



# ARMANI / CASA

Armani/Casa is the luxury home division of the Giorgio Armani brand, launched in 2000.

- Focus: Sophisticated and timeless interior design.
- Known for: Elegance, minimalism, and meticulous attention to detail.
- Core Values:
  1. Harmony of form and function.
  2. High-quality materials and craftsmanship.
  3. A blend of luxury and comfort.
- Key Offering: Exclusive furniture, décor, and interior design services tailored to create refined living spaces.



## Why Armani/Casa Partners with Real Estate:

1. Expands the brand's luxury ethos to entire living spaces.
2. Appeals to affluent buyers seeking a lifestyle, not just a property.
3. Provides a unique selling proposition for developers.
4. Examples of Branded Real Estate Projects:
  - Residences by Armani/Casa in Miami, USA.
  - Exclusive projects in cities like Dubai, Milan, and Beijing.
5. Features of Armani/Casa Real Estate Projects:
  - Custom-designed interiors by Armani/Casa.
  - Signature materials, color palettes, and furnishings.
  - Iconic branding for premium positioning.



# Target Market for Armani/Casa Projects

## Buyer Profile:

- High-net-worth individuals (HNWI).
- Global elite seeking luxury real estate investments.
- Style-conscious individuals who appreciate iconic design.

## Geographic Focus:

- Major metropolitan areas.
- Resort destinations.
- Markets with a demand for branded luxury properties.

## Key Buyer Motivations:

- Exclusive lifestyle.
- Association with the Armani brand.
- Unique, high-value investment.



1. Sell the Lifestyle, Not Just the Property:
  - Highlight how Armani/Casa embodies luxury living.
  - Showcase the brand's history, design philosophy, and global reputation.
  
2. Focus on Design Details:
  - Emphasize exclusive interior designs, materials, and finishes.
  - Provide physical samples or virtual tours of branded interiors.
  
3. Leverage the Armani Name:
  - Position the project as part of a world-renowned brand.
  - Share examples of Armani's influence in fashion and design industries.

## 4. Create a Personalized Experience:

- Tailor tours and presentations to buyers' tastes and preferences.
- Offer insights into how Armani/Casa can adapt designs to their vision.

## 5. Emphasize Investment Value:

- Explain how branded residences command higher resale value.
- Use data from previous Armani/Casa projects to show ROI potential.



# Sales Team Self-Development to Sell Armani/Casa

1. Deep Knowledge of the Brand:
  - Undergo training sessions to understand Armani/Casa's philosophy, design principles, and global legacy.
  - Study the brand's portfolio, including previous real estate projects and their unique features.
2. Mastery of Luxury Sales Techniques:
  - Learn how to tailor pitches to affluent clients by identifying their preferences and aspirations.
  - Practice storytelling techniques to connect the brand's legacy with the client's lifestyle vision.
3. Technical Proficiency:
  - Familiarize themselves with virtual tools like 3D walkthroughs and digital design previews.
  - Gain insights into the materials, craftsmanship, and design process to address technical questions confidently.

## 4. Cultural and Emotional Intelligence:

- Understand the diverse backgrounds and preferences of global HNWIs.
- Cultivate a patient, discreet, and service-focused approach to foster trust and exclusivity..

## 5. Professional Grooming and Etiquette:

- Maintain a polished appearance aligned with Armani's image.
- Exhibit refined communication skills and attention to detail during interactions.



# Ensuring Copyright and Brand Integrity

1. Prohibition of Unauthorized Use:
  - Avoid using Armani logos, designs, or marketing materials without approval from the brand's legal team.
  - Ensure all promotional content follows Armani's strict branding guidelines.
2. Control of Marketing Materials:
  - Use only officially sanctioned images, logos, and design elements in brochures, advertisements, and online platforms.
  - Ensure third-party agencies comply with Armani/Casa's intellectual property rights.
3. Monitoring Online Presence:
  - Regularly check online platforms and social media to identify potential misuse of the Armani/Casa brand.
  - Report unauthorized usage immediately to the legal department.

## 4. Sales Communication Integrity:

- Avoid making exaggerated claims or unauthorized guarantees about the property's design or affiliation with the Armani brand.
- Stick to official messaging approved by Armani/Casa.

## 5. Educating Clients:

- Clearly explain the exclusivity of Armani/Casa designs and how they cannot be replicated without infringing on copyrights.



# Overcoming Buyer Objections

Objection 1: “Why pay more for branding?”

Response: Branded residences have proven resale value and unmatched prestige.

Objection 2: “Is the quality worth it?”

