



KARL LAGERFELD

VILLAS

BY

T A R A F



**IMAGINED
THROUGH
THE EYES OF
AN ICON**

A DEVELOPMENT BY

A YAS HOLDING COMPANY



BRAND
STORY



WHY WE EXIST

Improving lives and lifestyles by building exquisite properties and communities that inspire happiness, wellness, and harmony. We develop highly-sought-after properties using our unique approach which focuses on three guiding principles - We shape, we craft, we create.



WE SHAPE

Elevated Lifestyles.

We create places that inspire happy, healthy, active lives, lived within stunning surroundings. Our boutique projects form close-knit, private communities where like-minded individuals can connect and thrive. With outstanding lifestyle amenities and luxury services, our select portfolio of residences offer unmatched quality, elevated experiences, and a superior contemporary lifestyle.



WE C

Exclusive

Our commitment to excellence is complemented by our carefully selected properties are high-quality, featuring thoughtful layouts and finishes with meticulous attention to detail. Our design is thoroughly unique, ensuring a timeless appeal and exceptional experiences.



CRAFT

Properties.

architecture and design
ete. Our iconic, design-
ghly curated and feature
elegant spaces, executed
on to detail. Each property
and carefully planned to
eal and a seamless living
erience.

WE CREATE

Lasting Value.

Built with the future in mind, our projects are consciously designed to stand the test of time. We are dedicated to building limited collections of high-quality properties, as part of our selective portfolio approach, that are both timeless in design and built within the finest of locations. Taraf's contemporary design and unending pursuit of quality ensures outstanding lifestyle experiences for our clients.

OUR PROJECTS

EXTRAORDINARY CREATIONS

Karl Lagerfeld Villas is the latest addition to a growing portfolio of prestigious developments across Dubai and Abu Dhabi and is in line with Taraf's commitment to provide exceptional properties that elevate lifestyles for generations to come.

T



KARL LAGERFELD

DESIGNED WITH AN ETHOS OF AN ICON.

Karl was renowned for his ability to create designs that appear to transcend time. The Karl Lagerfeld Maison continues that very same dedication, pushing the boundaries with unique design elements, unexpected details, and a willingness to experiment with new materials and techniques.







DESIGNER

PHOTOGRAPHER

BOOK LOVER

ARCHITECTURE LOVER

COLLABORATOR

THE ULTIMATE **FASHION** ICON

Karl Lagerfeld is the ultimate spirit of fashion. His enigmatic persona and signature style made him one of the most recognizable people in the world, whose work has forever changed the trajectory of modern design.

UNIQUE INSPIRATION

UNMISTAKABLY KARL

Karl Lagerfeld was the ultimate fashion icon. An innovative pioneer, his enigmatic persona and signature style made him one of the most recognisable people on the planet.

From architecture to interior design, photography to literature, Karl adored design in all its forms. As such, Karl became a passionate collaborator. He loved working with all creative talents, finding inspiration and fresh perspectives from people and places all over the globe. We are proud to continue that collaborative legacy with Karl Lagerfeld Villas by Taraf.



**“EMBRACE
THE PRESENT,
INVENT
THE FUTURE.”**

Karl Lagerfeld

TIMELESS BRAND

CLASSIC ELEGANCE WITH A MODERN EDGE

Karl was renowned for his ability to create designs that appear to transcend time. The Karl Lagerfeld Maison continues that very same dedication.

Still challenging the very frontiers of style, the Karl Lagerfeld Maison is as fresh and iconic as it ever was. Unique design elements, unexpected details, and a willingness to experiment with new materials and techniques, have the power to surprise and delight. While Karl's meticulous attention to detail is evident in every single feature, texture and view.

Clean lines, sophisticated silhouettes, and an almost innate sense of refined luxury all ensure a level of craftsmanship synonymous with Karl's obsession for perfection.

FLAWLESS ARCHITECTURE

WORLD RENOWNED

Karl Lagerfeld Villas are more than a location.
They're an ideal. A vision of elevated luxury seen
through the eyes of an icon.

KARL LAGERFELD
VILLAS

BY
T A R A F





LOCATION

IN HARMONY WITH THE GOLDEN LANDSCAPE OF MEYDAN.

Located within the Mohamed Bin Rashid City District, Meydan lets you be away from the hustle of the city, yet be close enough to sample all that Dubai has to offer. The site is located right next to a crystal lagoon with uninterrupted views of Downtown Dubai. The development is situated within an iconic zone that creates endless possibilities for exceptional lifestyles.





THE PROMISE

AN OASIS OF STYLE AND BEAUTY

Accessed by the grand entry of the gated boulevard, the Karl Lagerfeld Villas are designed to surprise and delight. From the majestic site of the Burj Khalifa to the diamond reflections on our Crystal Lagoon waters, every element has been carefully curated to be simply inspired.

THE OPPO

LIMIT COLLE

Selected for its unparalleled private location, this development offers an extraordinary investment opportunity in a rare and limited collection of exceptional properties. Positioned as the forthcoming hub of a new, highly esteemed area promises to unlock

ORTUNITY

TED
CTION

acy and exclusivity, the location
opportunity, granting access to a
otionally distinguished residences.
of Dubai, acquiring property in this
x a realm of boundless potential.

THE VISION

COMPELLING
REFLECTIONS

The project fuses the concept of Karl's love for photography and reflections to capture the contextual surroundings and create ephemeral moments across the development. By infusing the essence of the desert into the development in these reflected moments, residents experience an elevated atmosphere, harmonizing the essence of Karl's aesthetics with the grandeur of the desert.

THE

Masterplan

INSPIRED BY THE VERY DNA OF
KARL'S BELOVED MAISON.





SPOT UV

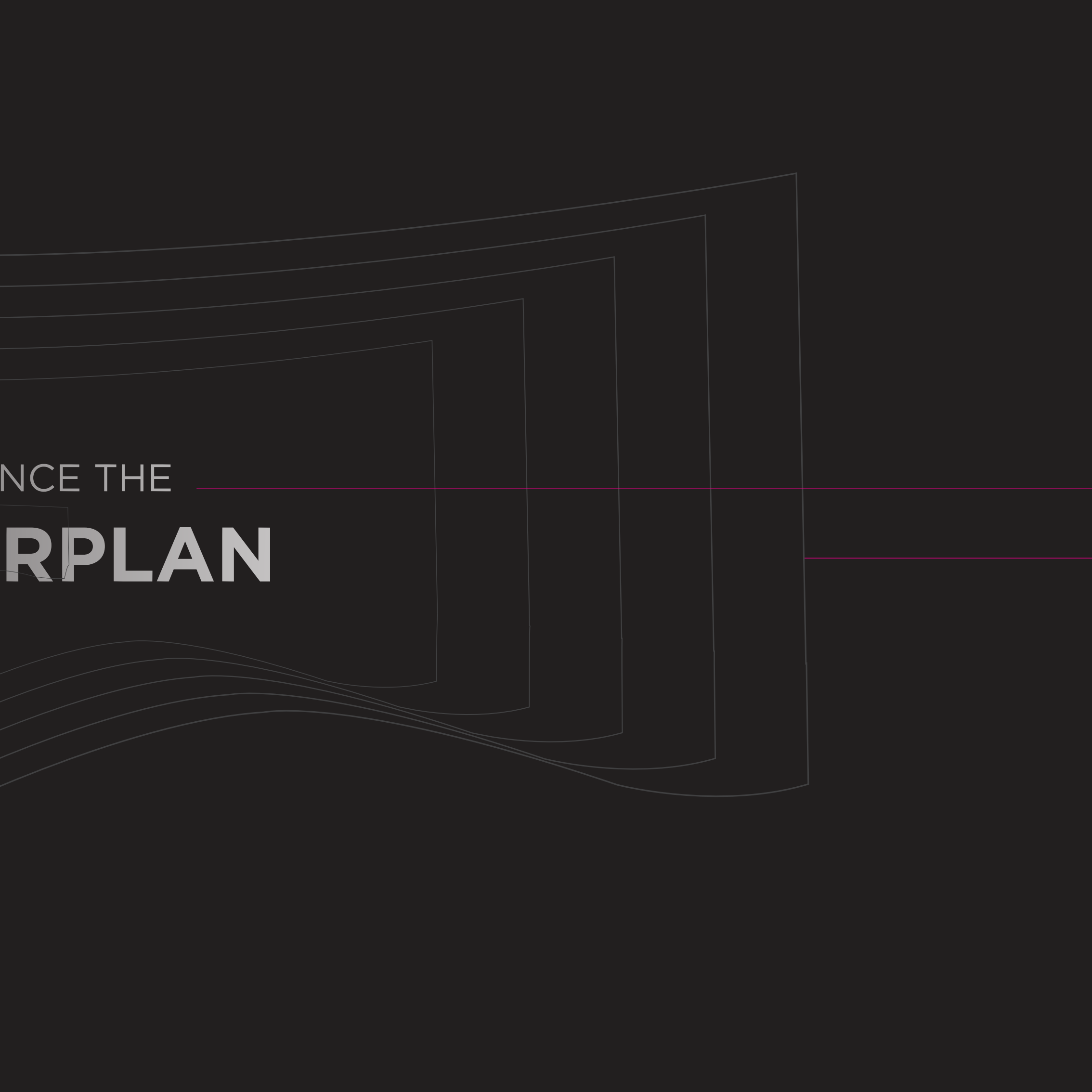
An aerial architectural rendering of a modern residential development. The scene shows a large number of multi-story houses with flat roofs and balconies, interspersed with lush greenery, palm trees, and winding paths. In the foreground, there is a sandy beach with people sunbathing and swimming in the turquoise water. A tennis court is visible on the left. In the background, a dense urban skyline with various skyscrapers, including the Burj Khalifa, is visible under a clear sky. The text "THE FIRST OF ITS KIND" is overlaid in large white letters across the middle of the image.

