

**DAMAC**

TOWER

— NINE ELMS, LONDON —



NINE ELMS  
LONDON

interior design by

**VERSACE**  
HOME





# LONDON

Enjoy the very best London has to offer. DAMAC Tower is perfectly placed to sample all delights, from designer labels to global premieres, Michelin-starred dining to once-in-a-lifetime concerts. It's one of the greatest cities of Europe - make it your own.

D A M A C T O W E R

N I N E E L M S

N I N E E L M S

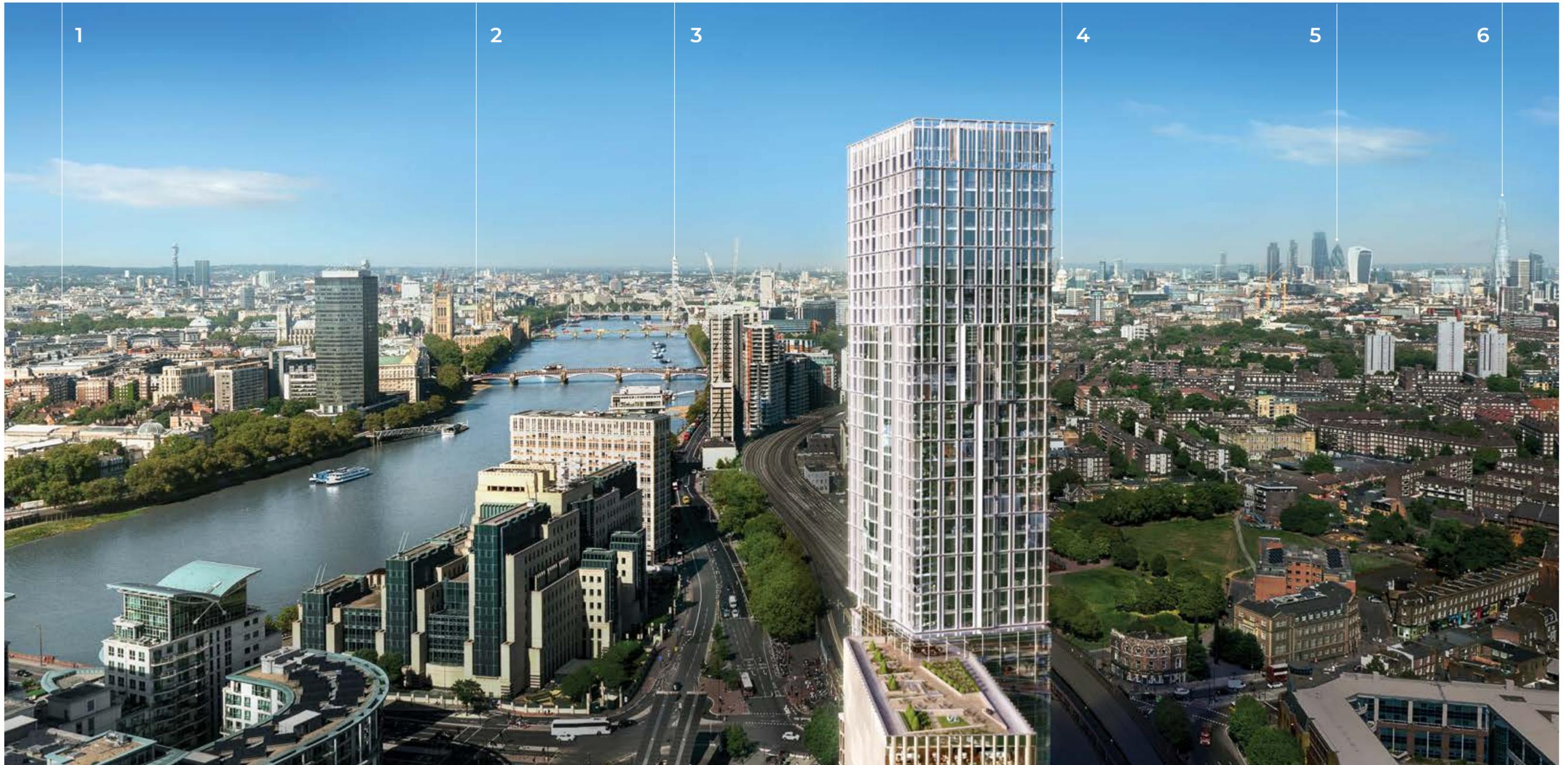


# ART & DESIGN

A metropolitan hub of art and culture, London's South Bank is home to some of the world's most famous arts venues. Drama takes centrestage at the National Theatre, Royal Festival Hall and the Old Vic, while art and sculpture impress at Tate Modern, Hayward Galleries and Saatchi Art Gallery, just across the river in Chelsea.