Response: Armani/Casa ensures the highest standards in every aspect of design.

Objection 3: “What makes this different from other luxury properties?”

Response: The Armani/Casa name brings unparalleled design expertise and a legacy of luxury.



# Conclusion

1. Selling Armani/Casa is about selling more than just a home:
  - It's about presenting an exclusive, timeless lifestyle.
  - It's about connecting buyers with the legacy of Giorgio Armani.
  
2. Key Takeaway for Sales Team:
  - Position Armani/Casa real estate projects as an ultimate fusion of fashion, luxury, and investment.
  - Selling Armani/Casa is about embodying the brand's elegance and exclusivity.
  - By upgrading their knowledge and safeguarding the brand's integrity, the team ensures clients experience the true essence of Armani/Casa.





# TWIN TOWER DXP

Sector 84, Gurugram, Haryana 122004



ARMANI/CASA

# Scope of work at Twin Tower DXP



The scope includes designing and furnishing key areas within the Twin Tower DXP with exclusive Armani/Casa collections.

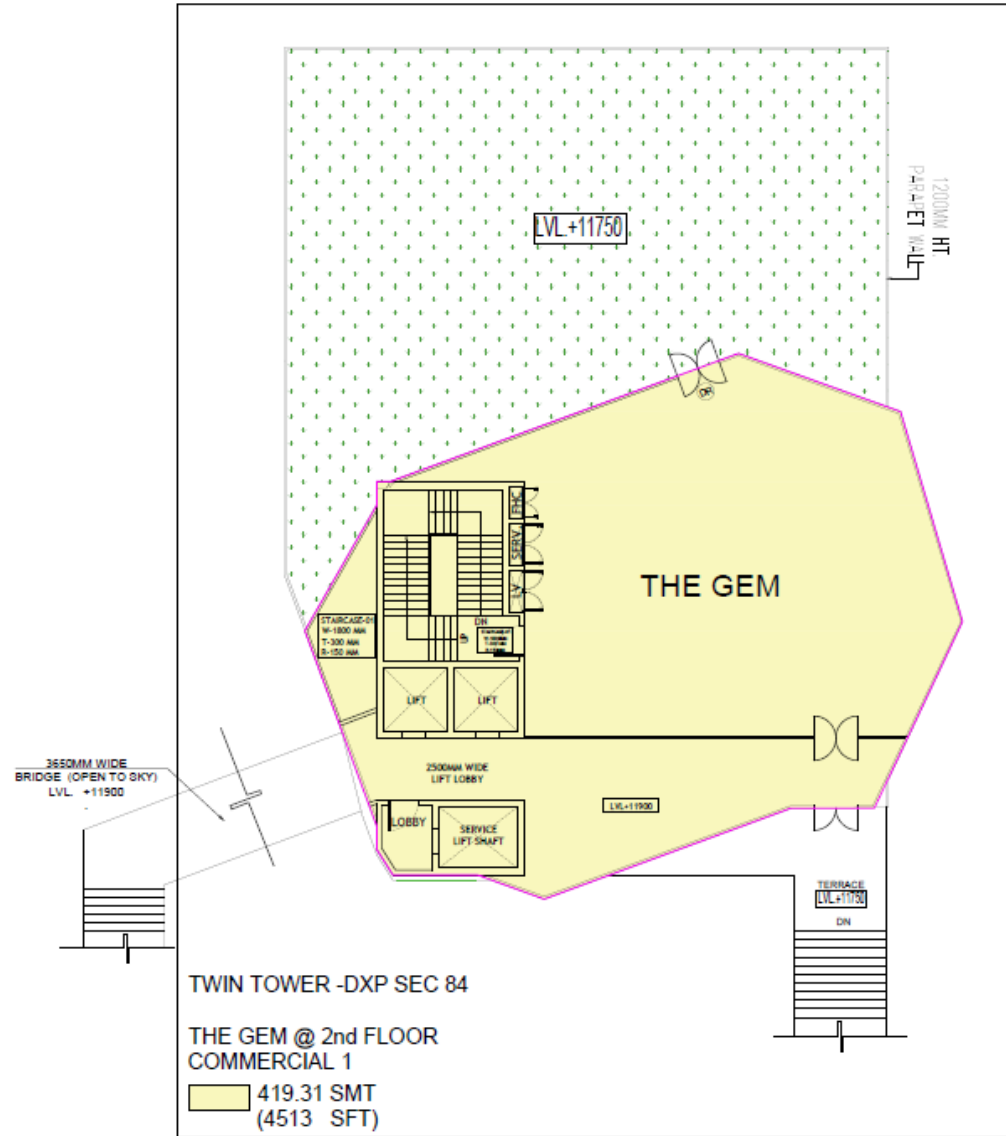
This prestigious project aims to set new standards in luxury living, blending architectural elegance with the timeless sophistication of Armani.

