



ELIE SAAB

ELIE SAAB MAISON MARKS ITS ENTRY INTO THE BALKANS IN BUCHAREST, THE FIRST RESIDENCES DESIGNED BY ELIE SAAB

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ELIE SAAB, one of the World's leading names in Haute Couture and Metropolitan Group, one of the most important developers in Romania, have partnered to launch their first residences - ELIE SAAB Towers - setting a new benchmark for bespoke luxury living.

The ELIE SAAB Towers will be located at 90 Daniel Danielopolu Street, in one of the most exclusive areas of the capital. The aim of the project is to introduce a new modern and sophisticated lifestyle through a pioneer concept that is completely unique to the Romanian market. The interiors of the residences embody to perfection the ideal of beauty proposed by Elie Saab, transferred into each of the furnishings that make up the ELIE SAAB Maison Collection: a refined elegance, grace and balance of shapes and materials, combined with expert harmony. Particular attention is given to the handcrafted finishes, capable of transmitting at first glance the exceptional level of quality and the most extreme search for aesthetic perfection, in pure ELIE SAAB style.

Robertino Georgescu, founder of Metropolitan Group, on the announcement of the partnership with ELIE SAAB: "It is an alliance that adds even more value to this already special and unique project. At the same time, it crowns our efforts over the last 12 years to offer the Romanian market real estate projects that meet the highest international quality standards. The partnership with ELIE SAAB is a further guarantee of a lifestyle that represents the benchmark in terms of elegance, luxury and refinement. We are extremely proud to have brought to the real estate market in Romania a design of the highest level".

"We are delighted to be here in Romania, alongside a prestigious partner such as Metropolitan Group. Within a strategic development plan that started three years ago which has led to an important number of projects signed by ELIE SAAB. The ELIE SAAB Towers in Bucharest have the ambition to offer to an increasingly demanding market a different vision of the concept of lifestyle," says Elie Saab Jr., CEO of ELIE SAAB Group.

"The project certainly represents a great challenge for us, but it is also a challenge for the entire residential market in Romania. We are strongly confident that we will deliver a spectacular luxury project, with unique design and features, that the local residential market is looking forward to. By intercepting the signals we are getting and considering the limited availability of such level apartments for sale, we expect all of them to be sold soon after the official launch", concludes Dan Dragulin.

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 and Fragrance categories. Along with the brand's most recent ventures into ELIE SAAB Junior, a line of Kids Wear and Accessories, and ELIE SAAB Maison, a home and interiors line, ELIE SAAB joins the premiere league of the world's global luxury fashion & lifestyle brands.

About Metropolitan Residence

Metropolitan Residence is one of the most active real estate developers in Romania, with 100% Romanian capital. Founded by Robertino Georgescu and Dan Drăgulin in 2010, it has developed 18 residential complexes in Bucharest and Ilfov, delivering more than 4000 residential units to the market. With investments of more than €250 million to date, the company's portfolio includes middle, middle-upper and luxury real estate projects. In 2019, Metropolitan Residence started working on one of its most ambitious projects, a €100 million investment in the ultra-premium segment, with a mixed-use concept covering an area of 10,000 sqm in the Herăstrău area. In September 2022, it announced its partnership with Elie Saab for this project, which will be officially launched in October 2022, as Elie Saab Towers.