PALME COUTURE

RESIDENCES

LEAVING LASTING IMPRESSIONS

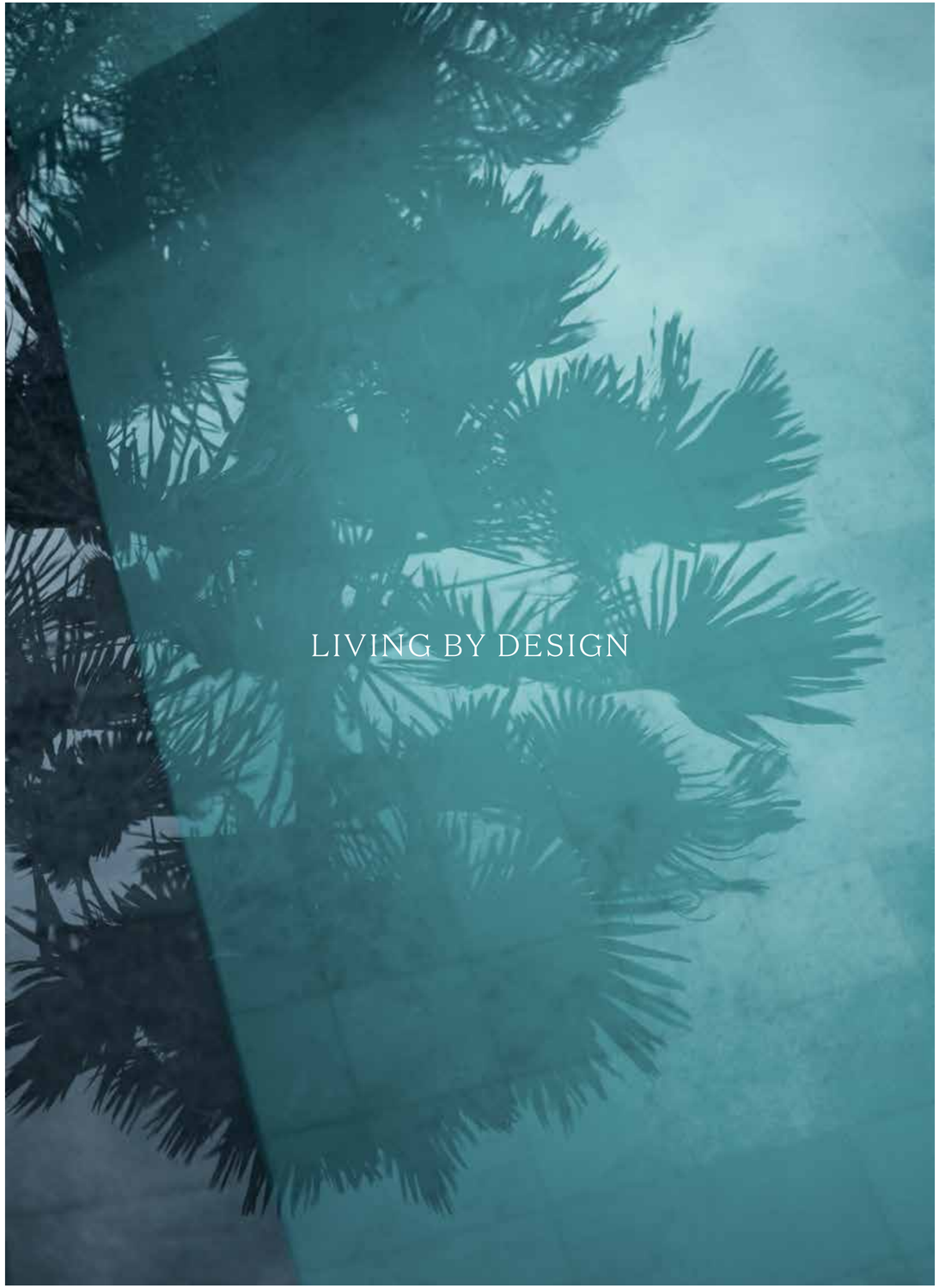
THE PHILOSOPHY

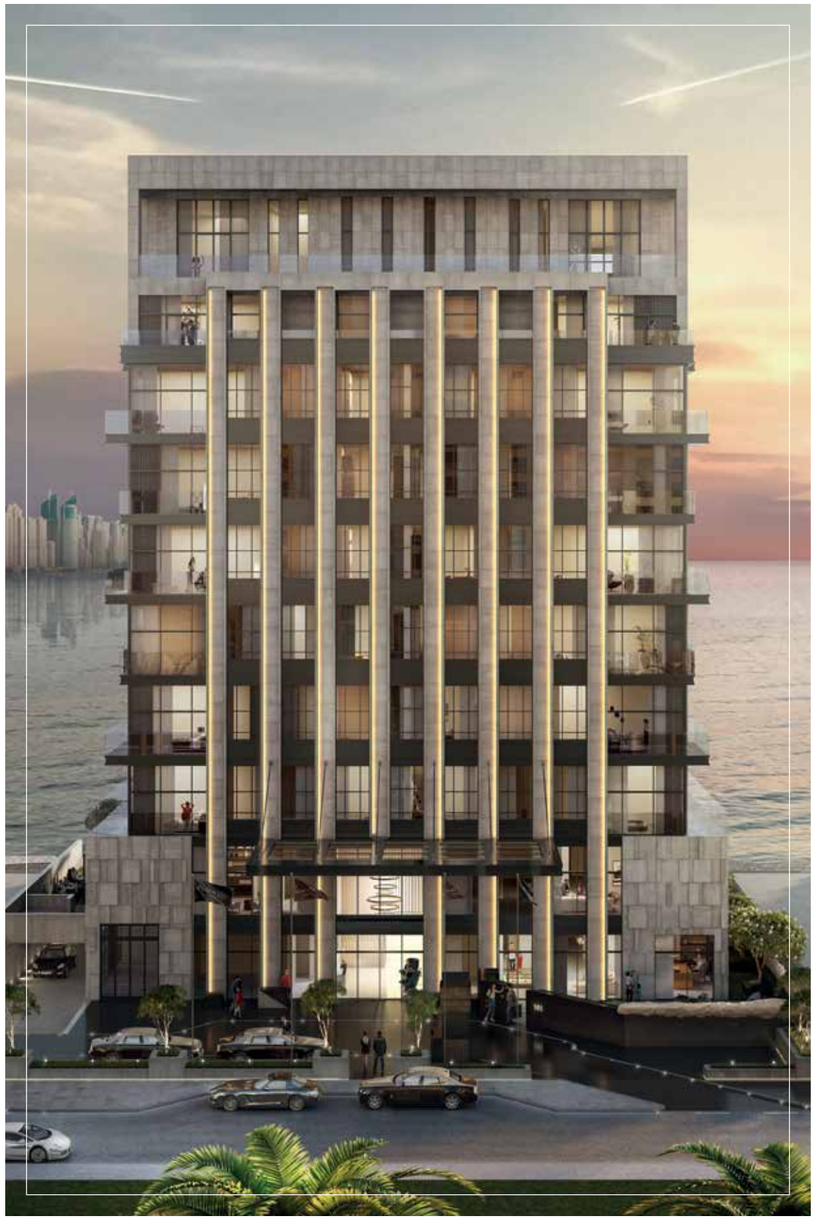
We visualise the possibilities of every sense. From how light angles into a sunlit room and the interplay of its shadows, to how patterns transform fields. We see every element in its whole, allowing imagination to lead design.

Every texture is conceived like an individual piece of art. Every detail is appreciated by those that understand. We know that element by element, detail by detail, a sense of place and a sense of well-being emerges. These impressions last beyond the moment.

We create spaces, environments of beauty, so carefully thought out, that they both reflect and inspire the lifestyles of the cultured that exist within.

Again and again.





“We know that element by element,
detail by detail, a sense of place and a sense
of well-being emerges.”

EXTERIOR VIEW FROM PALM JUMEIRAH TRUNK

THE VALUES

Palme Couture was built on three guiding values. From the birth of the project to our residents' continued experience, these values are imbued in every aspect, both tangible and perceived.

