



## LEAVING LASTING IMPRESSIONS

### THE PHILOSOPHY

We visualise the possibilities of every sense. From how light angles into a sunlit room and the interplay of its shadows, to how patterns transform fields. We see every element in its whole, allowing imagination to lead design.

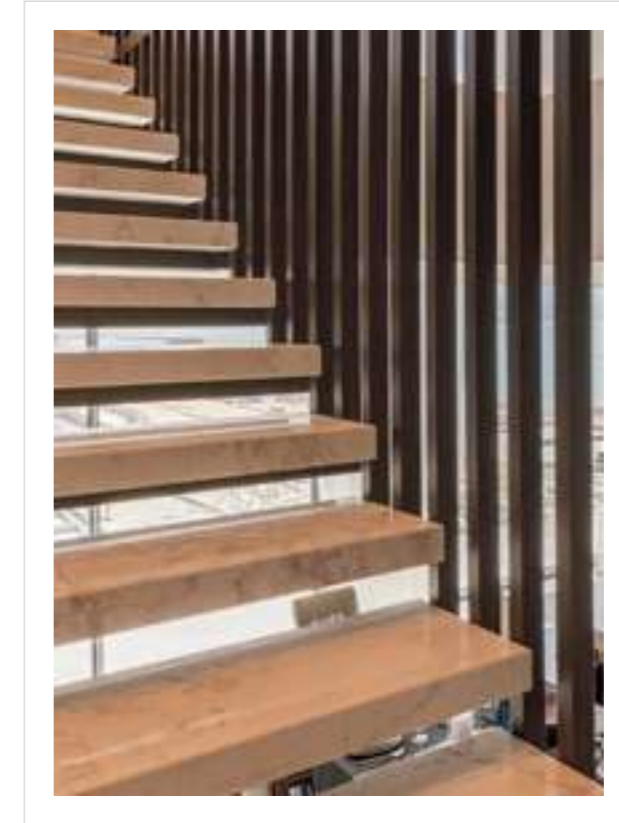
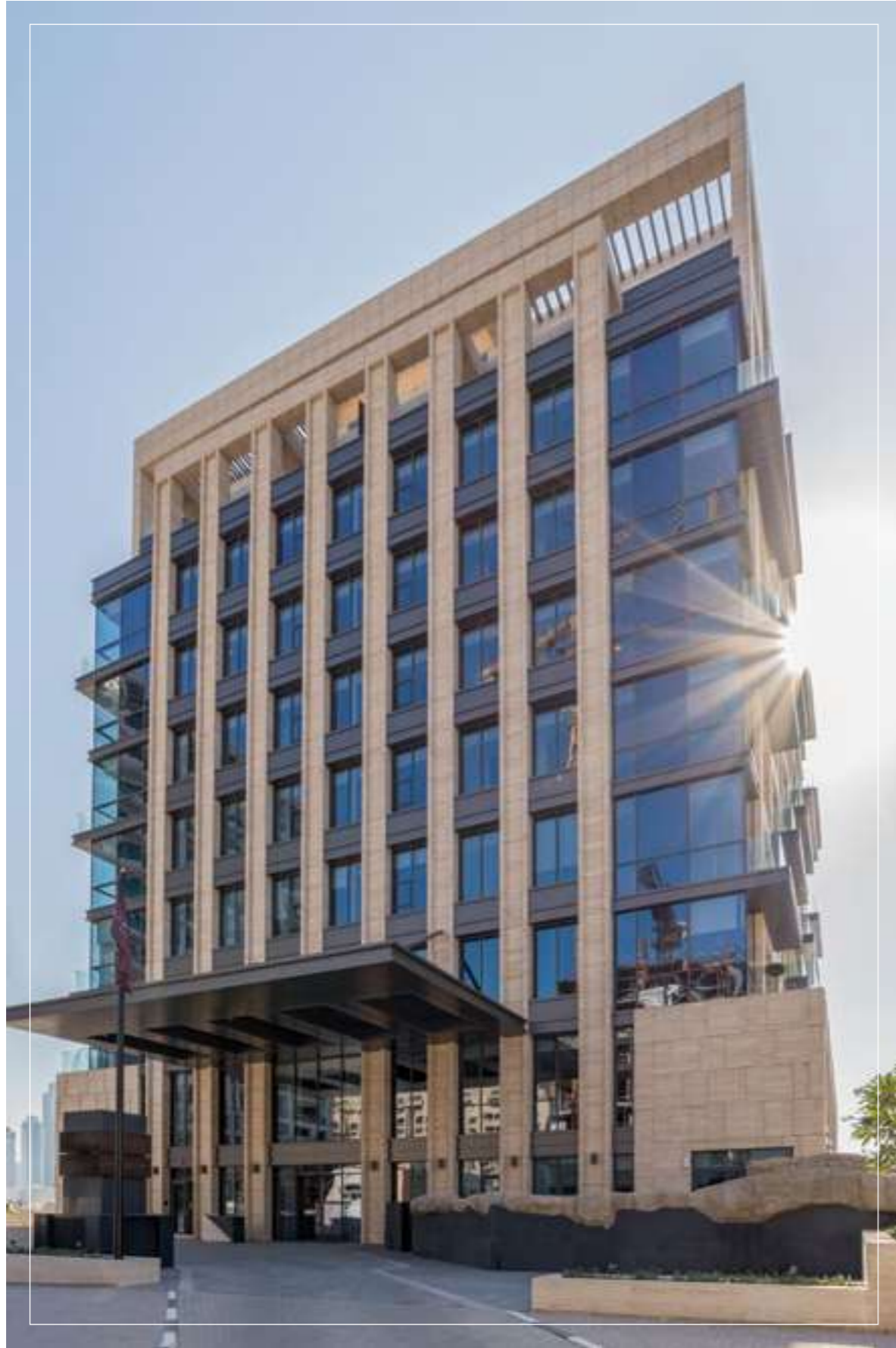
Every texture is conceived like an individual piece of art. Every detail is appreciated by those that understand.