# THE NEW ADDRESS IN LONDON

- 1 St James Park
- 2 Houses of Parliament
- 3 London Eye
- 4 St Paul's Cathedral
- 5 The Gherkin
- 6 The Shard



D A M A C T O W E R

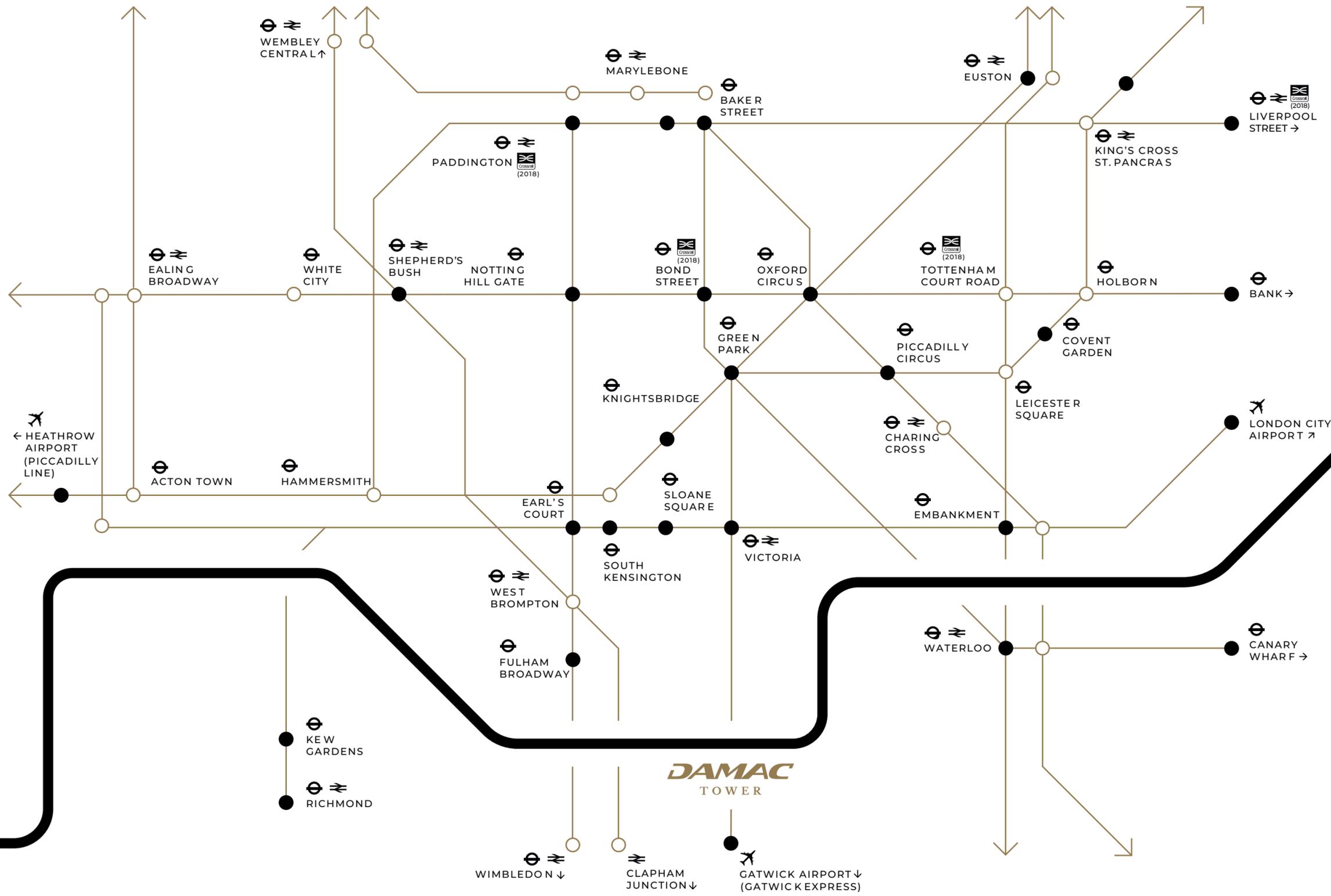


# EXPLORE THE CAPITAL

Your new home at DAMAC Tower is well connected and the city and West End are within easy reach via Vauxhall rail and underground station. If you are looking to go further ahead, the nearby Queenstown Road and Battersea Park railway stations offer connection to the rest of the UK via London Bridge and London Victoria. Seeing more of the world is easier too and you can reach Gatwick Airport in less than an hour by train. With the new Northern Line extension soon to be introduced, travelling will become even easier, serving two new underground stations – Nine Elms and Battersea Power Station, enabling residents to reach the city in just eight minutes.