THE FIRST OF ITS
KIND





EXPERIE
MASTE



NCE THE
RPLAN

THE MASTERPLAN

1. MAIN ENTRANCE / EXIT
2. THE CATWALK
3. PAVILION CLUBHOUSE
4. THE GARDENS - PARK
5. THE GARDENS - WELLNESS
6. THE GARDENS - FAMILY PLAY
7. BEACH LAGOON ACCESS
8. SECONDARY EXIT





01

02

03

04

07

06

08

THE

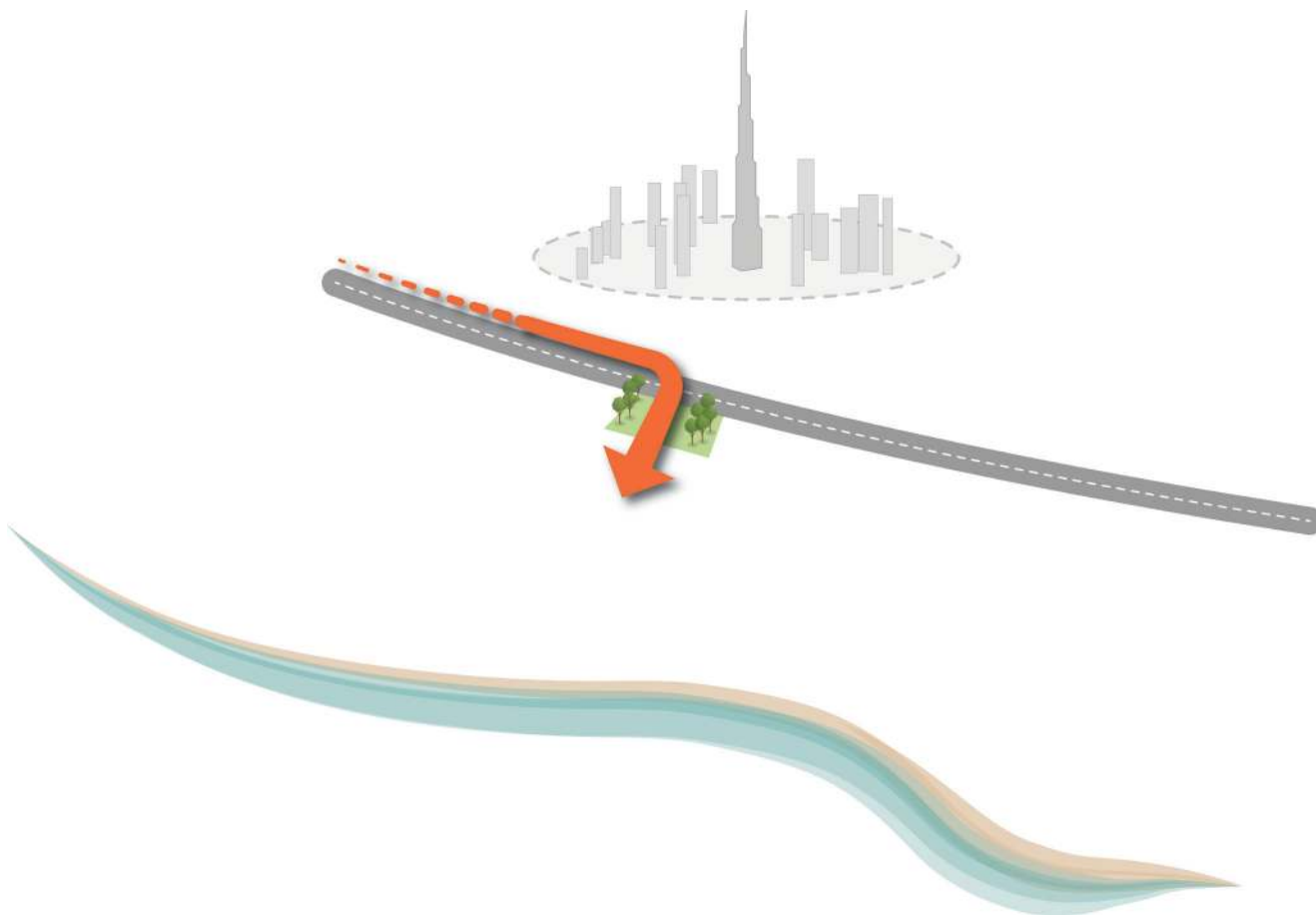
Arrival

TRAVERSE LUXURY

01

THE ARRIVAL

The pristine, main entry of the exclusive development, welcoming its esteemed residents and guests with its aura of luxury, infused with the landscaped beauty of the desert.

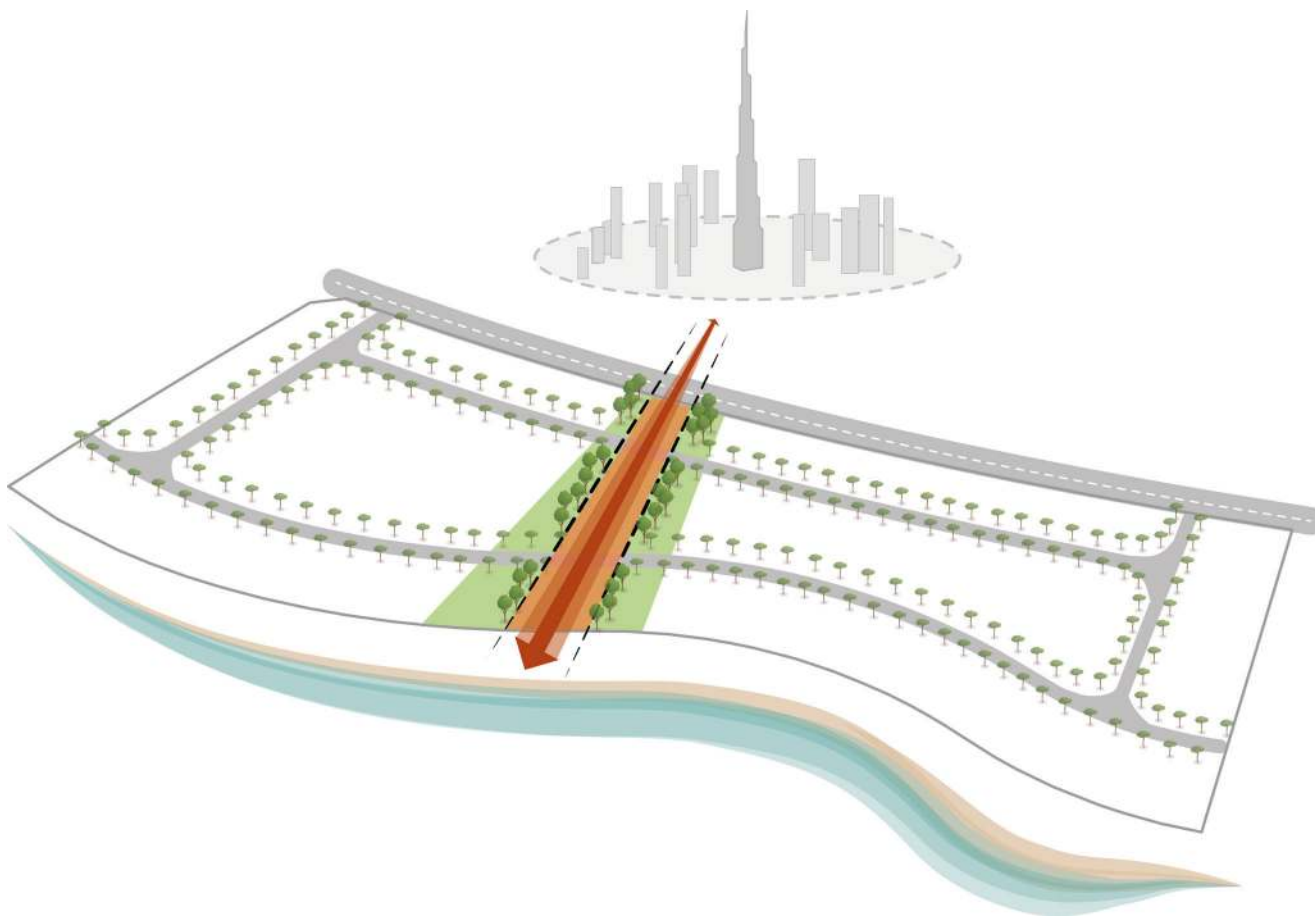




02

THE CATWALK

The central stage of the masterplan. Inspired by Karl's famous shows, the catwalk emulates the astounding success of Karl Lagerfeld, showcasing how the brand infuses the context into their designs.

