DAMAC

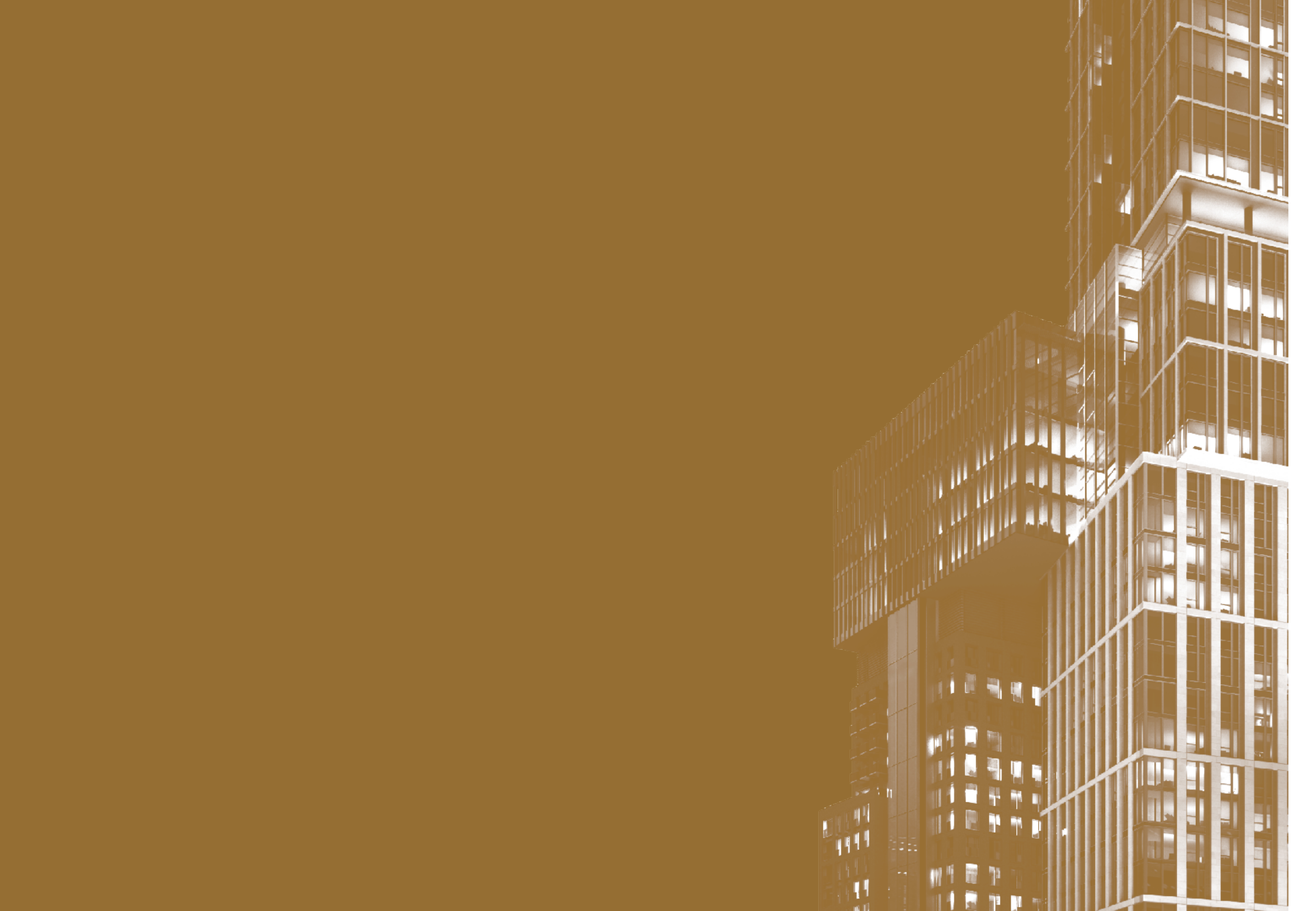
TOWER

NINE ELMS \ LONDON

interior design by

VERSACE

HOME



INTERIORS BY VERSACE HOME
EXTERIORS BY LONDON

THE HEIGHT OF LUXURY IN AN EXCEPTIONAL SETTING

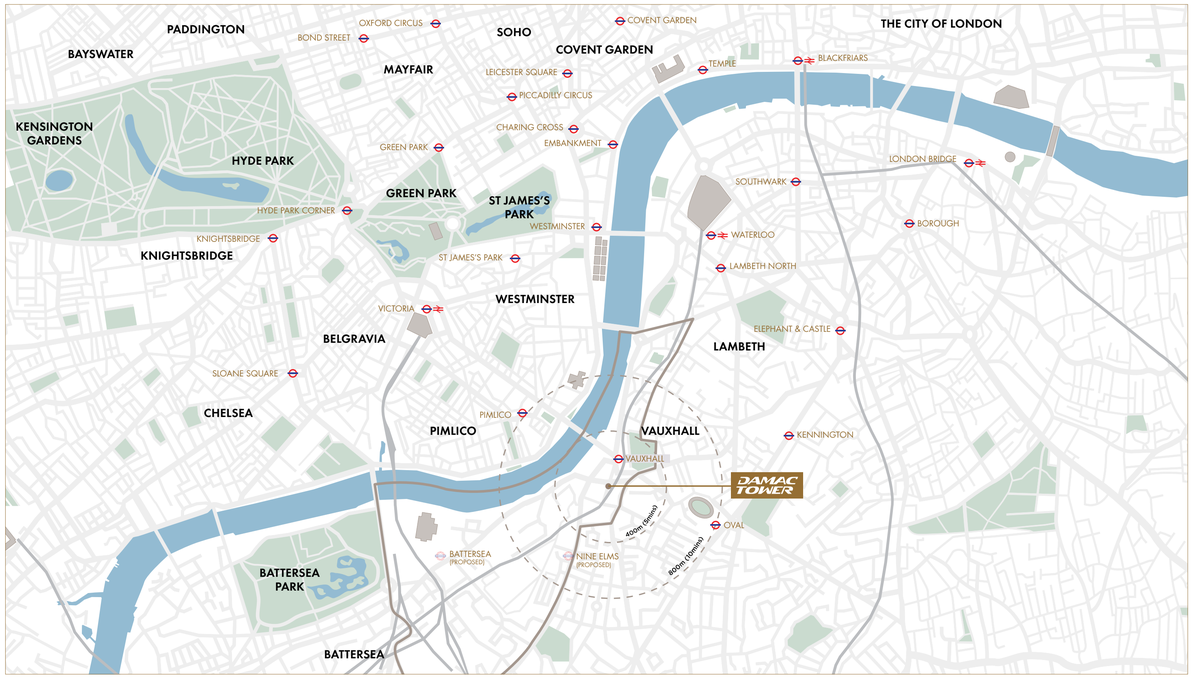
VERSACE
HOME

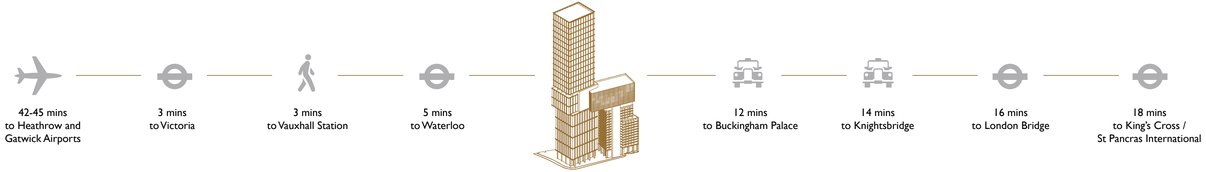
Founded in 1978, Gianni Versace S.p.A. is one of the leading fashion luxury and design houses. Under the Artistic Direction of Donatella Versace since 1997, the company designs, manufactures and distributes fashion and lifestyle products including haute couture, ready-to-wear for men and women, jewellery, watches, accessories, fragrances and a home collection.

www.versace.com

NINE ELMS – THE NEW ADDRESS IN LONDON

CENTRAL LONDON'S GREATEST TRANSFORMATION





DAMAC Tower Nine Elms London is nestled between Vauxhall and Battersea, where a multi-billion pound investment is dramatically transforming the area into an ultra-modern residential and internationally significant business district, set to become a new centre for arts and culture in the capital.