D A M A C T O W E R

N I N E E L M S



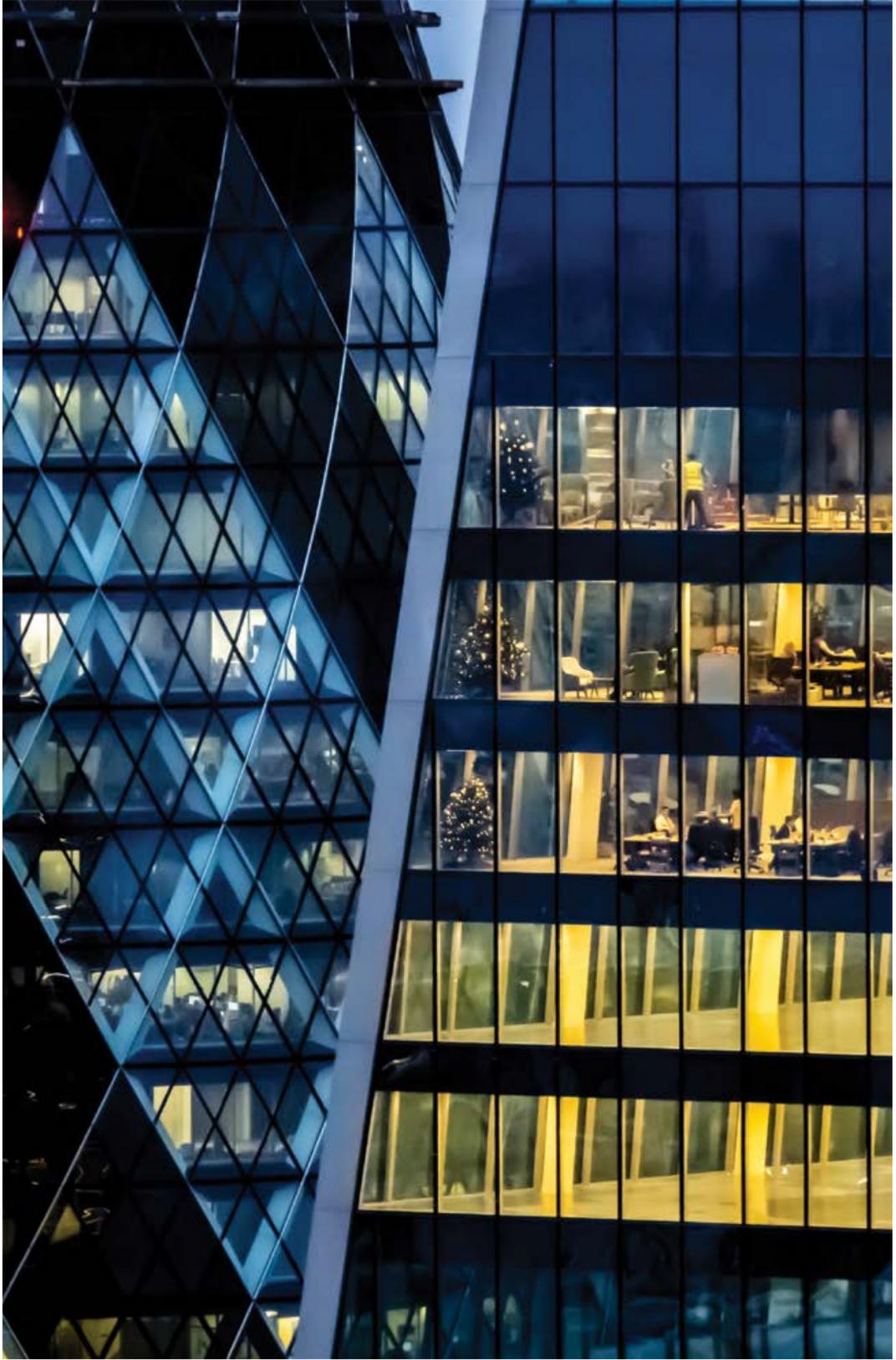
DAMAC Tower Nine Elms in Central London is nestled between Vauxhall and Battersea, where a multi-billion pound investment is dramatically transforming the area into an ultra-modern residential and internationally significant business district, set to become a new centre for arts and culture in the capital.

A nighttime photograph of the London skyline along the River Thames. The Shard skyscraper is the central focus, illuminated against a dark blue sky. To its left is a large, curved, modern building with a glass facade. Other modern buildings with lit windows line the riverbank. The river is calm, reflecting the city lights. A few boats are visible on the water. The overall atmosphere is serene and modern.

THE BEST CITY  
TO LIVE IN

- Relax in one of the world's largest and most influential cities with a strong and secure economy
- Connect to the rest of the world with ease, thanks to the two nearby international airports – Heathrow and Gatwick; whilst the smaller Stansted and London City airports allow rapid internal transit
- Experience life with world-famous icons and cultural heritage at your doorstep
- Receive world-class education in a city abundant with prestigious universities
- Benefit from an outstanding healthcare system
- Enjoy the melting pot that is one of the most ethnically diverse cities on earth, hugely popular with expats
- Celebrate a high-status, prestigious address







# EMBRACING THE PAST & FUTURE

The DAMAC Tower in Nine Elms, Central London experience goes beyond four walls – step outside and enjoy new walkways and a beautiful public piazza in which to relax and unwind. The Nine Elms area is already home to the New Covent Garden Market, the new US Embassy and Battersea Power Station, a cherished feature of the London skyline. It's also blessed with almost two miles of Thames river frontage, and will be lined with cafés, bars, restaurants, cultural attractions and public space as part of the planned regeneration.