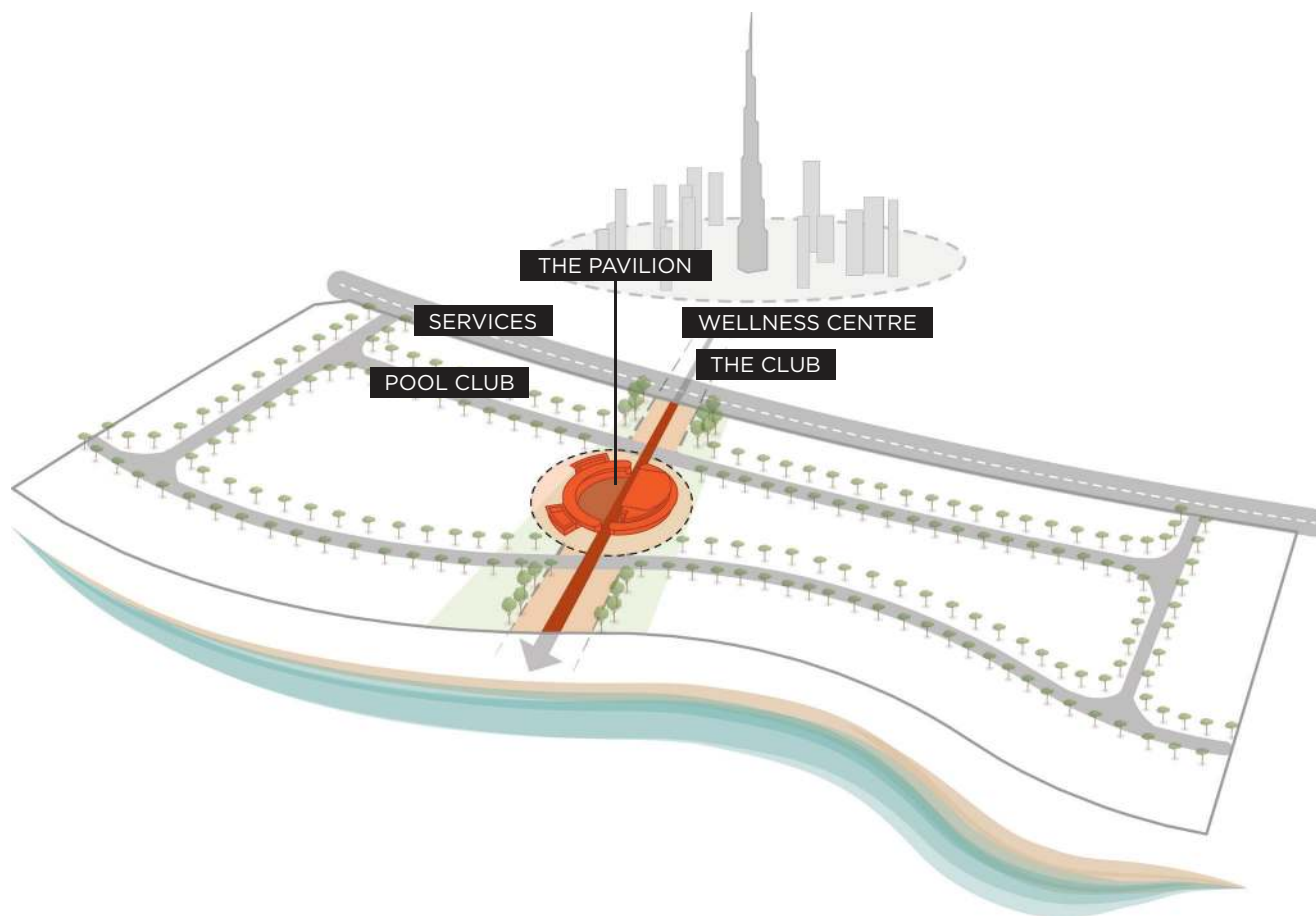




03

THE PAVILION

The gemstone of the masterplan. Providing the main exclusive amenities for its residents, whilst emulating Lagerfeld's aesthetics on reflections.

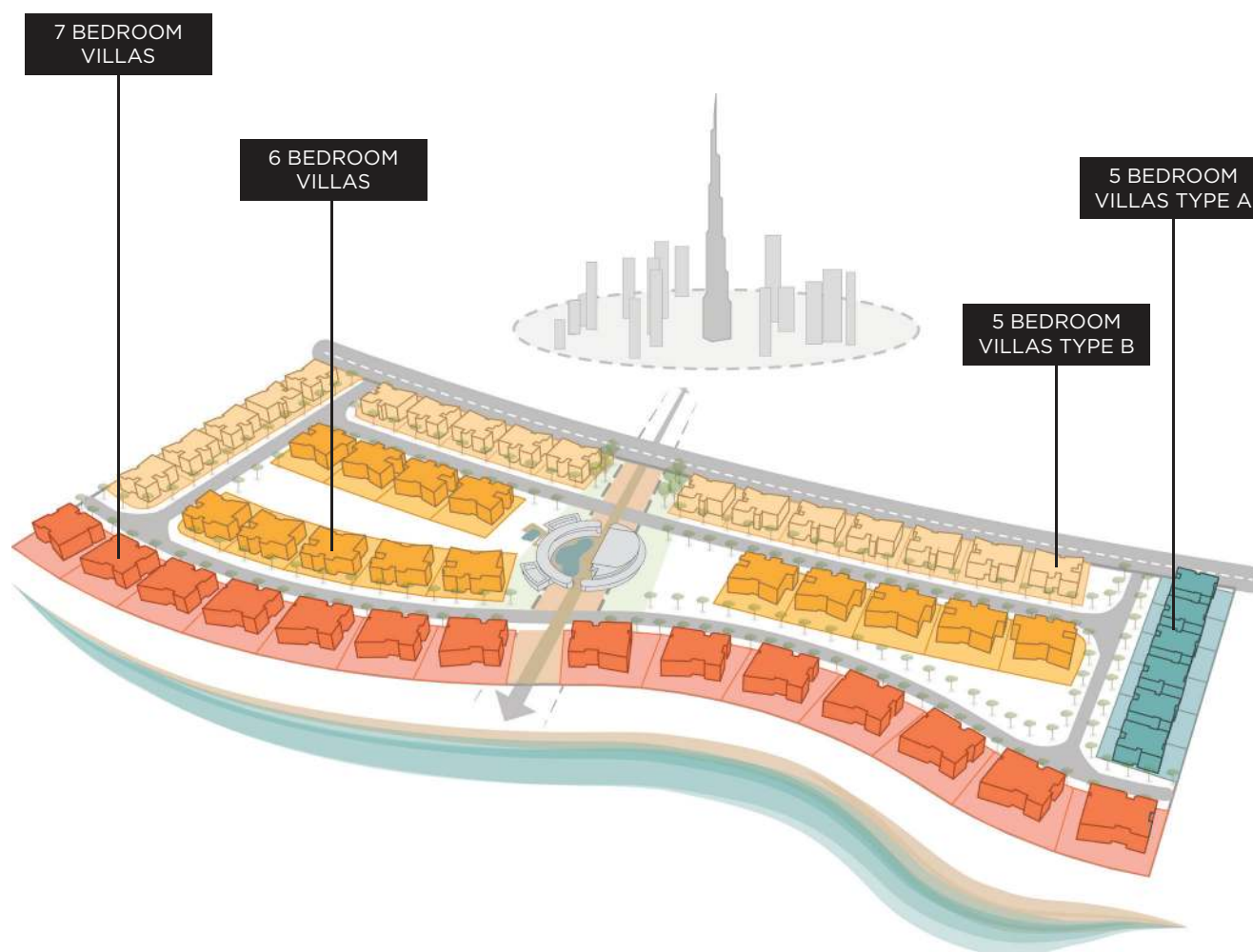




04

THE RESIDENCES

Inspired by Karl Lagerfeld's passion for 18th century architecture, the villas fuse art deco details with minimalistic yet elegant elements.