# Areas to be Designed & Furnished by Armani / Casa

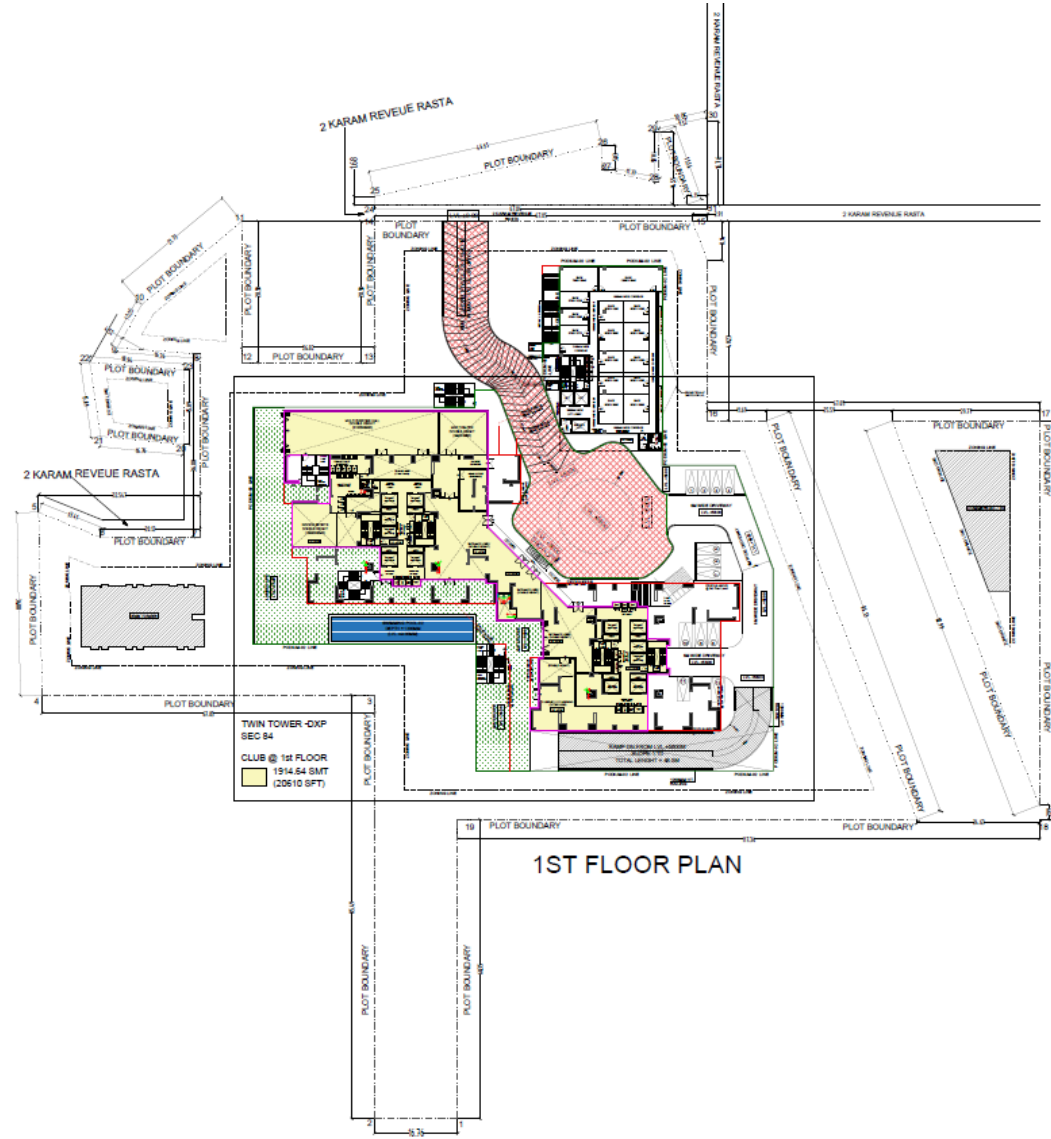


- Gem
- Lobbies

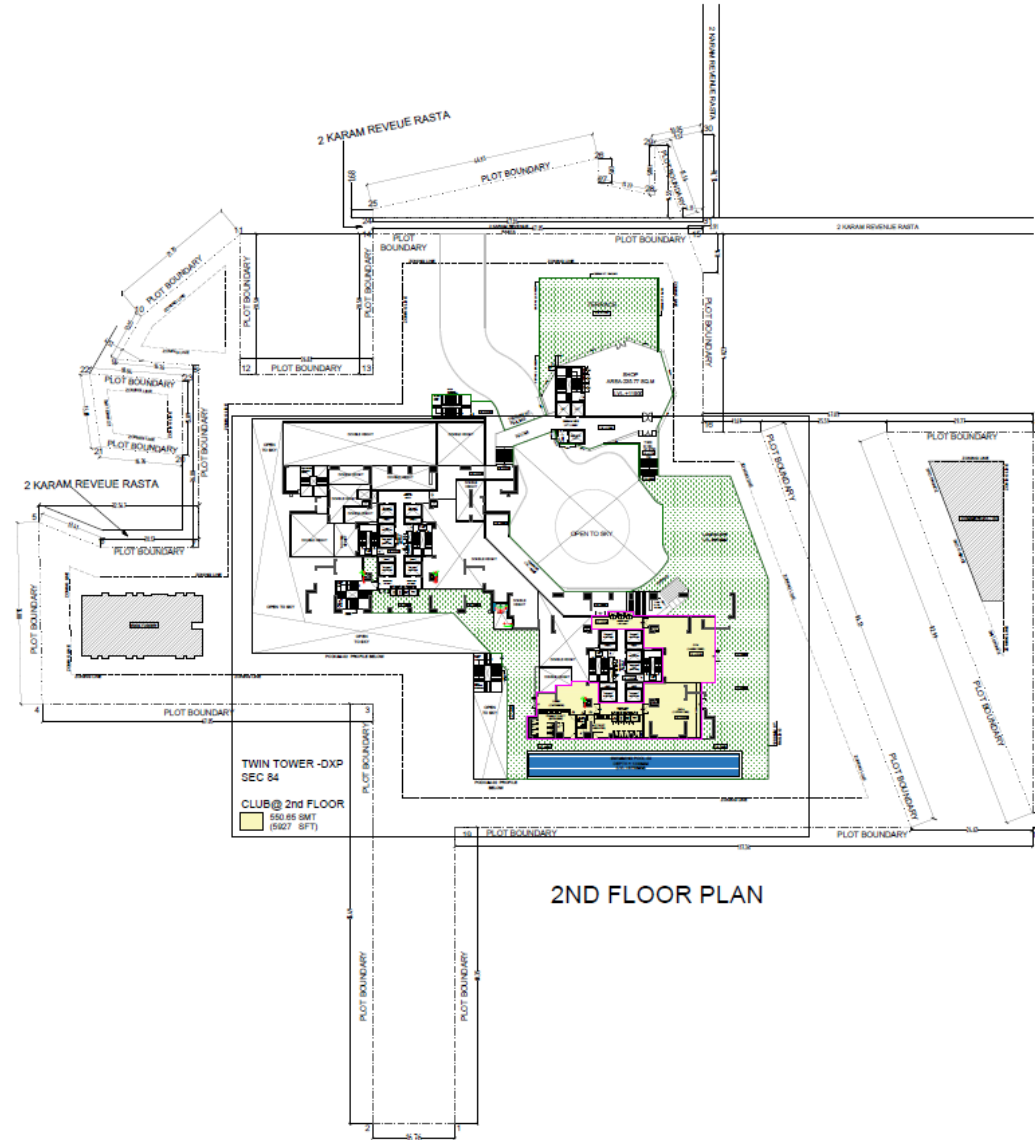
# Gem Layout



# First Floor Plan



# Second Floor Plan



2ND FLOOR PLAN

# Style Of Furnishings

Armani/Casa's design style blends modern minimalism with subtle luxury. Key features include:

- **Material Excellence:** Use of high-end materials like marble, fine wood, and Italian fabrics.
- **Color Palette:** Neutral tones with accents of gold and bronze, creating a warm yet opulent atmosphere.
- **Iconic Designs:** Timeless, clean lines and harmonious proportions reflecting Giorgio Armani's vision of understated elegance.



# Benefits To End Users

- **Exclusivity & Status:** Owning an Armani/Casa furnished property symbolizes a refined lifestyle and taste.
- **Enhanced Living Experience:** Ergonomically designed spaces with superior craftsmanship ensure both comfort and functionality.
- **Value Appreciation:** Properties furnished with luxury brands like Armani/Casa often see higher market value and desirability.

