

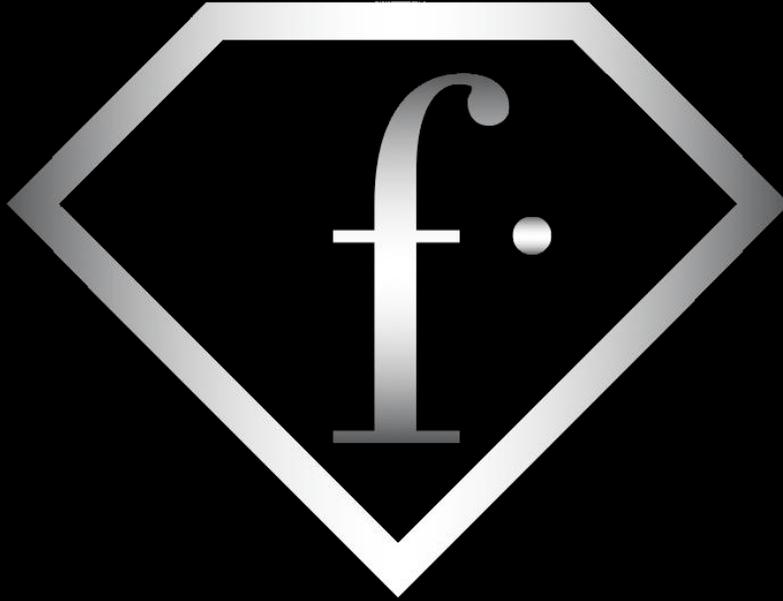
# HOTELS

Runways & Residences

Click [here](#) to watch the video

# F Hotels - Introduction

- ◆ FashionTV is the biggest fashion medium in the world. As the only global 24/7 TV station focused exclusively on fashion, beauty, trends and style, FTV broadcasts the latest news & information to over 350 million households and 7 million public places worldwide. Recognized as one of the most influential and renowned media brands in the fashion industry, it is not surprising that FashionTV has decided to develop its own successful branded portfolio - from clothing merchandise & beverages, through retail stores and hotels.
- ◆ FashionTV is more than a channel, it is a lifestyle. The community of FTV viewers is considered the most luxurious, glamorous and fashion-oriented target group among all media consumers, who not only love to watch the fashionable lifestyle on TV, but they also enjoy LIVING IT. As a result, FashionTV branded products, locations (F Clubs and F Bars) and high-profile events are increasingly popular and sought-after by millions of fans around the world.
- ◆ FTV viewers are ONE OF THE MOST FREQUENT business and leisure TRAVELLERS and HOTEL GUESTS, which provides a key preliminary advantage and logic to the development of F branded hotels.



# HOTELS

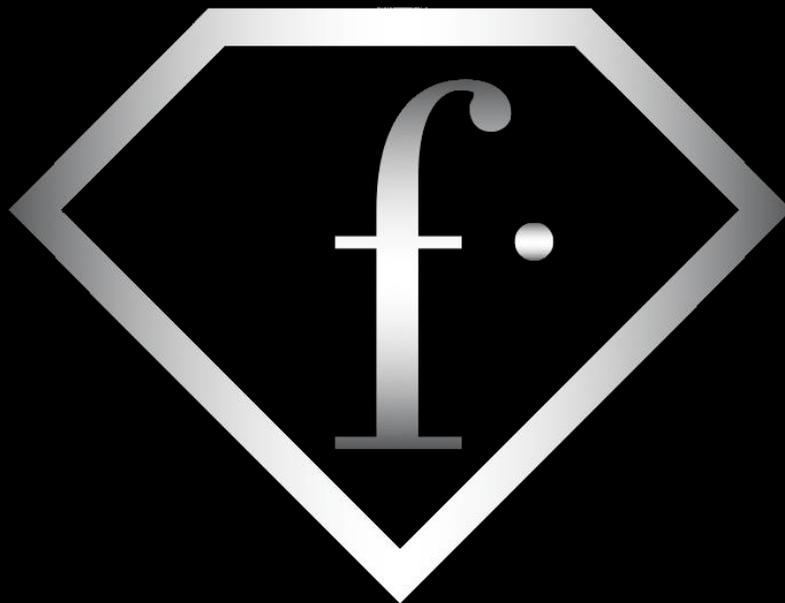
Runways & Residences

## F HOTEL CONCEPT

2011

# F Hotels - Concept

- ◆ F Hotel concept is considered for development of top-class hotel portfolio representing a collection of fashionable hotels in key destinations around the world. The mission is to convey FTV's look and feel into hospitality industry by offering sophisticated and fashionable accommodation, exemplary service and unique environment with an aim to grasp a niche of the international tourism market.
- ◆ F Hotels are specifically designed to satisfy and delight the ever growing global fashion community, trendsetting urban professionals, and all sophisticated business & leisure travelers. F Hotels are also intended to be an ideal choice for large-scale fashion industry events and promotional activities, fashion shows, VIP parties, photo and movie shoots, star interviews, and other social engagements.
- ◆ The tangibility of real estate, referring to the fact that hotels are not transient or disposable, but a place of habitation and therefore by definition, bring true meaning to the concept of “living the brand” and in return create a marketing opportunity and ability to influence “lifestyles”



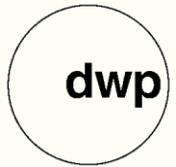
# HOTELS

Runways & Residences

## WE LOVE DIAMOND



HOTELS  
Runways & Residences



The exterior design and architecture whilst being visually iconic and innovative, portraying unique aspects of the F Hotel Brand, is also cost effective and in line with the overall financial model



**Aerial View**

The F Hotel tower is an extruded and rotated diamond form, with efficient hotel rooms on the edge and public areas in the atrium space.



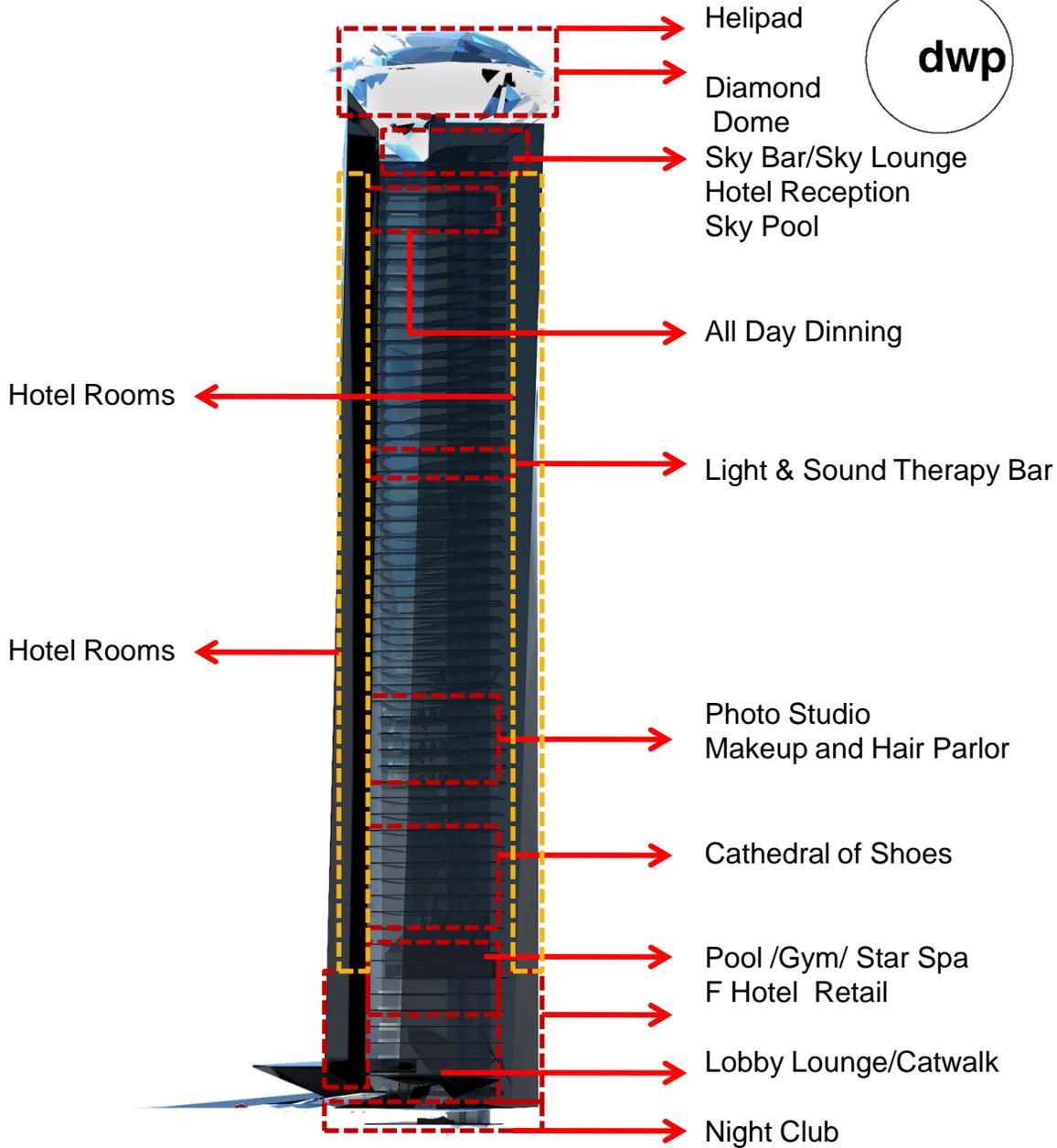
**HOTELS**  
Runways & Residences

**dwp**

**Atrium**



HOTELS  
Runways & Residences



# Area Key



HOTELS  
Runways & Residences



**F Hotel concept is firmly rooted in the brand values of FTV and personifies the following key elements:**

**Strong identity - “hotel with a fashion touch” - inspirational hotel brand identified with the world of fashion**

**Atrium**

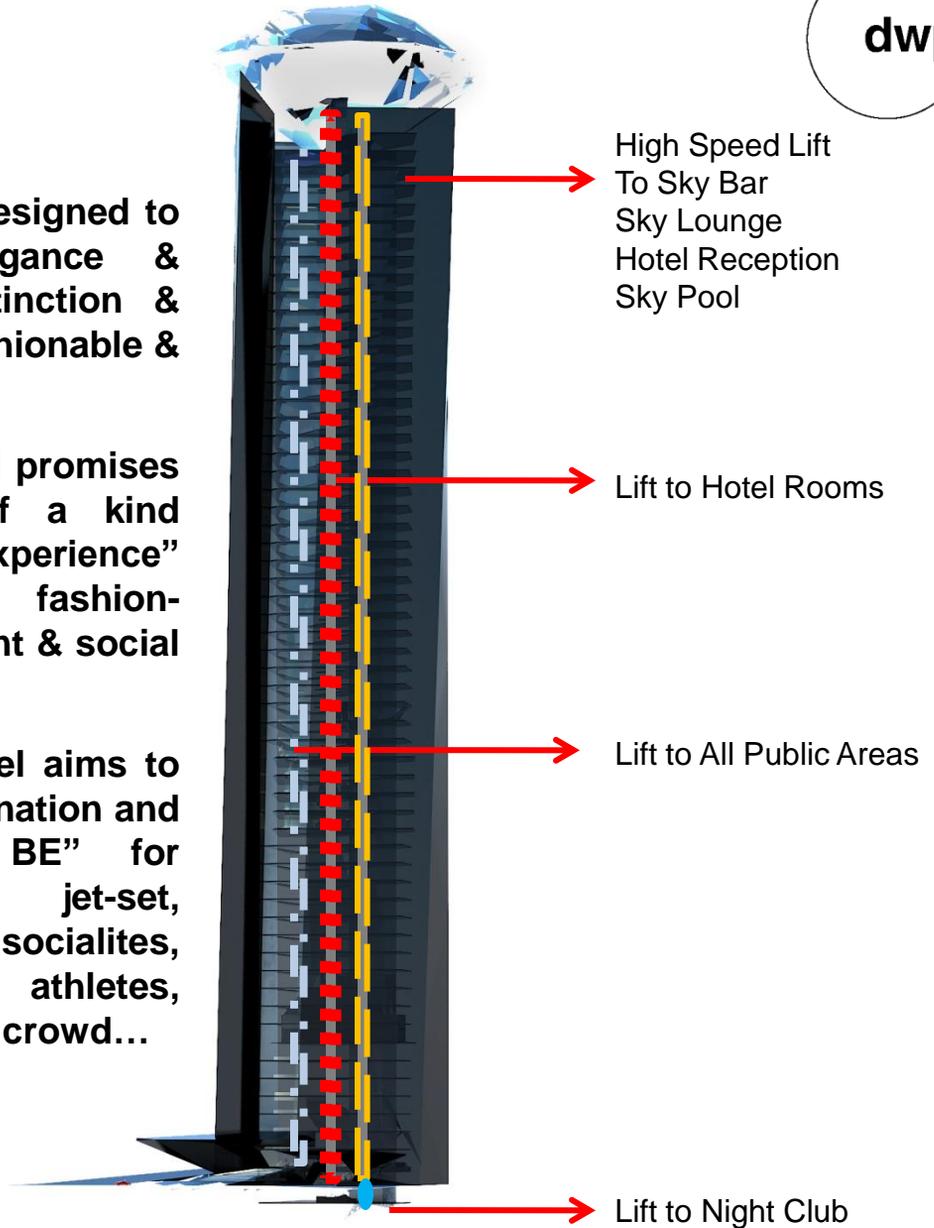


HOTELS  
Runways & Residences

**Style - F Hotel is designed to portray chic elegance & sophistication, distinction & class, offering a fashionable & modern living**

**Originality - F Hotel promises to be a “one of a kind hospitality experience” blending unique, fashion-related entertainment & social concepts**

**Personality - F Hotel aims to be a desirable destination and a “PLACE TO BE” for international jet-set, trendsetters, socialites, fashionistas, athletes, yuppies and upbeat crowd...**



## Access Diagram



**HOTELS**  
Runways & Residences



# Diamond Arrival



HOTELS  
Runways & Residences

# F Hotel – Key Competitive Advantages



dwp

- ◆ **Qualified market differentiation based on a strong identity of F Brand** – is what sets F Hotels apart from its competitors and enables the brand to form a strong and lasting emotional bond with all of its clientele and stakeholders. In most cases, choice of a hotel is a lifestyle statement, and F Brand is in fact famous for influencing lifestyles. As a result, F Hotel represents a distinctive approach to life in its true sense
- ◆ **Enhanced image & prestige due to a global power of FashionTV medium** – FashionTV generates significant worldwide media exposure for many global brands. This presents an invaluable advantage for airtime promotion of the F Hotel brand, resulting in numerous opportunities for creation of effective marketing campaigns and attraction of a wide range of clientele among a worldwide audience of FTV
- ◆ **Increased recognition among worldwide fan base of potential future clients** – Being one of the most recognized and respected brands in the fashion world, followed by millions of fans and viewers who are in fact frequent travelers and high-spenders, will naturally generate interest and curiosity in the F Hotel properties, prospectively resulting in high occupancy rates, loyalty and repeat business, and above average ROI.