We know that element by element, detail by detail, a sense of place and a sense of well-being emerges. These impressions last beyond the moment.

We create spaces, environments of beauty, so carefully thought out, that they both reflect and inspire the lifestyles of the cultured that exist within.

Again and again.





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detail by detail, a sense of place and a sense  
of well-being emerges.”

THE VALUES

Palme Couture was built on three guiding values. From the birth of the project to our residents' continued experience, these values are imbued in every aspect, both tangible and perceived.



EXCEPTIONAL

We stand elevated above the conventions around us.



DESIGN-LED

We push creativity to the fore in both concept and detail.



INSPIRING

We ignite real emotions through stimulating experiences.



## THE COLLECTION

Firmly founded on the codes of enhanced living, contemporary minimalism and clarity of detail, this exclusive collection of fourteen residential suites brings a previously unseen living concept to Dubai.

Each element was sculpted and selected to create a canvas of experience, visible in every step, in every glance, in every touch.

All homes feature enviable arrangements of light and space against a unique mix of exquisite stones.

This is expressive design that captures the vastness of the ocean and ergonomic design that does not compromise on human needs.

The background of the image is a dark, semi-transparent architectural floor plan. It features a grid of lines, various geometric shapes, and hatched areas representing walls, rooms, and structural elements. The lines are thin and light-colored, creating a complex pattern of rectangles and polygons. The overall aesthetic is technical and professional.

# THE DEVELOPER

## THE ART OF LIVING, WELL

Innovate Living is committed to the art of spatial well-being with a focus on conceiving, sculpting and accommodating boutique environments. As integrated lifestyle curators, meaningful design sits at the heart of the experiences we create.

In a city where luxury is typically overstated, Innovate Living has become synonymous with modern minimalist developments characterised by a distinctive approach and absolute empathy with the individual.