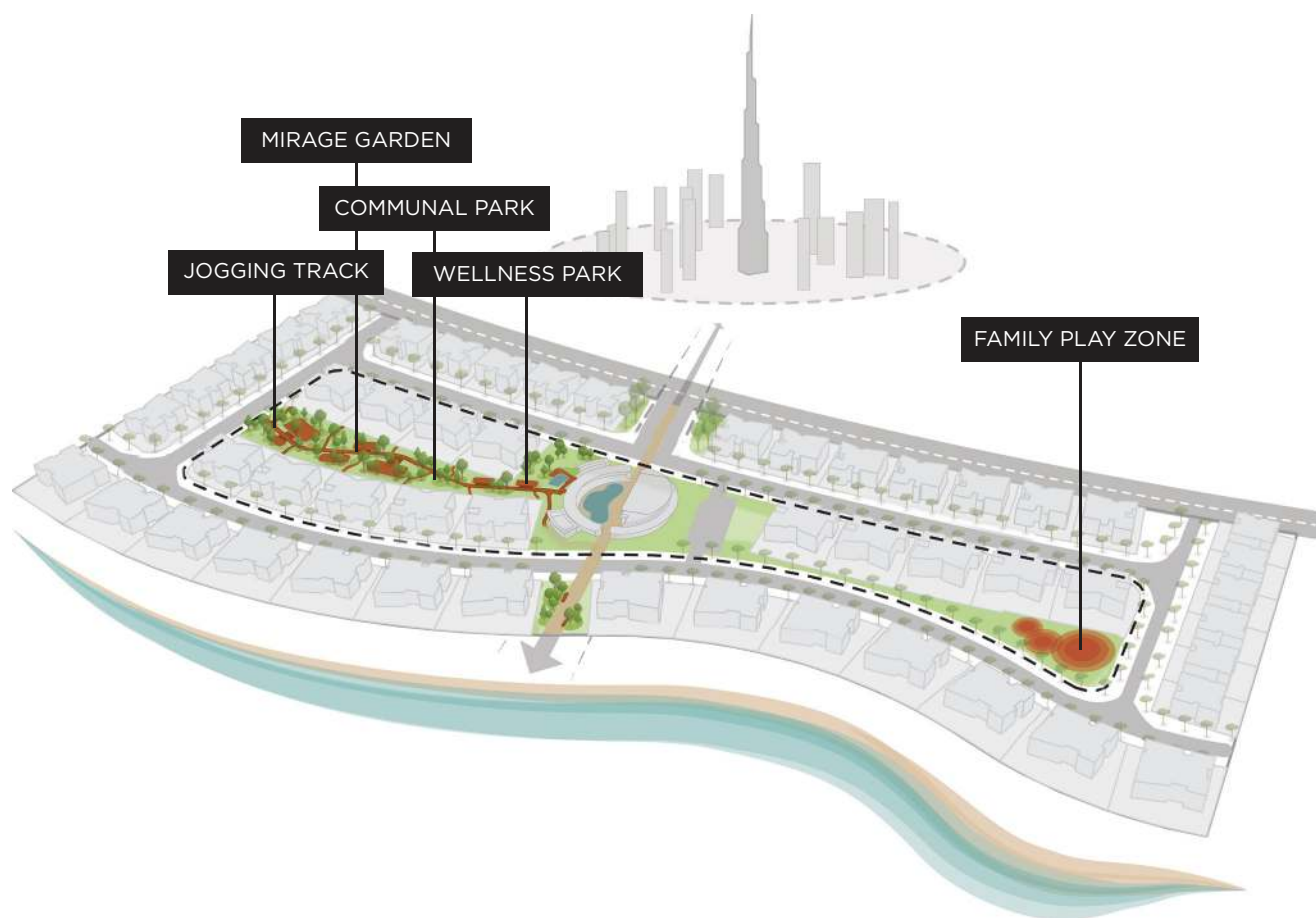




05

THE AMENITIES

Infusing the desert's flora and landscape into the development, the gardens immerse residents into a zen experience, showcasing the beauty of Karl Lagerfeld's sleek design with the desert.





THE FLOATING JEWEL

THE KARL LAGERFELD CLUB HOUSE

The gem of the masterplan, just like the iconic signature piece of a fashion collection that stands out during a show, the development surrounds a beautiful form, floating on water that unites the masterplan.

The jewel channels the concept of the project.









ICONIC
FORM



BRINGING NATURE
INDOORS



THE CELEBRATED
RUNWAY



LAGERFELD'S REFLECTIVE
AESTHETIC

THE LIBRARY

CLUBHOUSE PAVILION



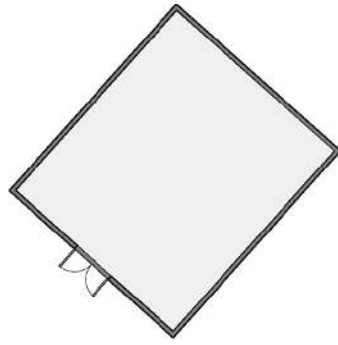






THE CLUB

CLUBHOUSE PAVILION



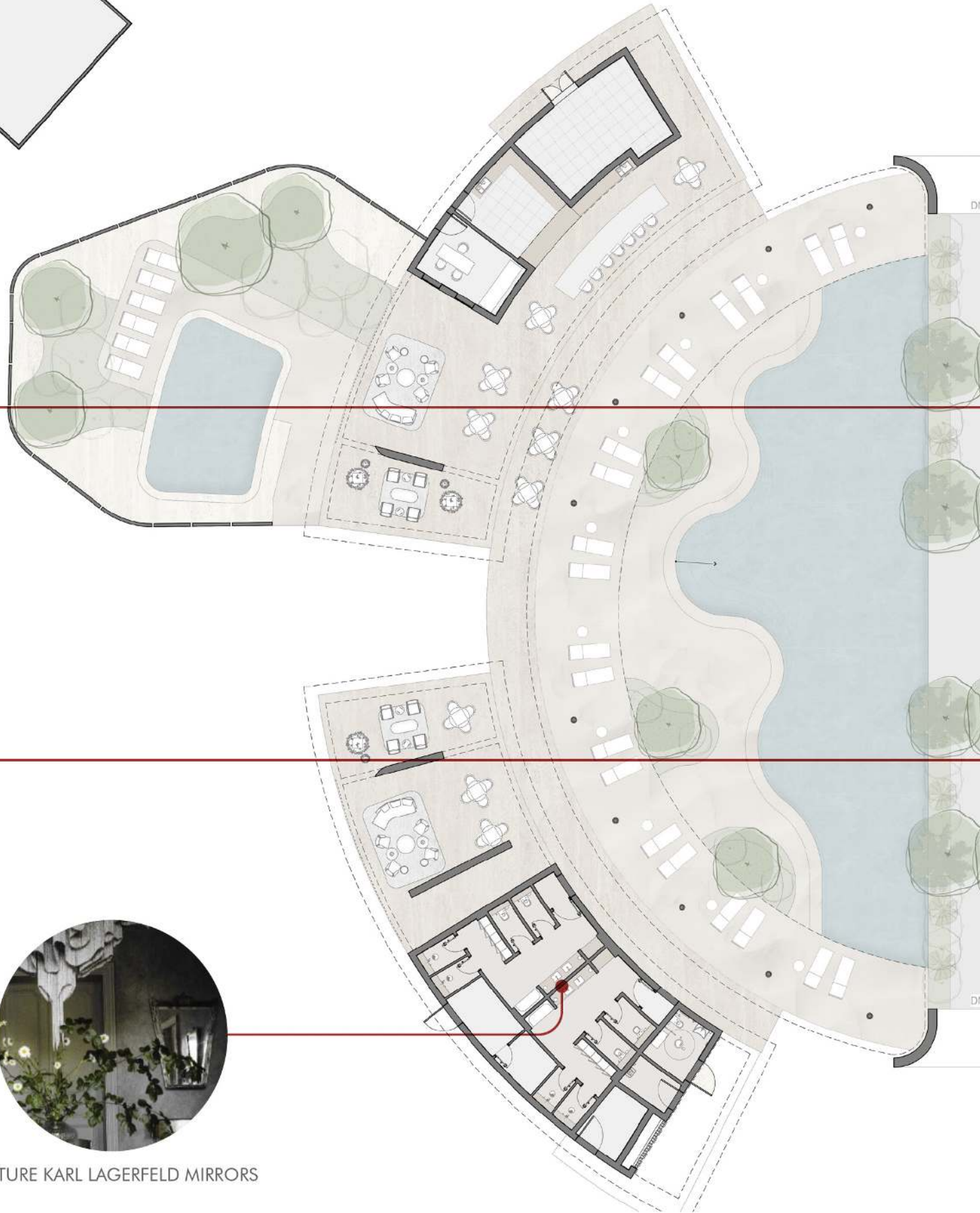
PARISIAN PARQUET FLOORING
CHATEAU DE VERSAILLES



ABUNDANCE OF
NATURAL LIGHT



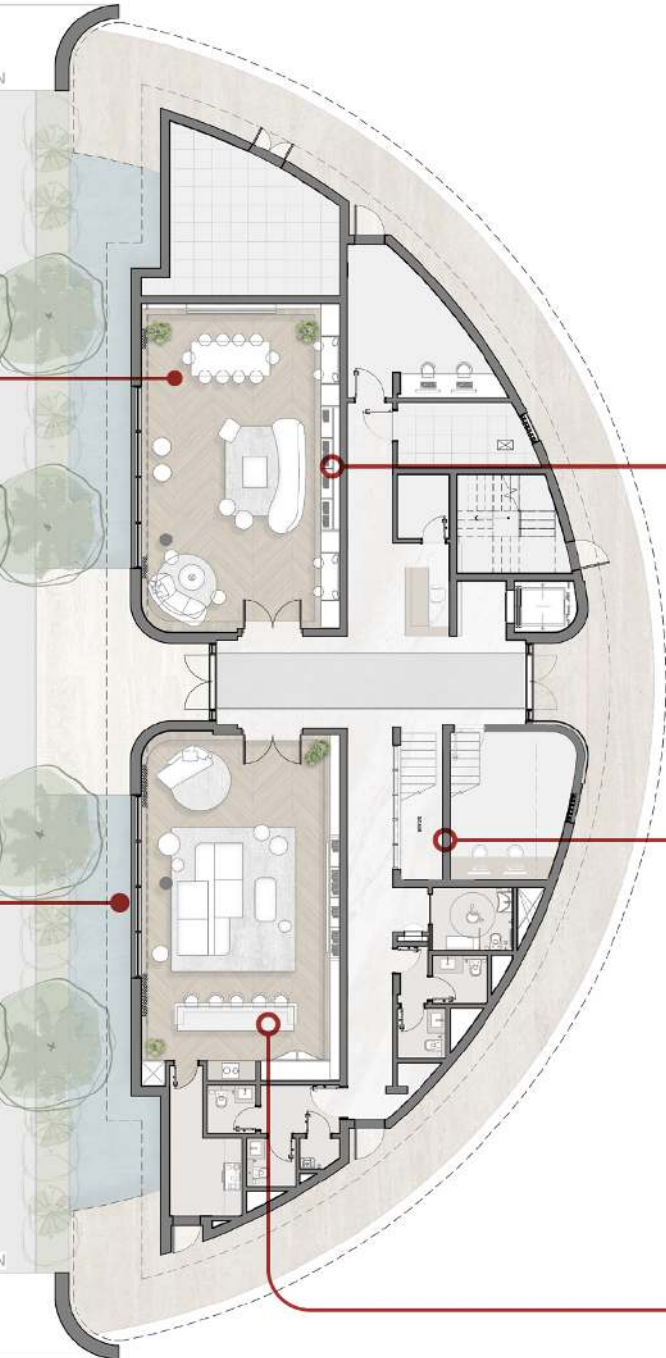
FEATURE KARL LAGERFELD MIRRORS



DIAGRAMS

THE CLUBHOUSE PAVILION

KARL MOMENTS



KARL LAGERFELD'S LOVE FOR LITERATURE



KARL LAGERFELD'S FEATURE STAIR



KARL LAGERFELD'S LOVE FOR REFLECTIVE SURFACES









THE

Residences

DESIGNER COLLECTION





KL 01

CREATED BY THE BRAND ETHOS
KARL LAGERFELD



“ EMBRACE ”

