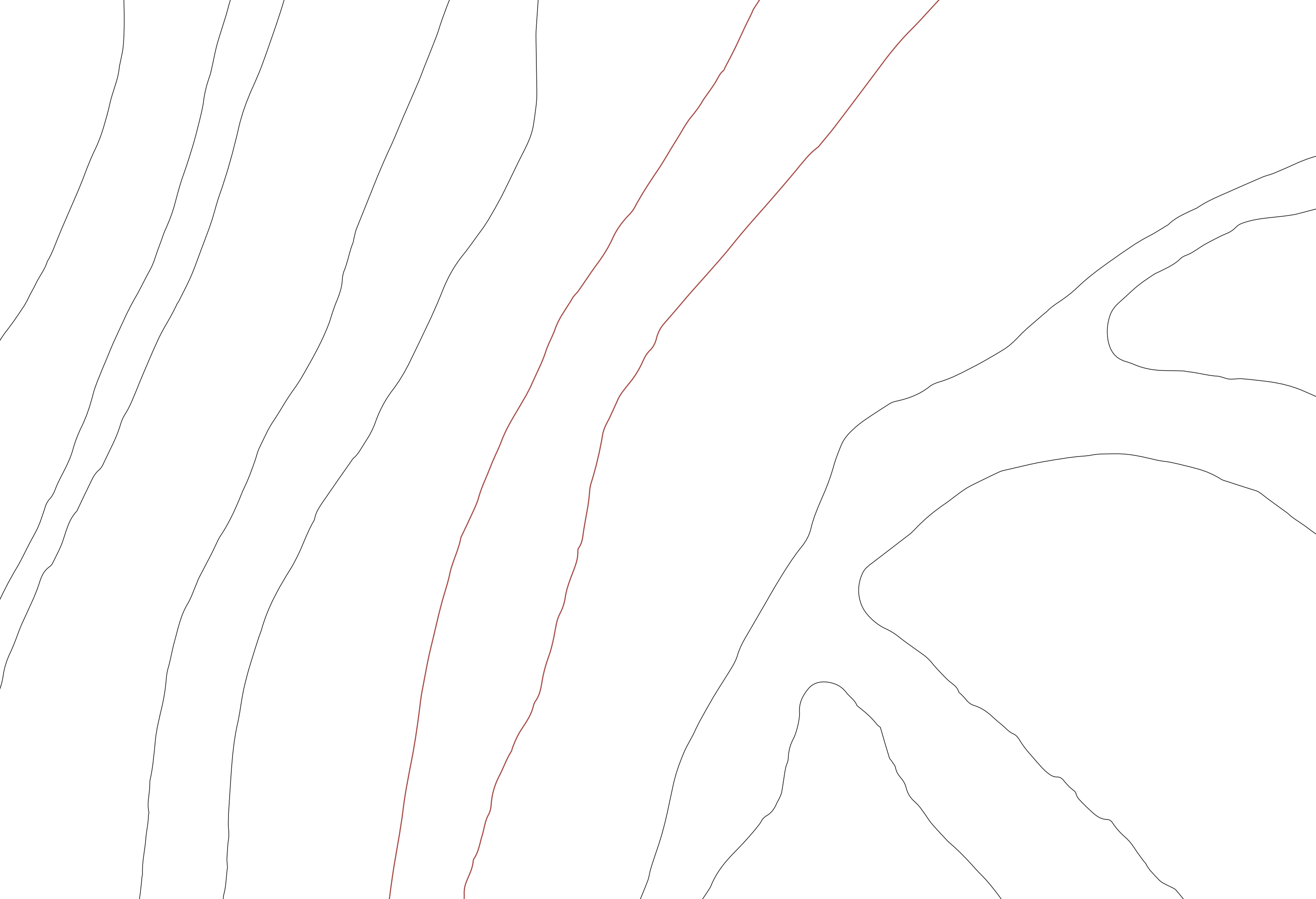


DAR
AL ARKAN
دار الأركان

I LOVE FLORENCE
TOWER

INTERIORS BY

roberto cavalli



DAR AL ARKAN

■ Based in Riyadh (KSA), Dar Al Arkan is a public shareholding company listed on the Saudi Stock Exchange (Tadawul).

