



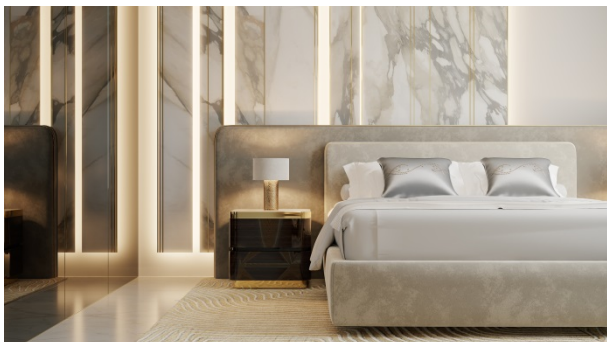
ELIE SAAB - CORPORATE BRAND MAISON

Partnership Collaboration



Corporate Brand Maison S.A., the International Home and Design Private Equity Swiss Company, is proud to announce a long-term License Contract with ELIE SAAB Haute Couture House, establishing a partnership that will help them expand their business into the luxury furniture line for Home and Hospitality projects.

Mr. Massimiliano Ferrari (President of CB Maison S.A) commented: “We are very proud to be part of the ELIE SAAB universe, acting as a fully integrated outsourced division of this dream Brand when it comes to Interior Design, Furniture Collection and Hospitality projects. We are proud to announce that the first collection will be displayed during the Salone Del Mobile that will be hosted in Milan in 2020 and we are confident that the ELIE SAAB Furniture collection will perfectly blend the essence of the brand’s style with the design and technical savoir-faire of Italian furniture manufacturers.”



Mr. Elie Saab added: “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. Creating a Home collection is a natural next step for our Lifestyle Brand, and we have

chosen CB Maison as a partner who is perfectly geared towards supporting our ambitions in developing and creating timeless signature furniture collections and interior design projects that embody the DNA of our Brand and touch every aspect of ‘living’.”



The first milestone of this successful partnership was the development of “ELIE SAAB x Emaar Dubai Beach front tower” interior design project. Mr. Carlo Colombo, architect of CB Maison S.A, translated Mr. Saab’s vision of furniture collection consisting of a “total look” that encompasses Living, Dining, Bedroom and Lighting pieces, all inspired from the haute couture house’s key stylistic codes, which include organic shapes in delicate creams, light peach, and warm light greys that feature in the Brand’s haute couture collections. Soft tones that are contrasted with shiny metallic and bronze texture finishes, reminiscent of ELIE SAAB’s signature shine, as well as marble and other noble stones that give out a feeling of strength. The project presented a collection of luxurious Modern Baroque interiors and home furnishings that combines the unmistakable ELIE SAAB flair with exceptional craftsmanship.

ELIE SAAB HAUTE COUTURE HOUSE

Elie Saab founded his eponymous label in 1982, at just 18 years old. Since then, the ELIE SAAB house has been established as one of the major leaders in the HAUTE COUTURE category globally, with ateliers based in Paris and Beirut. ELIE SAAB has continued to build on the inherent savoir-faire and innate elegance for which it is renowned, expanding into the Ready-to-Wear, Bridal, Accessories, Eyewear & Fragrance categories. Along with the brand's most recent venture into home & interiors, with the new MAISON line, ELIE SAAB joins the premiere league of the world's global luxury fashion & lifestyle brands.

ELIESAAB.COM

CORPORATE BRAND MAISON S.A.

CB MAISON is the division of Corporate Brand Group specialized in brand extension projects in the furnishing and hospitality sectors, dedicated to prestigious international fashion and automotive brands.

The services offered by CB MAISON are build around the specific needs of its clients following their development objectives and focuses on two main areas: The conception, production and marketing of Home Décor collections; The development of advanced initiatives in the Branded Real Estate sector, from the initial design phase up to the delivery, backed by a network of exclusive global partners that have been operating in this sector for years.

CBMAISON.COM

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