# A PARK FOR ALL SEASONS

A special space of serenity and a welcome escape from the busy capital, Battersea Park offers 200 acres of lush green space within walking distance of DAMAC Tower. Practice your serve on the tennis courts, set a new personal best on the running track or treat the little ones to a trip to the Children's Zoo. Host to the annual gardening Chelsea Fringe Festival and Formula E, the eco-friendly electric car racing championship, there is sure to be something for the whole family.

# ALL IN GOOD TASTE

**28**  
MINUTES

## KINGS ROAD

Designer names and unique boutiques provide an eclectic shopping experience.

**12**  
MINUTES

## SLOANE SQUARE

A premier shopping destination for luxury, fashion and accessories.

**17**  
MINUTES

## OXFORD & REGENT ST.

In the centre of London's West End, the street is famous for everything from designer brands to department stores like Selfridges and Nike Town.

**09**  
MINUTES

## KNIGHTSBRIDGE

Home to Harrods and Harvey Nichols, the original exclusive luxury department stores.

**17**  
MINUTES

## SOUTH KENSINGTON

The heart of Kensington's cultural district featuring upscale dining opportunities and art galleries.



# DAMAC TOWER NINE ELMS

In an exclusive partnership with Versace Home, the global symbol of glamour, DAMAC Tower, Nine Elms, London brings you the ultimate in branded living experiences. Only here can you enjoy lavish interiors designed by Versace Home in the first collaboration between this luxury designer and a new residential property in London.

DAMAC TOWER

NINE ELMS

# THE DISTINGUISHED DESTINATION





# SETTLE INTO LUXURY

D A M A C T O W E R

N I N E E L M S

50 STOREYS OF UNPARALLELED  
LUXURY IN THE HEART  
OF LONDON.

PERFECTLY POSITIONED  
IN NINE ELMS.

LONDON'S NEWEST PREMIER  
DESTINATION.

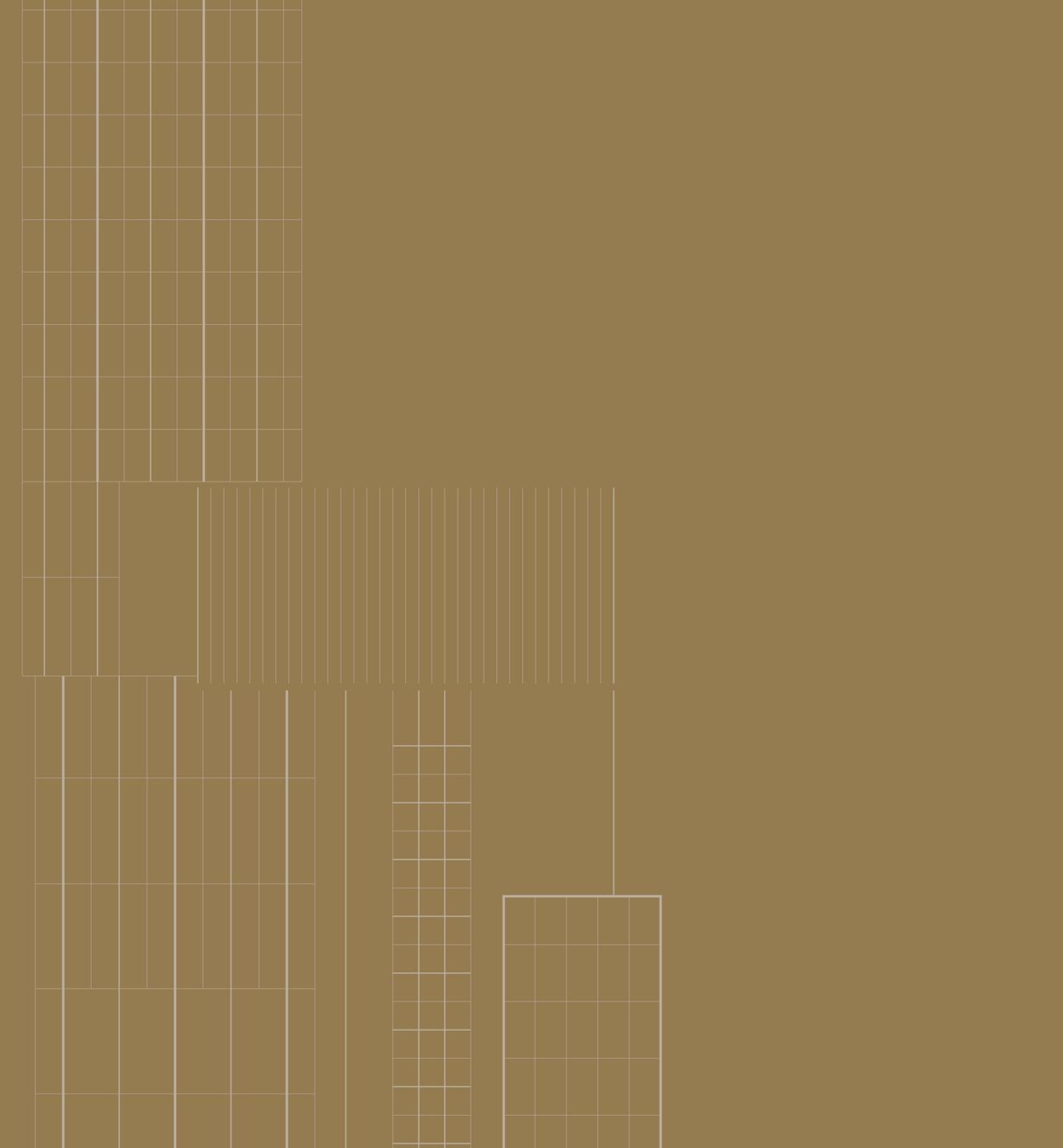
A COLLECTION OF  
STUDIO, 1, 2 & 3 BEDROOM  
APARTMENTS & PENTHOUSES.