The area is close to the Vauxhall Cross rail and bus stations as well as the Underground. In addition, the new Northern Line extension and the Crossrail project further enhance its strong transport links with the rest of London.

LONDON – THE BEST CITY TO LIVE IN

- Relax in one of the world's largest and most influential cities with a strong and secure economy
- Connect to the rest of the world with ease, thanks to the two nearby international airports – Heathrow and Gatwick; whilst the smaller Stansted and London City allow rapid internal transit
- Experience life with world-famous icons and cultural heritage on your doorstep
- Receive a world-class education in a city abundant with prestigious universities
- Benefit from an outstanding healthcare system
- Enjoy the melting pot that is one of the most ethnically diverse cities on earth, hugely popular with expats
- Elevate yourself with a high-status, prestigious address

NINE ELMS – EMBRACING THE PAST AND THE FUTURE

The DAMAC Tower Nine Elms London experience goes beyond four walls – step outside and enjoy new walkways and a beautiful public piazza in which to relax and unwind.

The Nine Elms area is already home to the New Covent Garden Market, the new US Embassy and Battersea Power Station, a cherished feature of the London skyline. It's also blessed with almost two miles of Thames river frontage, and will be lined with cafés, bars, restaurants, cultural attractions and public space as part of the planned regeneration.

What's more, a new linear park will make it one of the greenest districts on London's South Bank and will create 50 acres of new public space. All this, and a host of other historic landmarks all within a short distance.

FASHIONING LUXURY LIVING IN THE CITY

DAMAC TOWER NINE ELMS LONDON

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In an exclusive partnership with Versace, the global symbol of glamour, DAMAC Tower Nine Elms London brings you the ultimate in branded living experiences.

Only here can you enjoy lavish interiors designed by Versace Home in the first collaboration between this luxury designer and a new residential property in London.

A NEW ICON ON THE LONDON CITY SKYLINE

A MODERN MASTERPIECE

Rising 50 storeys, the ultra-modern DAMAC Tower Nine Elms London will stand out as a new icon on the city skyline.

Stone, terracotta and glass come together in a fresh and distinctive world-class design to create an inspiration in luxury living, inside and out.

THE NORTH TOWER BOASTS

- 360 new private residential apartments
- 8,010 square feet of communal gardens
- Children's play areas
- Expansive indoor swimming pool and Jacuzzi
- State-of-the-art gymnasium
- Optional hospitality services*
- Ample parking*
- Two car lifts
- Secure bicycle spaces*
- Secure storage facilities*

*Available by separate negotiation.

