

ELIE SAAB MAISON OPENS IN DUBAI

ELIE SAAB and Corporate Brand Maison are proud to announce the opening in Dubai, a space dedicated to the ELIE SAAB Maison collection located in Obegi Home showroom on Jumeirah Beach road.

“After the successful launch of the ELIE SAAB Maison showroom in the fashion district of Milan and the space in Harrods London, our partnership with Obegi Home and the inauguration of the space in Dubai is an important milestone in the wonderful journey and international expansion of ELIE SAAB Maison. We arrive in Dubai, in a strategic location and with the ideal partner that will allow us to be even closer to our customers, not only for interior design projects but also for hospitality concepts”. Thus Massimiliano Ferrari, Founder & President of Corporate Brand Maison.

The Obegi Home showroom, which is spread over an area of over 1600m², is located on Jumeirah Beach Road, just steps away from the iconic Burj Al Arab. The unique style of this two storey building stands out for its balanced combination of natural stone with steel and glass. It represents the perfect space for the ELIE SAAB Maison collection, the only fashion brand that will be hosted inside.

Located on the ground floor, the ELIE SAAB Maison space occupies a large area and will showcase the various atmospheres of the collection, complemented by accessories: two spacious living areas, a sleeping area, a large lounge and a dining area, complemented by the carpets, lighting and textiles of the collection. The space is intended to be more than an exhibition display, but a place of exchange, a meeting point for customers, designers and professionals. A space that will come to life through a series of activities that will go far beyond the simple viewing of the collection.

“Always aiming to bring our clients and design partners, the newest and finest interiors, Obegi Home is proud to be partnering with a prestigious name in order to introduce Elie Saab’s vision of luxury living, translated for the first time, into a fine and elegant furniture collection.” Thus Karine Obegi, CEO Obegi Home.

Corporate Brand Maison foresees an impressive international development plan for ELIE SAAB Maison, which will be implemented in the coming months. The opening of the showrooms in Milan, London and Dubai emphasizes the strategic vision that will be further implemented in the near future. The ELIE SAAB Maison showroom in Beirut will be inaugurated in May 2021. We are working on an ambitious year for 2021 with 25 new opening including showrooms and spaces dedicated to the Brand in collaboration with exclusive partners, focusing on different markets in the Middle East, Far East, the main European capitals and the Western and Eastern coasts of the United States.

ELIE SAAB

MAISON

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.

Corporate Brand 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 Corporate Brand 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

OBEGI HOME

For over 40 years, OBEGI HOME has been redefining the essence of luxury living through an unparalleled, tailor-made, approach to interior design. We specialize in sophisticated residential and office interiors, from design concept to flawless execution and installation. We create bespoke spaces, turning your dreams & ideas into reality.

Every interior we design is delicately crafted. Every piece we propose is carefully curated from the world's finest design brands. Each piece, with its own flavor, color and texture is harmoniously balanced, following your vision and taste, aiming at creating an authentic masterpiece which reflects your unique personality.

OBEGIHOME.COM

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