■ Primed for global success, Dar Al Arkan, the largest real estate developer in KSA, has been collaborating with the best minds in the world, pushing the possibilities of real estate, architecture and design, to create remarkable timeless buildings.

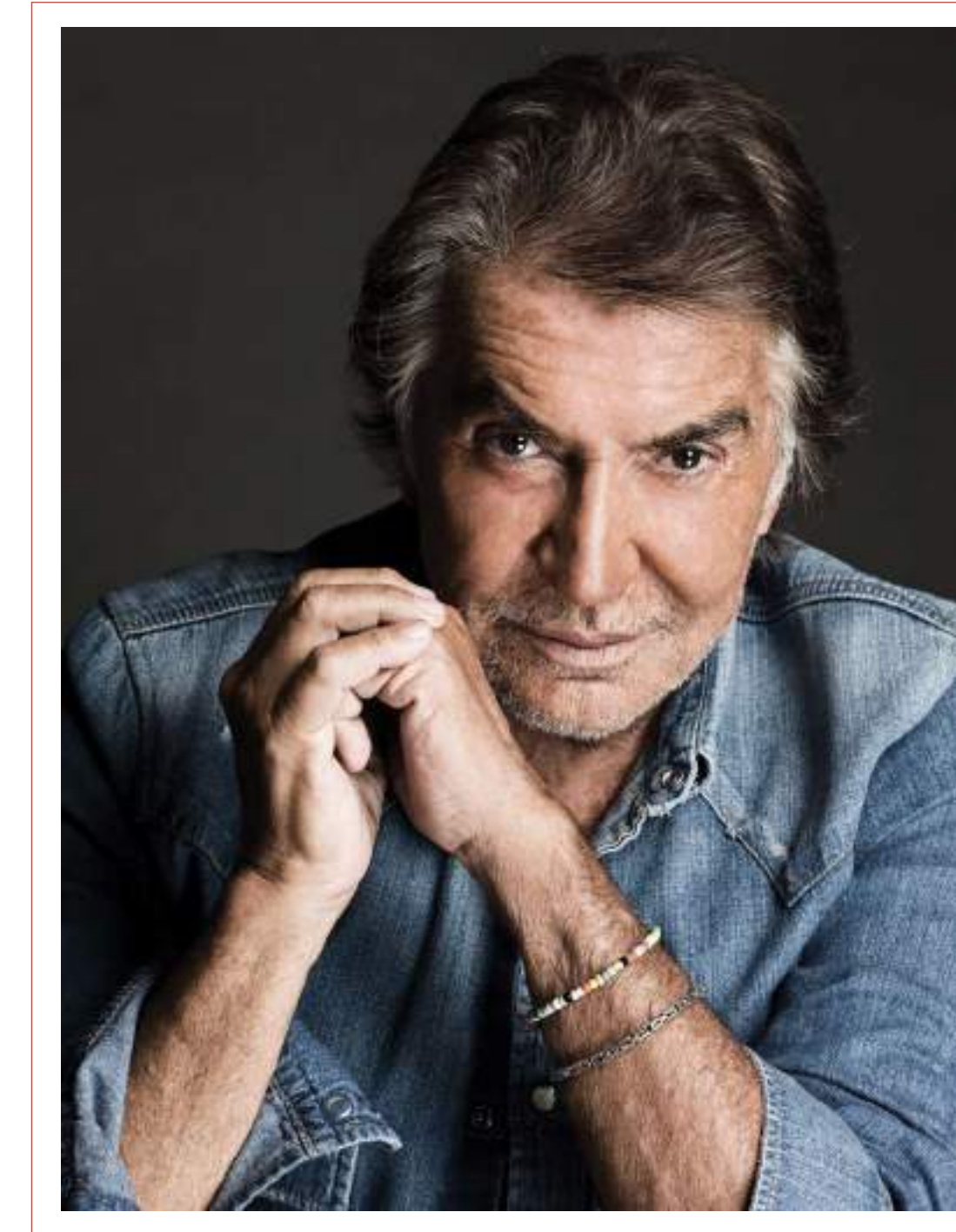
■ With SR 10.8 billion in capital and SR 25 billion in assets, spanning 36.4 million square meters, we are one of the leading real estate companies in the Middle East.