INTERIORS BY VERSACE HOME.  
EXTERIORS BY LONDON.

N I N E E L M S



Computer Generated Images for illustrative purposes only





# DRAMATIC 180° VISTAS

Enjoy the sunrise and the sunset with stunning vistas from north to south and east to west (panoramic view from level 40).



Computer Generated Images for illustrative purposes only.

# A NEW PERSPECTIVE

Soon to become the newest addition to London's skyline, DAMAC Tower stands proudly within Nine Elms and is carefully designed to create breathtaking vistas from every aspect. The views cover the iconic Battersea Power Station and go up the River Thames to the city and beyond.

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N I N E E L M S





# A MODERN MASTERPIECE

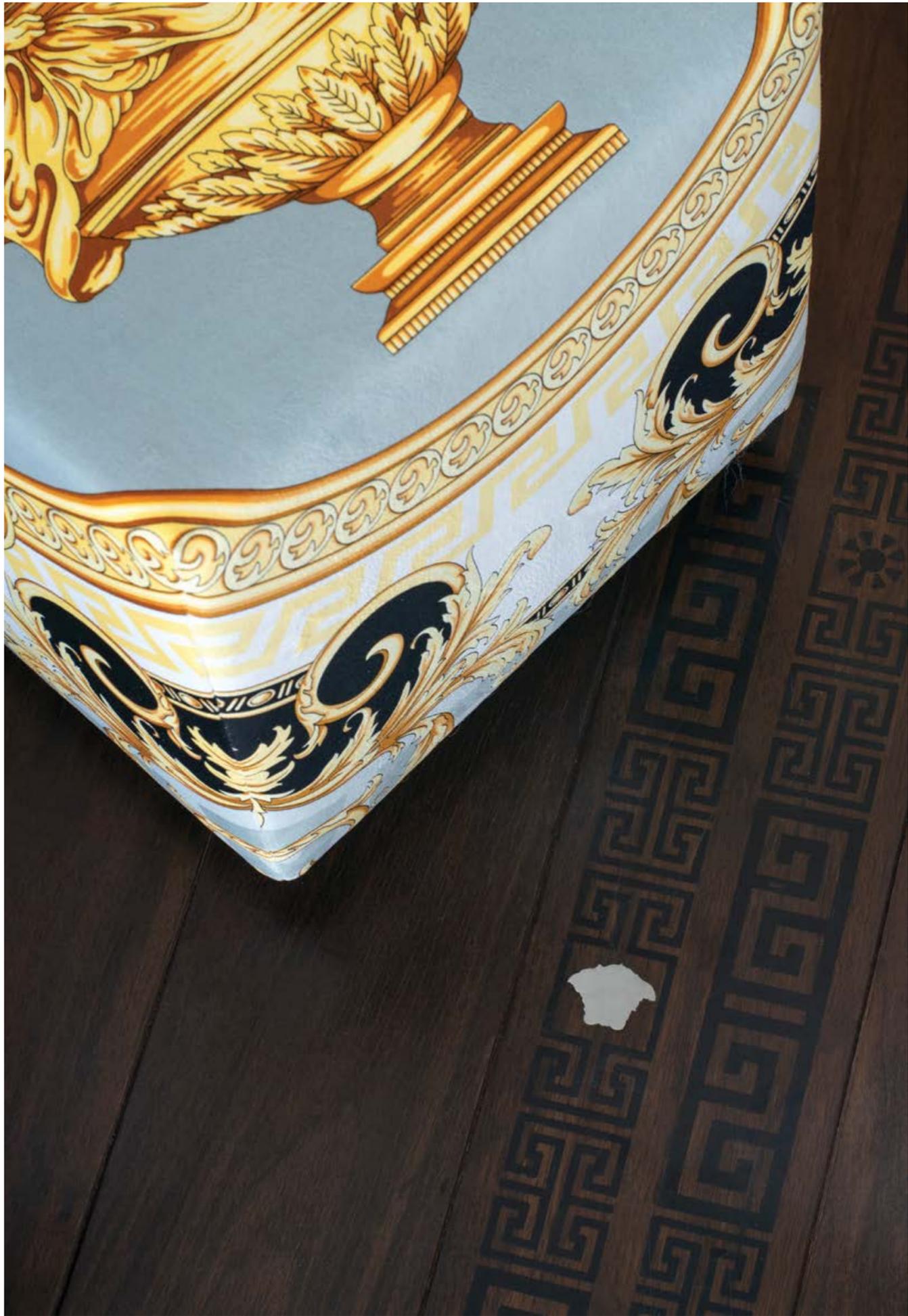
Stone, terracotta and glass come together in a fresh and distinctive world-class design to create an inspiration in luxury living, inside and out.