HOTELS  
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# F Hotel Entrance





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# F Hotel – Target Clientele



dwp

- ◆ From high profile fashion industry professionals (retailers, buyers, models, photographers, etc.) to celebrities, movie stars - to all business and leisure travellers inclined to the trendy and fashionable lifestyle
- ◆ Similar to F brand fans, F Hotels will attract all modern individuals who nowadays are characterized as explorers, culture-seekers, professionals and shoppers. They travel a lot – both long and short haul. They are independent, share a respect for the places they visit and are young at heart.
- ◆ Coming from cities near and far, the ideal F Hotel clients share a common desire: affordable luxury – stylish design, modern living, great value. They appreciate a high-class entertainment, enjoy the latest technology and quality products.
- ◆ Socializing and networking is highly important for them, they prefer venues that are frequented with similarly minded people.



**HOTELS**  
Runways & Residences



The entrance space can be transformed into dynamic video walls, ceiling, wall and stairs...



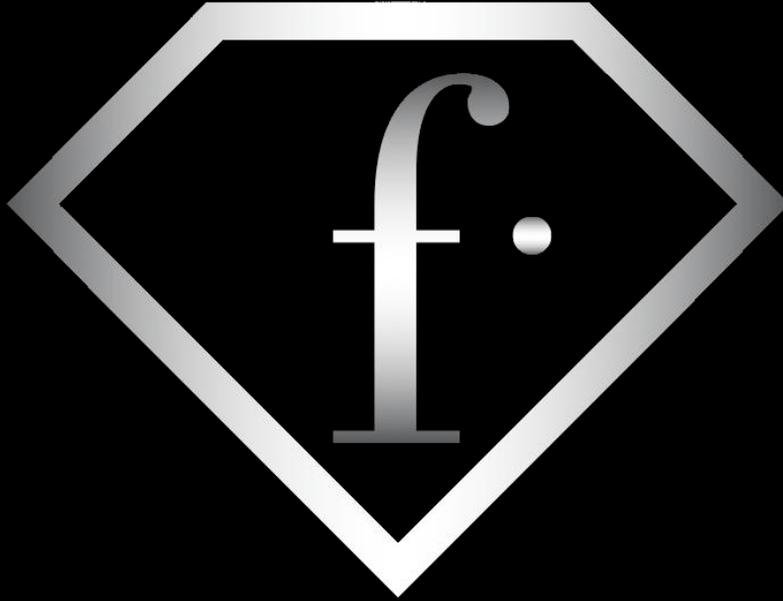
HOTELS  
Runways & Residences



The F Brand should not intrude into the guest experience BUT rather add value and enhance the value proposition for each guest

**Diamond Arrival**

We also host outdoor events at the front entrance, a grand, elevated runway.



# HOTELS

Runways & Residences

# WE LOVE RUNWAY



Multi & Audio – offering unique visual experiences throughout F Hotel, appropriate to time and mood of day, e.g. large format projection in lobby or small LCD screens in strategic locations, installed cautiously without imposing on the guests experience or interrupting an ability to relax or conduct business

# Lobby



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Runways & Residences



The Interior Design of the F Hotel is contemporary, innovative, exciting and “affordably luxurious”, whilst reinforcing the F Brand in a subtle and sophisticated manner, ensuring longevity and endurance for the F Hotel over the next 12 - 15 years, before any major refurbishment and upgrading of the concept would be required

## Lobby Runway



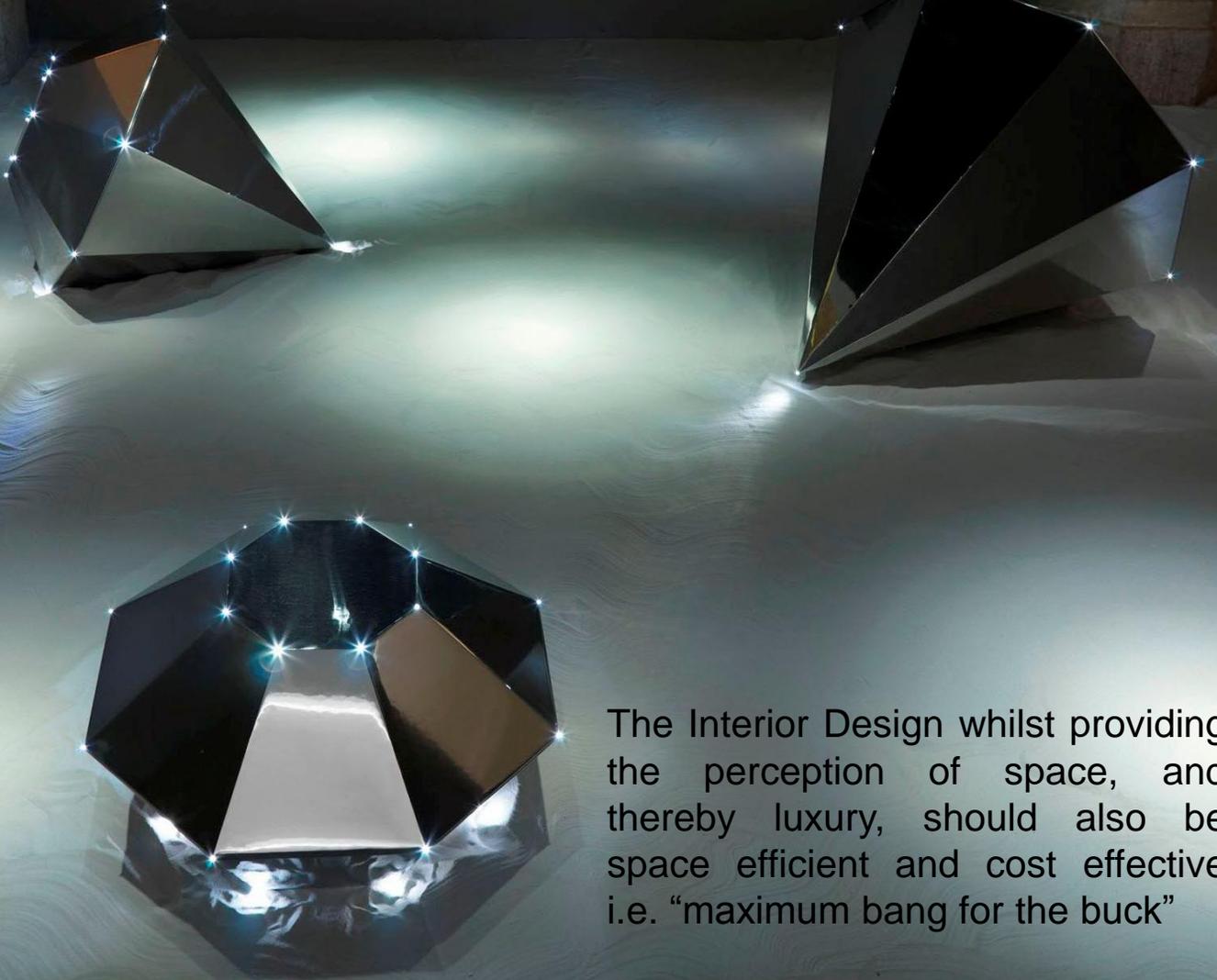
HOTELS  
Runways & Residences



# Fashion Goddess



**HOTELS**  
Runways & Residences



The Interior Design whilst providing the perception of space, and thereby luxury, should also be space efficient and cost effective i.e. “maximum bang for the buck”

## Lobby Art Piece by Chiara Dynys



**HOTELS**  
Runways & Residences

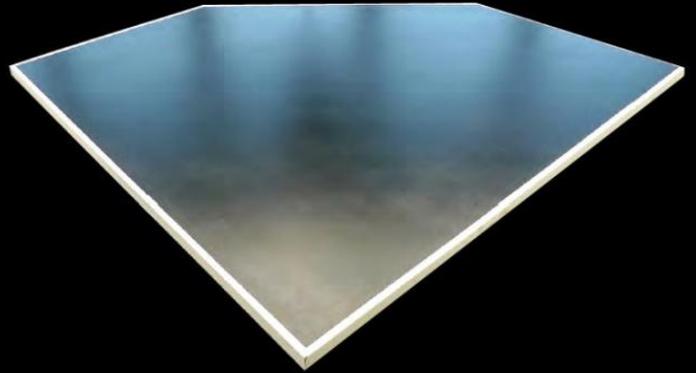
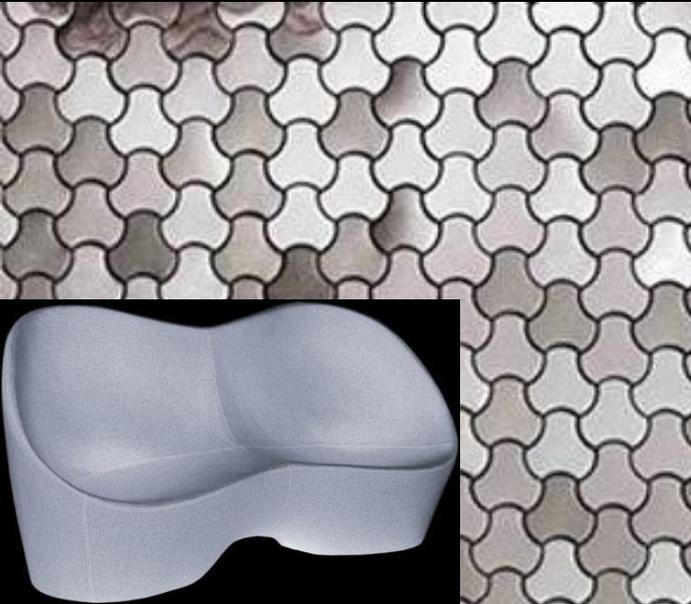
dwp

The Hotel should have a particular and unique style that reinforces the concept of a bespoke and tailor made Hotel Concept, that matches the F Brand, whilst still being “affordably luxurious