■ Since 1994, Dar Al Arkan has been delivering innovative housing-solutions to KSA's real estate sector and has built many lifestyle communities; 15,000 units and 500,000 sq. metres of commercial space to be exact.

BECAUSE YOU LOVE LIFE.
YOU LOVE THE **ROBERTO CAVALLI** LIFESTYLE.



FALL IN LOVE WITH BESPOKE SPACES DESIGNED
TO IMPRESS YOU.



*“Florence and art is something that is part of my life
and is part of myself.”*

Roberto Cavalli.
*Founder of Roberto Cavalli
International Group*

ROBERTO CAVALLI'S FASHION WORLD.
BECAUSE YOU LOVE TO BE DISTINCT



THE RENAISSANCE THAT REVOLUTIONIZED ATTIRES
BE THE FASHION STATEMENT



ROBERTO CAVALLI, the fashion czar who overthrew the monotony in the attire industry overnight, with his innovative ideas, soon became the sanctum-sanctorum for fashionistas. Staying true to his roots from Florence, Italy; the place that hosted many legends who brought about remarkable evolutions, beyond fathom, in art, literature, fashion and architecture, had a magnanimous impact on Roberto Cavalli.

Curated to impress, the designs are bespoke, adding depth, character and style to the personality. The attires often feature singular extraordinary exuberant prints and accessories, and often hues of neutral colours are contrasted with a bold colour palette.



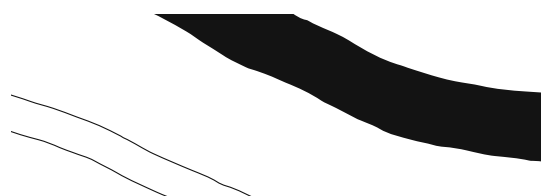


BECAUSE YOU LOVE FASHION.

You Love Cavalli interiors.

Roberto Cavalli, the name that is synonymous with fashion has been taking over the style-statement industry with his avant-garde fashion concepts; inspired by his hometown, Florence, the cradle of renaissance. Cavalli interiors are an extension of his interests, bringing the glitz and glamour of runway to private homes.

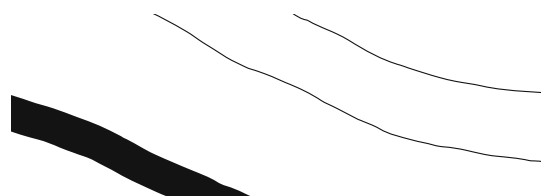
For the first time, Roberto Cavalli designs the interiors of an iconic residential tower with a range of exquisite home-accessories and ornate fittings from Cavalli interiors. Presenting Cavalli's take on elite homes on par with luxury and fashion.



THE NAME, I LOVE FLORENCE.

Our customers and investors are special to us, just as Florence is to Roberto Cavalli. His inspirations are heavily drawn from the city, rich with revolutionary connoisseurs of art, literature, fashion and architecture. The cradle of renaissance, the epicenter of everything innovative, Florence, has a significant influence on Cavalli whose works aren't adaptations but an evolution in fashion.

Such is the magnitude of inspiration you gave us for creating a tower so unique, incorporating the holistic aspects of lifestyle in architecture that radiate optimism and harmony.





**EXPERIENCE
A FLORENTINE
FEELING.**

**DESIGNED FOR
EXCEPTIONAL LIVING**

Experiences are made special at the I Love Florence Tower, overlooking the sparkling downtown city silhouetted against blue skies. Echoing the romantic vibes of the rustic streets of Florence with a glint of sophistication.

**UNVEIL
THE FASHION**

**EXPERIENCE
A FLORENTINE
FEELING.**

**DESIGNED FOR
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**BECAUSE
YOU LOVE
PICTURESQUE
FRAMES.**

**TRANSFORMING
THE EXTRAORDINARY**

Begin your day with splendid sights of the cerulean waters of the Dubai Canal. Just like the exceptional views presented by the Ponte Vecchio in Florence, upon river Arno, this striking setting is a class apart.