THE PRESENT & INVENT THE FUTURE



“ CULTURE ”

INFUSE INSPIRATIONS FROM THE CONTEXT



“ ICONIC ”

TO BE BORED IS ILLEGAL



“ CARING ”

SEEK TO BE THE BEST VERSION OF THEMSELVES



REDEFINING
CONTEMPORARY DESIGN



THE FIRST OF ITS
KIND



INFUSE DUBAI'S ESSENCE
INTO THE DESIGN

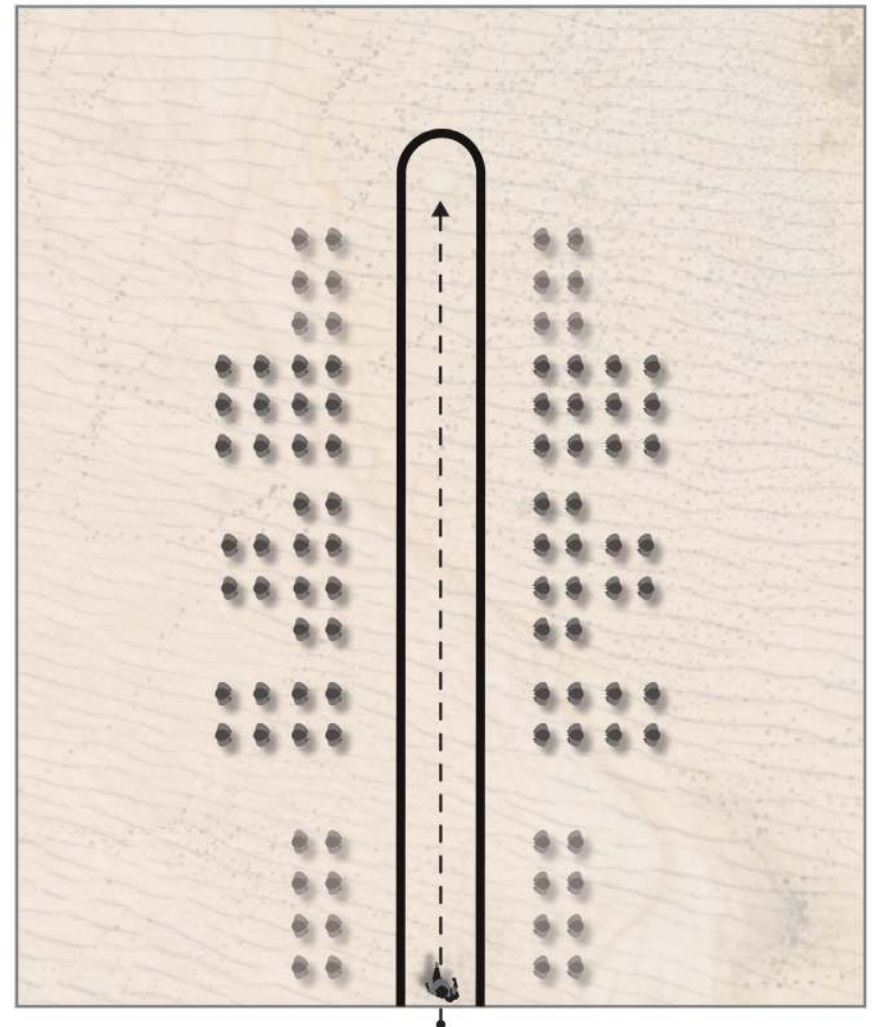
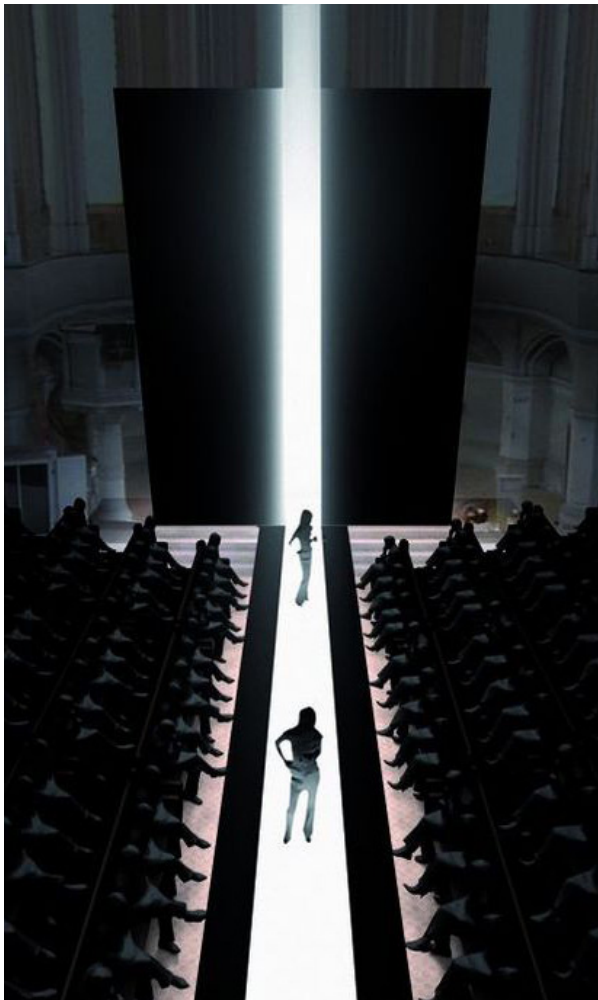


