



Real Estate Development  
أبيار للتطوير العقاري

## Christian Lacroix announces joint venture with Kuwaiti-based property developer Abyaar

*Avante Garde tower to grace Dubai skyline*

### **Paris, 23 April 2008:**

Boutique Middle East property developer, Abyaar and designer Christian Lacroix today announced a joint venture, which will establish a residential tower in one of Dubai's most exclusive beachside suburbs.

With views across Dubai's coastline, The Palm and Burj al Arab landmarks, the 38-unit, Jumeirah-based tower will incorporate a Lacroix-designed façade, expansive lobby and luxury interiors.

Although Lacroix has worked on several Paris-based boutique hotel interiors, this is the first residential offering to which the designer's trademark blend of past and future will make its mark.

Marzooq Al Rashdan, Vice Chairman and MD, Abyaar says, "We approached Lacroix because he is known for his exceptional design skills and theatrical style, both on and off the catwalk. This is the start of a long term partnership through which similar developments will be established around the region and beyond, placing Abyaar on the luxury development map international.

"Our aim is to create a development that stands out uniquely against the Dubai skyline. From the preliminary designs, I can confirm that we will be offering investors, specifically those with an appreciation of contemporary art and design, something that is unparalleled in both local and international markets.

Commenting on the development, which has yet to be named, Lacroix says, "My philosophy is that one can dress a wall as one dresses a person.

"We are working on something special that which will tell a fanciful Middle Eastern story. The interiors will be based on paradox – contemporary and baroque, blending East and West, old and new, inspired by history and folklore."

"Dubai is an incredible city which harmoniously combines the past and the present – this thread will run through the project, "he adds.

Lacroix will be sourcing and, in many cases, creating unique materials for the interior design.



Real Estate Development  
أبيار للتطوير العقاري

“The Middle East, and Dubai specifically, is a pioneering place where creative freedom is unshackled. We are pleased to be entering the region with a developer like Abyaar who caters to a select audience, favouring the extraordinary.”

Among his non-catwalk pursuits, Lacroix has designed several hotels, interiors for the French chain of Gaumont cinemas; TGV trains to Strasbourg; tramway cars in Montpellier and the costumes for The Marriage of Figaro at the Aix-en-Provence festival, amongst other high profile productions.

Abyaar’s development portfolio features an impressive collection of exclusive, freehold initiatives in Dubai and is spreading across the GCC and beyond, catering to a niche market.