BECAUSE YOU LOVE WATERFRONT VIEWS.

Realize your dreams in the heart of a plush downtown that loves impeccable living.

The distinct location of I Love Florence Tower in the forever posh Downtown Dubai, in the heart of Business Bay, captures panoramic views of the city from your balcony. Overlooking azure waterways, the apartments on the top floors get spectacular views of the sea and the dramatically lit Dubai water canal.

BECAUSE YOU LOVE BEING DOWNTOWN.

*Remember..
we are the real centre of now.*

To keep up with the lively Florentine buzz, we've strategically positioned I Love Florence Tower in the centre of Dubai's urban hub; at Downtown Dubai, in Business Bay overlooking the majestic Dubai Canal. At your doorstep are the hottest locales for entertainment, fine dining and leisure.

Located in the luxury 5-star hotel corridor - JW Marriott Marquis, The Westin Dubai, The St.Regis Dubai, W Dubai.

- 0 MINUTES** to Dubai Canal
- 2 MINUTES** to Dubai Mall
- 5 MINUTES** to Burj Khalifa
- 10 MINUTES** to City Walk
- 10 MINUTES** to Meydan Racecourse.



FOUR SEASONS HOTEL

JW MARRIOTT HOTEL

THE WESTIN

W HOTEL

ST. REGIS

SAFA PARK

CITY WALK

DIFC

BURJ KHALIFA

DUBAI MALL

DUBAI CANAL

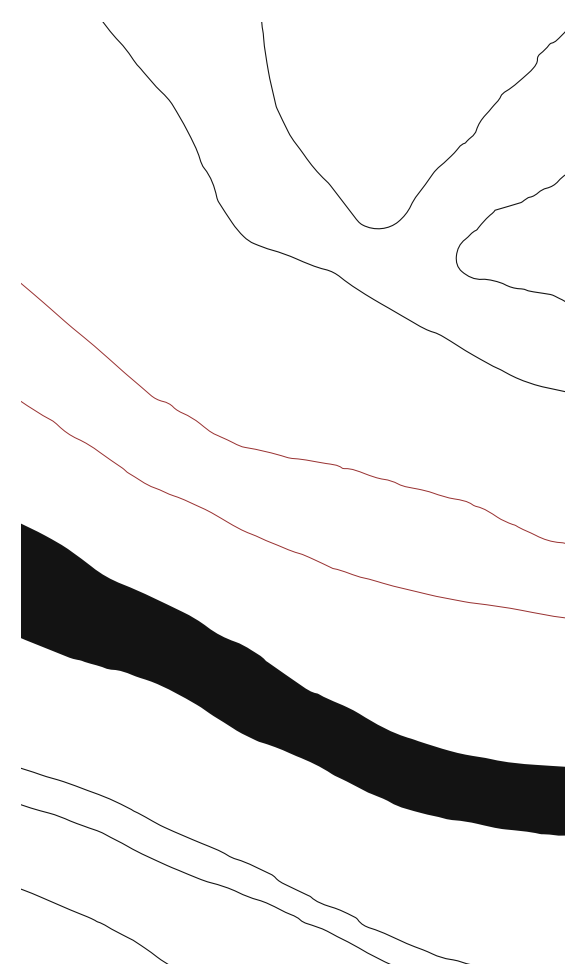
I LOVE FLORENCE TOWER

**BECAUSE
YOU LOVE
A GRAND
ENTRANCE**

*Imagine a Roberto Cavalli designed
lobby to welcome you home.*

The lobby is an epitome of sophistication, characterized by bold, flowing designs and superior styles. Adopting an eclectic blend of architectural patterns from the neoclassical Florentine palazzos, the lobby is exceptionally designed for the extraordinary and the uncommon, for those with a daring architectural flair.

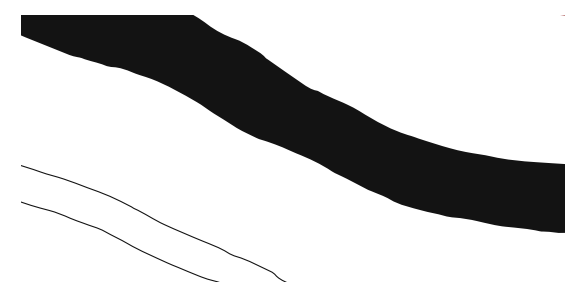




BECAUSE YOU LOVE PRIVACY.