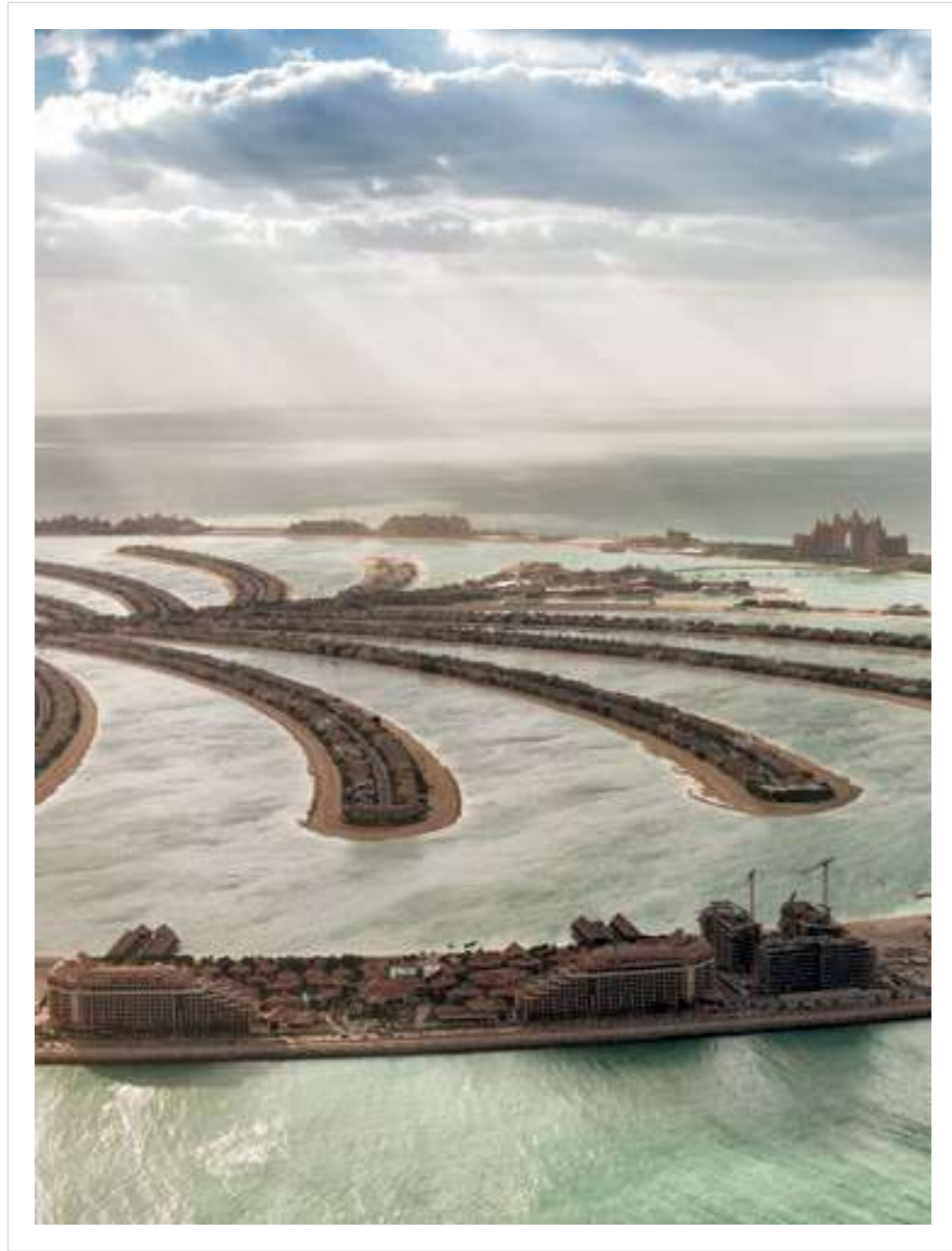
We commit detailed research on the material mix for each project and seek to bring only original 'not-done-before' design concepts to the region. Our aim is to create more than just physical spaces but feelings, stories and lasting impressions which breathe life into each client's vision.



A man with a beard and dark hair is shown in profile on the left side of the frame, looking towards the right. In the background, a dense city skyline of skyscrapers is visible across a body of water. The sky is a mix of blue and orange, suggesting dusk or dawn. The word "LOCATION" is centered over the skyline in a white, serif font.

# LOCATION





## THE WORLD MEETS HERE

### NEIGHBOURHOOD

Dubai stands as a platform for art, design, food and fashion; a true example of modern life weaving effortlessly with tradition. Always a place of possibility, always a place for dreamers, our city has captivated the world. With its soft colour palette and frenetic pace, yachts that slice the ocean waves and jeeps that tear through the desert dunes, Dubai is home to a glittering lifestyle.

We always look forward to the winter months when it feels like the end of a hibernation from the blistering summer. The city wakes up, and everyone smiles. We love the panoramas, the blood-orange sunsets and the sound of rustling palm trees on a lazy afternoon. The sense of optimism here is as bright as the midday sunshine and as unlimited as the architecture that scrapes the sky.



## THE INSIDER'S GUIDE

### NEIGHBOURHOOD



Dubai is cultivating more and more coffee drinkers – on the rise are micro-roasteries, bulletproof coffee and Kyoto cold brew. Beyond third wave coffee, the craft chocolate movement is gaining traction, with Dubai now home to the first bean-to-bar chocolatier.