BOLD ARCHITECTURE MEETS VIVACIOUS DESIGN

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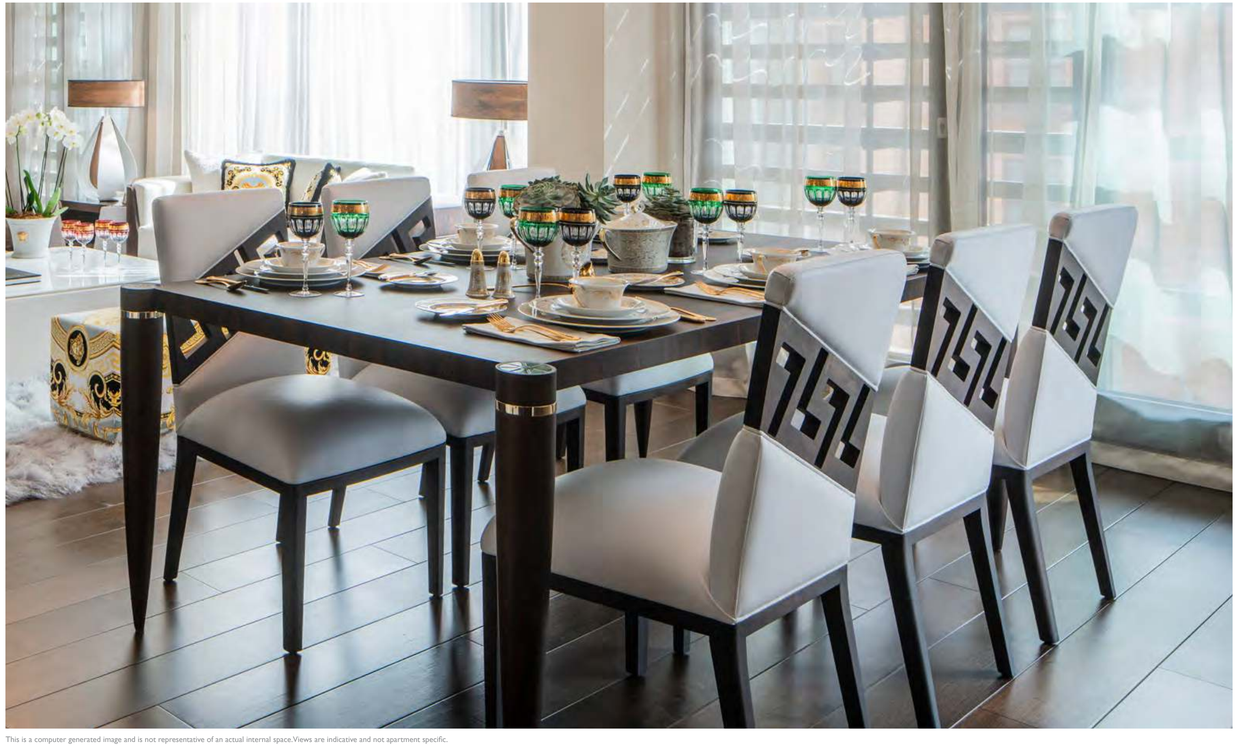
Artistic director, Donatella Versace, has considered every detail of DAMAC Tower Nine Elms London.

Her design handwriting is everywhere, from the mosaic walls of the spa influenced by the icon of Versace, to the intricate Greek Key inlay of the bedroom doors.

SURROUND YOURSELF WITH THE GLAMOUR OF VERSACE IN YOUR LIVING ROOM

This is a computer generated image and is not representative of an actual internal space.Views are indicative and not apartment specific.

AS YOU DINE, DRINK IN THE SPLENDOUR OF VERSACE DESIGN



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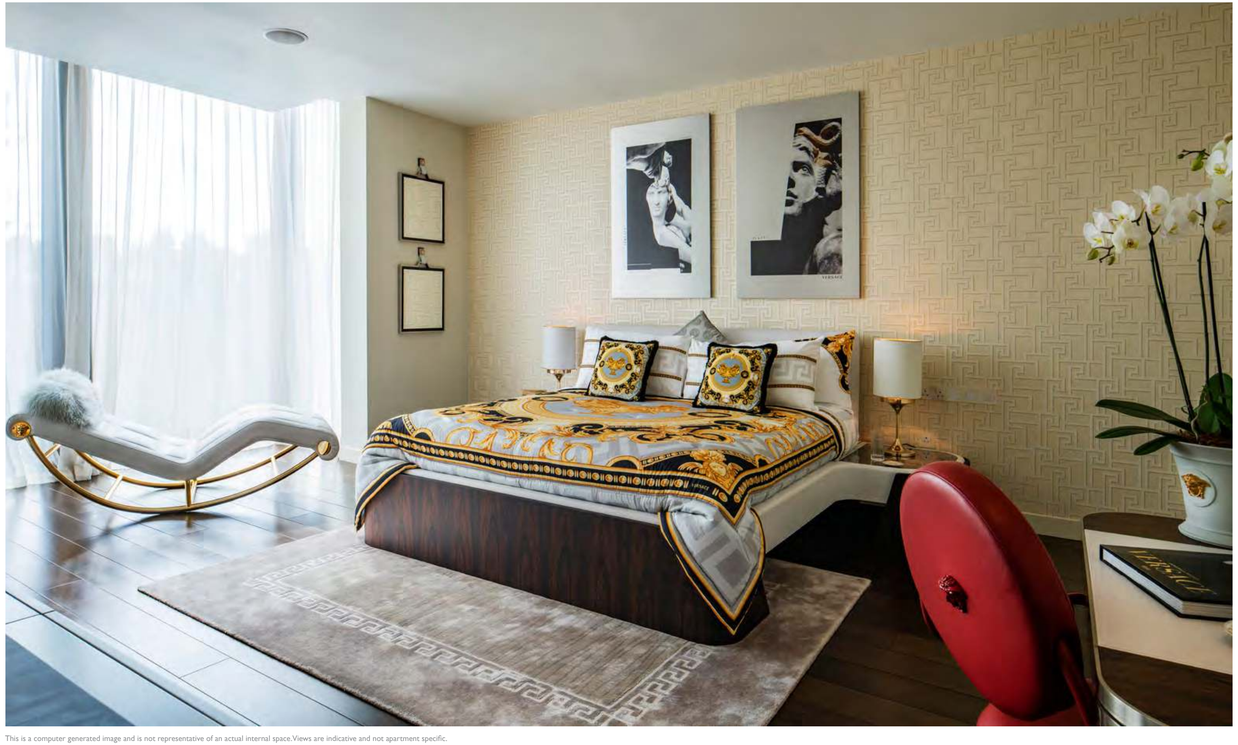
ELEGANCE AND SENSUALITY ARE IN EVERY ASPECT OF THE DESIGN, FOR EVERY ROOM