Private elevator to breathtaking canal views

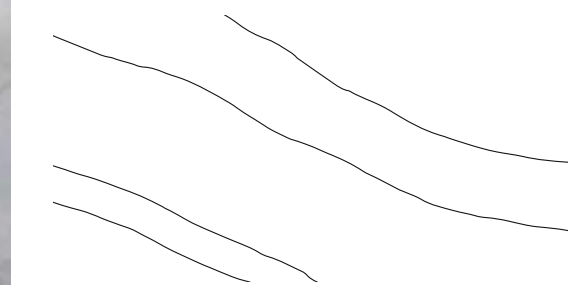
These exclusive apartments exude Italian opulence and class, with a private elevator, that opens into your living room with mesmerizing Dubai canal views. For the people who prefer the finer things in life, a touch of fashion and art in their lifestyles, these singular features radiate artistic brilliance, panache and offer tremendous privacy.



BECAUSE YOU LOVE FLAWLESS INTERIORS

Blending elegance and contemporary design.

Reflecting inspirations from the impressive fashion heritage of Florence, the interior designs are impeccable with intricate detailing. Staying true to the Italian mannerist houses that emphasize on the modern concept of treating a room individually, we selected a unique colour palette for each room.





BECAUSE YOU LOVE ENTERTAINING

*Imagine luxurious space
with awe-inspiring views.*

Your *Dolce Far Niente* moments at I Love Florence Towers are ever more special when rich textures and prominent patterns don the interiors. Treat yourself to the most private and exclusive water views, an elegant spectacle to behold from your home and one that would be etched in many memories.



BECAUSE YOU LOVE COOKING FOR YOUR BELOVED.

*Remember, settle for nothing less than
the exceptional.*

An uncommon collection of accessories makes the kitchen urban and unique, designed particularly to make it look spacious and stylish. An exciting beginning to many sumptuous cuisines.

BECAUSE
YOU LOVE
BEING COZY.