EXCEPTIONAL

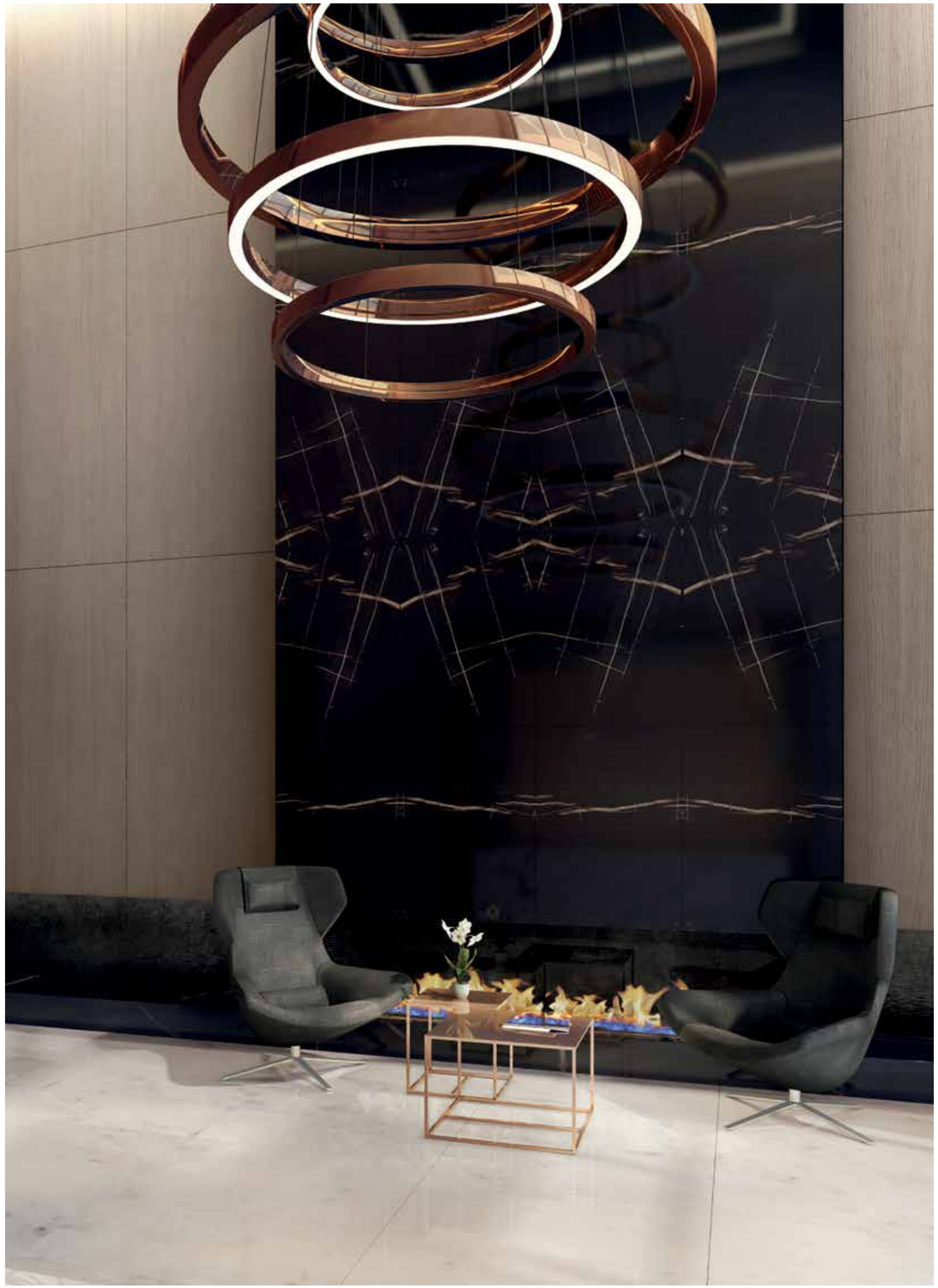
We stand elevated above the conventions around us.

DESIGN-LED

We push creativity to the fore in both concept and detail.

INSPIRING

We ignite real emotions through stimulating experiences.



THE COLLECTION

Firmly founded on the codes of enhanced living, contemporary minimalism and clarity of detail, this exclusive collection of fourteen residential suites brings a previously unseen living concept to Dubai.

Each element was sculpted and selected to create a canvas of experience, visible in every step, in every glance, in every touch.

All homes feature enviable arrangements of light and space against a unique mix of exquisite stones.

This is expressive design that captures the vastness of the ocean and ergonomic design that does not compromise on human needs.

THE DEVELOPER

INNOVATE
LIVING

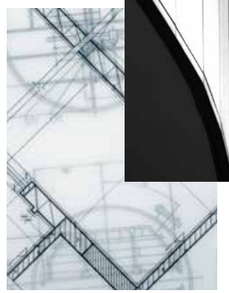
THE ART OF LIVING, WELL

Enriching lives is the maxim that underpins everything we do. Innovate Living is a heart and soul brand focussing on boutique lifestyle experiences and meaningful design. We pursue projects that matter and experiences that alter your world, always through a lens of well-being.

In a city where luxury is typically overstated, Innovate Living has become synonymous with modern minimalist developments characterised by a distinctive approach and absolute empathy with the individual.

We commit detailed research on the material mix for each project and seek to bring only original 'not-done-before' design concepts to the region. Our aim is to create more than just physical spaces but feelings, stories and lasting impressions which breathe life into each client's vision.

Palme Couture Residences is an Innovate Development Project.