We love discovering art in Al Quoz especially at The Third Line Gallery. You're sure to find interesting exhibitions showcasing contemporary pieces from the Middle East and beyond.

Dubai is a great source of gastronomy. A must visit is Levee Café and Lounge, our partner restaurant. Inspired by a collection of tastes, scents and colours from around the globe, Levee is a refreshing experience of modern Mediterranean food. The menu curation captures a sense of the seasons with fresh flavours and ingredient-led dishes.

Interior styling is an art that should express individuality. The Innovate Living Design Studio offers custom solutions that convert into signature aesthetics. Our range is virtually limitless meaning concepts can be met, according to the given architecture and space. Three key interior design trends to observe this year: brass detailing for golden glows, natural greenery to uplift and enliven and contemporary crafts that show the hand of the maker.

For discreet escapism outside of your home hire a yacht or sailboat to explore the Dubai coastline and enjoy secluded turquoise waters with stunning architectural backdrops. The sense that it's all being designed around us is astonishing.

One of the more exciting additions to the city's landscape will be Dubai Harbour, a major new waterfront destination featuring the largest marina in the region, two cruise liner terminals and the tallest lighthouse in the world standing at 135m.



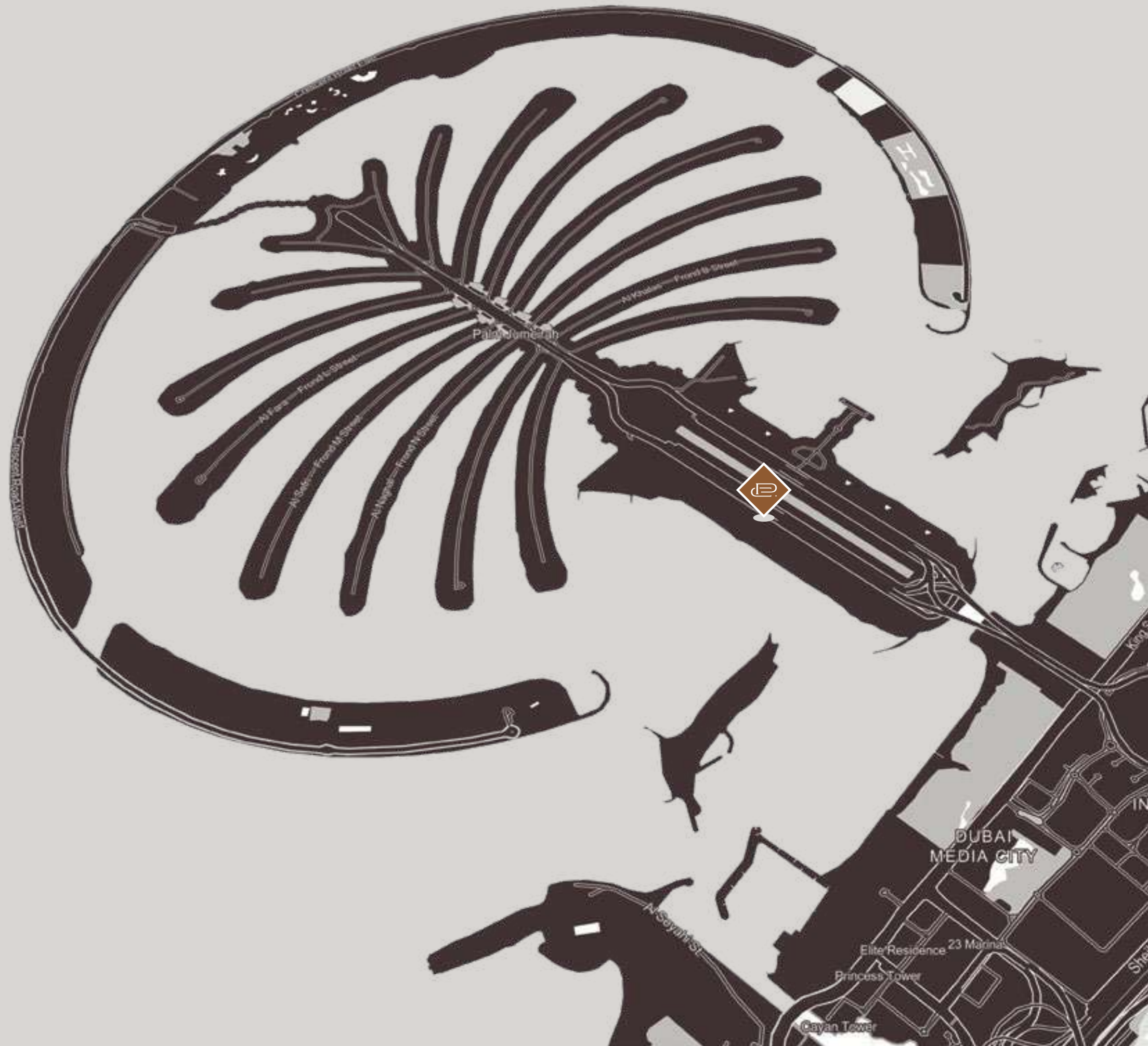
## A WONDER OF THE WORLD

### PALM JUMEIRAH

Palm Jumeirah is one of the most premium and iconic addresses on the planet. It is the original of Dubai's phenomenal palm islands, visible from space and adding 520km of coastline to the city.

As a home, it offers residents an exclusive environment, providing a private community, shoreline living and high-end shopping, connected to the city by road and monorail.

Palme Couture Residences are located right in the lively heart of the island on the main trunks shoreline surrounded by the Arabian Gulf.



