

# ELIE SAAB × EMAAR

MISR

## **For the first time in Egypt ELIE SAAB and EMAAR MISR announce their collaboration to introduce ELIE SAAB Signature Villas at CAIRO GATE, Sheikh Zayed**

### **ELIE SAAB fashion show held in Abdeen Palace for the launch of ELIE SAAB Signature Villas at CAIRO GATE.**

ELIE SAAB Signature Villas at Cairo Gate were unveiled on November 28<sup>th</sup> at Abdeen Palace by Mohamed Aly Alabbar, Founder of Emaar Properties, and Elie Saab in the presence of HE Khaled El Annany, Minister of Tourism and Antiquities.

Emaar Misr, the leading global developer, is partnering for the first time with ELIE SAAB, presenting an exclusive collection of elegantly interior designed Signature Villas by ELIE SAAB with ELIE SAAB Maison collection at Cairo Gate, Sheikh Zayed, offering an exquisite lifestyle unlike anywhere seen before featuring lavish and spacious villas, a limited-edition one-story villa type marking the global fashion icon's first-ever interior design concept in Egypt, in Cairo Gate, Sheikh Zayed.

On this occasion, Mohamed Aly Alabbar said: "After our successful collaboration in Dubai, we are proud to announce that we are extending our fruitful partnership with ELIE SAAB and introducing his brilliant designs in Egypt for the first time. We are happy to launch ELIE SAAB Signature villas in Cairo Gate, El Sheikh Zayed. These distinctive villas reflect ELIE SAAB's unique aesthetic touches; offering our customers a matchless lifestyle."

From his side, Mr. Saab said: "The collaboration with Emaar, one of the leading developers worldwide, has reached further milestones in success. After the achievement in Dubai, we are leading today on a new journey in Egypt, at Cairo Gate, a new landmark that translates the brand's lifestyle vision in an immersive sense of luxury and elegance."

ELIE SAAB Signature Villas at Cairo Gate are exquisitely crafted to perfection adding a magical touch to each corner. Special attention has been given to the finishes, delivering an exceptional level of quality, aesthetic and tactical performance in pure ELIE SAAB style. Featuring a limited addition one story villa type along with other spacious villa types with areas ranging from 350 to 570 SQM. ELIE SAAB Signature Villas at Cairo Gate are surrounded by breathtaking views of luscious green valleys and beautiful lily ponds, featuring a yoga pavilion and direct access to Rays social club. ELIE SAAB Signature Villas serve as a subtle landmark of elegance and composure, every aspect of the interiors is carefully selected to create an experience as unique as your signature.

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Cairo Gate is Emaar Misr's first gateway into West Cairo on an area of 133 feddans, centrally located in Sheikh Zayed, offering a boutique lifestyle living and an exclusive community surrounded by breathtaking scenery for a lifestyle as unique as your signature. As you walk through the walkways of Cairo Gate, you will discover countless premium services and facilities, including world class hospitality at Vida Hotel, an international experience at Vida Serviced Residences and Rays, Cairo Gate's exclusive social club. A refined and upscale experience is offered at Townsquare, a mixed commercial hub, featuring upscale retail outlets, fine dining restaurants and boutique offices.

Cairo Gate's first phase has been awarded to 5 of the largest contracting companies that have already commenced on the construction work, with a total value of EGP 1.4 bn.

## **The End**

### **About Emaar Misr**

Emaar Misr (SAE) is a leading developer of premium lifestyle communities in Egypt. It is a majority owned subsidiary of Emaar Properties PJSC, a publicly listed real estate company based in the United Arab Emirates. Emaar Misr's land bank of 17.4 million square metres is distributed among four prime locations strategically located in East, West and Central Cairo as well as Egypt's Mediterranean coast.

The current development portfolio of Emaar Misr includes Uptown Cairo; a pioneering master planned community, located in the center of Cairo and designed to feature Emaar Square, a vibrant central hub. Emaar Misr's other projects are Marassi, a tourism-oriented lifestyle destination on the North Coast, Mivida, a new benchmark in residential development located in New Cairo, Cairo Gate project in Sheikh Zayed City, as well as their latest development, Belle Vie, the 500-acre project in New Sheikh Zayed City.

### **About ELIE SAAB**

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 venture into home & interiors, with the MAISON line, ELIE SAAB joins the premiere league of the world's global luxury fashion & lifestyle brands.

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