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UNIQUE DETAILS THAT CAN ONLY BE VERSACE

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THE LONDON CITY VIEWS

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The unique architectural composition has been carefully crafted to create impressive views from every aspect of the building.

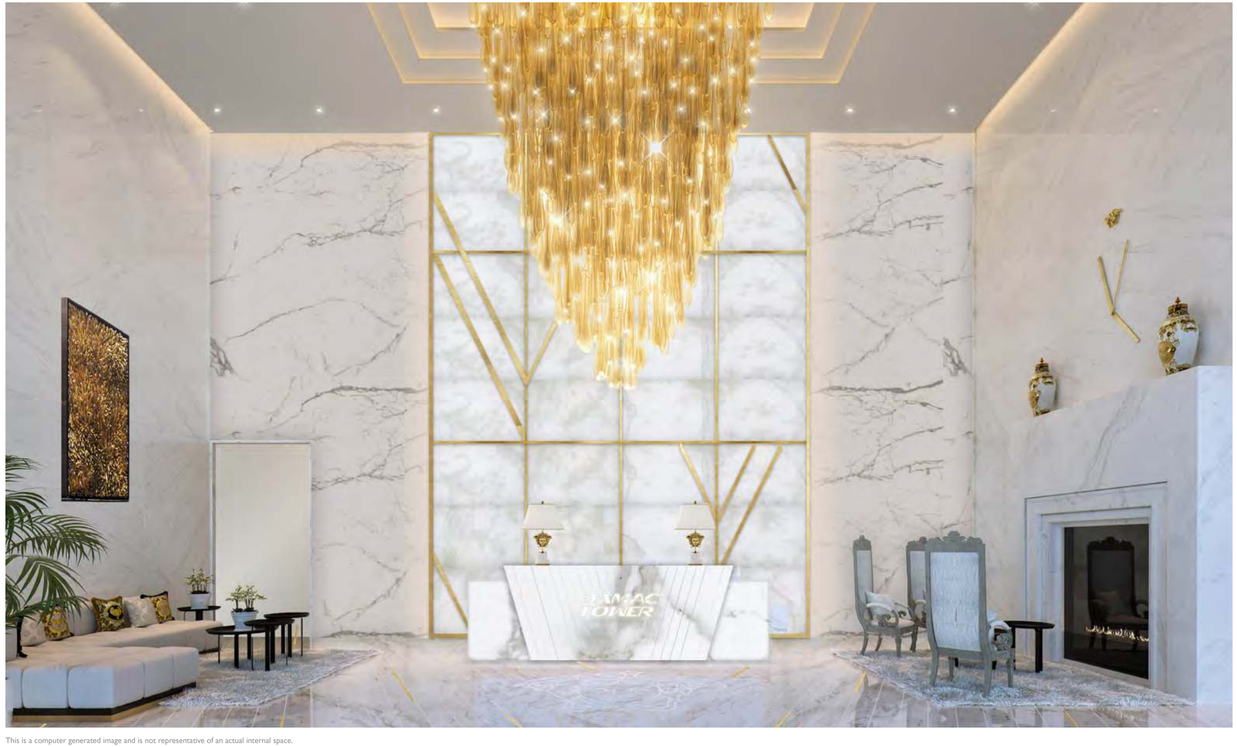
DRAMATIC
180° VISTAS

Enjoy the sunrise and the sunset with stunning vistas from north to south and east to west