ECO FRIENDLY
AND SUSTAINABLE

INTERPRETING **OUR VISION**

INSPIRED BY THE
CATWALK

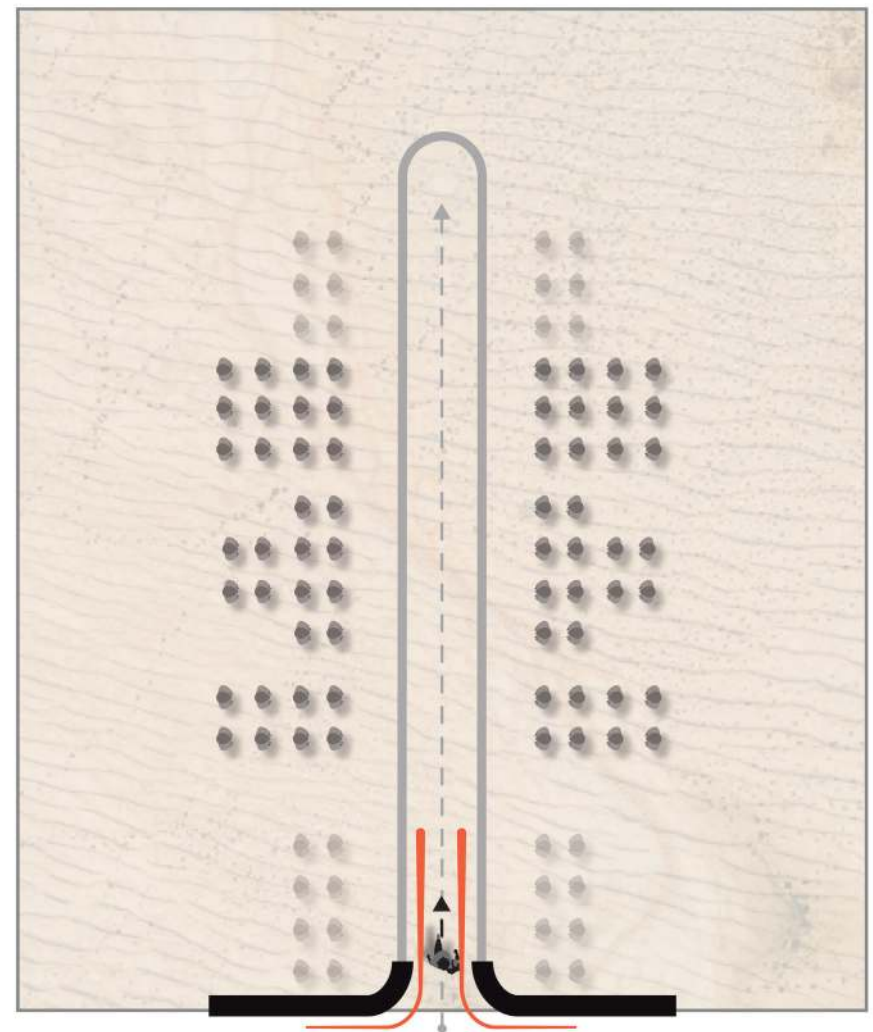




01

THE CATWALK

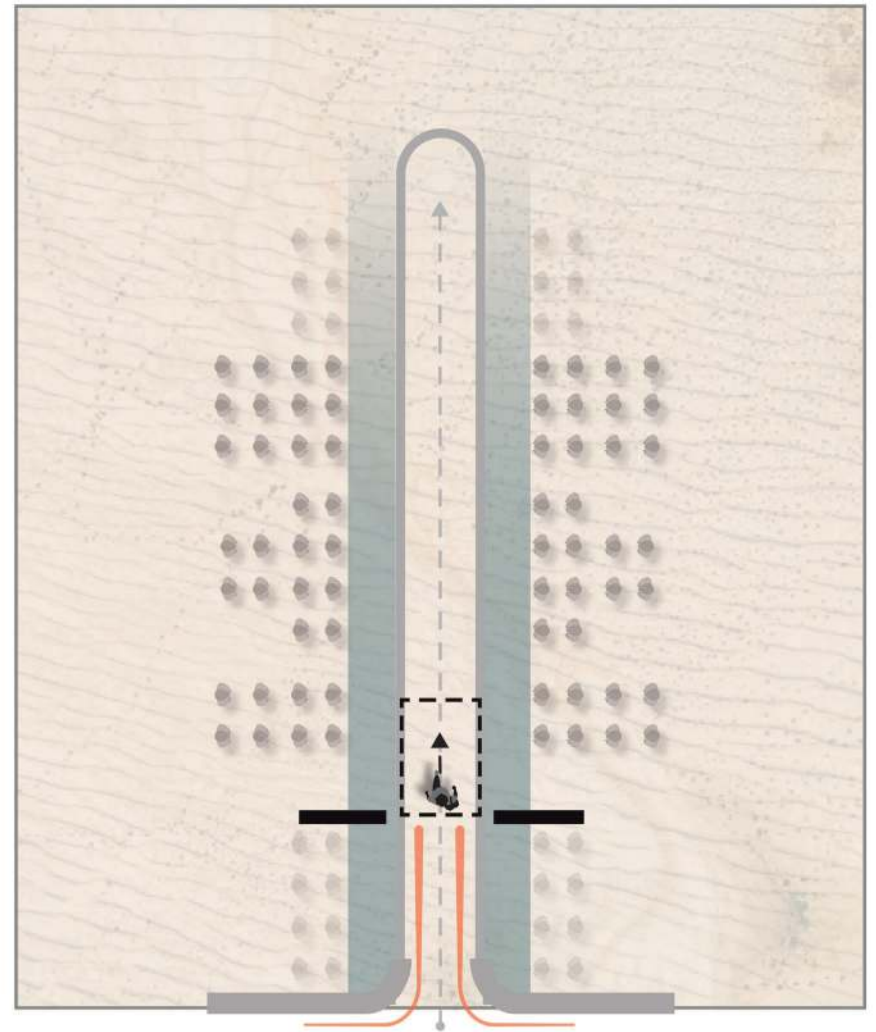
Tying the concept of the entire masterplan into the residences itself, the villa is built upon the concept of a central catwalk that runs through the center of the plot... bringing its residents through an array of experiences.



02

THE ARRIVAL

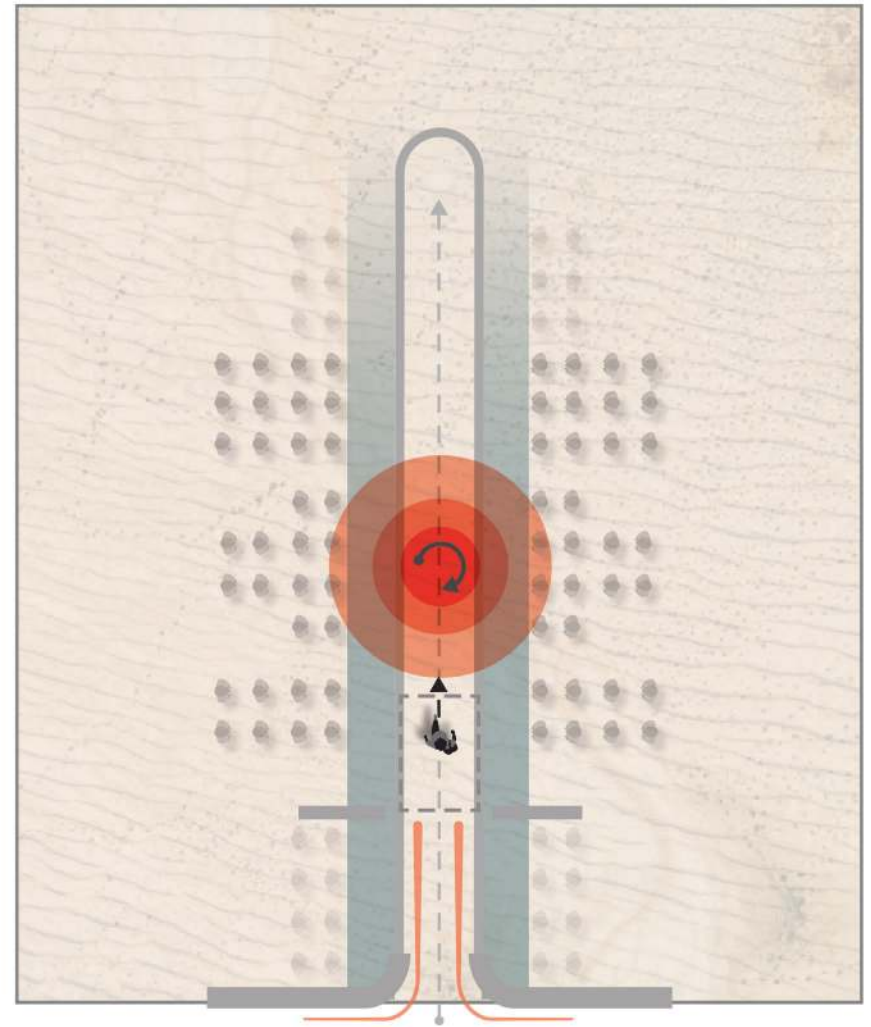
The entry to the catwalk and the arrival to the villa. The arrival welcomes its resident with a grand entry, with a view to the main foyer.



03

THE WELCOME

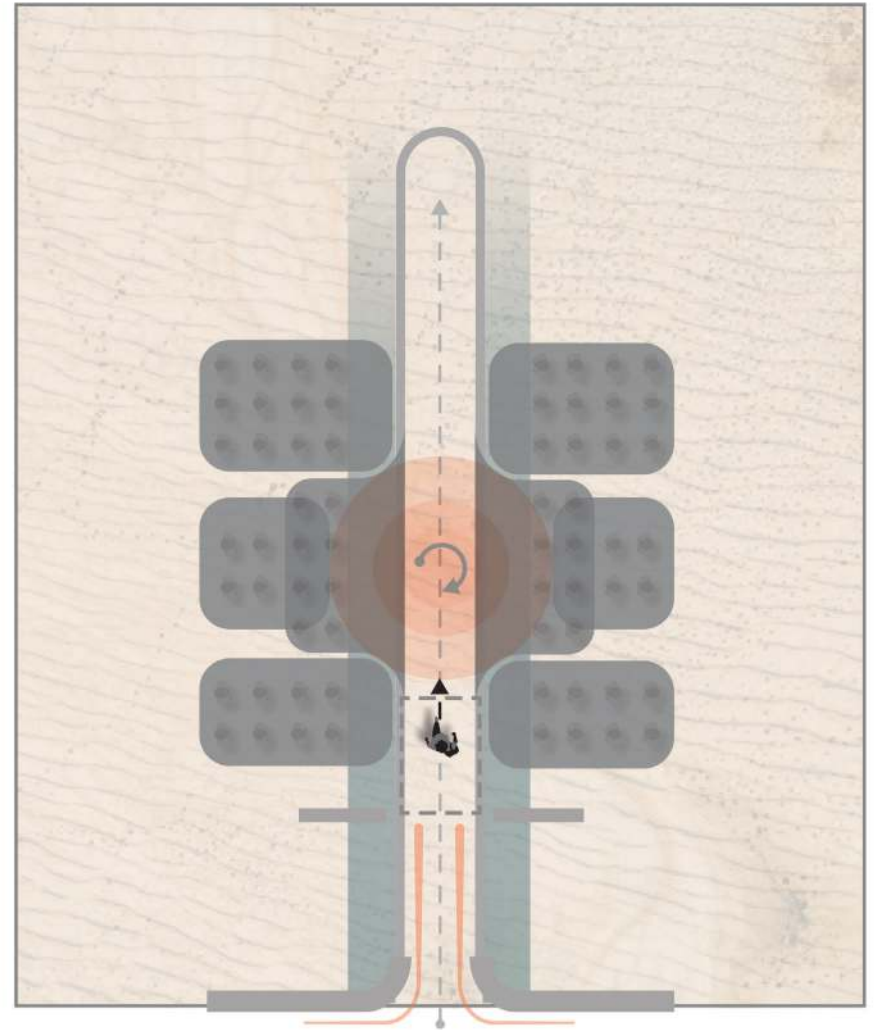
The grand entrance into the villa, welcoming its residents and guests into a luxurious double height experience.