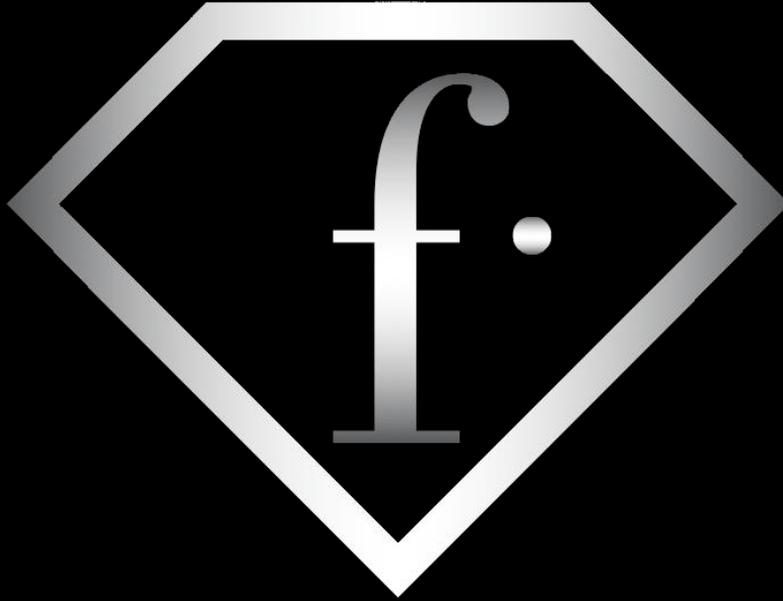
## Lobby Lounge



**HOTELS**  
Runways & Residences



# Lobby Lounge Furniture



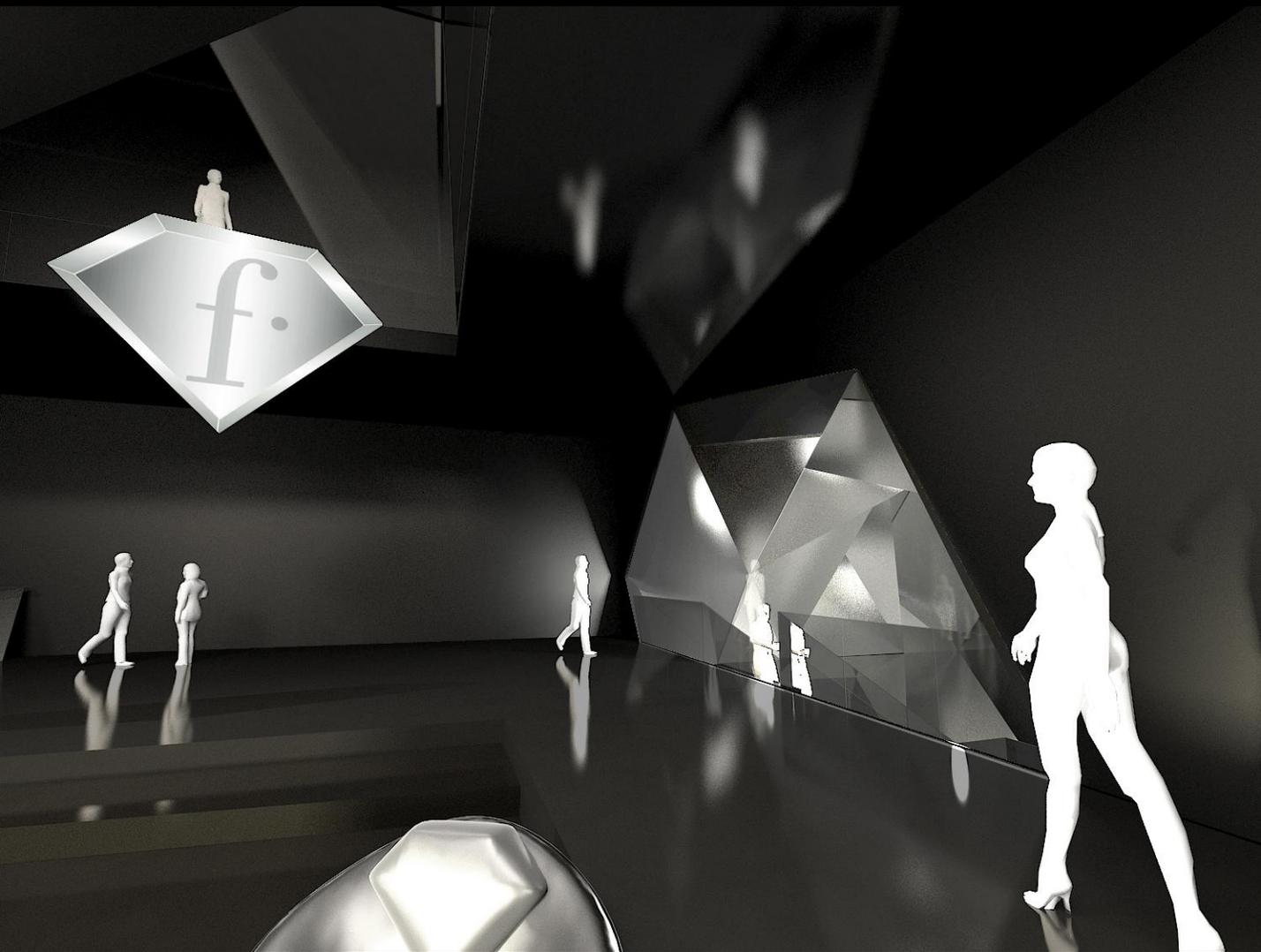
# HOTELS

Runways & Residences

# WE LOVE F PARTY



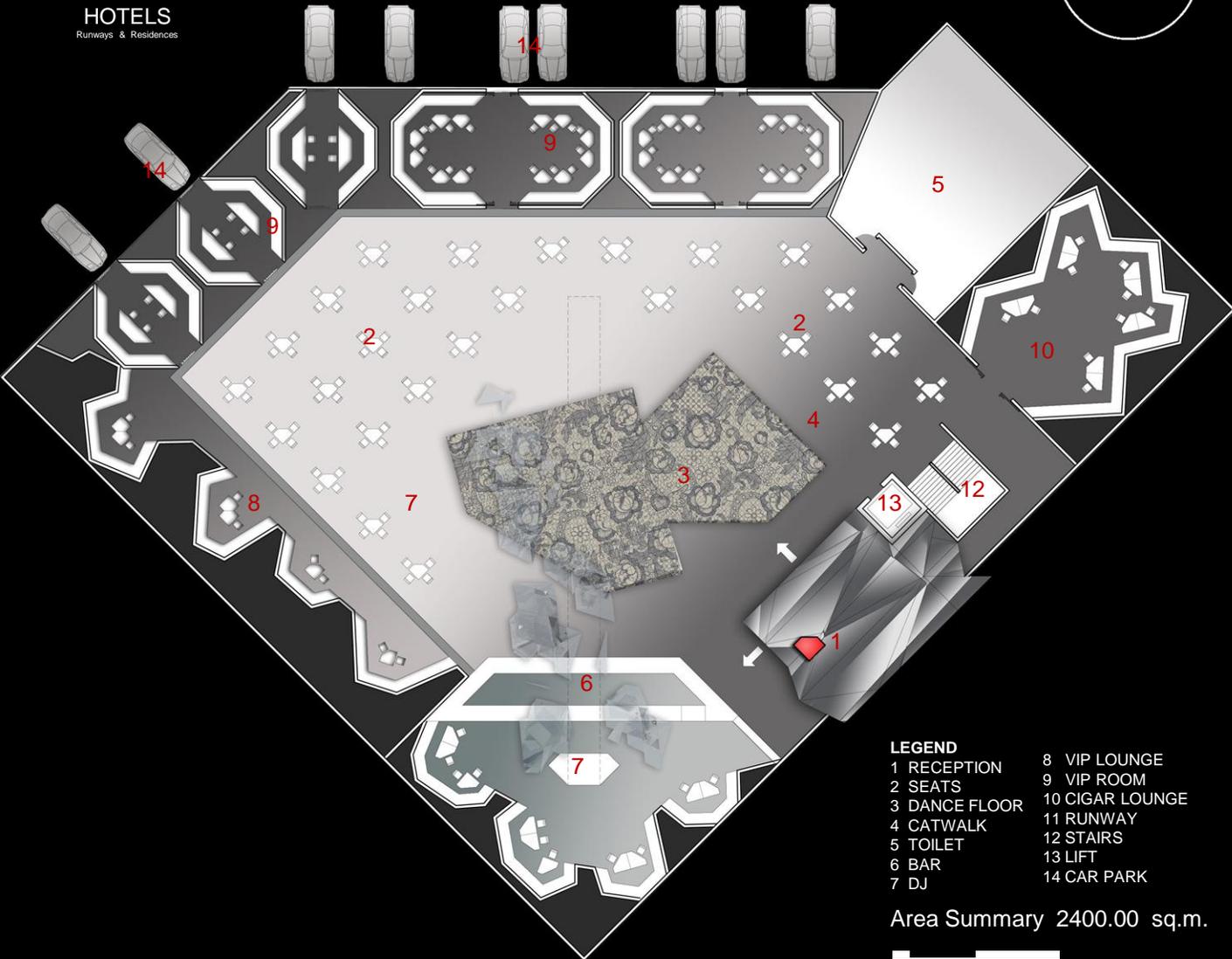
**HOTELS**  
Runways & Residences



# Night Club Entrance from Hotel Lobby



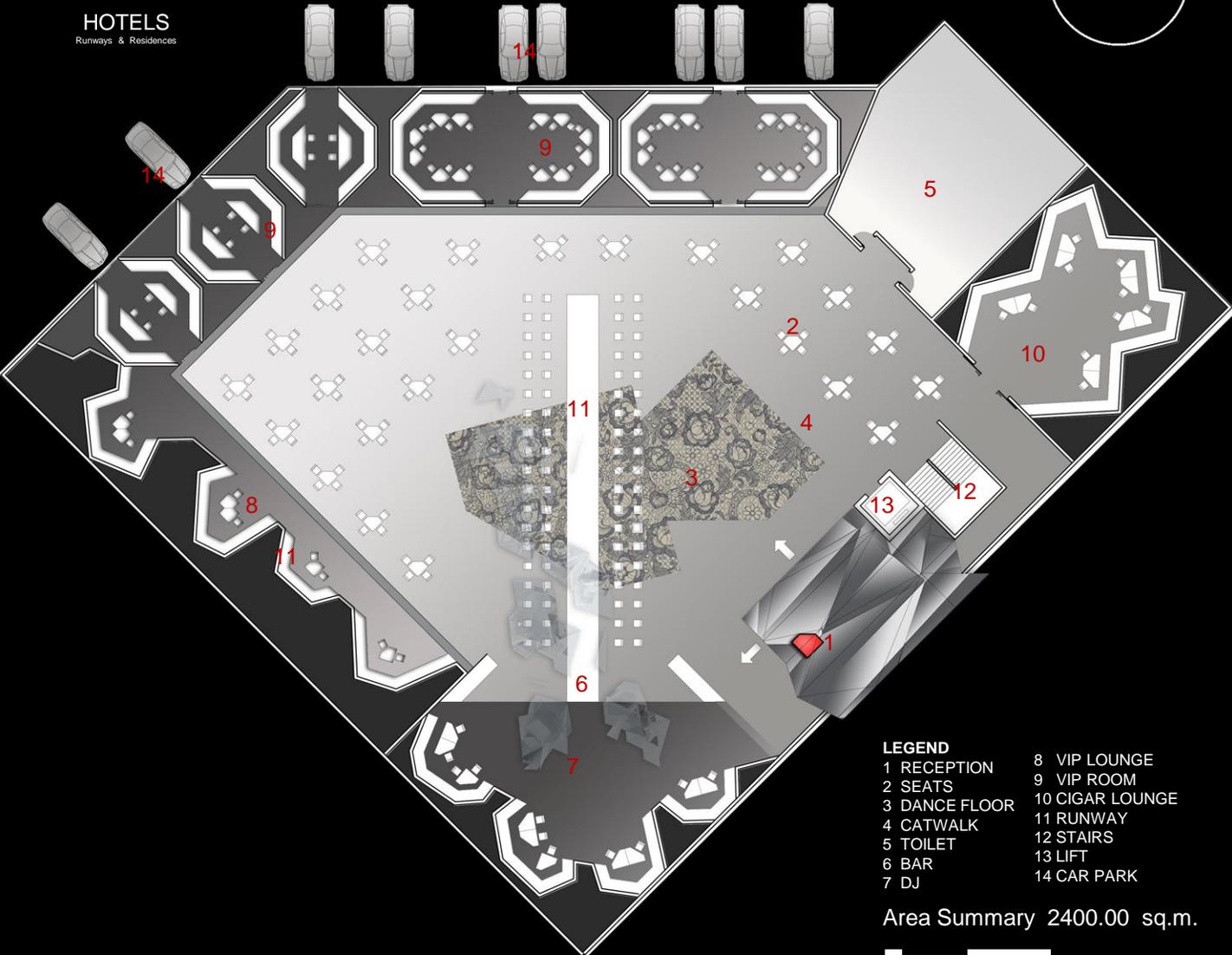
**HOTELS**  
Runways & Residences



# Night Club Lower Level Layout



**HOTELS**  
Runways & Residences



**LEGEND**

- |               |                 |
|---------------|-----------------|
| 1 RECEPTION   | 8 VIP LOUNGE    |
| 2 SEATS       | 9 VIP ROOM      |
| 3 DANCE FLOOR | 10 CIGAR LOUNGE |
| 4 CATWALK     | 11 RUNWAY       |
| 5 TOILET      | 12 STAIRS       |
| 6 BAR         | 13 LIFT         |
| 7 DJ          | 14 CAR PARK     |

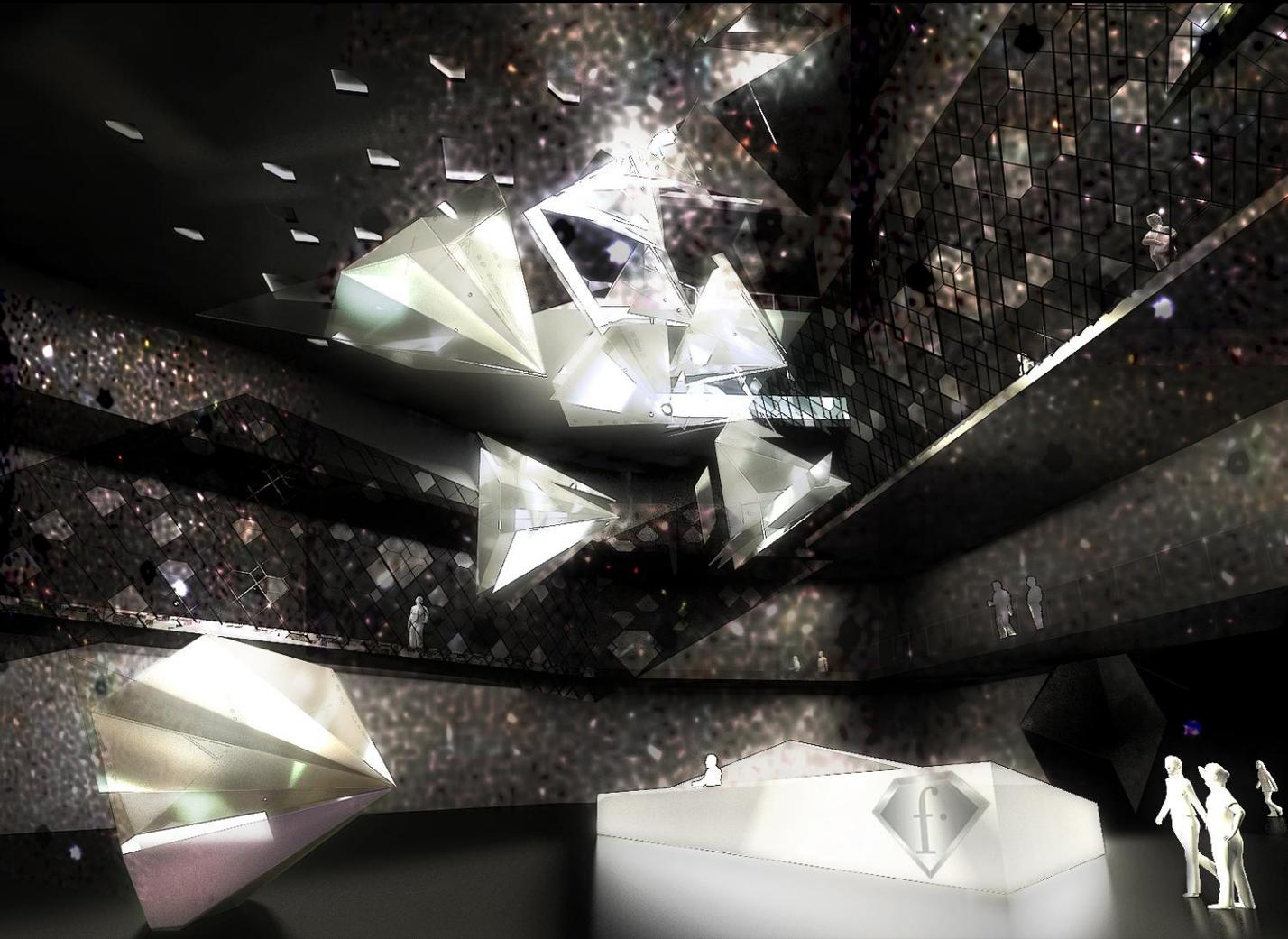
Area Summary 2400.00 sq.m.