## THE NORTH TOWER HIGHLIGHTS

360 new private residential apartments	8,010 square feet of communal gardens	Children's play areas	
Expansive indoor swimming pool and Jacuzzi	State-of-the-art gymnasium	Optional hospitality services*	
Ample parking*	Secure bicycle spaces*	Secure storage facilities*	Car lifts

\*Available by separate negotiation.





# THE DESIGNER DETAILS

Versace Home has considered every detail of DAMAC Tower, Nine Elms, London. Opulent interiors are defined by exquisite gold and pattern finishes to create the ultimate branded living experience.





# THE GRAND LOBBY

A peaceful ambience greets you as you enter the lobby at DAMAC Tower, Nine Elms, London. Beautifully polished details, from the high-gloss marble floor and plush Versace Home chairs, to the friendly staff and fresh flowers; your entrance to the building perfectly sets the scene. The lobby is an elegant space that's bright on sunny days while being intimate and cosy during the winter months.





# HEALTH & WELLNESS

With ample space to relax and recharge, residents can enjoy access to a host of spa facilities, including a swimming pool and Jacuzzi on the 23rd floor, as well as a decking area with stunning views across the city. The finishing touches have been carefully designed by Versace Home, ensuring luxury and originality.









# AT THE MOVIES

Be swept away in the sumptuous comfort of your own private cinema, which gives an intimate viewing experience with Versace Home detailing underlined by plush glamour.

D A M A C T O W E R



# FOR THE LITTLE ONES

Discover a dedicated 2,034 square-foot play area on the 24th floor crafted to keep children entertained and mentally stimulated with books, games and more, perfect for making new friends.



# THE RESIDENTS LOUNGE

Mingle with fellow residents in your shared lounge overlooking the roof gardens and the city beyond. Or simply sit back and relax with the papers on one of the luxurious Versace Home sofas.