04

THE ASCENT

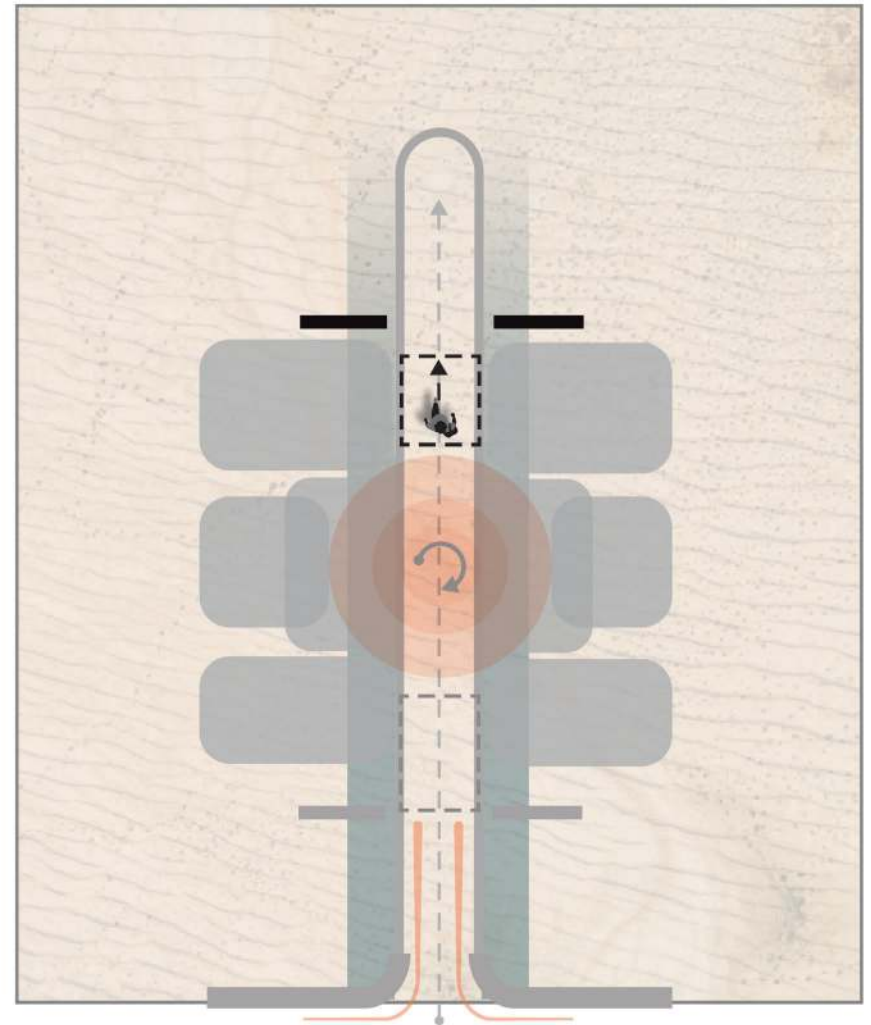
The central jewel of the catwalk with a feature artistic staircase, emulating the jewel stage piece in every signature Karl fashion show.



05

THE NODES

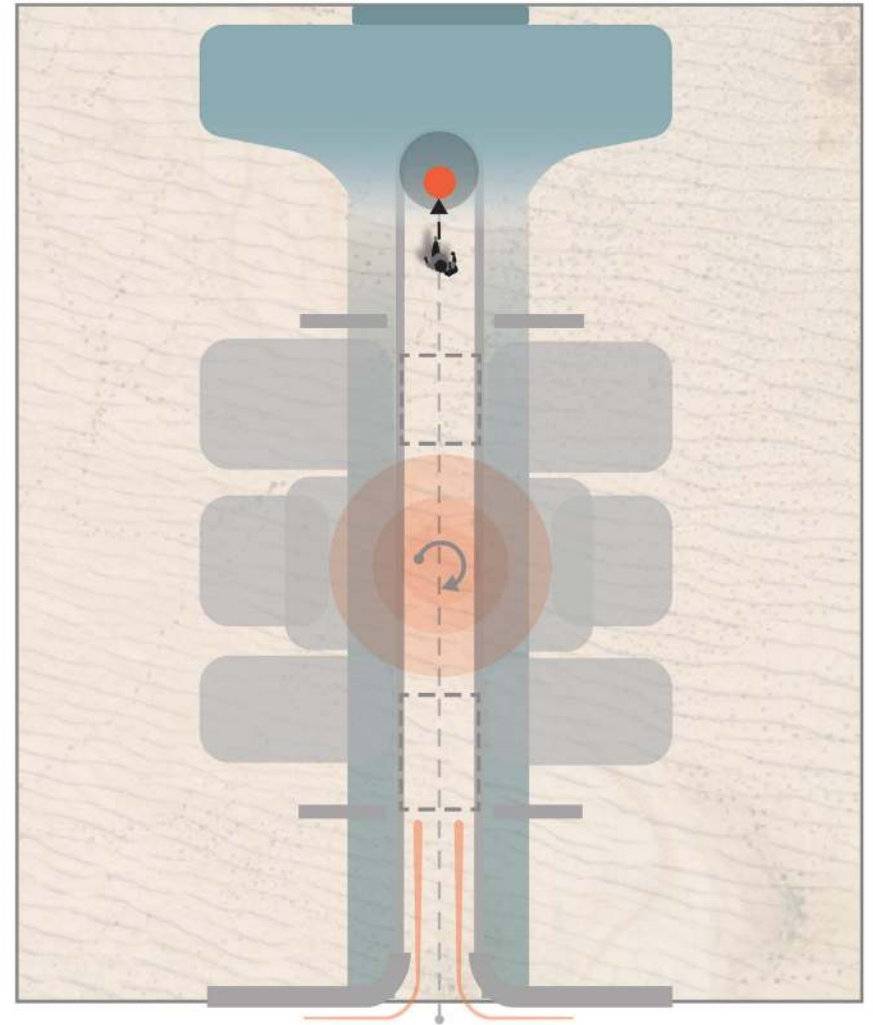
The lifestyle zones of the masterplan surrounding the central piece, creating the main experiences of the residents.



06

THE HEART

A transitionary grand space unto the outdoors, giving residents and users a framed view to the landscape, inviting it into the interiors.



07

THE POOL

The finale of the catwalk, with a circular sunken lounge to commemorate the signature turn of the model in a runway, with a pool with a feature waterfall edge, celebrating the end of the walk.







KL07





KL05











KL05





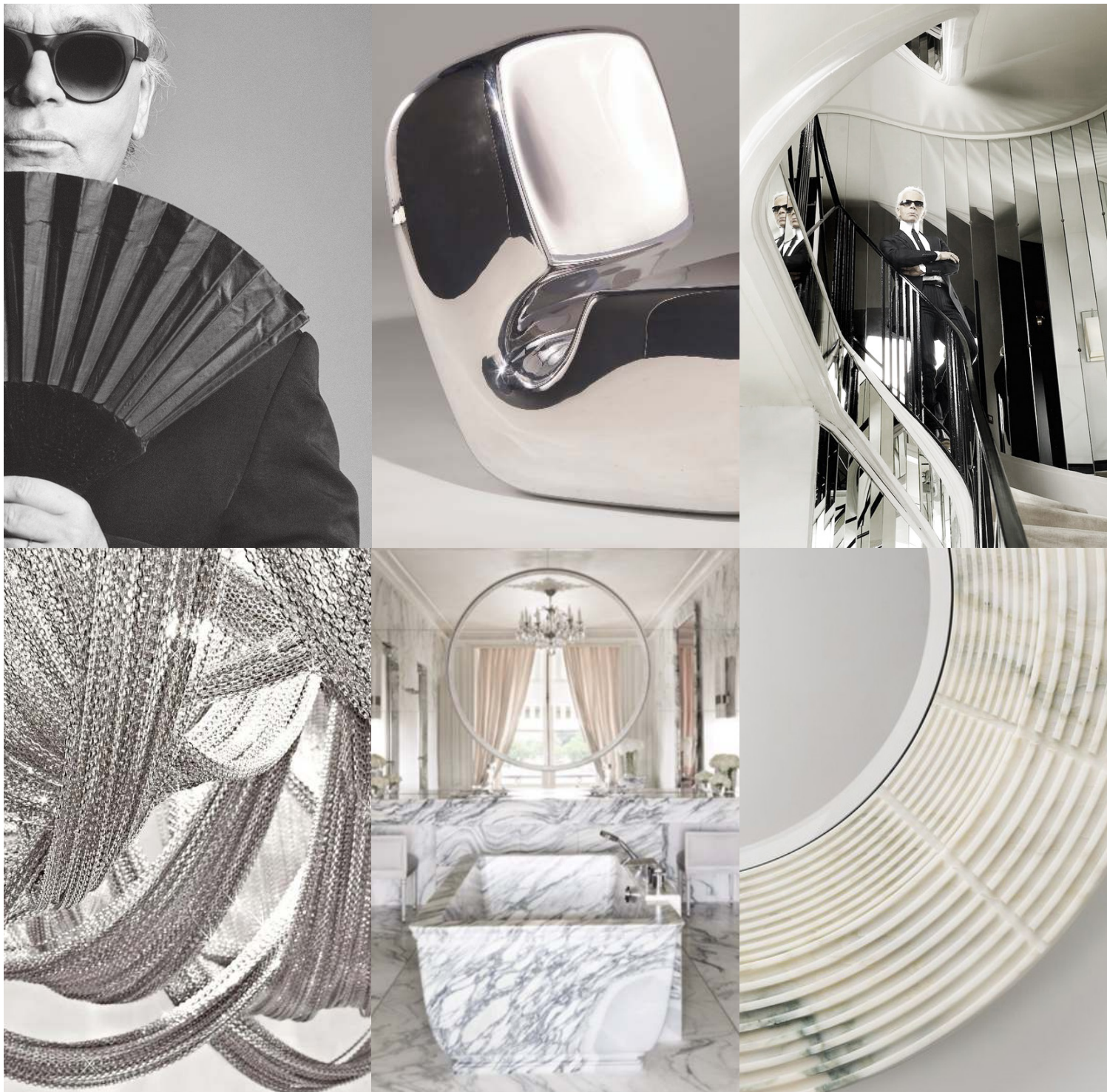




KL12

INTERIOR DESIGN

Inspiration



INFUSED WITH

KARL LAGERFELD'S PERSONALITY

IKONIK | IRONIK | KREATIVE | KROSS-KULTURAL

A transitional grand space unto the outdoors,
giving residents and users a framed view to
the landscape, inviting it into the interiors.