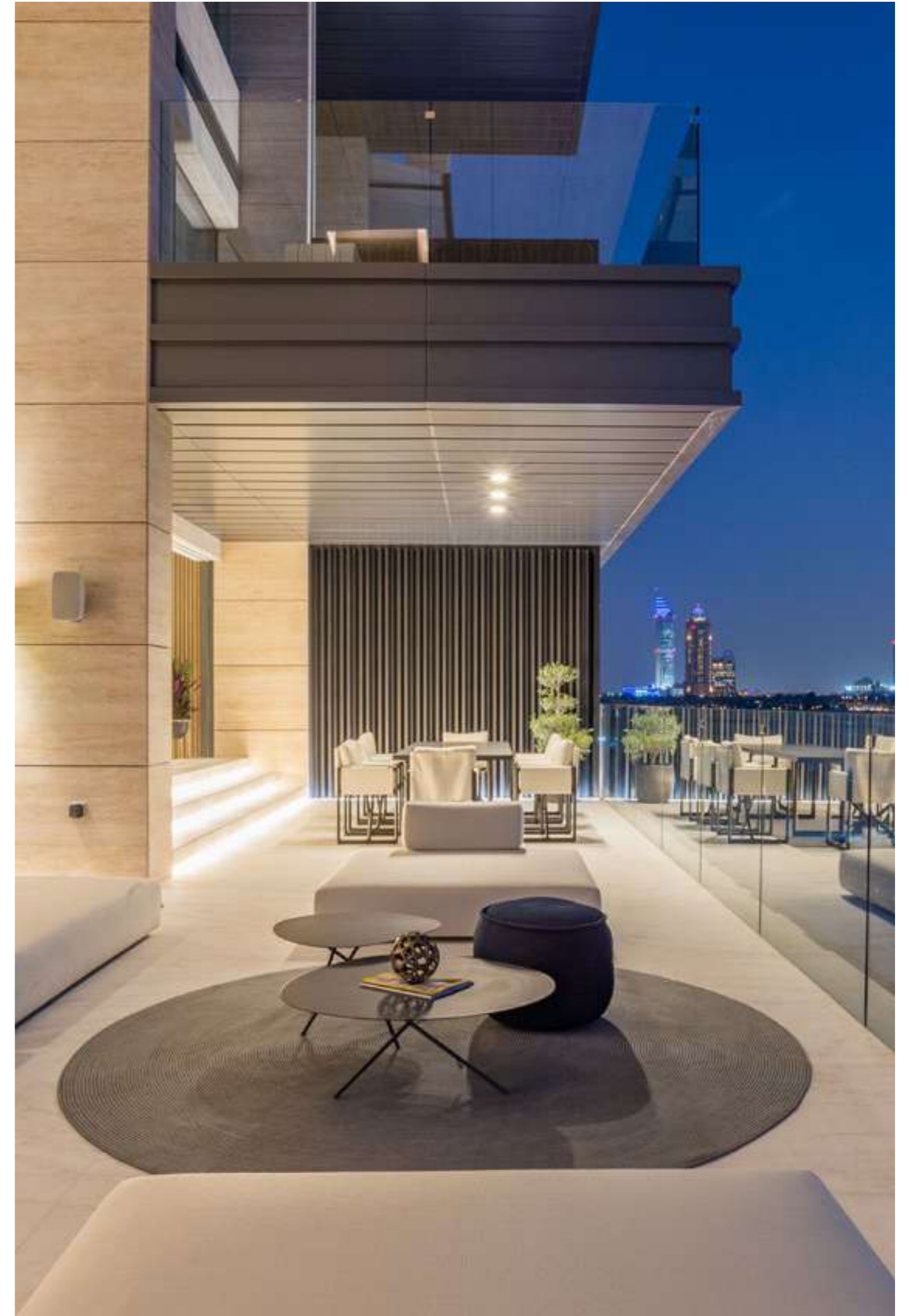
# RESIDENCES

## CONTEMPORARY RESIDENTIAL MASTERPIECES

Palme Couture is a collection of fourteen couture residences including:

- ◇ Seven 3-bedroom lateral apartments
- ◇ Two 4-bedroom lateral apartments
- ◇ Two 4-bedroom townhouses with outdoor pools
- ◇ Two 5-bedroom duplexes with indoor/outdoor pools
- ◇ One Royal Penthouse with 4-bedrooms, a separate 3-bedroom guest house and rooftop pool

All suites are fully serviced with concierge, private beach access and arrive with open-air space, ample storage, three reserved car parking spaces and walk in closets.