# Night Club Upper Level Layout



**HOTELS**  
Runways & Residences



# Night Club

The night club is glittering and sexy, with huge floating diamonds in the sky, we dance on the shimmering floor until dawn.



HOTELS  
Runways & Residences

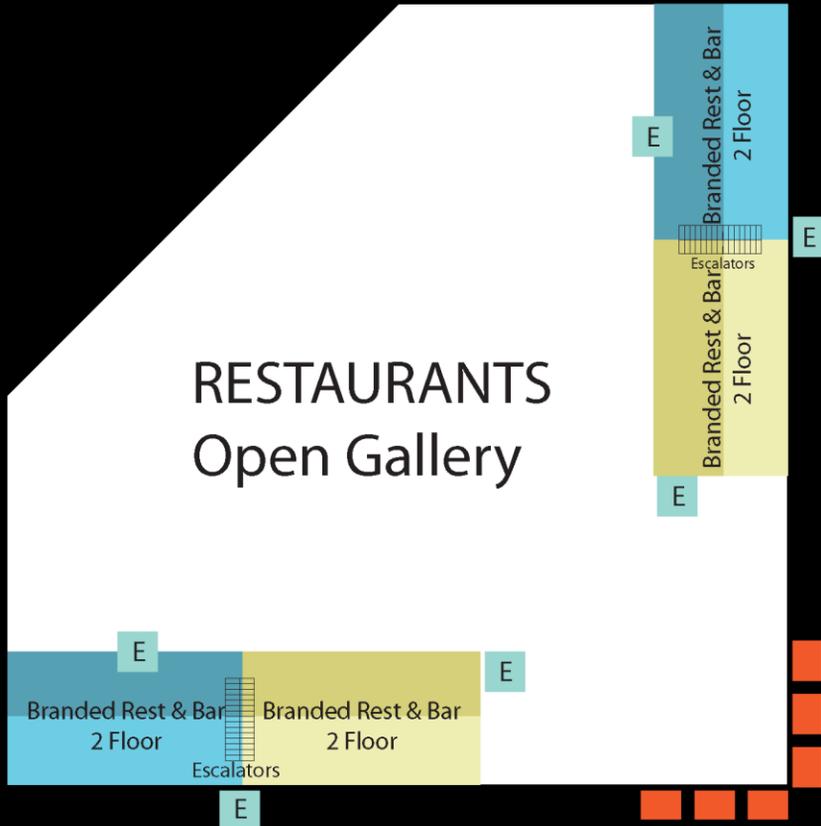
# LOBBY LEVEL 0





HOTELS  
Runways & Residences

# LEVEL 1



Panoramic  
Elevators



HOTELS  
Runways & Residences

# Lobby and Club Area



dwp

## Is divided into 5 levels:

- ◆ Level 0 - Lobby level which has one main entrance and back entrance both leading to f bar, f lounge and f shop through a built catwalk (45 cm high) surrounded by statues of famous designers and models. On this level guests can also get information using Info point. There are 4 branded restaurants (such as Nobu, Le Meurice, Felix, Sass Cafe) that could be reached through main entrance or via private entrance, which all of them have. The parking entrance and the car drop off could be found on Lobby level. The open terrace outside the Lobby will satisfy every guest with a wide range of food and drinks on open air.
- ◆ Level 1 – Panoramic elevators bring visitors to this level. There are 4 open bars and restaurants of leading brands (such as Nobu, Le Meurice, Felix, Sass Cafe) on that level, where guests can enjoy delicious food and drinks, as well as exciting and stunning view on Lobby Level. From this level guests can see who is arriving and of course who wears what, as well as all action happening in the Lobby. The middle part of the level could be transformed to the dome with 360° projection screen, which is mobile.

*The booking of the tables and VIP rooms could be done by phone call or sms, in this case the guest gets private booking code, which could be used for entering the reserved areas.*



HOTELS  
Runways & Residences

# Lobby and Club Area

dwp

- ◆ Level -1 - There are 4 branded bars&reastaurants with smoking lounges (such as Nobu, Le Meurice, Felix, Sass Cafe) on this level, which can be reached through main entrance or through private entrance to each location. On the back of every bar&restaurant positioned the kitchen. The parking area and the car drop off are all over the this floor. A huge waiting-resting area with glamorous diamond shape WCs are in the center of this level. Guests can also buy beauty products in special shop or use the help of hair and make-up artists in „Hair&Make-up Touchup“ point, before going to club or bars&restaurants. The VIP room with parking places next to its outdoor entrance is positioned on this level.
- ◆ Level -2 – the main area is Dome projection screen, along the perimeter of this floor the VIP rooms are located. Those VIP rooms are operated by restaurants from other levels that give the guests more privilege as well as access to the night club. Each room has a private entrance from outside as well as VIP parking area near the entrance.
- ◆ Level -3 – is the clubbing area, which has 4 bars, VIP area with private Dj, bar and VIP rooms separated from the main crowd. In the middle of the clubbing area located a rotating disco platform with Dj place and tables around it. There are two corners with VIP rooms on this level with separate VIP entrances and parking place. The club area could be closed partly when the amount of visitors decrease.

*The booking of the tables and VIP rooms could be done by phone call or sms, in this case the guest gets private booking code, which could be used for entering the reserved areas.*

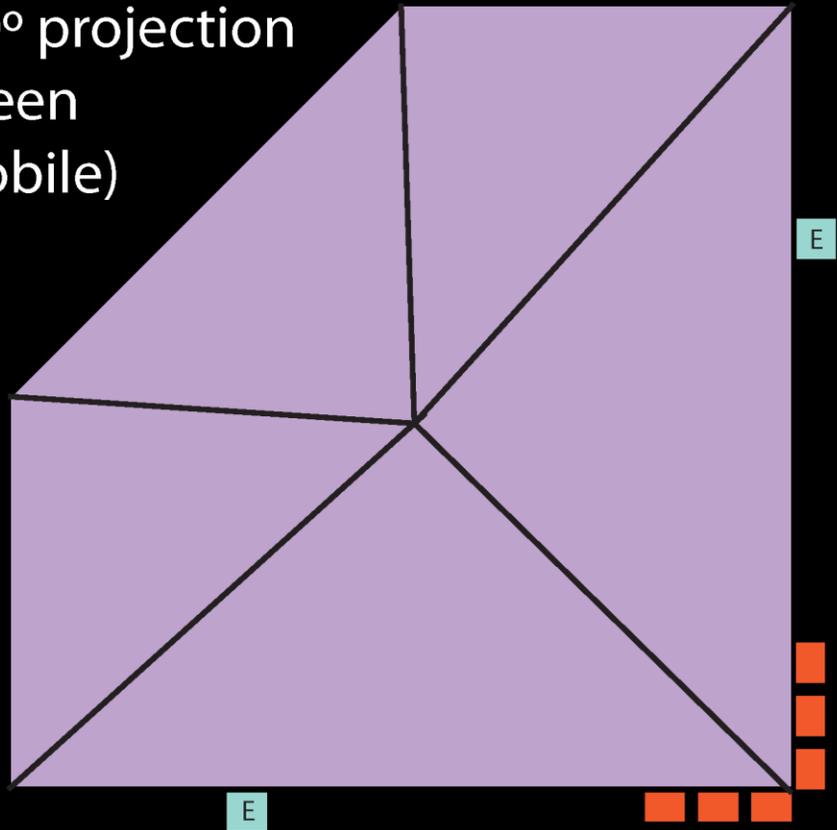


HOTELS  
Runways & Residences

# LEVEL 1 ceiling



DOME  
360° projection  
Screen  
(mobile)

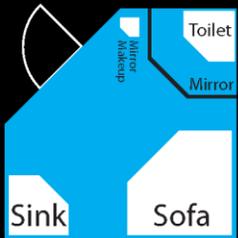
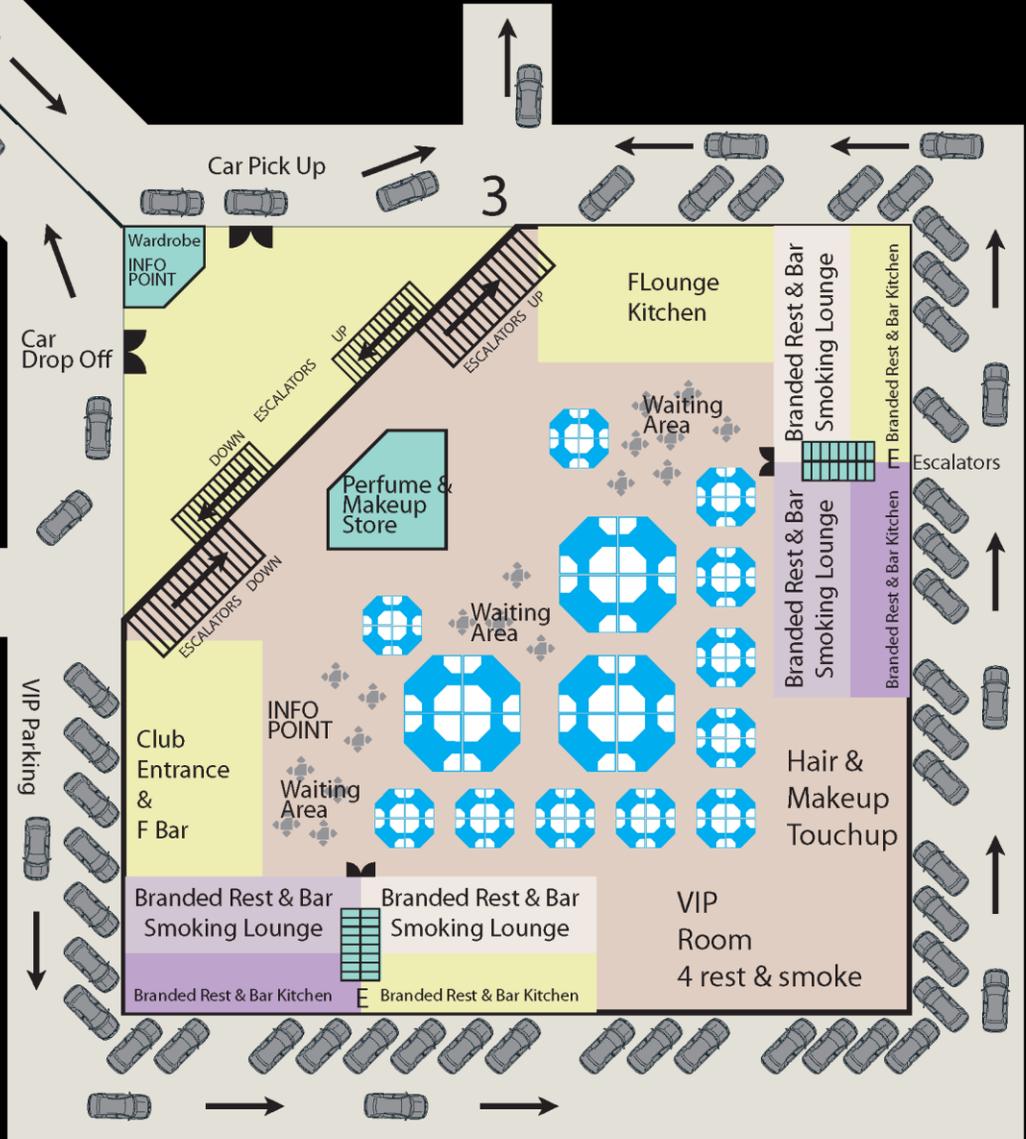


