

BVLGARI

RESORT DUBAI

FOR IMMEDIATE RELEASE

THE BVLGARI RESORT DUBAI, AN URBAN OASIS IN
JUMEIRA BAY, OPENS ITS DOORS TODAY



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Dubai, 7th December 2017 - Bulgari's latest luxury resort has finally opened its doors in Dubai. Located on Jumeira Bay Island, Bulgari unveiled its fifth and newest property, the Bulgari Resort Dubai, to great excitement from the public.

This newest addition to The Bulgari Hotels & Resorts collection comes after the most recently launched Bulgari Hotel Beijing which opened in September. It joins a growing portfolio of properties around the world, which began with the inaugural Bulgari Hotel Milan in 2004, The Bulgari Resort Bali in 2006 and The Bulgari Hotel London in 2012.

Pep Lozano, General Manager, said: *"The journey to the opening of a resort of this scale, is always a long and much anticipated one. We couldn't be happier with how spectacular this resort has become. It is something very unique for guests to come to an island within the heart of a city, where we will be the only resort. It is like a private island yet minutes from some of the city's most famous attractions. We are extremely proud to have secured this incredible location. Dubai is one of the most sought-after destinations in the world and to be able to offer an experience as unique as this in a market with some very impressive offerings, is something we are very excited about."*

The Bulgari Resort Dubai, developed in collaboration with Meraas, is the ultimate urban resort. It is the only resort located on the magical titanic seahorse shaped island, which looks set to become the destination of choice for visitors seeking the solitude of an island escape yet situated just minutes from the heart of the vibrant city and its cultural attractions.

To mark the opening, Bulgari's CEO, **Jean-Christophe Babin** and **H.E. Abdulla Al Abbai**, Group Chairman of Meraas hosted a ribbon cutting ceremony followed by a press conference attended by **Silvio Ursini**, Bulgari Group Executive Vice President, the architects **Antonio Citterio** and **Patricia Viel**, Chef **Niko Romito** and **Pep Lozano**, General Manager of The Bulgari Resort and Residences Dubai.

"Hotels represent for Bulgari the opportunity to bring the Italian luxury experience, design and creativity around the world and from now on the Brand is proud to count on a new "home" such as Dubai" stated **Jean-Christophe Babin**.

As with all the Bulgari Hotels & Resorts, The Bulgari Resort Dubai was designed by renowned Italian architectural firm Antonio Citterio Patricia Viel. Both the interiors and exteriors have been created with the same detail and precision of a Bulgari jewel: pairing rare, raw materials according to colour, texture and feel and sculpting them into objects of enduring beauty. Styled with illuminated gardens and pools and resembling a traditional seaside Italian village, it blends Mediterranean landscaping with the natural surroundings of the shores of the Arabian Gulf.

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About Bulgari Hotels & Resorts

Unique locations in harmony with the surrounding area, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bulgari creations. These are the key elements that characterize The Bulgari Hotels and Resorts collection.

For all the hotels, the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury. The Bulgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bulgari, reflected in its unique design, its contemporary Italian cuisine and its lavish SPAs. It conveys the excitement of the Bulgari brand, its timeless glamour and its magnificent Italian jewelry heritage. Having grown from a collection of four iconic Hotels & Resorts in Milan, London, Bali and Beijing, Bulgari Hotels and Resorts is now enriched by the Dubai property. Two further Bulgari Hotels are due to open between 2018 and 2020 in Shanghai and Moscow.

About Meraas

Meraas is dedicated to making Dubai and the UAE better for people to live, work and play in. We design for a diverse mix of people to stimulate a creative urban culture where the next generation of ideas, businesses and communities can take root. Our investments ensure a better future for generations to come and stretch across different sectors including food, retail, leisure, hospitality, health and education. Our destinations which include to date – City Walk, The Beach, Boxpark, Last Exit, The Outlet Village, Kite Beach, Bluewaters, La Mer and Al Seef – are open places for communities to socialise, explore, learn, play, create and innovate.

About Bulgari

Bulgari was founded in Rome in 1884 as a jewelry shop and quickly established a reputation for Italian excellence with exquisite craftsmanship and magnificent jewelry creations. The Company's international success has evolved into a global and diversified luxury purveyor of products and services ranging from fine jewels and watches to accessories perfumes and hotels, with an unrivalled network of outlets in the world's most exclusive areas. Since 2011 Bulgari is part of the LVMH Group.

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