## THE LANGUAGE OF LUXURY

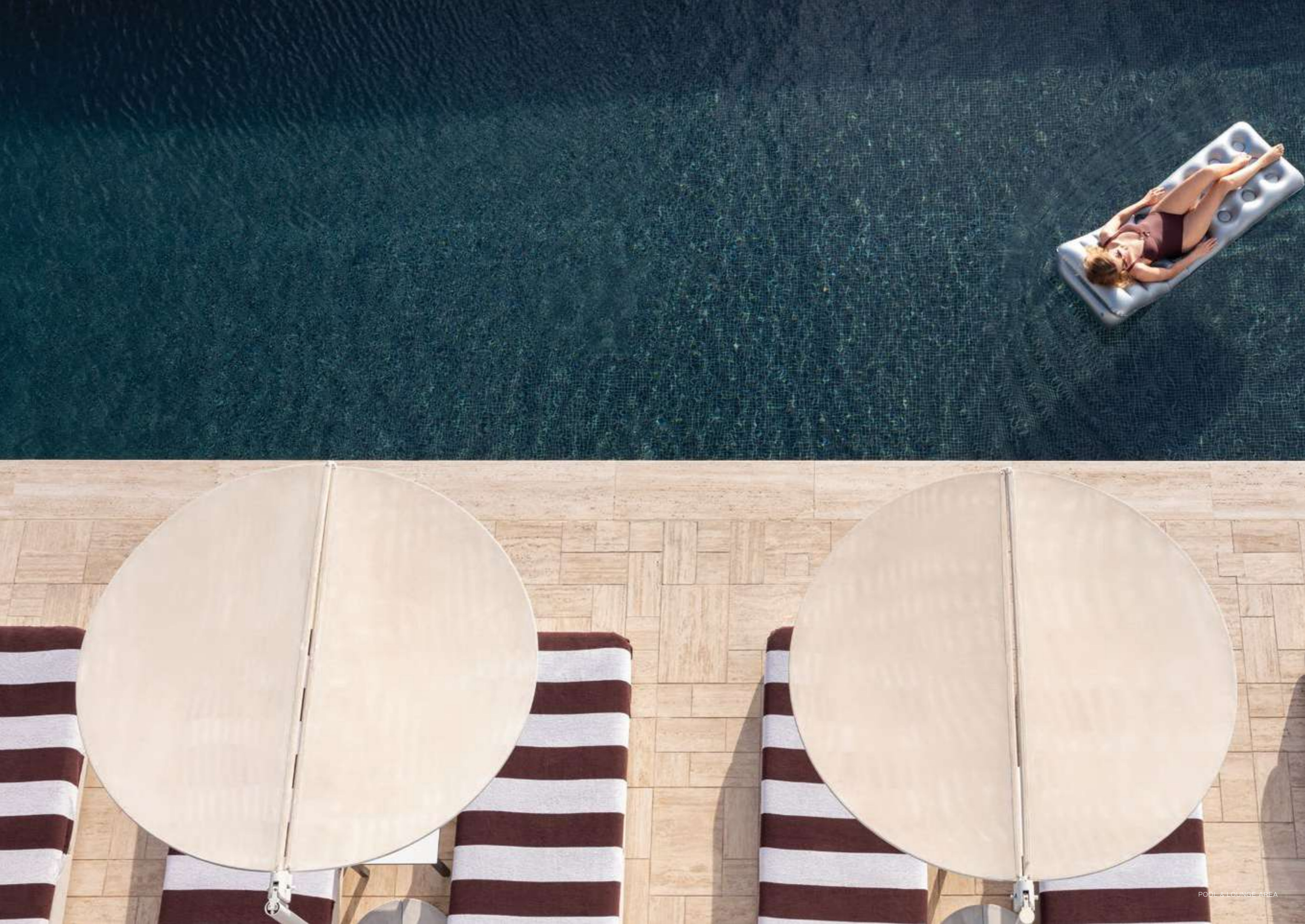
### DETAILS

Timeless Italian brands, modern bespoke pieces and a muted palette of luxurious finishes. The details sit at the heart of the Palme Couture experience.

With its elegant aesthetic, Palme Couture is an interesting combination of warmth and light. The travertine façade creates geometric forms that play with natural shadows.

Floor-to-ceiling glass doors glide and fold back fully to expose interiors to the outdoors, creating a closeness to nature and blurring the boundaries between inside and outside. They offer dramatic views as well as incredible light on every floor all day long.











RESTAURANT & BAR AREA AT SUNSET





















## KITCHENS

### SPECIFICATIONS



State-of-the-art kitchens are featured in all homes. Cabinets by Poliform-Varenna are finished in sleek black and white gloss finishes with seamless black groove handles. The purest white stone flooring adds visual space and ambient depth as it wraps the kitchen island and creates a continuous flow into the living room.

## BATHROOMS

### SPECIFICATIONS



The bathrooms are inspired by our waterside location. Marble surfaces of natural grey and blue patterning are reminiscent of ocean waves in a storm. Sleek, suspended vanity units finished in black and white gloss lacquer suggest a shell-like pearlescence. Marble countertops with integrated basins imitate a natural spring set in stone, whilst chrome vanity and shower fixtures by Gessi bring a contemporary edge.

## HOME TECHNOLOGY

### SPECIFICATIONS



Technology is the silent assistant throughout Palme Couture. For the convenience of residents, we have integrated fully optimised smart home systems by Crestron, featuring keypad controlled home automation functions. And to uphold the aesthetic integrity of the interiors, all visible units are stylishly designed and seamlessly incorporated.