Panoramic  
Elevators<sub>33</sub>



# LEVEL -1 Rest & Refresh

HOTELS  
Runway & Reception



Bathroom  
module



HOTELS  
Runways & Residences

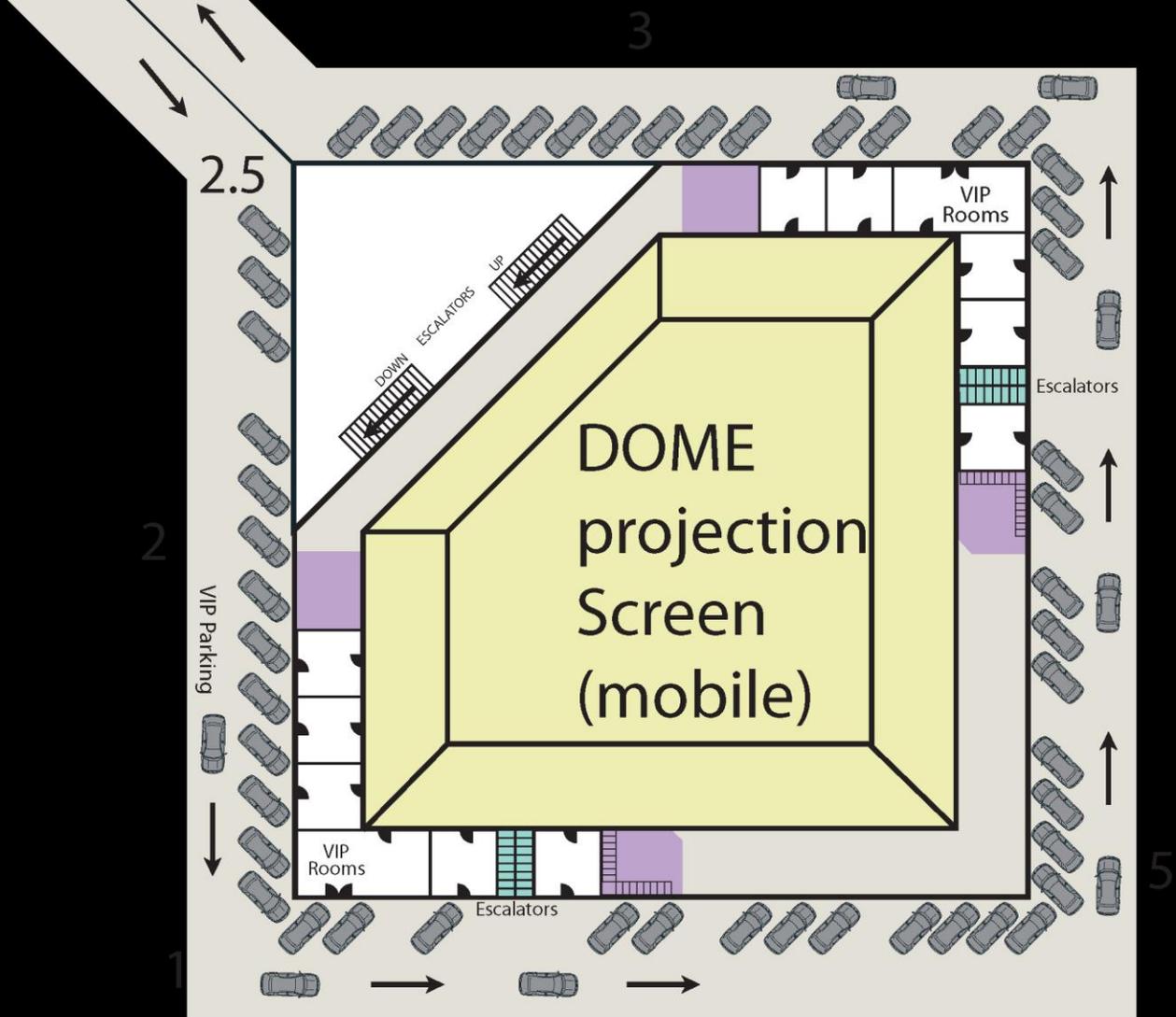


# Level -1 Rest Area Layout



HOTELS  
Runways & Restaurants

# LEVEL -2 ceiling





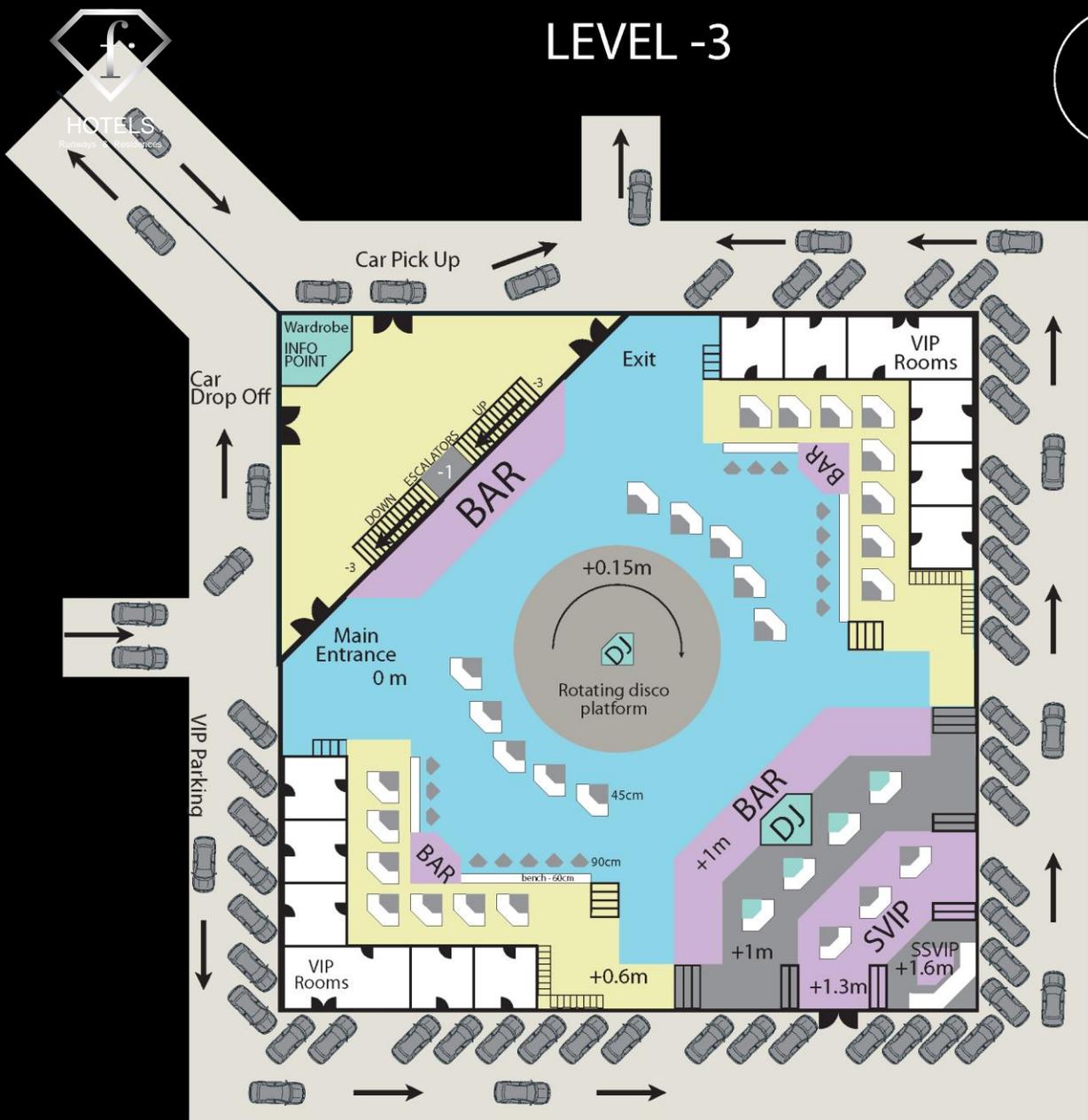
HOTELS  
Runways & Residences

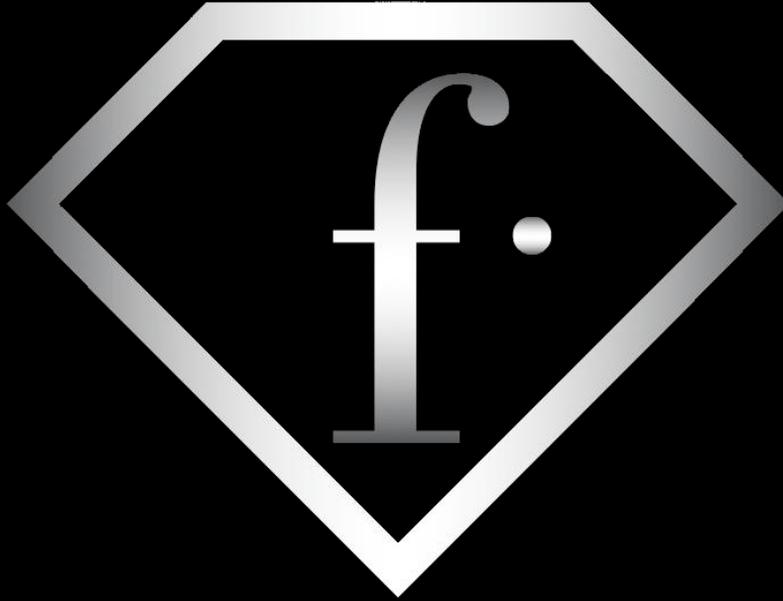
# LEVEL -2



# LEVEL -3

dwp





# HOTELS

Runways & Residences

WE LOVE SHOPPING



HOTELS  
Runways & Residences

**SIMPLY A WORLD CLASS FASHION... BUT  
ACCESSIBLE TO MANY ...**

**dwp**

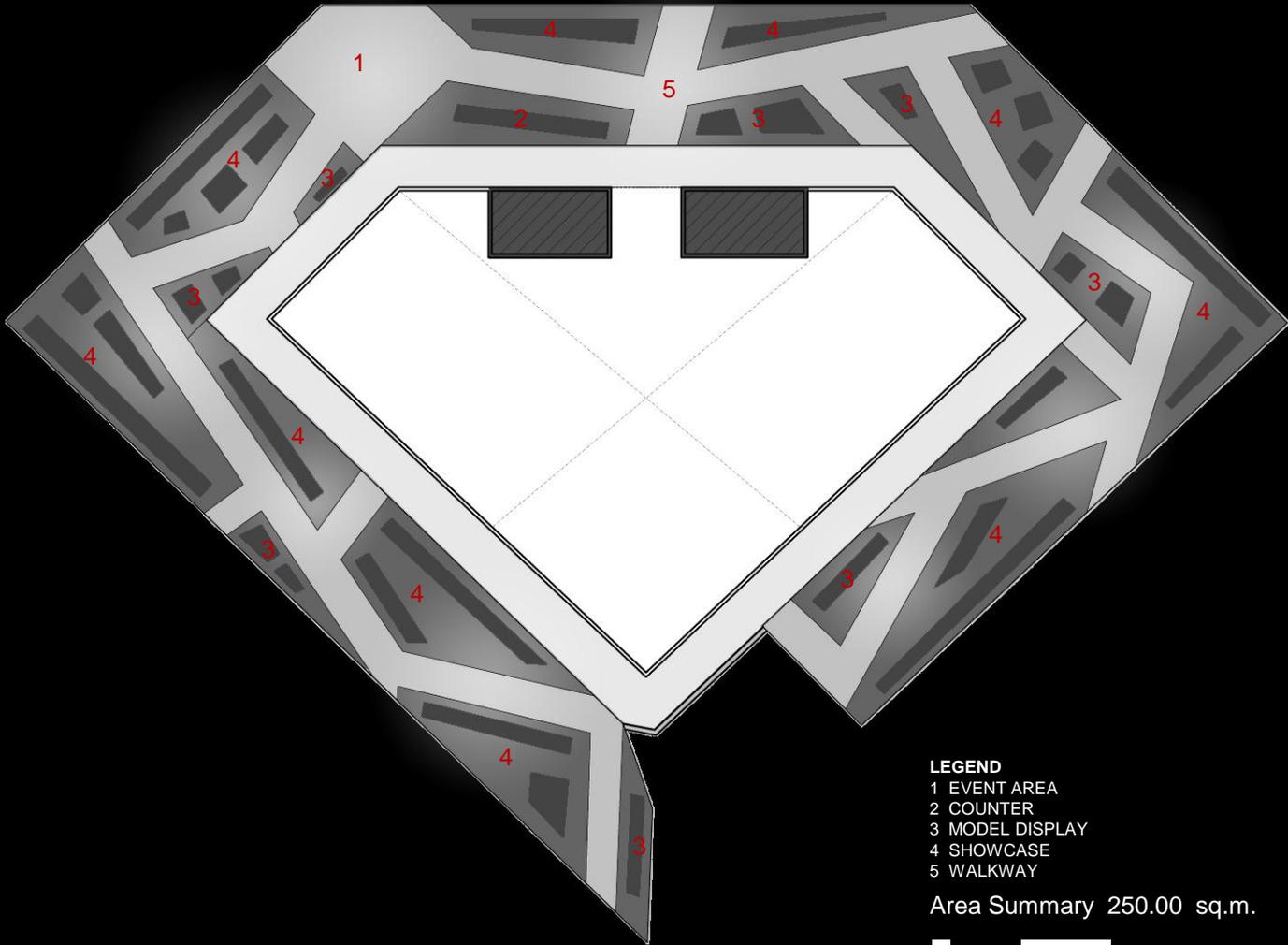


In order to reach and satisfy the entire FashionTV fan base, spanning from young to mature adults, I Love Fashion collections are positioned as „AFFORDABLE LUXURY“. Our brand promise is to be fashionably classic, offering affordable luxuries. This strategy allows us to meet the demand of nowadays consumer, who is requiring higher quality products without the added cost.

I Love Fashion line is always fashion-forward representing modern and timeless. The line offers FTV fans and consumers even more choice when it comes to updating their wardrobes with eye-catching, fun and casually elegant pieces.



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 EVENT AREA
- 2 COUNTER
- 3 MODEL DISPLAY
- 4 SHOWCASE
- 5 WALKWAY

Area Summary 250.00 sq.m.



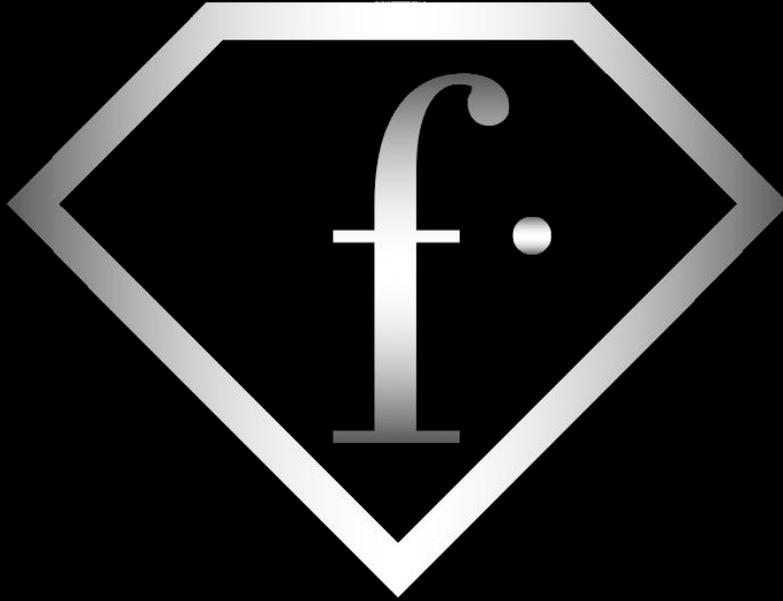
# Retail Layout



HOTELS  
Runways & Showrooms



The retail floor is open plan, like a department store, we shop until we drop.