[Panoramic view from level 40]

THE GRAND LOBBY

A peaceful ambience greets you when you enter the lobby at DAMAC Tower Nine Elms London. Beautifully polished details, from the high-gloss marble floor and plush Versace chairs, to the friendly staff and fresh flowers; your entrance to the building perfectly sets the scene. The lobby is an elegant space that's bright on sunny days while being intimate and cosy during the winter months.



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THE RESIDENTS' LOUNGE

Mingle with your fellow residents in your shared lounge overlooking the roof gardens and the city beyond.

Or simply sit back and relax with the papers on one of the luxurious Versace sofas.

This is a computer generated image and is not representative of an actual internal space. Views are indicative only.

THE ROOF GARDENS

Stunning communal roof gardens are suspended above the city. Choose a garden to suit your mood – a large, south-facing roof garden, a generous terrace with city views to the north or a sun deck terrace. With 8010 square feet of communal outdoor space, you can lose yourself without leaving home.

This is a computer generated image to give an example of the terrace landscaping design and is not representative of an actual external space. Views are indicative only.

THE GYMNASIUM

Take a run through London without leaving the gymnasium and watch the world go by as you exercise on high-tech machines.

This is a computer generated image and is not representative of an actual internal space. Views are indicative only.

THE SWIMMING POOL

Is there a more beautiful place to swim in London? The iconic Palm Print, translated onto the mosaic walls, is inspired by the Greek myths that are part of the Versace DNA and will transport you to the romantic world of Versace.

This is a computer generated image and is not representative of an actual internal space. Views are indicative only.

THE JACUZZI

Sit back and relax as you enjoy the soothing bubbles of the Jacuzzi and take a different view of the city.

This is a computer generated image and is not representative of an actual internal space. Views are indicative only.

THE CINEMA

Be swept away in the sumptuous comfort of your own private cinema, which gives an intimate viewing experience with Versace detailing underlined by plush glamour.

This is a computer generated image and is not representative of an actual internal space.

THE CHILDREN'S PLAY AREA

A special children's play area will keep little ones amused with hours of wholesome fun from books, games and friends to be made.

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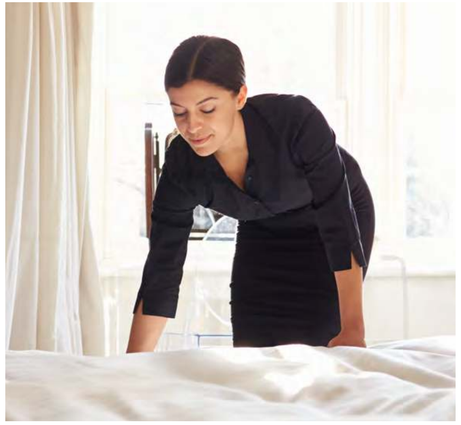
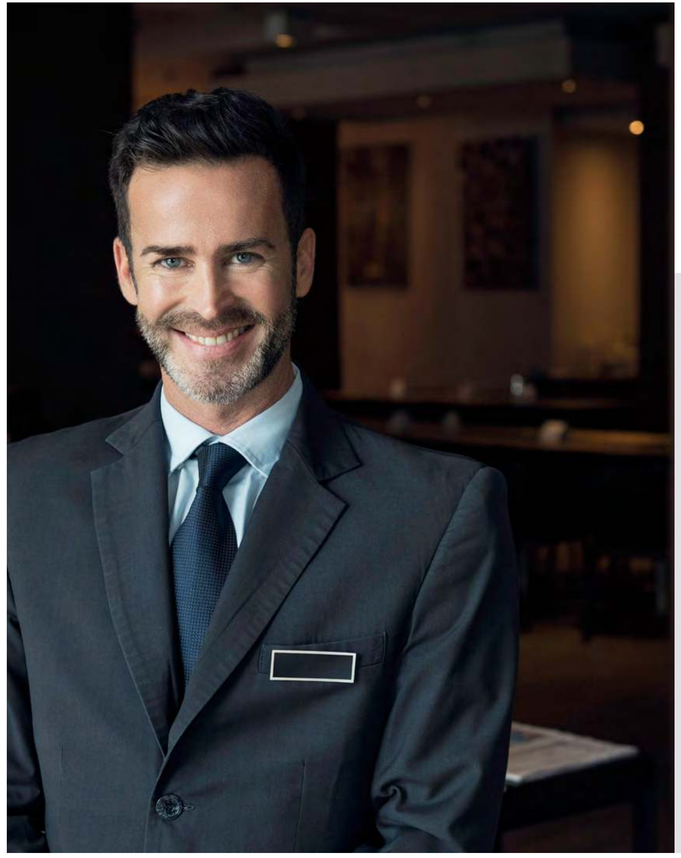