WITHIN THE SPIRIT OF
DUBAI

DIAGRAM
GROUND
KARL M



DINING CHAIRS
PAVILLON DE VOISINS,
LOUVECIENNES



PARISIAN PARQUET FLOORING
CHATEAU DE VERSAILLES



SKIRTING DETAIL



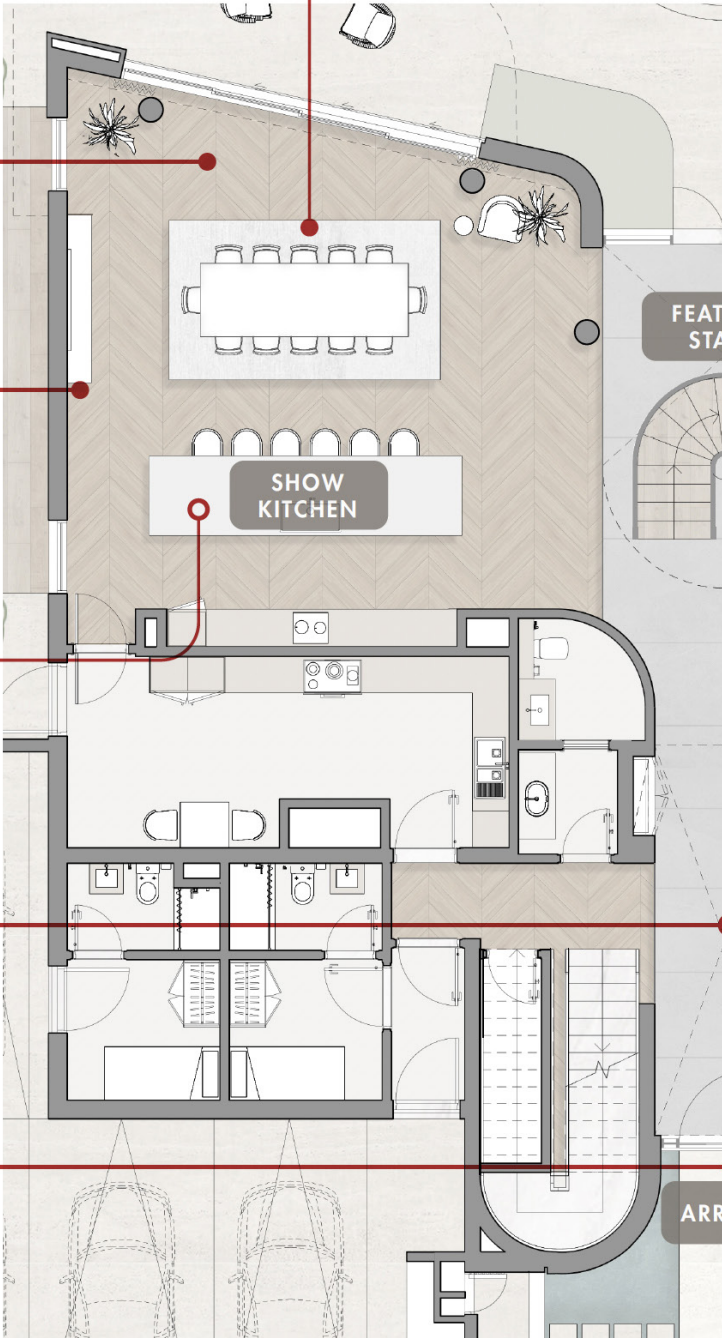
KARL LAGERFELD'S LOVE
FOR REFLECTIVE SURFACES



ARRIVAL CATWALK

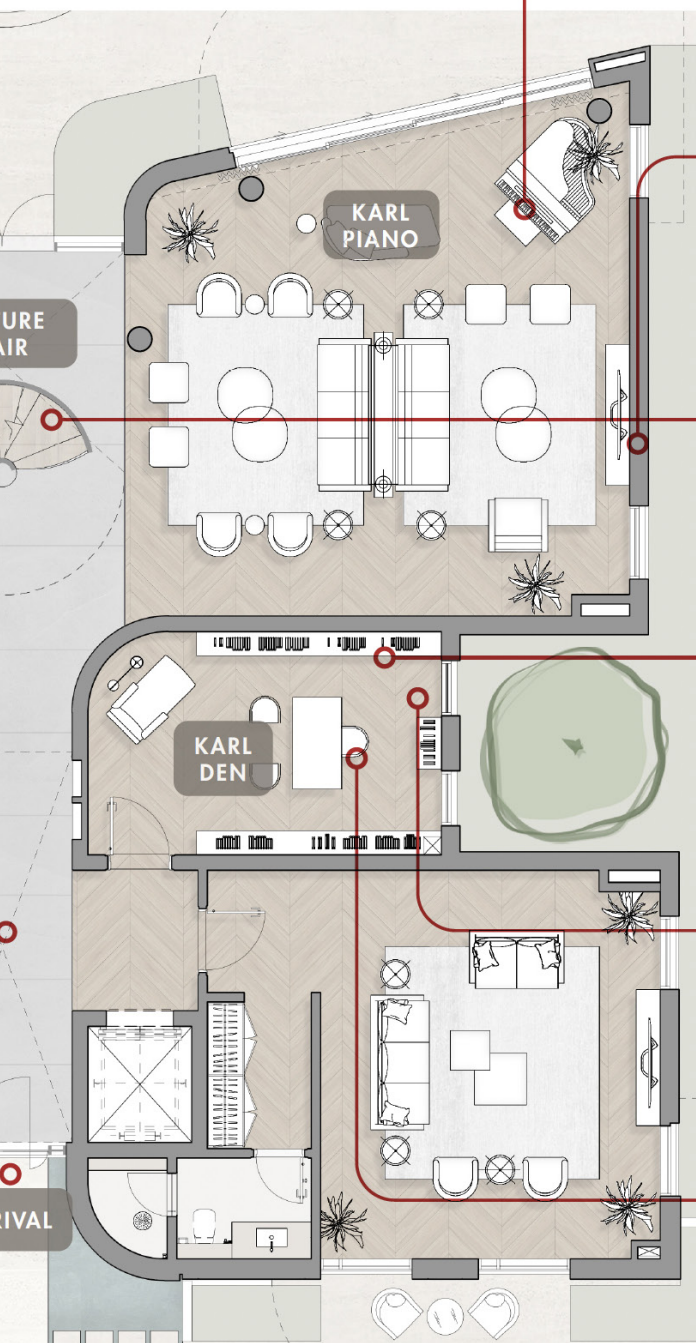


DOUBLE DOOR ARRIVAL
RUE SAINT GUILLAME



Disclaimer: 1. All dimensions are in metric, measured to wall finishes. 2. All materials, dimensions & drawings are approximate. 3. Information is subject to change without notice. 4. The drawings are for informational purposes only and do not represent the actual size, features, specifications, fittings and furnishings. 7. The drawings are for informational purposes only and do not represent the actual size, features, specifications, fittings and furnishings.

GRAMS
D FLOOR
OMENT



'THE S.L.E.D' PIANO
DESIGNED BY KARL LAGERFELD



KARL LAGERFELD
UNTITLED II



KARL LAGERFELD'S
FEATURE STAIR



KARL LAGERFELD'S
LADDER



KARL LAGERFELD'S
LOVE FOR LITERATURE



QUAI VOLTAIRE
MARTIN SZEKELY TABLES

7 BED VILLA

ARRIVAL ENTRANCE

KARL LAGERFELD MOMENTS DIAGRAM



KARL LAGERFELD'S
FEATURE STAIR



PARISIAN PARQUET
FLOORING
CHATEAU DE VERSAILLES



ARRIVAL CATWALK



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6 BED VILLA

KITCHEN AND DINING

KARL LAGERFELD
MOMENTS DIAGRAM



KARL LAGERFELD'S
LIBRARY & LADDER



GLASSES, VASES AND
MORE DESIGNED BY
KARL LAGERFELD, 2011



QUAI VOLTAIRE DINING TABLE
KARL LAGERFELD MAISON



PARISIAN PARQUET
FLOORING
CHATEAU DE VERSAILLES



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GLASSES, VASES AND MORE
DESIGNED BY KARL, 2011



KARL'S LOVE FOR
REFLECTIVE SURFACES



MODERN TAKE ON THE
TRADITIONAL RUG

6 BED VILLA

**ENTERTAINING
AND LIVING
EXPERIENCE**

KARL LAGERFELD
MOMENTS DIAGRAM



KARL LAGERFELD'S FEATURE STAIR



ARABIAN HORSE
SILHOUETTE



SAINT-GERMAIN
COFFEE TABLE
KARL LAGERFELD
MAISON



PARISIAN PARQUET
FLOORING
CHATEAU DE VERSAILLES



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KARL LAGERFELD'S LOVE
FOR ROUND MIRRORS



DOUBLE DOOR ARRIVAL
RUE SAINT GUILLAME



'THE S.L.E.D' PIANO
DESIGNED BY KARL
LAGERFELD































KARL LAGERFELD

VILLAS

BY

T A R A F