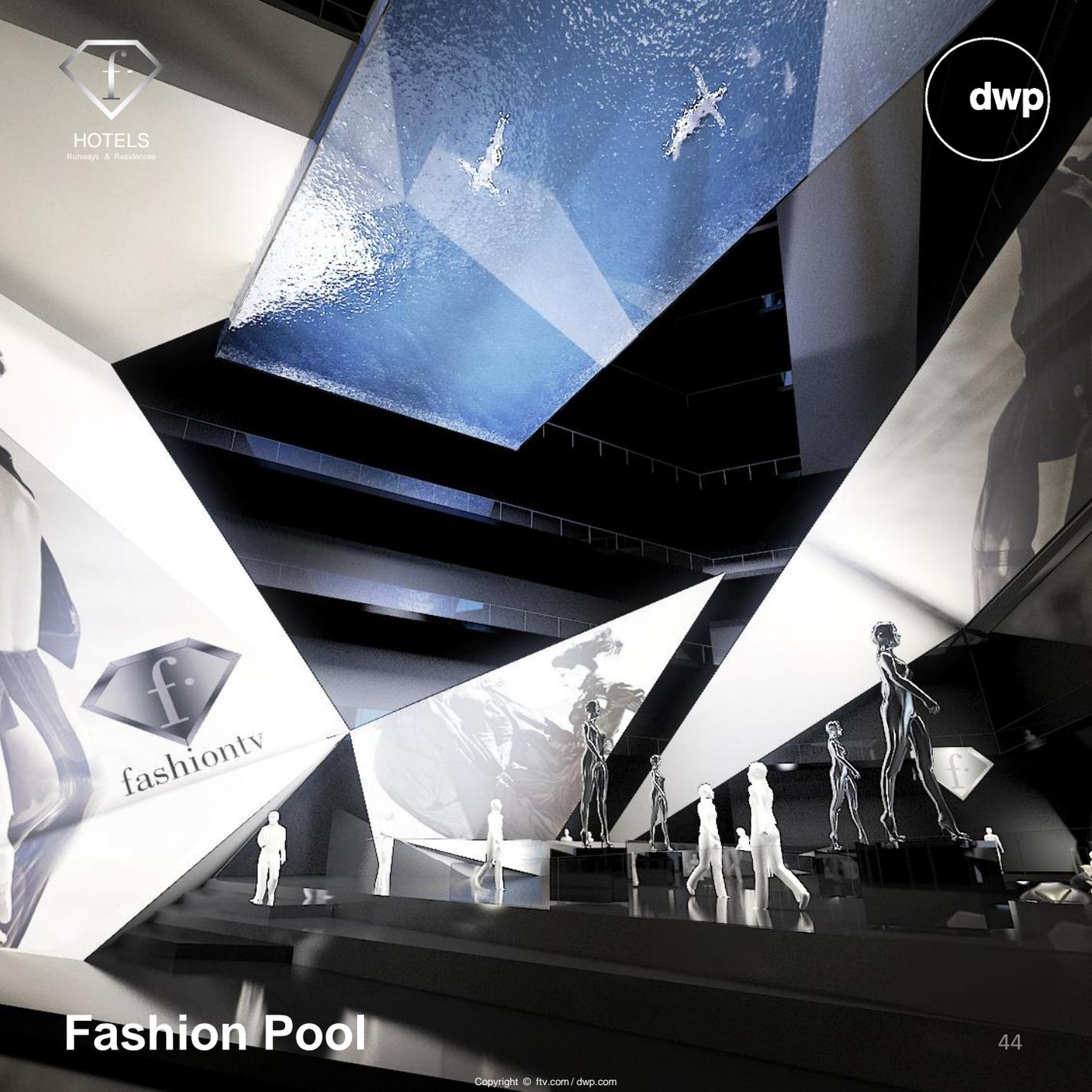
# HOTELS

Runways & Residences

WE LOVE FASHION POOL



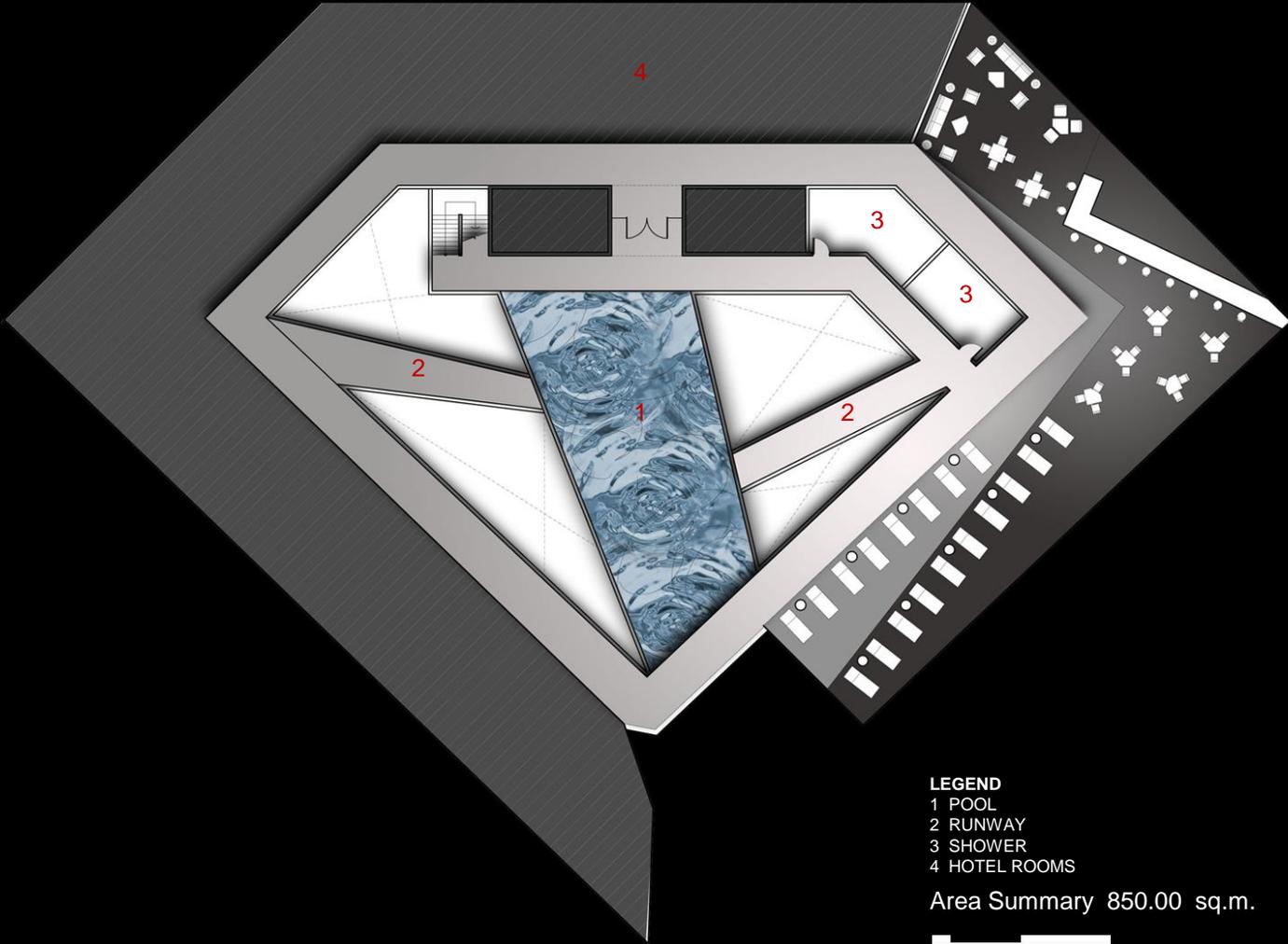
HOTELS  
Runways & Residences



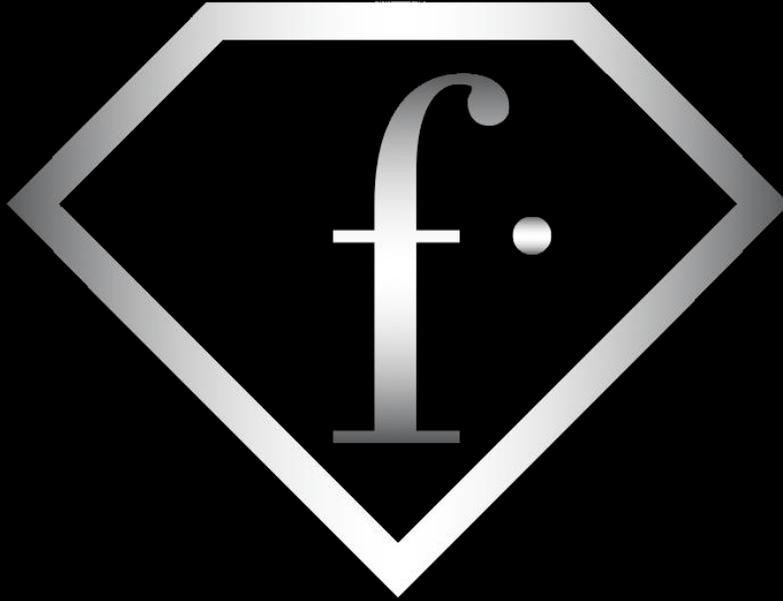
# Fashion Pool



HOTELS  
Runways & Residences



# Fashion Pool Layout



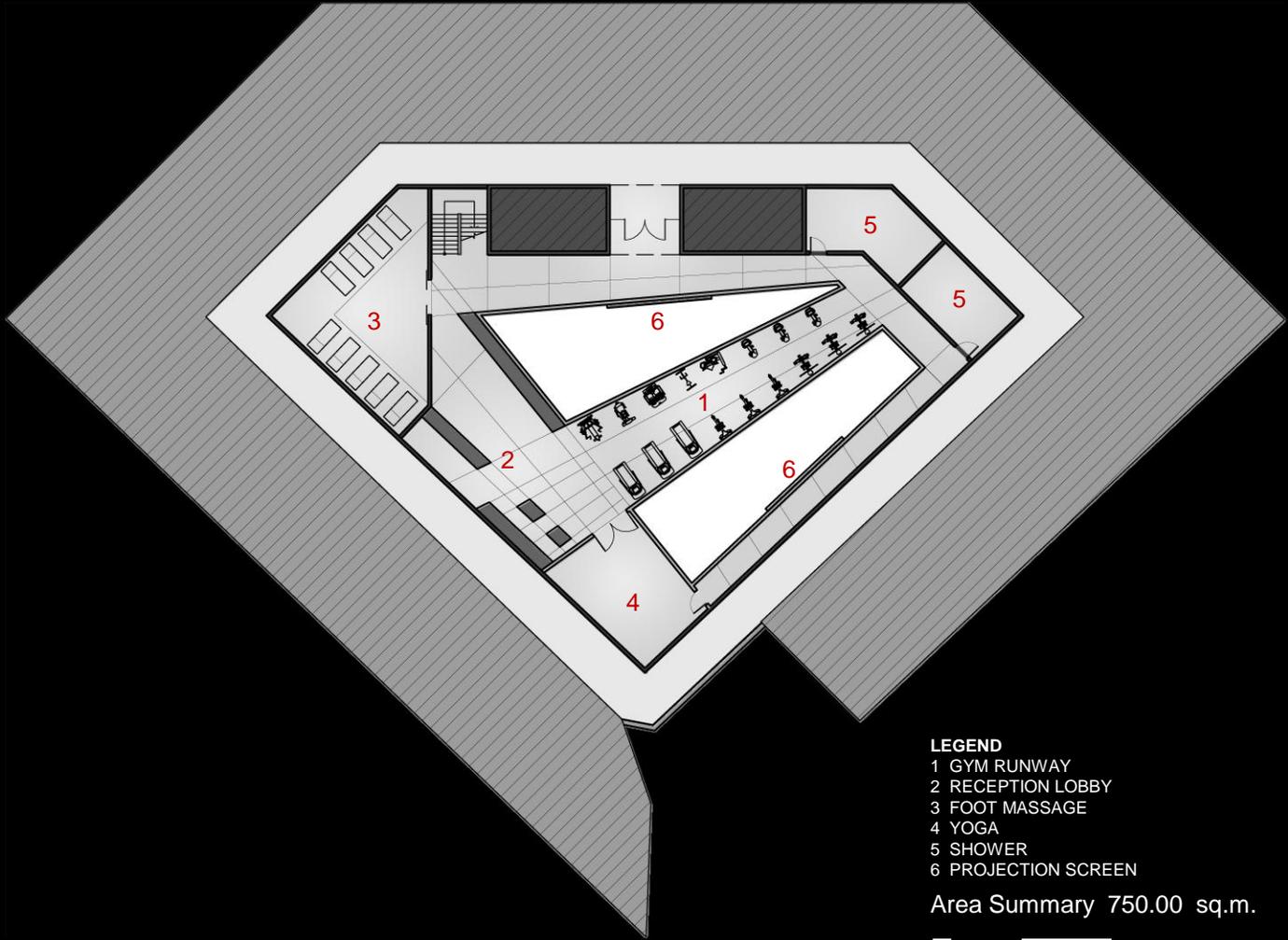
# HOTELS

Runways & Residences

# WE LOVE SPA



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 GYM RUNWAY
- 2 RECEPTION LOBBY
- 3 FOOT MASSAGE
- 4 YOGA
- 5 SHOWER
- 6 PROJECTION SCREEN

