



ELIE SAAB AND GII TOGETHER FOR THE FIRST TIME IN THE UK.

The first residences designed by Elie Saab arrive at Hyde Park.

LONDON, UNITED KINGDOM | 18 February 2022: Gulf Islamic Investments (GII), a renowned global financial services firm, together with its property development business (GRID), have announced a partnership with Haute Couture Brand ELIE SAAB, for the launch of its first real estate project in London in the prestigious West End district. The ELIE SAAB Residences were officially presented at an event organized at the Four Seasons Park Lane.

The principle that inspired the project was, from the very beginning, to create something absolutely aspirational, which would place itself at the top of the market, setting new standards in terms of exclusivity and richness of the offer. Overlooking Hyde Park, the ELIE SAAB Residences represent an exclusive lifestyle proposal, offering residential solutions created with a unique style. The complex, located on Bayswater Road, comprises 15 apartments consisting of 2 or 3 bedrooms, in addition to 2 penthouses with 4 bedrooms. The design of the common areas is curated by Elie Saab, featuring pieces from the ELIE SAAB Maison collection which is characterized by the extreme elegance of the lines, the refinement of the materials used, the attention to detail.

ELIE SAAB Residences is a masterfully restored Victorian-styled new-build development offering an unparalleled level of quality. In addition to the breath-taking views of the London skyline and spacious open-plan living, the residences have the unrivalled aesthetic touch of ELIE SAAB's exceptionally crafted interior design using exclusive pieces from the ELIE SAAB Maison Collection.



The design of the common areas – and, upon request, that of the interiors – has the charm of ELIE SAAB’s creations: every detail recalls the balance of shapes, the search of aesthetic perfection, and the craftsmanship excellence. ELIE SAAB has always been synonymous with innate elegance, the same that is found, intact, in his concept of “Living”.

Mohammed Alhassan and Pankaj Gupta, Founding Partners and Co-CEOs of GII state: "We are delighted to bring the first ELIE SAAB Residences to Hyde Park a unique branded residences proposition to the London real estate market. Partnering with a truly global luxury brand is an extraordinary opportunity to expand our portfolio in the ultra-luxury space. GII is all set to create something inspiring and iconic in the world of luxury living."

Mr. Elie Saab Jr , CEO of ELIE SAAB states: “London has always been a key city for ELIE SAAB, because of the presence of a passionate and demanding international clientele, and for the incredible dynamism of its residential development, in which projects such as the one we present together with GII play an essential role. Hyde Park responds to a specific demand from a mature clientele, looking for a new concept of luxury. We enter the London market, with our lifestyle proposal applied to interior design, which has its roots in our culture, in the values that have made the brand popular worldwide. Being here today represents an essential moment in the process of exploring worlds other than fashion.

Shreen Gupta, CEO of GRID properties, added: “There is genuinely nothing like this available in the UK – a first of a kind opportunity to own a home that blends heritage, stunning views and a premium location with modern spacious floorplan and the signature design vision of ELIE SAAB. So much care and attention has gone into the restoration, the new build and the interior design to ensure that buyers are not owning a property but a lifestyle. It is very exciting to be launching this first project in the UK – the first of many not just for GRID, but for ELIE SAAB and our partnership.”



The ELIE SAAB Residences represent a completely new project, in which the developer has however maintained and restored the original façade of the building, which dates back to 1893 and constitutes the only portion of the former ‘palace court’ buildings erected along Bayswater Road to have survived the events that involved the city over the past 130 years. The façade has been carefully restored and reinforced with a steel “sandwich” structure in order to preserve it and allow the construction of the rear structure, which took nine months to finish. The new parts of the building were created by interpreting the typical red brick and Portland stone cladding in a contemporary way, in order to make them homogeneous with the front of the building and the heritage of the overall residential area.

The building is a perfect synthesis between ancient and modern, with four floors located on the original and restored section, while in the newly built complex there are five. This aspect gives character to the style of the apartments, which are developed on two levels, but has also placed GRID in front of a challenge: that of finding the necessary balance in the harmonious management of the volumes and aesthetic characteristics of the different components of the complex.

OCTA Properties, along with Savills and Jones Lang LaSalle have been commissioned to sell the apartments, with prices starting at £3m for the two-bedroom units.

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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.

www.eliesaab.com

About Gulf Islamic Investments

Gulf Islamic Investments LLC (GII) is one of the world's leading financial services firms. With over \$3 billion of assets under management, GII seeks to create superior returns and long-term value on behalf of its investors, shareholders, portfolio companies and the communities in which it invests. Under the leadership of a committed group of prominent shareholders and investors, GII deploys private capital across a diverse set of business segments including real estate, private equity, and venture capital. GII's client network includes UHNWIs, family offices, banks, institutions, and sovereign wealth funds in the GCC and Asia. GII is based in the United Arab Emirates and is regulated by the Securities and Commodities Authority (SCA).

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For high-resolution images of ELIE SAAB Residences, institutional leadership and logos, please visit: <https://bit.ly/3q6tuOJ>