



A project by Dubai Infinity Holdings

Dubai Infinity Holdings bring “Haute Homes” to Dubai through signing legendary fashion icon Karl Lagerfeld to Isla Moda

- *Fashion icon to design 80 residential homes, which will include a limited edition line.*
- *Designer to exclusively work with Dubai Infinity Holdings in GCC and India*

Dubai, July 8th 2008: Fashion icon, Karl Lagerfeld has signed an exclusive deal with Dubai Infinity Holdings (DIH); an intelligent innovative investments enterprise that will focus on first of its kind projects in non conventional growth sectors, in line with their mandate to fulfill unmet market needs. Karl Lagerfeld is to design limited edition homes on Isla Moda, the world’s first dedicated fashion island, set in the iconic development, The World. This will be an exclusive collaboration between Dubai Infinity Holdings and Karl Lagerfeld across the GCC and India.

“Dubai Infinity Holdings is excited to bring Karl Lagerfeld to the UAE region for the first time as he embarks on laying his footprint on Isla Moda. He is the first of five iconic designers who will shape Isla Moda into an international destination. This is a very important phase in the development and begins a new chapter for fashion in Dubai,” said Samira Abdulrazzak, CEO of Dubai Infinity Holdings. “Karl



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Lagerfeld's exquisite work transcends demographics and is idolized by fashionistas in Dubai," she added.

Legendary fashion pioneer, Karl Lagerfeld is a designer of a multitude of talents. His collaborations with avant-garde fashion labels such as Chanel, Fendi and eponymous brand Karl Lagerfeld has propelled him to Fashion Icons status. However, his versatility and interests in history, architecture, music, literature and photography has made Karl Lagerfeld one of the most influential designers of today.

Karl Lagerfeld has ventured into several expressive forms of art and beauty. His passion for photography took him behind the lens, creating his own campaigns and artistic photography, which are shown in the most famous galleries and museum all over the world. This obsession for photography and books naturally lead him to open his own bookshop on the leftbank of Paris and start a new venture as a publisher of art books with his publication house, 7L. He has implemented his passion for interior design by creating several different designs for his own properties, which reflects his artistic vision.

Karl Lagerfeld's flair of combining avant-garde and haute couture will blueprint the isle of inspiration. "The metamorphosis of art and beauty is my passion. The discovery of contemporary mediums of expression has allowed me to pursue my interest in art, beauty, architecture and progressive cultural exchange," said Karl Lagerfeld. "Dubai is a fashion bud on the verge of blossoming into the next



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fashion hub of the world. The city is alive with culture and rich in personality, making a perfect place for aesthetic, fashion and design to flourish. Isla Moda has tremendous potential to be the style icon of the future and I intend on driving the island to high style stardom,” he added.

Today, Karl Lagerfeld has recognized the tremendous potential for international fashion in Dubai. Renowned for his innovative approach to fashion, photography art and beauty, Karl Lagerfeld has continuously reinvented his career through the exploration of different channels of expression. Isla Moda, his latest venture, will provide the legendary designer with the canvas for his next masterpiece.

Isla Moda is set to deliver an exquisite lifestyle created and curated by the world’s foremost designers offering a unique experience. The island will incorporate unparalleled architecture, lifestyle services, brand partnerships and design. Karl Lagerfeld is the first of five designers who will contribute to this iconic property.

Ms Abdulrazzak who is behind the pioneering project believes that the Fashion Icon’s legendary finesse and unprecedented style will set Isla Moda as the ultimate private paradise of high style: “We believe that the synergy of cultures will propel Isla Moda into international status making it an iconic landmark on the fashion world map. The most important aspect of this collaboration is the fact that we share a common vision”.



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Dubai Infinity Holdings recently made headlines by signing a joint venture with India's largest entertainment house, Yash Raj Films as well as launching the regions first UAE national female leadership initiative Style 7.

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About Dubai Infinity Holdings (DIH)

Founded in December 2, 2007, Dubai Infinity Holdings (DIH) is a Dubai-based investment company focused in the areas of information technology, education, healthcare, entertainment, and lifestyle development and management in the UAE, and in emerging global markets especially the MENASA (Middle East North Africa South Asia) region.

DIH is owned by a group of high profile local investors and aims at further building the economy of the UAE and Dubai by investing in key growth sectors and work within the frame work of Dubai Strategy Plan 2015.

About Isla Moda:

Isla Moda, the world's first dedicated Fashion Island. A mixed use development set in the iconic development The World, Isla Moda will combine a fashion resort, haute couture residential villas, bespoke retail offerings and luxury hospitality facilities in a drive to establish Dubai as a paradise of style. World renowned fashion designers from each continent will be instrumental in designing each element of the development.

Isla Moda will include a fashion hotel and a variety of luxury residential villas. The Hotel Moda will have approximately 250 rooms and serviced apartments, along with boutiques representing the world's most prominent designers, many of them exclusively. There will also be design studios and dedicated areas to service world renowned fashion events. Each area will be designed with the needs of the fashion industry and fashion connoisseurs in mind.

Near the residential collection will be the stylish Beach, Royal and Water Villas. All villas and villettes will offer a unique living experience while the limited edition villas will offer one of kind views, private beaches, pools and other unique residential accessories. As a first-of-a-kind project in the world, fashion conscious residents will select from the world's most recognized designers to create their own couture homes.

Isla Moda will also host exclusive international events, featuring high profile-designers and attended by the fashion world's crème de la crème. Fashion shows and limited edition product launches are a few of the events that will take place on the island.



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Moreover, Isla Moda will offer first-class service in the form of a personal concierge for guests and residents alike ranging from a style concierge for clothing, perfumery, personal style makeovers, as well as design concierge to create one of a kind living environments with bespoke furnishings, art, and technology. Hotel guests and residential owners will also receive VVIP access to exclusive events, services, and products globally.

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