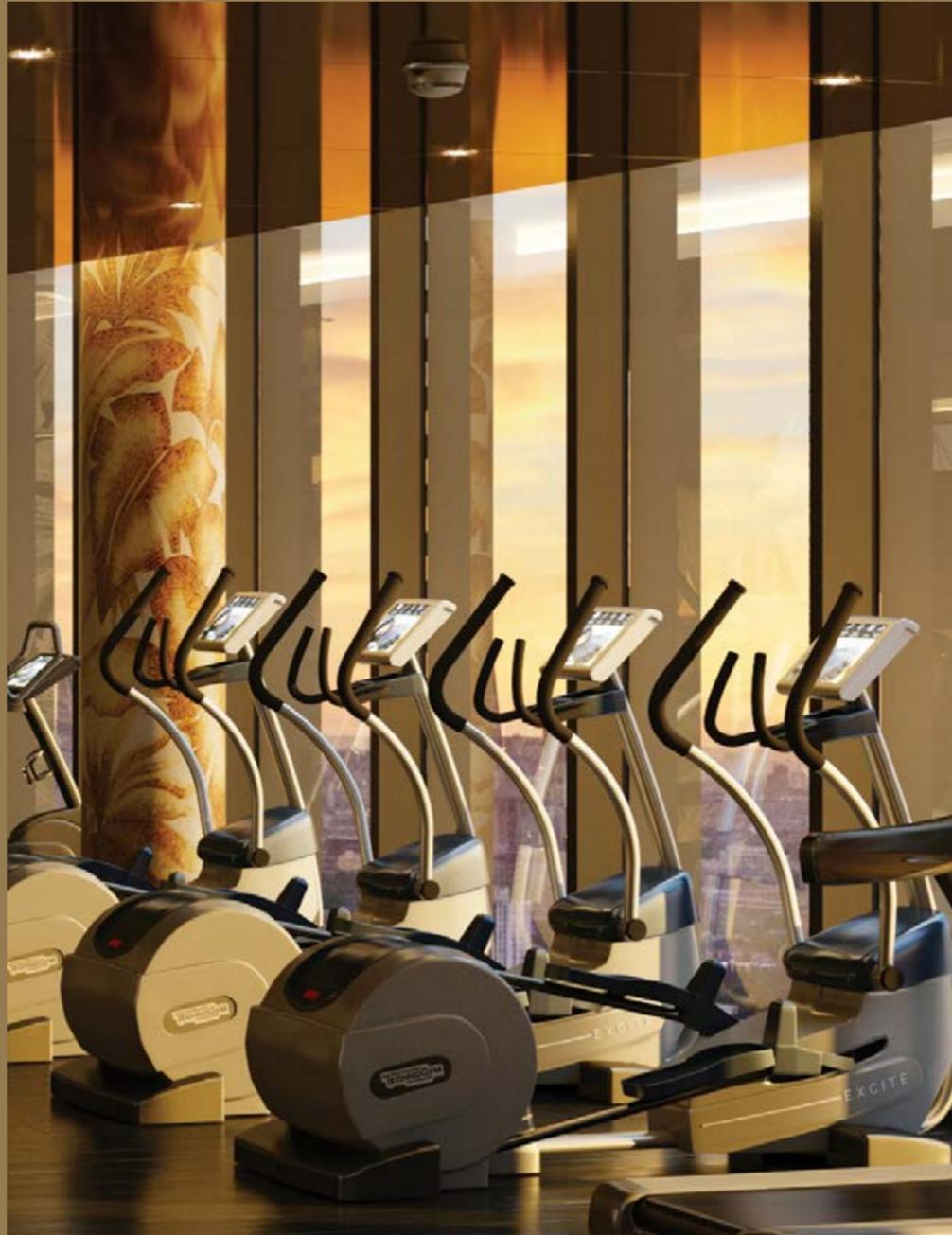


# AN ELEGANT EXPERIENCE

Whether you're taking in the impressive cityscape from the three spacious terraces, soaking up the summer sun from the deck area or unwinding amidst the beautifully kept gardens, enjoy the south-facing terrace spaces in any way you like. Impress your guests with 360° views, suspended above the hustle and bustle of the city beneath and feel a world away with all the comfort of being at home.







# WORKOUT WITH A VIEW

Take some time to focus on you. With a state-of-the-art gym just moments from your door on the 24th floor, getting your daily dose of exercise couldn't be easier.





# CAFÉ WITH CULTURE

Make a brisk start to the day with coffee and conversations at the café at ground level. Tuck into an array of culinary goodness; there's enough to appeal to every palate.



D A M A C T O W E R



# NEVER NEED TO CHECK OUT

Our housekeeping team offers varying levels of service ranging from at-home dining to valet services and more, with discreet and thorough detail that easily fits into your schedule.



