

DAR  
AL ARKAN  
دار الأركان

I LOVE FLORENCE  
TOWER

INTERIORS BY

roberto cavalli





BECAUSE YOU LOVE LIFE

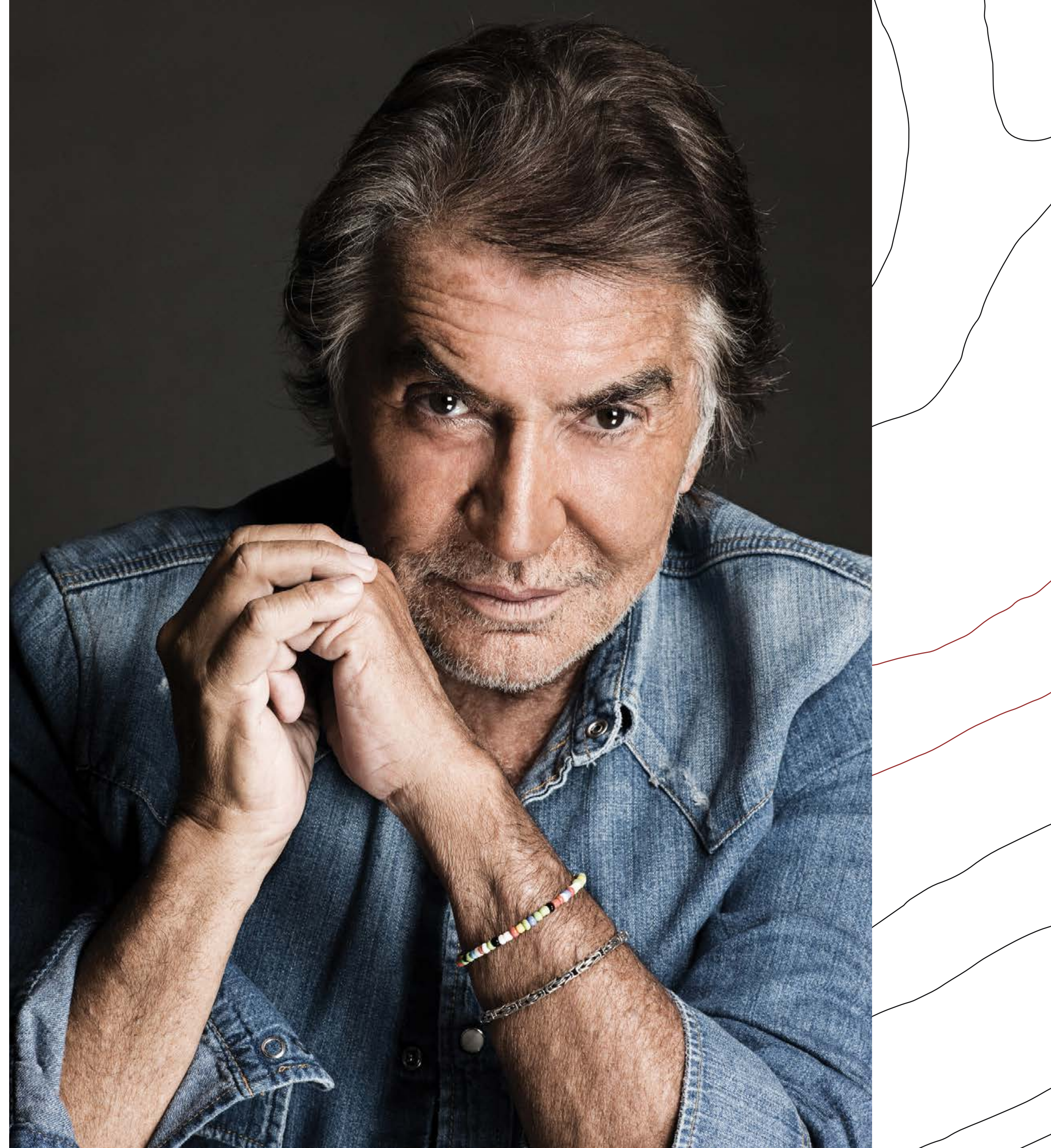
YOU LOVE THE  
**ROBERTO CAVALLI** LIFESTYLE

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

**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.







## BECAUSE WE LOVE YOU

### *The I Love Florence Tower*

The I Love Florence Tower reaches 38 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 embody 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.



## BECAUSE YOU LOVE WATERFRONT VIEWS

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

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## 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



## 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 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 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 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 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 PERSONALISED INTERIOR DESIGNS

## *Exclusively Yours*

Customise the interiors of your beautiful home with the Roberto Cavalli collection of the season. Embrace extraordinary moments in alluring interiors that inspire you.







## Dar Al Arkan

A Saudi public shareholding company headquartered in the Saudi capital, Riyadh, with a proven track record of accomplishments, providing many distinguished real estate projects in the Kingdom of Saudi Arabia for the past 25 years.

Since its establishment in 1994, Dar Al Arkan has offered distinguished real estate opportunities for homeowners and investors to develop and preserve their wealth for future generations. Dar Al Arkan provides its residents and owners with a modern lifestyle befitting their aspirations through residential complexes, high-end real estate and shopping centres that serve as witness to their success and excellence. Thanks to them, Dar Al Arkan has succeeded in developing the real estate sector in the Kingdom.

Assets are a reported  
**28 billion**  
Saudi Riyals

Capital amount is  
**10.8 billion**  
Saudi Riyals

**500,000**  
Square meters of  
commercial space

**15,000**  
Residential units



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DAR  
AL ARKAN

دار الأركان

25  
years

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