



ELIE SAAB

SAFFIRE Residences by ELIE SAAB at Moema, São Paulo were unveiled on March 29th at Fundação Maria Luisa e Oscar Americano by Lavvi and global fashion icon Elie Saab. The presentation dinner was attended by names such as Marina Ruy Barbosa, Silvia Braz, Maria Rudge, Helena Bordon, Maria Rudge and Reis Rodrigues followed by a performance by award-winning artist Seu Jorge.

Located in one of São Paulo's most exclusive areas - Moema – the **SAFFIRE Residences by ELIE SAAB** naturally blends in its surroundings, becoming one with the Brazilian flora.

On this occasion Sandra Attié, CFO of Lavvi stated: *"It is an honour for us to have partnered with ELIE SAAB. The project aims to offer an incomparable housing experience, inspired by the Brands concept of elegance, its stylistic ideal and exceptional craftsmanship offering an increasingly knowledgeable clientele a premium residential development."*

Elie Saab Jr, CEO of ELIE SAAB commented: *"We are delighted to start this new adventure alongside Lavvi, our prestigious partner in Brazil. Within a strategic development plan that started three years ago and which has led to an important number of projects signed by ELIE SAAB, the SAFFIRE Residences by ELIE SAAB is another important step for the Brand. It is the first ELIE SAAB real estate development in South America, a global expansion catering to a sophisticated and selective clientele from across the world."*

The **SAFFIRE Residences by ELIE SAAB** occupy a total area of about 7,500 m² where special attention is given to the outdoor areas characterized by lush vegetation, and wide terraces from which to enjoy breathtaking panoramic views on the banks of Ibirapuera Park, a haven for São Paulo residents. Its spacious units are divided into apartments of 360 m² or 493 m² each, including four exclusive penthouses of 650 m² and 862 m² featuring private parking lots.

A glamorous, refined, intimate world, elegantly designed by ELIE SAAB. A luxurious lifestyle, evoking an impeccable sense of quality and sophistication. **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 real estate project is scheduled for delivery in 2026.