LOCATION

EXTERIOR VIEW FROM ARABIAN GULF

THE WORLD MEETS HERE

NEIGHBOURHOOD

Dubai stands as a platform for art, design, food and fashion; a true example of modern life weaving effortlessly with tradition. Always a place of possibility, always a place for dreamers, our city has captivated the world. With its soft colour palette and frenetic pace, yachts that slice the ocean waves and jeeps that tear through the desert dunes, Dubai is home to a glittering lifestyle.

We always look forward to the winter months when it feels like the end of a hibernation from the blistering summer. The city wakes up, and everyone smiles. We love the panoramas, the blood-orange sunsets and the sound of rustling palm trees on a lazy afternoon. The sense of optimism here is as bright as the midday sunshine and as unlimited as the architecture that scrapes the sky.

THE
INSIDER'S GUIDE

NEIGHBOURHOOD

Dubai is cultivating more and more coffee drinkers – on the rise are micro-roasteries, bulletproof coffee and Kyoto cold brew. Beyond third wave coffee, the craft chocolate movement is gaining traction, with Dubai now home to the first bean-to-bar chocolatier.

We love discovering art in Al Quoz especially at The Third Line Gallery. You're sure to find interesting exhibitions showcasing contemporary pieces from the Middle East and beyond.

Dubai is a great source of gastronomy. A must visit is Levee Café and Lounge, our partner restaurant. Inspired by a collection of tastes, scents and colours from around the globe, Levee is a refreshing experience of modern Mediterranean food. The menu curation captures a sense of the seasons with fresh flavours and ingredient-led dishes.

Interior styling is an art that should express individuality. The Innovate Living Design Studio offers custom solutions that convert into signature aesthetics. Our range is virtually limitless meaning concepts can be met, according to the given architecture and space. Three key interior design trends to observe this year: brass detailing for golden glows, natural greenery to uplift and enliven and contemporary crafts that show the hand of the maker.

For discreet escapism outside of your home hire a yacht or sailboat to explore the Dubai coastline and enjoy secluded turquoise waters with stunning architectural backdrops. The sense that it's all being designed around us is astonishing.

One of the more exciting additions to the city's landscape will be Dubai Harbour, a major new waterfront destination featuring the largest marina in the region, two cruise liner terminals and the tallest lighthouse in the world standing at 135m.