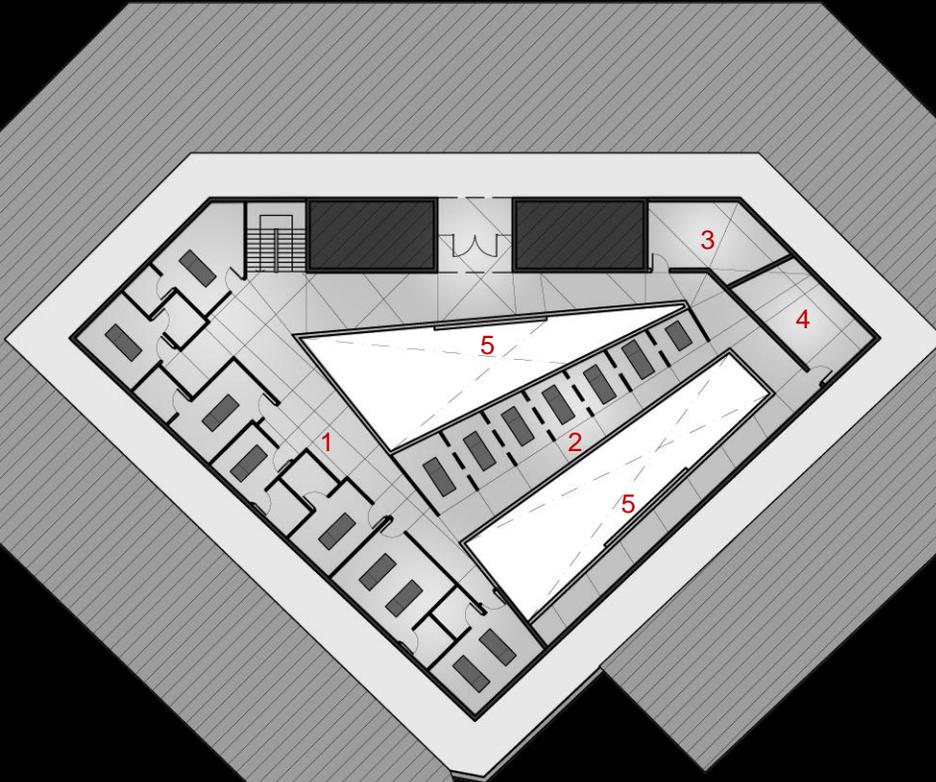
Area Summary 750.00 sq.m.



# Gym and Spa Lower Level Layout



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 TREATMENT ROOM
- 2 THAI MASSAGE
- 3 JACUZZI
- 4 SAUNA
- 5 PROJECTION SCREEN

Area Summary 750.00 sq.m.



# Gym and Spa Upper Level Layout

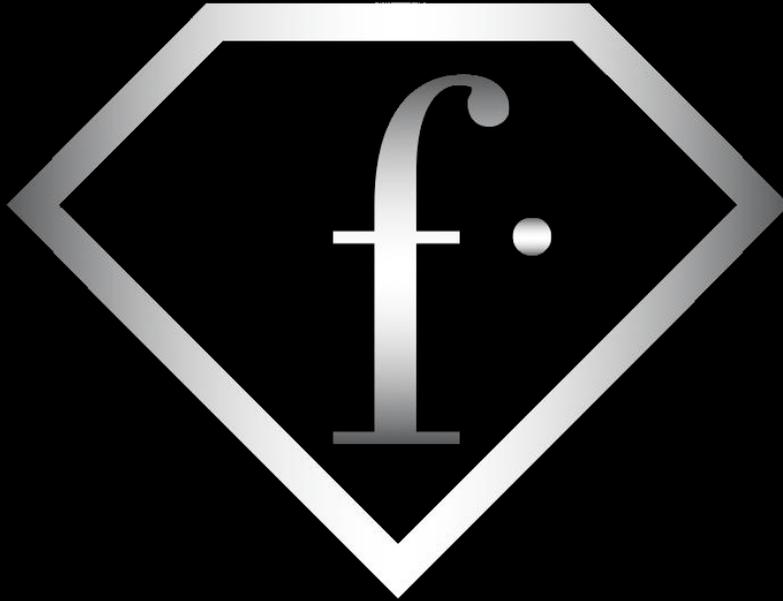


**HOTELS**  
Runways & Residences



# Spa Room

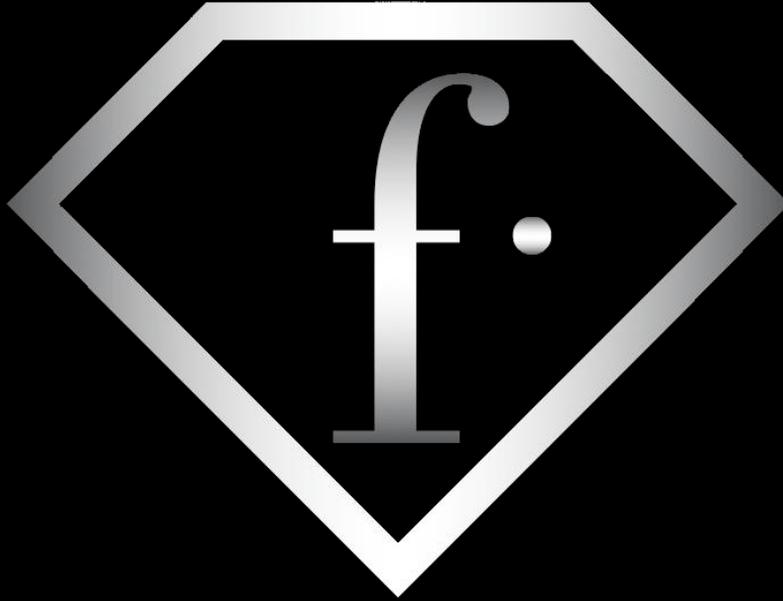
Galaxy spa room, relax like a star.



# HOTELS

Runways & Residences

# WE LOVE FASHION



# HOTELS

Runways & Residences

## GUESTROOM TYPES



**HOTELS**  
Runways & Residences



## SILVER ROOM

32.00 sq.m



## GOLD ROOM

48.00 sq.m



## PLATINUM SUITE

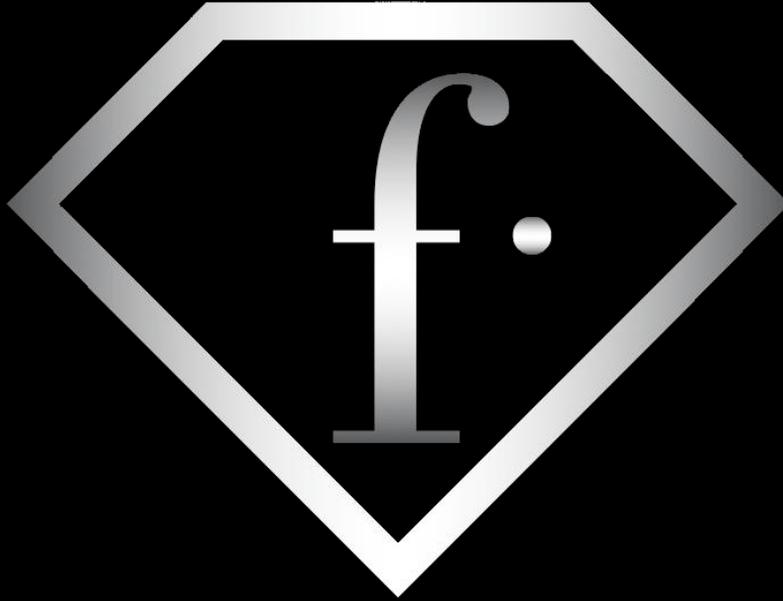
80.00 sq.m



## DIAMOND SUITE

160.00 sq.m.





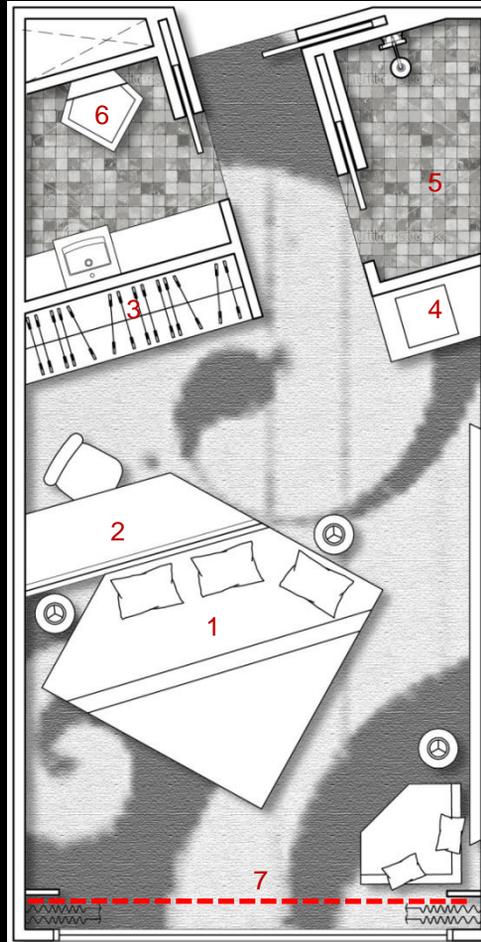
# HOTELS

Runways & Residences

# SILVER ROOM



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 BED
- 2 WORKING AREA
- 3 WARDROBE
- 4 MINI BAR
- 5 SHOWER
- 6 TOILET
- 7 PROJECTION SCREEN

Area Summary 32.00 sq.m.



# Silver Room Layout



HOTELS  
Runways & Residences



**Silver**

55

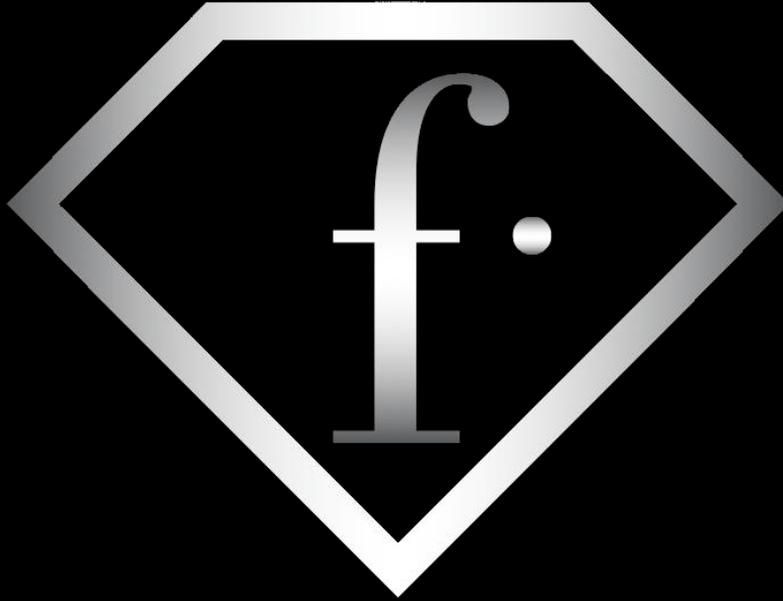


HOTELS  
Runways & Residences



Ultra-modern rooms with high-tech entertainment centers, e.g. window curtains turn into a giant TV screen with big depth sound-system, providing a studio-like/ theatre experience

## Silver Room Projection Wall



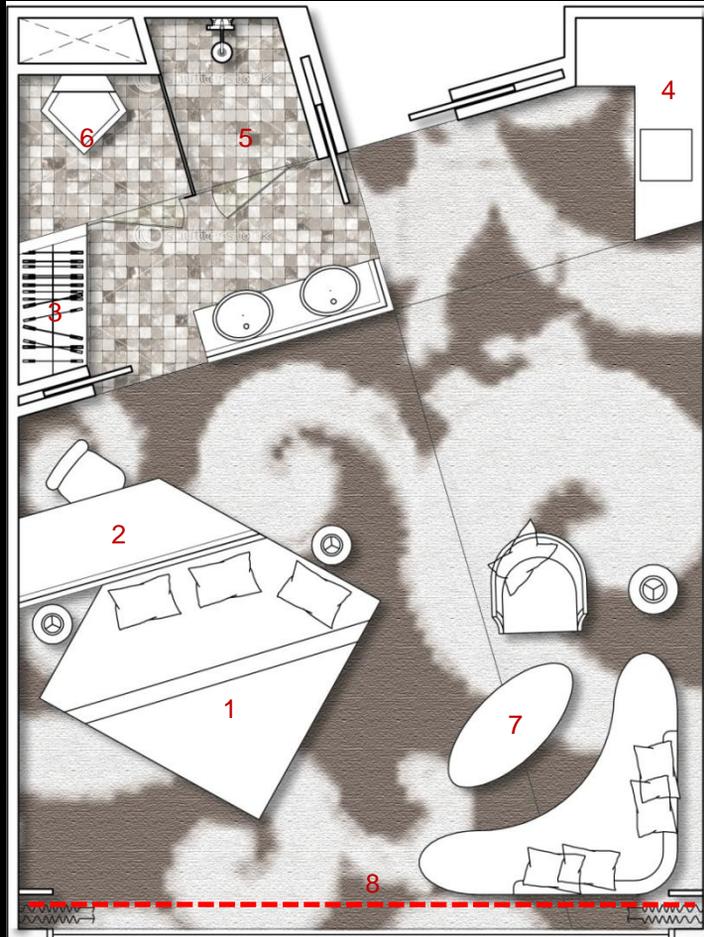
# HOTELS

Runways & Residences

# GOLD ROOM



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 BED
- 2 WORKING AREA
- 3 WARDROBE
- 4 MINI BAR
- 5 SHOWER
- 6 TOILET
- 7 LIVING AREA
- 8 PROJECTION SCREEN

Area Summary 48.00 sq.m.