## LANDSCAPING

### SPECIFICATIONS



With a pristine sandy beach and the turquoise ocean as our setting, all landscaping is designed to be empathetic with our bountiful natural assets. The considered planting of mature trees and our Japanese garden soften the connection between the built and coastal environments.

## BEACHFRONT LIVING

### FEATURES



As well as enjoying sweeping views from their ocean-facing home, residents benefit from private beach access and unlimited use of our beachfront amenities. Bathe in pure luxury in our black-tiled, salt water infinity pool, or relax at the coffee and mocktail bar.

## GYM

### FEATURES



To reach optimum fitness inspired by breath-taking sea views, residents may make use of our ocean-facing gym, fully furnished with state-of-the-art equipment by TechnoGym. And, for those with a specific fitness mission, our in-house personal trainer will provide the necessary expertise and motivation.

## SPA

### FEATURES



The residents' spa is a haven of health and self-focus, comprising a massage room and thermal area with a relaxation room, sauna, steam room and Jacuzzi. Created entirely from white stone and featuring dark grey reveals and low light levels, this temple of wellness inspires a luxuriously calming mood of 'dark luxury'.

## CIGAR LOUNGE

### FEATURES



This intimate space is created as a cocoon to embrace residents before and after a spa treatment or gym session. It is a restful spot in which to relax, contemplate, enjoy a cigar or watch a movie. The room is purposefully subdued in colour, peaceful in mood and rich in texture. Making a dramatic statement in burnished black metal, the suspended fireplace screen perfectly complements the natural timber floor in soft grey.