*Surpassing the highest standards of
sophistication.*

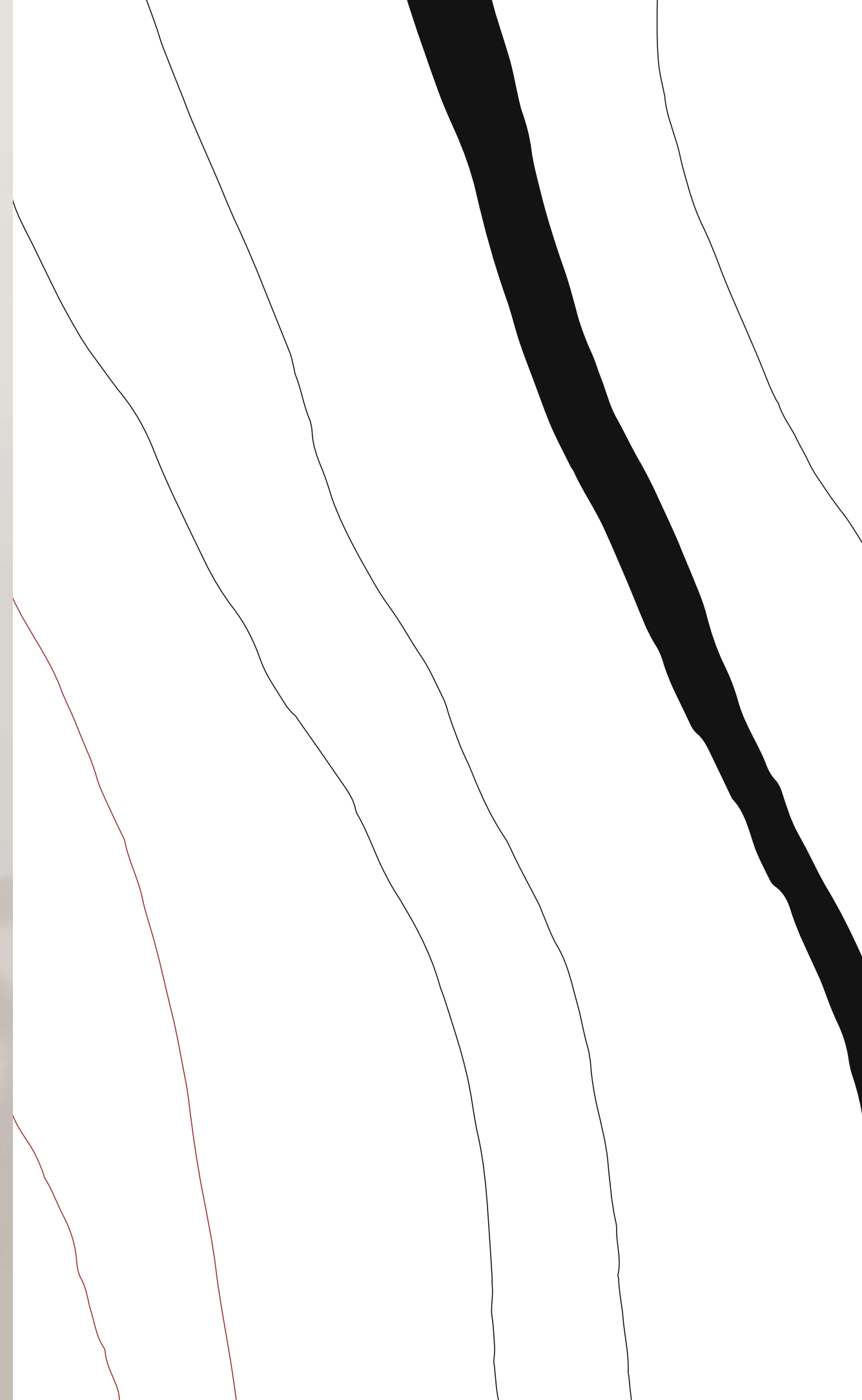
Relax in the lap of luxury and cast aside your worries. The designs in the bedrooms echo an ambiance that soothe the mind; integrating holistic aspects for your perfect *Dolce Vita* moments. These tailored designs are available only at Dar Al Arkan.



BECAUSE
YOU LOVE
YOUR ME-TIME

Fit for a royal.

Nourish your soul and body at this impeccable and thoughtful space. The bathing space is beyond the ordinary. It's a tranquil space to rejuvenate and rewind.



BECAUSE
YOU LOVE
YOUR HEALTH

Everything a fitness fad would ever need.

Giving you the best views, of the Dubai canal and a pristine city silhouetted against the blue sky, your workouts are tuned to be different. Sign up with our best-in-class trainers for individual and group sessions. The gym has the latest cutting-edge equipment.



BECAUSE
YOU LOVE
BEATING THE
BLUES

Immerse yourself in idyllic and tranquil setting.

An indulgent retreat from the mundane, the expansive swimming pool at the podium is the perfect getaway from the boredom of every day stress. Similar to the city gardens in modern Florence, surrounded by verdant green landscapes abloom, and aquatic fountains, the grand swimming pool at I Love Florence Tower is a therapy for the soul.



BECAUSE
YOU LOVE
TO CELEBRATE.

*Party and Entertain as much as
you like*

With 50 grand car parking spaces, your visitors needn't worry about hunting for parking spots. At I Love Florence Tower, your guests are important to us and their experience starts from when they arrive.



BECAUSE
WE LOVE YOU

*The I Love Florence
Tower*

The I Love Florence Tower reaches 34 storeys presenting unparalleled views of Dubai's most dynamic areas. Inspired by Roberto Cavalli's heritage and love for Florence, the interiors of I Love Florence Tower embodies varied elements of fashion and art. With two Roberto Cavalli retail attractions inside the tower, your wardrobe is about to get a facelift. Choose your Roberto Cavalli home among one, two, three and four bedroom apartments at the distinguished I Love Florence Towers, developed by the largest property developer Dar Al Arkan.



DAR
AL ARKAN
دار الأركان