# THE FINEST FINISH

D A M A C T O W E R

N I N E E L M S

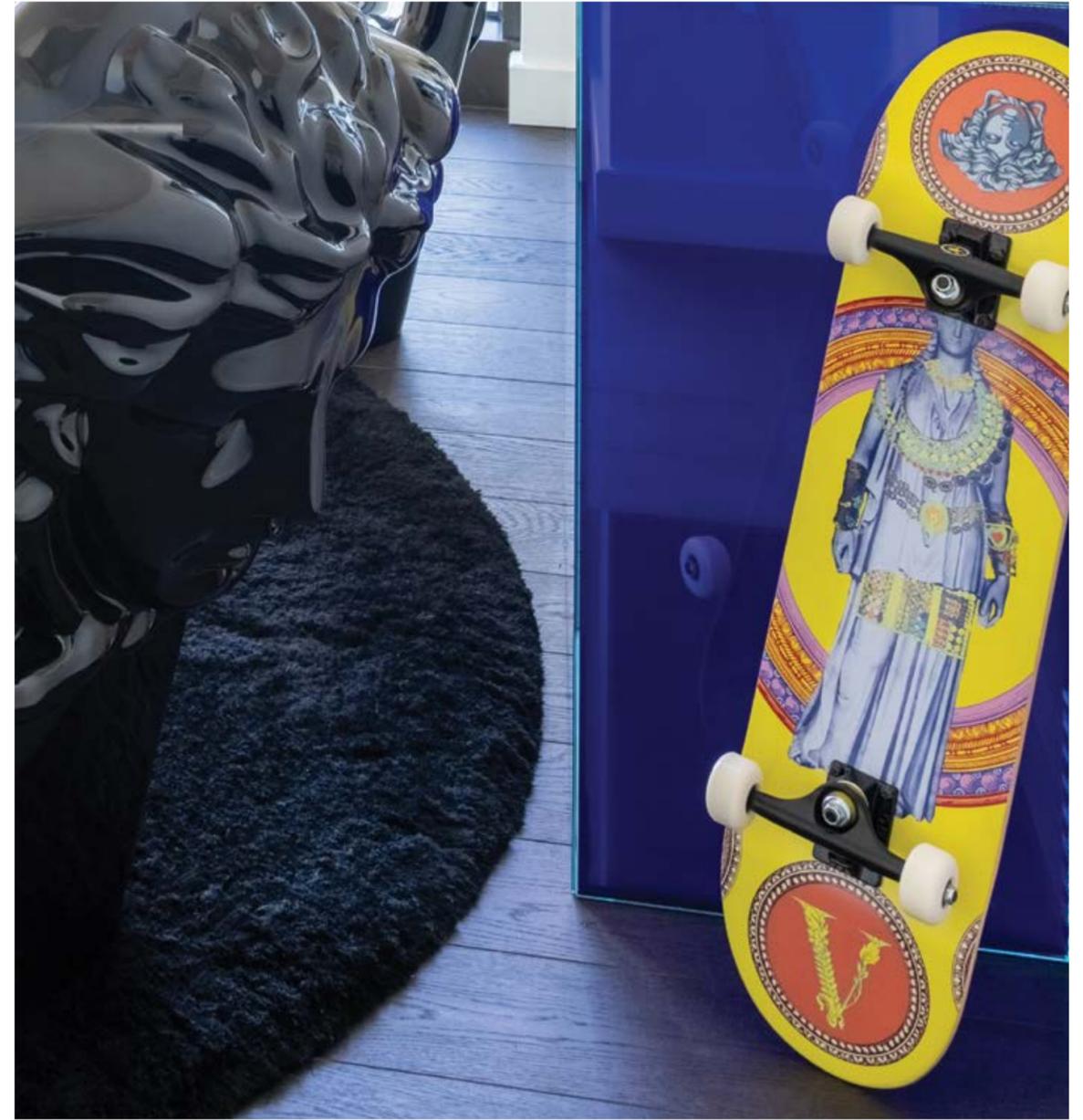












D A M A C T O W E R

# DAMAC PROPERTIES

LIVE THE LUXURY

DAMAC Properties has been at the forefront of the Middle East's luxury real estate market since 2002, delivering award-winning residential, commercial and leisure properties across the region, including the UAE, Saudi Arabia, Qatar, Jordan, Lebanon, Iraq, the Maldives, Canada, the United States, as well as the United Kingdom. Since then, the company has delivered approximately 39,400 homes, with a development portfolio of more than 28,000 at various stages of planning and progress.\*

Joining forces with some of the world's most eminent fashion and lifestyle brands, DAMAC has brought new and exciting living concepts to the market in collaborations that include a golf course managed by The Trump Organization, and luxury homes in association with Versace, Cavalli, Just Cavalli, de Grisogono, Paramount Hotels & Resorts, Rotana and Radisson Hotel Group. With a consistent vision, and strong momentum, DAMAC Properties is building the next generation of Middle Eastern luxury living.

DAMAC places a great emphasis on philanthropy and corporate social responsibility. The Hussain Sajwani – DAMAC Foundation, a joint initiative between DAMAC Group and Hussain Sajwani, recently announced the launch 'Fresh Slate' in collaboration with the Dubai Police General Headquarters aimed at aiding detainees in Dubai's Punitive and Correctional Institutions who have been charged with petty offences.

The HSDF has also pledged Dh5 million for the 1 Billion Meals initiative launched by Vice President and Prime Minister of the UAE, and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, at the start of Ramadan 2022, aimed at providing meals to underprivileged communities in 50 countries across the world.

DAMAC also supported the vision of Sheikh Mohammed to train one million Arab coders in creating an empowered society through learning and skills development, an initiative that successfully wrapped up in May 2022.





# AL JAWHARAH TOWER

## JEDDAH, KSA

An award-winning residential tower on the Jeddah Corniche. The multiple award-winning Al Jawharah sets a new benchmark for luxury within the Kingdom of Saudi Arabia, with lavish residences, some of which boast interiors by Versace Home.



Delivered 2015 | **46** storeys | **61** apartments  
**935,330** SQFT of total built-up area | Balconies with unique designs  
Studios and 1, 2, 3 & 4 bedroom apartments and penthouses.



## DAMAC TOWER BEIRUT, LEBANON

An award-winning icon in the 'Paris of the Middle East'.  
Situated at the heart of Solidere in Beirut, the 28-storey  
DAMAC Tower offers residents an unrivalled opportunity to  
make the most of life in this vibrant and dynamic location.



Delivered 2017 | **28** storeys | **82** apartments  
**407,580** SQFT of total built-up area | Balconies with unique designs

Please call our Sales Advisors for further information or to arrange an appointment

Unit 12 West End Quay, 1 South Wharf Road, Paddington, London, W2 1JB

T: 020 7723 1284 | E: [NewHomes@fraser.uk.com](mailto:NewHomes@fraser.uk.com) | W: [www.fraser.uk.com](http://www.fraser.uk.com)

INTERIOR DESIGN CONCEPT

**VERSACE**  
HOME

—  
LEAD ARCHITECT

**KPF**

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