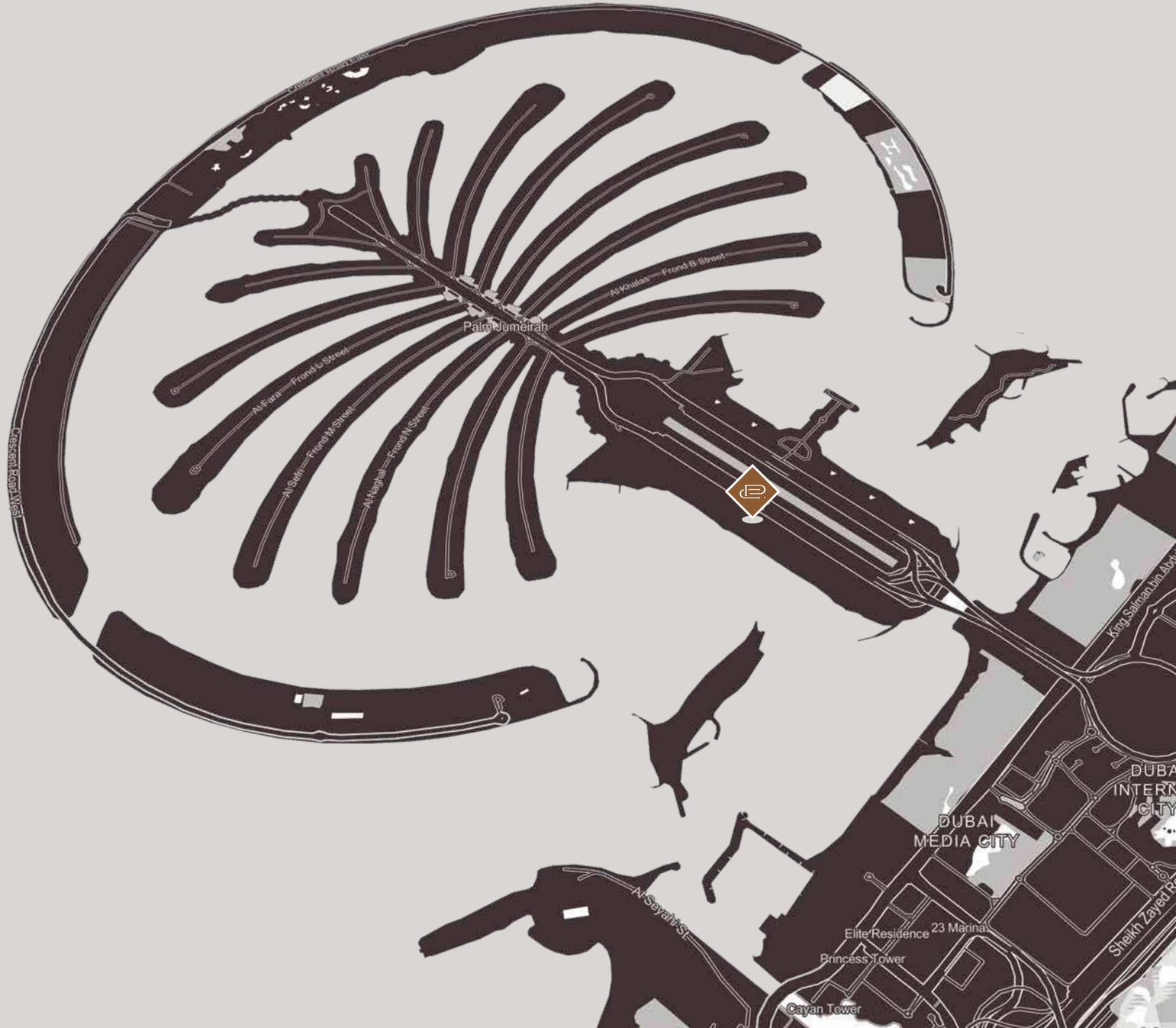
A WONDER OF THE WORLD

PALM JUMEIRAH

Palm Jumeirah is one of the most premium and iconic addresses on the planet. It is the original of Dubai's phenomenal palm islands, visible from space and adding 520km of coastline to the city.

As a home, it offers residents an exclusive environment, providing a private community, shoreline living and high-end shopping, connected to the city by road and monorail.

Palme Couture Residences are located right in the heart of the island on the long graceful trunk surrounded by the Arabian Gulf.



RESIDENCES

POOL BY NIGHT, ROYAL PENTHOUSE 901

CONTEMPORARY RESIDENTIAL MASTERPIECES

Palme Couture is a collection of fourteen couture residences including:

◊ Seven 3-bedroom lateral apartments

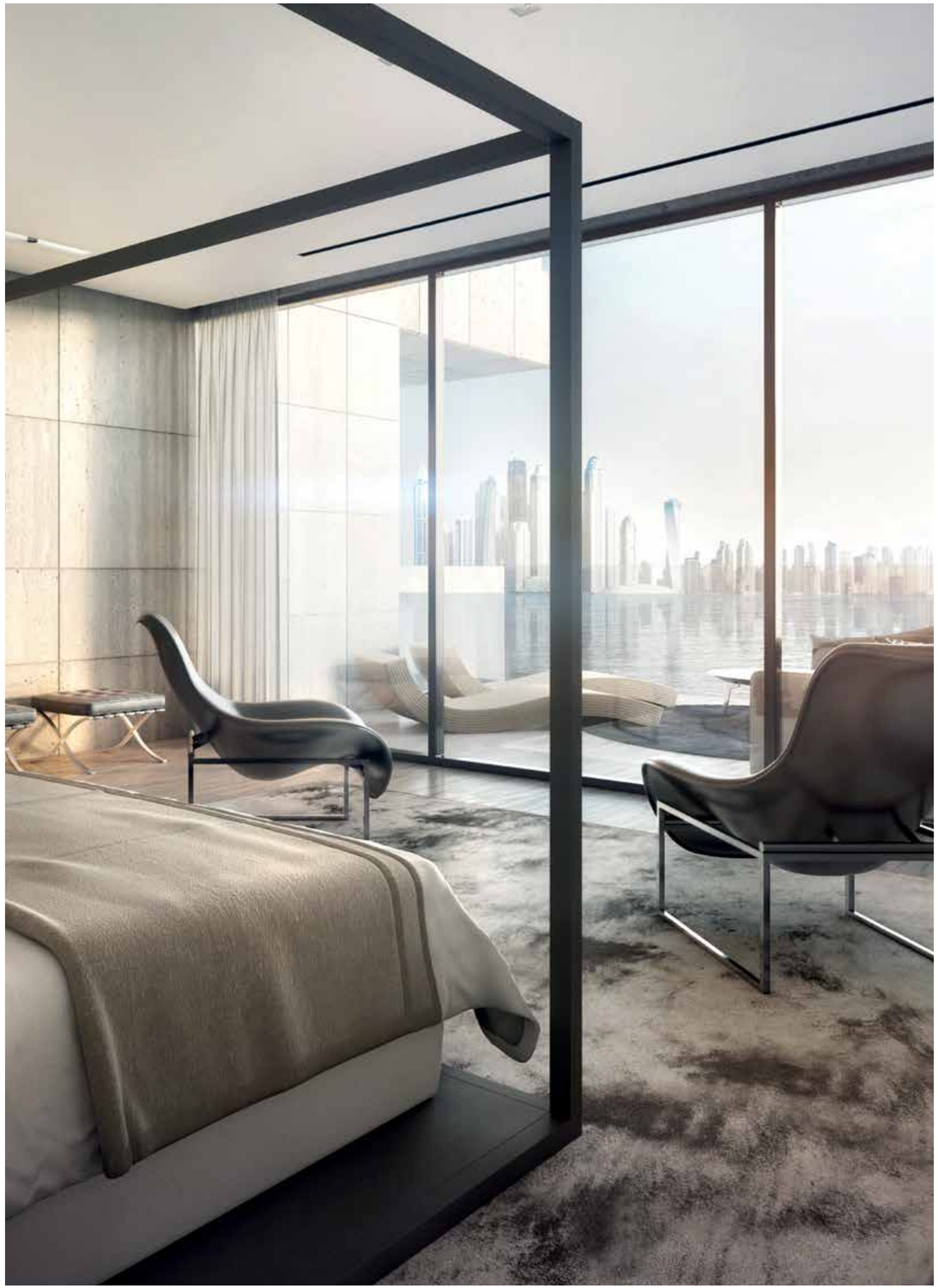
◊ Two 4-bedroom lateral apartments

◊ Two 4-bedroom townhouses with outdoor pools

◊ Two 5-bedroom duplexes with indoor/outdoor pools

◊ One Royal Penthouse with 4-bedrooms, a separate 3-bedroom guest house and rooftop pool

All suites are fully serviced with the amenities of a five-star hotel and arrive with open-air space, ample storage, two or three reserved car parking spaces and walk in closets.



MASTER BEDROOM, DUPLEX 202

THE LANGUAGE OF LUXURY

DETAILS

Timeless Italian brands, modern bespoke pieces and a muted palette of luxurious finishes. The details sit at the heart of the Palme Couture experience.

With its elegant aesthetic, Palme Couture is an interesting combination of warmth and light. The travertine façade creates geometric forms that play with natural shadows.

Floor-to-ceiling glass doors glide and fold back fully to expose interiors to the outdoors, creating a closeness to nature and blurring the boundaries between inside and outside. They offer dramatic views as well as incredible light on every floor all day long.

LIVING ROOM, DUPLEX 202

SALT WATER SWIMMING POOL

TERRACE VIEW, DUPLEX 202

INTERIOR POOL, DUPLEX 202

LIVING ROOM, DUPLEX 202

ENTRANCE HALL/ FAMILY ROOM, APARTMENT 602

FAMILY ROOM, APARTMENT 602

KITCHEN, APARTMENT 602

LIVING ROOM, APARTMENT 602

WALK IN MASTER CLOSET, APARTMENT 602

MASTER BEDROOM, APARTMENT 602

LIVING ROOM, ROYAL PENTHOUSE 901

DINING ROOM, ROYAL PENTHOUSE 901

POOL BY DAY, ROYAL PENTHOUSE 901

FAMILY ROOM, ROYAL PENTHOUSE 901

LIVING ROOM TERRACE, ROYAL PENTHOUSE 901

MASTER BEDROOM, ROYAL PENTHOUSE 901

KITCHENS

SPECIFICATIONS

State-of-the-art kitchens are featured in all homes. Cabinets by Poliform-Varenna are finished in sleek black and white gloss finishes with seamless black groove handles. The purest white stone flooring adds visual space and ambient depth as it wraps the kitchen island and creates a continuous flow into the living room.

KITCHEN, ROYAL PENTHOUSE 901

BATHROOMS

SPECIFICATIONS

The bathrooms are inspired by our waterside location. Marble surfaces of natural grey and blue patterning are reminiscent of ocean waves in a storm. Sleek, suspended vanity units finished in black and white gloss lacquer suggest a shell-like pearlescence. Marble countertops with integrated basins imitate a natural spring set in stone, whilst chrome vanity and shower fixtures by Gessi bring a contemporary edge.