# Price Point Comparison

- **Ordinary Furnishings:** ₹X–₹Y per sq. ft. (standard materials, mass-market brands)
- **Armani/Casa Furnishings:** ₹A–₹B per sq. ft. (premium craftsmanship, exclusive designs)

Example: A standard living room sofa may cost ₹1 lakh, while an Armani/Casa sofa with bespoke materials and craftsmanship could be ₹15 lakh or more, reflecting its exclusivity and lasting value.



# Armani Casa Projects



## Interior Design Service

Established in 2004 the studio, under the direct supervision of Giorgio Armani, provides a comprehensive design service for a variety of projects: apartments in the most exclusive locations, private yachts and planes, exotic villas and prestigious residential complexes. While implementing the Armani style in different contexts and with different shades, the ultimate aim of the Studio is to respond to the demands and wishes of the client.



## MIAMI

### RESIDENCE BY ARMANI/CASA

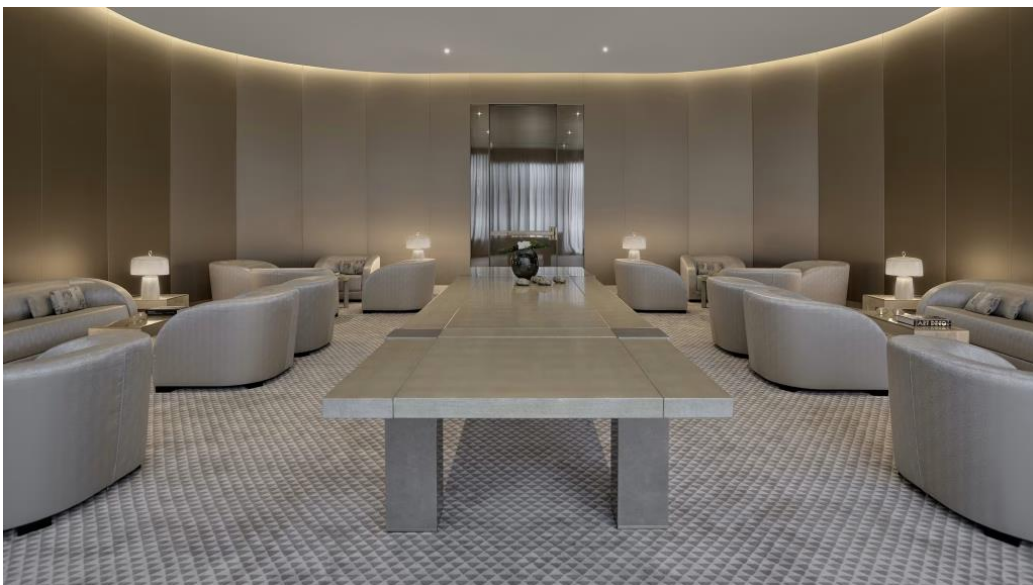
Luxury residential building in front of the Ocean, architectural project by Cesar Pelli. Interior design of all the common areas, amenities and residential units, by Armani/Casa.



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## ISTANBUL MACKA RESIDENCES

Residential project composed of three towers overlooking the Bosphorus. Interior design and furnishing project.



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## TEL AVIV HARBAA TOWERS

Luxury offices twin towers. Interior design and furnishing project of the lobbies and amenities.



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Luxury offices twin towers. Interior design and furnishing project of the lobbies and amenities.



## MUMBAI

### THE WORLD TOWERS

Residential complex with architectural project by I.M. Pei featuring World One, the world's tallest residential building. Interior design of all the residential units and common areas.



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Residential complex with architectural project by I.M. Pei featuring World One, the world's tallest residential building. Interior design of all the residential units and common areas.



## BEIJING

### CAPITAL RESIDENCES BY ARMANI CASA

Mixed use project by the award-winning architectural project of MAD Design. Interior design of all the residential areas and amenities.



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## LONDON

### PRIVATE RESIDENCE IN KNIGHTSBRIDGE

A historical Grade II listed Victorian townhouse, 860 sq. meters on 6 levels and roof terrace. Complete refurbishment, interior design and furnishing project.



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## DELHI

### PRIVATE RESIDENCE

Private residence in a residential tower, 250 sq. meters with magnificent outdoor gallery. Interior design, furnishing project and landscaping.



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## MANILA CENTURY SPIRE

Mixed use tower on architectural project by Daniel Libeskind. Interior design of all the residential units, common areas and amenities.



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*Thank you*