the venture is to bring about continuity between each villa and the actual dressing of the spaces within it, in signature Fendi style.

The whole of the interior design is conceived by Fendi Casa, achieving the perfect balance of traditional craft and innovative vision. The result: a striking expression of contemporary luxury in an incredible setting.



FENDI

A milestone of Italian savoir faire, with a distinctive Roman character, the house of Fendi expresses luxury at its most creative, tactile and experimental.

Yet despite its groundbreaking approach to design, Fendi maintains classical elements that result in timeless beauty, produced in the finest materials by highly skilled craftsmen and women.



ICONIC FASHION

In the world of Fendi: “beauty breaks rules”. The spirit of Fendi is a unique marriage of design and fashion, where opposites fuse seamlessly – traditionalism and modernism; minimalism and embellishment; luxury and pure purpose. These elements have long been brought together across the Fendi brand to consistently push the boundaries of both form and function.





SYMBOLS OF OPULENCE

During the sixties, under the guidance of Edoardo and Adele Fendi'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 was turned upside down. Leather was transformed – hides were printed, woven, dyed and tanned to bring about incredible, never before seen finishes.

The iconic FF pattern, along with 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, the Spy, the Peekaboo and many more. In 2004, LVMH became the major shareholder in the Fendi house, but chose to maintain the long held creative principles set by the Fendi / Lagerfeld alliance.



Fendi Casa Interiors



A CELEBRATION OF THE SENSES

Fendi is not simply about fashion. It's an entire culture, based on aesthetics. The fearless exploration of sophisticated materials and luxury handicrafts to bring about a magical exploration and stimulation of the senses – the feel of exquisite materials employed by master craftsmen and women; the scent of rich materials and the look of exemplary design.



UNIQUELY FASHIONABLE LIVING SPACES

Fendi added furniture to its ever-expanding empire, long before fashion as a lifestyle became a byword for the rest of the fashion world. In 1989, Fendi Casa was established in collaboration with the prestigious furniture company, Club House Italia. The initial idea was to create Fendi-hued furnishings, from sofas to chairs, and chests of drawers to lamps.

Over the years, the concept expanded to encompass outdoor furnishings too, as well as offering special solutions for private houses, luxury hotels and yachts. Fendi, synonymous with extreme, unabashed luxury in clothing and accessories, also became the expression of supreme opulence and pioneering experimentalism in interior decoration.



AN EXPRESSION OF FENDI SAVOIR FAIRE

Fendi Casa translates the fashion house's signature savoir faire and creativity, as well as its distinctive materials, into elegant objects and timeless ambiance in the home. Fur is used for cushions and carpets; leather couches are treated with the same flair as a Selleria handmade and numbered bag; whilst marble, stone and wood are combined in inventive ways to bring about new icons, such as the Crystal chair or the spectacular Urano bed.





EXCLUSIVE DESIGN, QUALITY AND STYLE

With a dedicated workshop in central Italy and three collections a year, Fendi Casa produces a rich and diverse range of interior elements that can be combined to bring about a unique, tailor-made living environment. It's haute couture for your home, with Fendi's signature use of fine materials and distinctive design.



Fendi Styled Villas

FENDI STYLED VILLAS

In keeping with the eclectic style and tactile modernism that are Fendi Casa's defining traits, the villas at DAMAC Hills are beautifully complemented by Dubai's dynamic culture and upbeat environment.

The result is a fluid composition of different influences, that come together seamlessly with typical Fendi flair. Geometry, precision and outright opulence frame each design perfectly.