MASTER BATHROOM, ROYAL PENTHOUSE 901

HOME TECHNOLOGY

SPECIFICATIONS

Technology is the silent assistant throughout Palme Couture. For the convenience of residents, we have integrated fully optimised smart home systems by Crestron, featuring keypad controlled home automation functions. And to uphold the aesthetic integrity of the interiors, all visible units are stylishly designed and seamlessly incorporated.

LANDSCAPING

SPECIFICATIONS

With a pristine sandy beach and the turquoise ocean as our setting, all landscaping is designed to be empathetic with our bountiful natural assets. The considered planting of mature trees and our Japanese sky gardens soften the connection between the built and coastal environments.

BEACHFRONT LIVING

FEATURES

As well as enjoying sweeping views from their ocean-facing home, residents benefit from private beach access and unlimited use of our beachfront amenities. Bathe in pure luxury in our black-tiled, salt water infinity pool, or relax in beautiful outdoor cabanas at our beach club and juice bar.

ACCESS FROM PRIVATE BEACH

GYM

FEATURES

To reach optimum fitness inspired by breath-taking sea views, residents may make use of our ocean-facing gym, fully furnished with state-of-the-art equipment by TechnoGym. And, for those with a specific fitness mission, our in-house personal trainer will provide the necessary expertise and motivation.

OUTDOOR VIEW OF GYM

SPA

FEATURES

The residents' spa is a haven of health and self-focus, comprising a massage room and thermal area with a relaxation room, sauna and Jacuzzi. Created entirely from white stone and featuring dark grey reveals and low light levels, this temple of wellness inspires a luxuriously calming mood of 'dark luxury'.

CIGAR LOUNGE

FEATURES

This intimate space is created as a cocoon to embrace residents before and after a spa treatment or gym session. It is a restful spot in which to relax, contemplate, enjoy a cigar or watch a movie.
The room is purposefully subdued in colour, peaceful in mood and rich in texture. Making a dramatic statement in burnished black metal, the suspended fireplace screen perfectly complements the natural timber floor in soft grey.

THE LOBBY

FEATURES

This voluminous double-height space, with its oversized chandelier by Viabizzuno and curated art provides a fitting sense of arrival. Warm wood panelling, marble flooring and a real fireplace evoke a timeless mood of genuine hospitality. It is here, our concierge welcomes residents and visitors, ensuring all moments at Palme Couture are enhanced by gracious attention.

PERSONAL SERVICES

FEATURES

Residents of Palme Couture will appreciate the effect of thoughtful design in terms of the support they receive as well as in the aesthetic that surrounds them. Articulated in the form of a 24/7 concierge, in-house beauty salon, valet parking and chauffeur transfers, service is pre-emptive and personalised.

MASSIMO LISOTTI
Senior Architectural Designer
Innovate Living Design Studio

A CONVERSATION WITH MASSIMO LISOTTI

INSPIRATION

Envisioned by Innovate Living architect Massimo Lisotti, the Los Angeles-style residences of Palme Couture stand as an archetype of experience-enriching design. Free-flowing connections and uninterrupted movement from inside to out evoke feelings of creativity and serenity.

Vast expanses of glass allow abundant daylight to flood each room. The concept fundamentals were always simplicity, modernity and minimalism against an array of texture and a pursuit of comfort.

CAN YOU GIVE US AN INSIGHT INTO YOUR BACKGROUND?

I bring nine years' experience from Los Angeles, working across both commercial and residential projects in Beverly Hills and Hollywood Hills alongside celebrity clients, top real estate developers and award-winning architects. Following that, I moved to Central London where I spent another three years with a boutique design and build studio working on modern luxury residential projects. The lure of L.A. pulled me back though and I returned there just before my most recent transition to Dubai – the land of luxury architecture.

HOW DO YOU INTEGRATE FURNITURE COMPOSITION INTO YOUR LAYOUTS?

I also work as a furniture designer and so this forms a critical part of my work. I recreated the entire interior furniture line from Rudolph Schindler's early masterpiece – the James Eads How House in Silver Lake. One of the most important surviving modernist houses in Los Angeles. This project has really shaped my entire approach to design. All of the furniture was developed in rosewood and burgundy leather. Now, whenever I take on a new project I use inspiration from Schindler Modernism.

> "When I first started working on this project I imagined a Hollywood Hills home brought to a Dubai coastline."

CAN YOU EXPLAIN YOUR CONCEPTUAL VISION FOR PALME COUTURE?

When I first started working on this project two years ago, I imagined a Hollywood Hills home brought to a Dubai coastline. The space I wanted to capture was an urban loft-like environment nestled against the vastness of the ocean. The aim was to keep the concept free from visual noise, creating spaces where residents can connect and switch off. Each home holds a consistency of character: open space, clean lines and maximised glazing to highlight the view. In some rooms, it actually feels like you are suspended above the turquoise mass beneath.