HOSPITALITY À LA CARTE

When you move into your home you'll receive a menu from which you can choose a variety of services to help you get the most from your London life.*

CONCIERGE

Take advantage of five-star concierge services 24 hours a day. No request is too much trouble for our dedicated and knowledgeable staff.

HOUSEKEEPING

Our discreet and thorough staff members are available to come to your home and offer various levels of service, to a schedule that suits you.

AT-HOME DINING

We can provide a selection of dining options to accommodate your taste and requirements – from a romantic meal for two to a full banquet or a buffet to accompany a cocktail party.

VALET

You need never worry about parking your car.
Just arrive home and we'll do the rest. Let us know when you're heading out and we'll have it ready and waiting.

* This is an additional (chargeable) option, not included in the service fee.

Computer generated image of DAMAC Heights in Dubai Marina, United Arab Emirates.

DAMAC

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, and Oman, as well as the United Kingdom. Since then, the Company has delivered over 29,000 homes, with a development portfolio of more than 33,000 at various stages of planning and progress.*

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 Casa, Just Cavalli, Paramount Hotels & Resorts, Rotana and Radisson Hotel Group. 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.

*Figures as of 31st December 2019.

OTHER PROJECTS IN COLLABORATION WITH VERSACE HOME

DAMAC RESIDENCES JEDDAH, KSA

An award-winning residential tower on the Jeddah Corniche.

The multiple award-winning Al Jawharah sets a new benchmark for luxury within the Kingdom of Saudi Arabia, with lavish residences, some of which boast interiors by Versace Home.

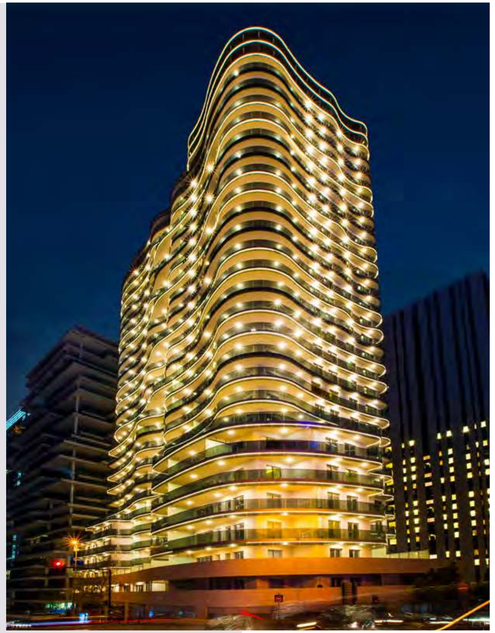
- Delivered 2015
- 46 storeys
- 61 apartments
- 935,330 square feet of total built-up area
- Balconies with unique designs
- Studios and 1, 2, 3 & 4 bedroom apartments and penthouses

DAMAC TOWER BEIRUT, LEBANON

An award-winning icon in the 'Paris of the Middle East'.

Situated at the heart of Solidere in Beirut, the 28-storey DAMAC Tower with interiors by Versace Home offers residents an unrivalled opportunity to make the most of life in this vibrant and dynamic location.

- Delivered 2017
- 28 storeys
- 82 apartments
- 407,580 square feet of total built-up area
- Balconies with unique designs



DAMAC

DAMAC Tower Nine Elms London, a project by Nine Elms Property Limited, a wholly owned subsidiary of DAMAC International Limited.

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