

ELIE SAAB

MAISON

ELIE SAAB MAISON ARRIVES IN QATAR. CORPORATE BRAND MAISON TOGETHER WITH TIVOLI FURNITURE BRING ELIE SAAB MAISON TO DOHA.

Doha – 24.03.2022. ELIE SAAB Maison's international development plan announced last year continues right on schedule. After the openings in Milan, London, Dubai, Beirut, and recently Paris, it is now the turn of Qatar, another strategic market for the Brand. Partner of this operation is Tivoli Furniture, a reference point in the luxury interior design sector since 1978.

"Qatar has always been an important market for ELIE SAAB. Our desire was to immerse our customers even further into our personal lifestyle vision, providing them with an all-encompassing experience. The Maison collection pieces are born from the same ideals, commitment, and craftsmanship that we have always invested into the Brand's creations. The presence of a prestigious partner such as Tivoli Furniture is a further guarantee that this goal will be achieved". Says Mr Elie Saab Jr., CEO of Elie Saab.

The space dedicated to ELIE SAAB Maison was created inside Tivoli's prestigious showroom, located in Al Rayyan Al Qadeem Street, near Rayyan Park, in the capital Doha. ELIE SAAB Maison positions itself in the heart of the showroom, on the ground floor, with a dedicated space of 150m². Inside are set up the different environments to showcase the collection: two large living areas, a dining area and a suite, to which are added the rugs, lighting and textile products.

Walking into the space means immersing yourself in a sophisticated atmosphere made of precious details, sinuous, elegant and minimal lines, contrasted by the richness of materials, metals, stones and fabrics. The unique style of ELIE SAAB can be found in the furniture items, inspired by one of the places most dear to the designer, Paris: from the herringbone wooden floors to the high ceilings that let the light move freely, caressing the surfaces and creating reflections that change with the variation of the materials on which it rests; and then the arches, which separate the rooms and frame the ELIE SAAB Maison logo.

"We arrive in Qatar following a precise strategy, the same one we adopt in all the countries we decide to enter, and which involves building a project together with an exceptional partner, to whom we can bind ourselves exclusively, creating value around the ELIE SAAB Maison Brand. We are very happy with the Tivoli Group alliance, and to be able to count on a 40-year-long experience in one of the key markets for the Brand. The journey continues". States Massimiliano Ferrari, President of Corporate Brand Maison.

ELIE SAAB

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ELIE SAAB HAUTE COUTURE HOUSE.

Elie Saab founded the eponymous label in 1982, when he was only 18 years old. Since then, ELIE SAAB Maison has established itself as one of the leaders in the Haute Couture category, internationally, with ateliers based in Paris and Beirut. Since then, ELIE SAAB has continued to grow thanks to its original savoir-faire and the innate elegance for which it is appreciated, expanding into the prêt-à-porter categories, in the creation of wedding dresses, accessories, eyewear and fragrances. Thanks to the recent adventure in the world of home decor and interior design, with the new MAISON line, ELIE SAAB enters the ranks of the most important fashion and lifestyle brands in the global luxury sector.

ELIESAAB.COM

CORPORATE BRAND MAISON S.A.

CB Maison is the division of the Group specialized in brand extension projects in the furniture and hospitality sectors, dedicated to prestigious international fashion and automotive brands. The services offered by CB Maison, tailored to the specific needs of its customers and their development goals, focuses on two areas: the design, production and marketing of home decor collections; the development of advanced initiatives in the branded real estate sector, from the planning phase up to the delivery phase, thanks to a network of exclusive global partners who have been operating in this sector for years.

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TIVOLI GROUP

Established in 1978, Tivoli Furniture, is one of the largest furniture suppliers in the state of Qatar with a 23,000 sqm facilities and the oldest in the country. Tivoli's commitment to reliability, style, quality, and customer service has established the company at the forefront of Qatar's furniture market, supplying a wide range of customers, from individual clients to large commercial and governmental projects. Housing top end international luxury brands, Tivoli curates collections for Home, Office, Kitchen and Bathrooms, Outdoors, Flooring, Fabrics & Wallcovering making Tivoli's showroom a destination for inspiration. Serving both residential and corporate needs, Tivoli provides full services from simple delivery and installation to integrated Design & Build Projects walking side by side with customers. Tivoli Projects counts with a highly experienced team that use state-of-the-art equipment to develop concepts and deliver the ultimate interior design solutions.

TIVOLI.COM.QA

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