WHERE DO YOU SOURCE INSPIRATION?

Richard Neutra, Schindler and Richard Meyer are always the starting point – I'm continually inspired by their architecture. My own philosophy has been shaped through a reinterpretation of their modernist styles alongside mid-century Southern Californian design cues, specifically from the Hollywood Hills homes in L.A.

WHAT ARE THE SIGNATURE DETAILS WITHIN PALME COUTURE?

Clean lines, white open spaces, simplicity, indoor/outdoor as a unique all-in-one space, unornamented façades and seamless surfaces of luxury marble used as artworks and masterpieces of design.

CAN YOU TELL US ABOUT THE KEY MATERIALS AND PIECES YOU'VE SPECIFIED FOR THIS PROJECT?

We've imported 15 types of marble from the Carrara marble quarries in Italy. One of the most striking features of the scheme is the dark grey 'Bardiglio Nuvolato' marble fireplaces, a detail that sits in stark contrast to the bright white Volakas marble canvas extending from the corridors to the outside terraces. We have also partnered with top Italian brands like Rimadesio, Poliform, Minotti for furniture and Viabizzuno for lighting. This project has been very much about assembling something quite edgy to match the lifestyle of the modern high achiever here in Dubai.

EXPLAIN YOUR DESIGN PROCESS

I always start with thorough interviewing of my client to get under the skin of their lifestyle and convey my design vision with 3D sketches and images. I then inspect the site down to the bone. My vision is crystal clear before moving into the design development stage and structural and MEP coordination. Materials and interior furnishings are carefully procured as they represent the transition from exterior architecture shapes and forms through to the interior. I'm particularly focused on sustainable design by incorporating new energy efficient revolutionary technology such as geothermal heating and cooling systems, solar panels, energy saving glazing and solid wall insulations.

WHAT IS YOUR FAVOURITE DECORATIVE PIECE?

All forms of abstract sculpture, especially anything by David Shapiro.

WHAT IS YOUR BEST PIECE OF DESIGN ADVICE?

Integrate modern furniture design with classics from Mies van der Rohe or Le Corbusier.

A NATURALLY REFINED PALETTE

MATERIALS

When we seek distinctive interiors that resonate with the soul, we entrust nature with our creativity. The beauty of muted colours, natural stones and warm timbers inspired the scheme. Following a rigorous selection process and a proven list of suppliers we opted for the finest Carrara marble, travertine, oak and iroko and complemented them with burnished bronze metal, gloss lacquer and black glass.

Grey Marquina

Volakas Super Extra Honed

Travertine Stone

Sahara Noir

FLOOR FINISHES
Volakas Super Extra Honed
Light Grey Oak Timber
Dark Grey Oak Timber
Fior Di Bosco Grey Marble
Bardiglio Light
Statuarietto Marble
Lasa White Marble
Bianco Venus

COUNTERTOP FINISHES
Volakas Extra
Fior di Bosco Grey Marble
Light Bardiglio
White Lasa Marble
Statuarietto Marble

MILLWORK / JOINERY
White/Black Glossy Lacquer
Light Timber Oak Doors
White Matt Lacquer Doors
Thermo Treated Brown Oak
Black Oak
Dark Grey Oak

WALL FINISHES
Iroko Stained Grey
Grey Oak Strip Panels
Light Oak Strip Panels
Black Marquina Marble
Dark Bronze Metal
Black Metal
Fior di Bosco Grey Marble
Light Bardiglio (Bathrooms)
Dark/Blue Bardiglio (Fireplaces)
Volakas Extra (Kitchen/
Backsplash/Island)
Statuarietto
Sahara Noir
Light Beige Timber
Grey Oak Panels
Light Oak Panels
Travertine Stone
White Lasa Marble
Black Glass
Grey Marquina
Crema Delicato Marble

CREDITS

Lighting by **VIABIZZUNO**

Kitchens and Bedroom Closets by **VARENNA (POLIFORM)**

Furniture by **MINOTTI**

Master Closets and Interior Doors by **RIMADESIO**

Outdoor Furniture by **PAOLA LENTI**

Gym Equipment by **TECHNOGYM**

Bath Amenities by **HERMÈS**

Swimming Pool by **ABSOLUTE POOLS**

Smart Home by **CRESTRON**

Glazing by **VITROCSA**

Bio Ethanol Fire Places by **GLAMMFIRE**

Interior Design and Customised Furniture by **INNOVATE LIVING**

Project Development and Architecture by **INNOVATE LIVING**

INNOVATE
LIVING

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