DAMAC Hills

INSPIRED LIVING

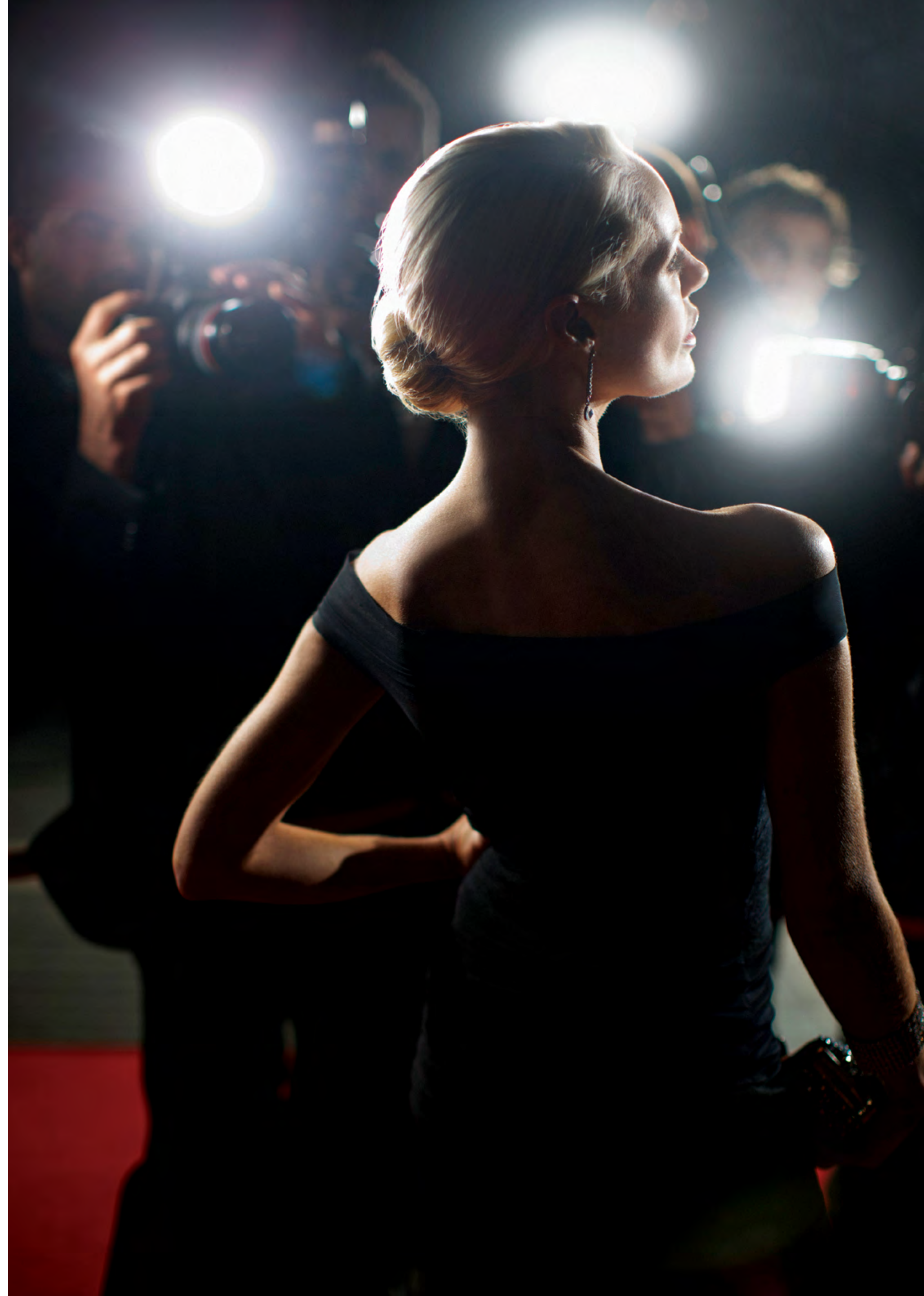
DAMAC Hills is an international golf community where opulent lifestyles, world-class retail and leisure spaces, along with spectacular outdoor living, spring to life across 42 million square feet of luxury.

Fendi Casa, Trump and Paramount Hotels & Resorts are just few of the world-renowned names who bring their globally coveted vision of the highest standards in luxury living.



LARGER THAN LIFE

Nature embraces you with open arms at DAMAC Hills. It's where over four million square feet of lush green private parkland find pride of place. Leisurely walks, backyard barbecues, and movie nights under the stars are only the beginning.





DREAM LOCATION

Just a short journey from the centre of the city, and yet feels like a world away. DAMAC Hills is nestled within the city's flourishing and most sought-after expanses of Dubailand.

Its strategic location allows easy access to the main network system that puts the city within a few minutes of your reach.

FENDI STYLED VILLAS

Interior Design by **FENDI**
CASA

TRUMP
International Golf Club
DUBAI

FENDI STYLED VILLAS

Interior Design by **FENDI**
CASA



Fendi Styled Villas

- V5a-F
- V3-F
- V2-F
- TH3-EE-F
- TH3-EM-F
- TH3-M-F





FRONT VIEW



GROUND FLOOR



FIRST FLOOR

*Unless stated otherwise, all accessories and interior finishes such as wallpaper, chandeliers, furniture, electronics, white goods, curtains, hard and soft landscaping, pavements, features, swimming pool(s) and other elements displayed in the brochure, or within the show apartment or between the plot boundary and the unit, are not part of the standard unit and are shown for illustrative purposes only. Areas shown are based on plans at the time of printing; actual dimensions could vary up to final 'as built' status and are not intended to form part of any contract or warranty.





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TH3





FRONT VIEW



SECOND FLOOR



FIRST FLOOR



GROUND FLOOR

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TH3-EM-F



SECOND FLOOR



FIRST FLOOR



GROUND FLOOR

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TH3-EE-F



SECOND FLOOR



FIRST FLOOR



GROUND FLOOR

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DAMAC PROPERTIES / LIVE THE LUXURY

DAMAC Properties has been at the forefront of the Middle East’s luxury real estate market since 2002, delivering award-winning residential, commercial and leisure properties across the region, including the UAE, Saudi Arabia, Qatar, Jordan, Lebanon, Oman and the United Kingdom. Since then, the Company has delivered over 21,700 homes, with a development portfolio of more than 40,000 at various stages of planning and progress. This includes 10,000 hotel rooms, serviced hotel apartments and hotel villas, managed by its wholly-owned DAMAC Hotels & Resorts.*

Joining forces with some of the world’s most eminent fashion and lifestyle brands, DAMAC has brought new and exciting living concepts to the market in collaborations that include a golf course by Tiger Woods Design, managed by The Trump Organization, and luxury homes in association with Versace, Fendi, Just Cavalli and Paramount

Hotels & Resorts. With a consistent vision, and strong momentum, DAMAC Properties is building the next generation of Middle Eastern luxury living.

DAMAC places a great emphasis on philanthropy and corporate social responsibility. As such, the Hussain Sajwani – DAMAC Foundation, a joint initiative between DAMAC Group and its Chairman Hussain Sajwani, is supporting the One Million Arab Coders Initiative. The programme was launched by Vice President and Prime Minister of the UAE, and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, and is focused on creating an empowered society through learning and skills development.

*30th June 2018.

LUXURY BY APPOINTMENT

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