## THE LOBBY

### FEATURES



This voluminous double-height space, with its oversized chandelier by Henge and curated art provides a fitting sense of arrival. Warm wood panelling, marble flooring and a real fireplace evoke a timeless mood of genuine hospitality. It is here, our concierge welcomes residents and visitors, ensuring all moments at Palme Couture are enhanced by gracious attention.

## PERSONAL SERVICES

### FEATURES



Residents of Palme Couture will appreciate the effect of thoughtful design in terms of the support they receive as well as in the aesthetic that surrounds them. Articulated in the form of a 24/7 concierge, in-house beauty salon, valet parking and chauffeur transfers, service is pre-emptive and personalised.



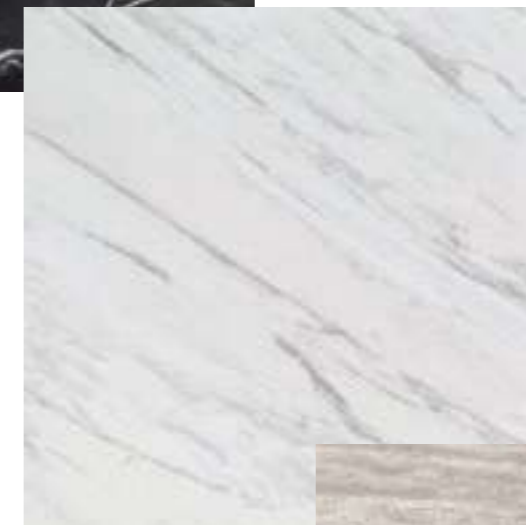
## A NATURALLY REFINED PALETTE

### MATERIALS

When we seek distinctive interiors that resonate with the soul, we entrust nature with our creativity. The beauty of muted colours, natural stones and warm timbers inspired the scheme. Following a rigorous selection process and a proven list of suppliers we opted for the finest Carrara marble, travertine, oak and iroko and complemented them with burnished bronze metal, gloss lacquer and black glass.



Grey Marquina



Volakas Super Extra Honed



Travertine Stone



Sahara Noir

### WALL FINISHES

- Iroko Stained Grey
- Grey Oak Strip Panels
- Light Oak Strip Panels
- Black Marquina Marble
- Dark Bronze Metal
- Black Metal
- Fior di Bosco Grey Marble
- Light Bardiglio (Bathrooms)
- Dark/Blue Bardiglio (Fireplaces)
- Volakas Extra (Kitchen/ Backsplash/Island)
- Statuarietto
- Sahara Noir
- Light Beige Timber
- Grey Oak Panels
- Light Oak Panels
- Travertine Stone
- White Lasa Marble
- Black Glass
- Grey Marquina
- Crema Delicato Marble

### FLOOR FINISHES

- Volakas Super Extra Honed
- Light Grey Oak Timber
- Dark Grey Oak Timber
- Fior Di Bosco Grey Marble
- Bardiglio Light
- Statuarietto Marble
- Lasa White Marble
- Bianco Venus

### COUNTERTOP FINISHES

- Volakas Extra
- Fior di Bosco Grey Marble
- Light Bardiglio
- White Lasa Marble
- Statuarietto Marble

### MILLWORK / JOINERY

- White/Black Glossy Lacquer
- Light Timber Oak Doors
- White Matt Lacquer Doors
- Thermo Treated Brown Oak
- Black Oak
- Dark Grey Oak

## CREDITS

Lighting by **VIABIZZUNO**

Kitchens and Bedroom Closets by **VARENNA (POLIFORM)**

Furniture by **MINOTTI**

Master Closets and Interior Doors by **RIMADESIO**

Outdoor Furniture by **PAOLA LENTI**

Gym Equipment by **TECHNOGYM**

Bath Amenities by **HERMÈS**

Swimming Pool by **ABSOLUTE POOLS**

Smart Home by **CRESTRON**

Glazing by **VITROCSA**

Bio Ethanol Fire Places by **GLAMMIFIRE**

Brand Partner **SABRINA MONTE-CARLO**

Interior Design and Customised Furniture by **INNOVATE LIVING**

Project Development and Architecture by **INNOVATE LIVING**

To discover more about Palme Couture Residences  
or to view our show apartment please contact us below:

**+971 (0) 4 421 6770**  
**living@palmecoutureresidences.ae**

**INNOVATE**  
L I V I N G

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