# Gold room Layout

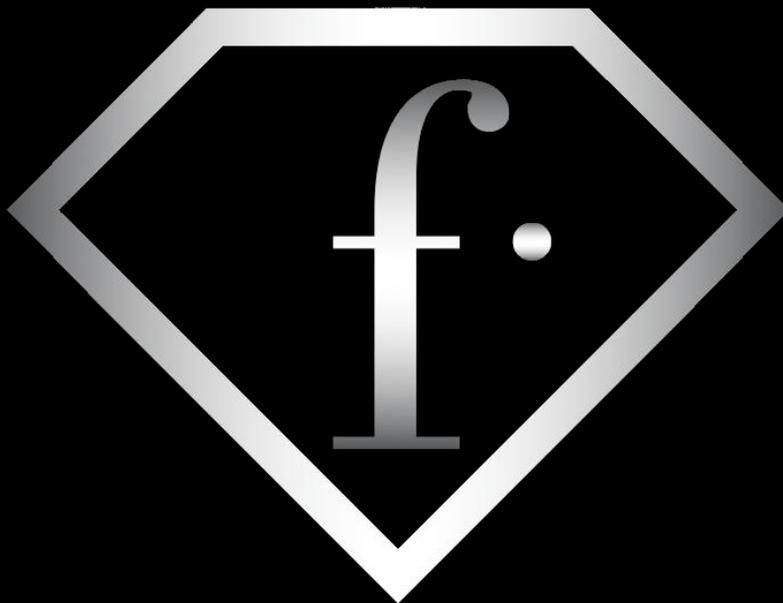


HOTELS  
Runways & Residences



Ultra-modern rooms with high-tech entertainment centers, e.g. window curtains turn into a giant TV screen with big depth sound-system, providing a studio-like/ theatre experience

**Gold**



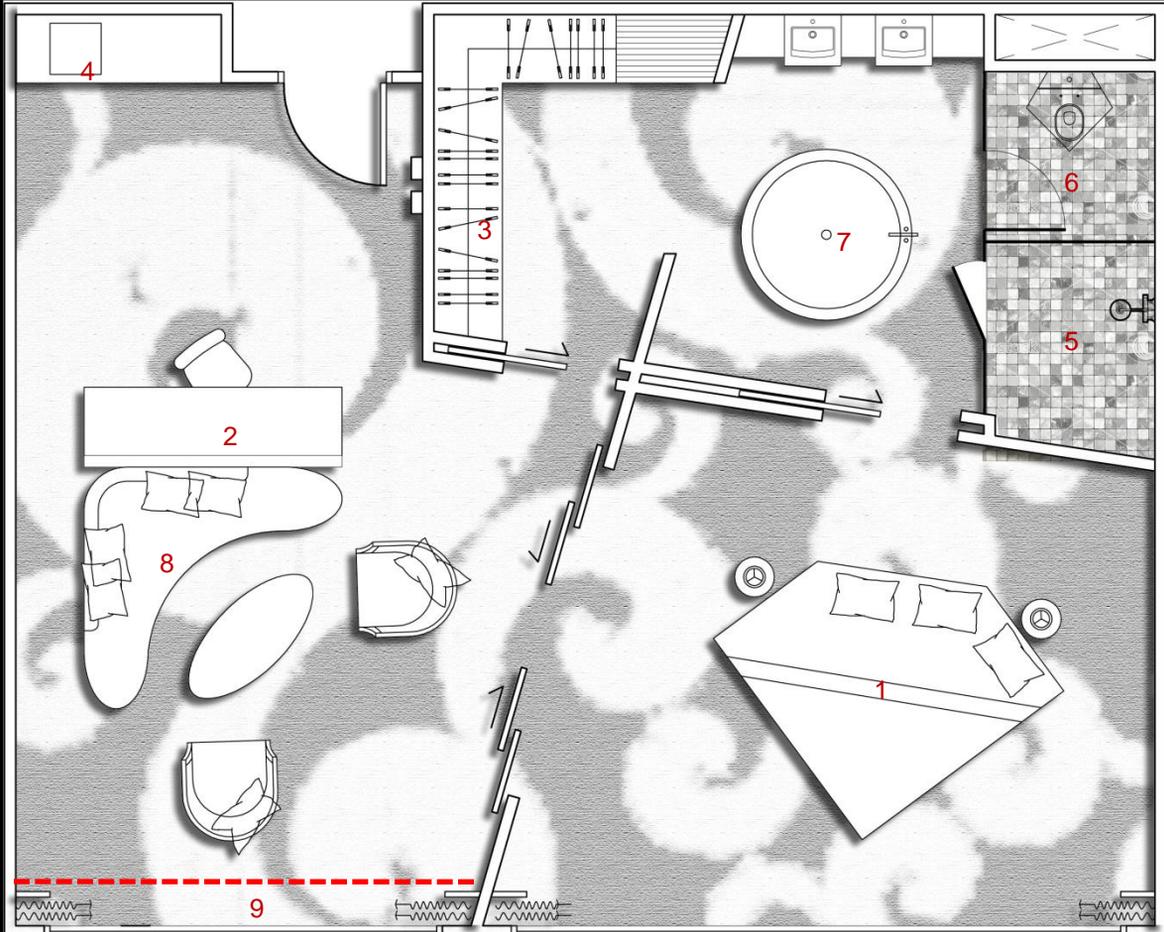
# HOTELS

Runways & Residences

# PLATINUM SUITE



**HOTELS**  
Runways & Residences



**LEGEND**

- |                |            |                     |
|----------------|------------|---------------------|
| 1 BED          | 4 MINI BAR | 7 BATH TUB          |
| 2 WORKING AREA | 5 SHOWER   | 8 LIVING AREA       |
| 3 WARDROBE     | 6 TOILET   | 9 PROJECTION SCREEN |

Area Summary 80.00 sq.m.

# Platinum Suite Layout



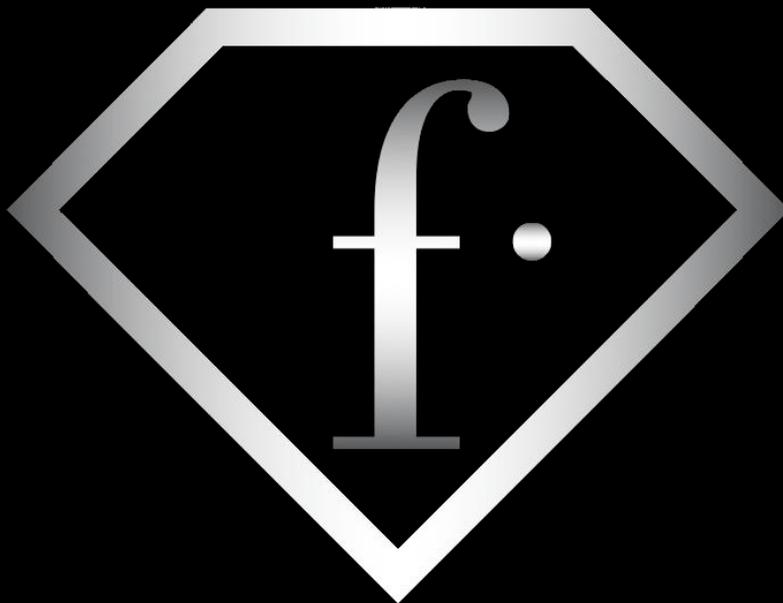


HOTELS  
Runways & Residences



Ultra-modern rooms with high-tech entertainment centers, e.g. window curtains turn into a giant TV screen with big depth sound-system, providing a studio-like/ theatre experience

# Platinum



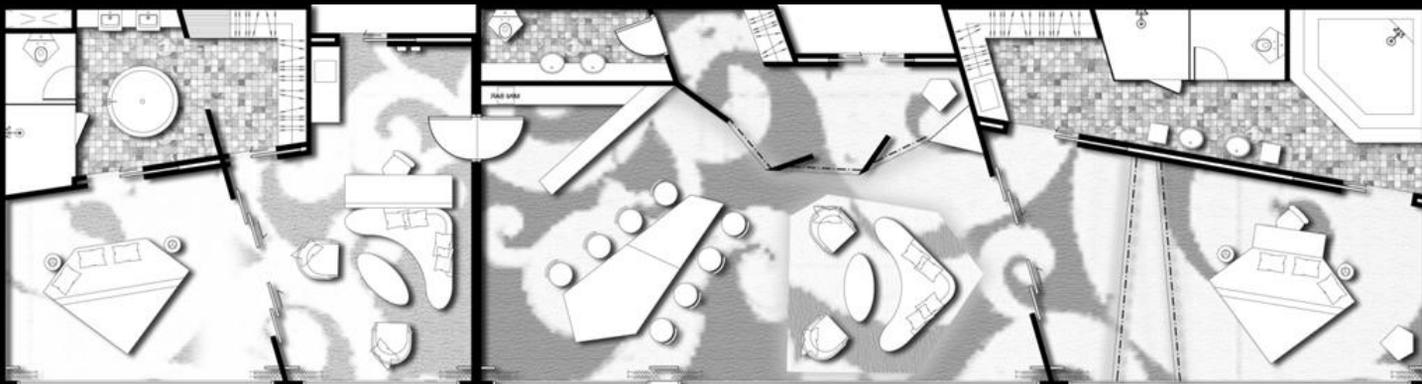
# HOTELS

Runways & Residences

# DIAMOND SUITE



**HOTELS**  
Runways & Residences



Area Summary 240.00 sq.m.

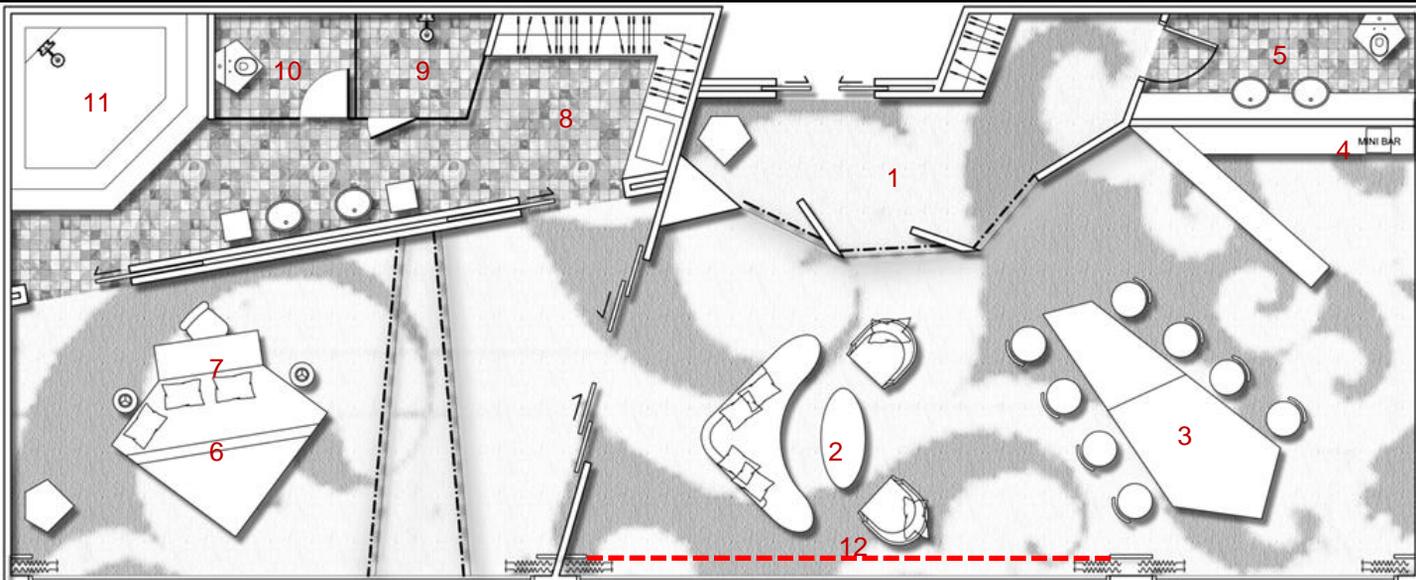
**Ultra-modern rooms with high-tech entertainment centers, e.g. window curtains turn into a giant TV screen with big depth sound-system, providing a studio-like/ theatre experience**

## **Diamond Suite Connecting Room Layout**

64



HOTELS  
Runways & Residences



**LEGEND**

- |               |                      |
|---------------|----------------------|
| 1 FOYER       | 7 WORKING AREA       |
| 2 LIVING AREA | 8 WALK IN CLOSET     |
| 3 DINING AREA | 9 SHOWER             |
| 4 MINI BAR    | 10 TOILET            |
| 5 POWDER ROOM | 11 BATH TUB          |
| 6 BED         | 12 PROJECTION SCREEN |

Area Summary 160.00 sq.m.



# Diamond Suite Layout

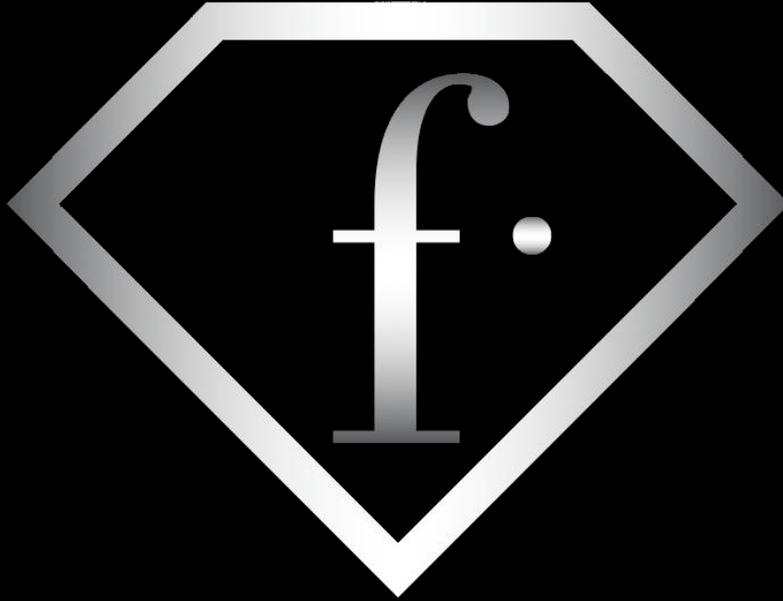


**HOTELS**

Runways & Residences

**Diamond**





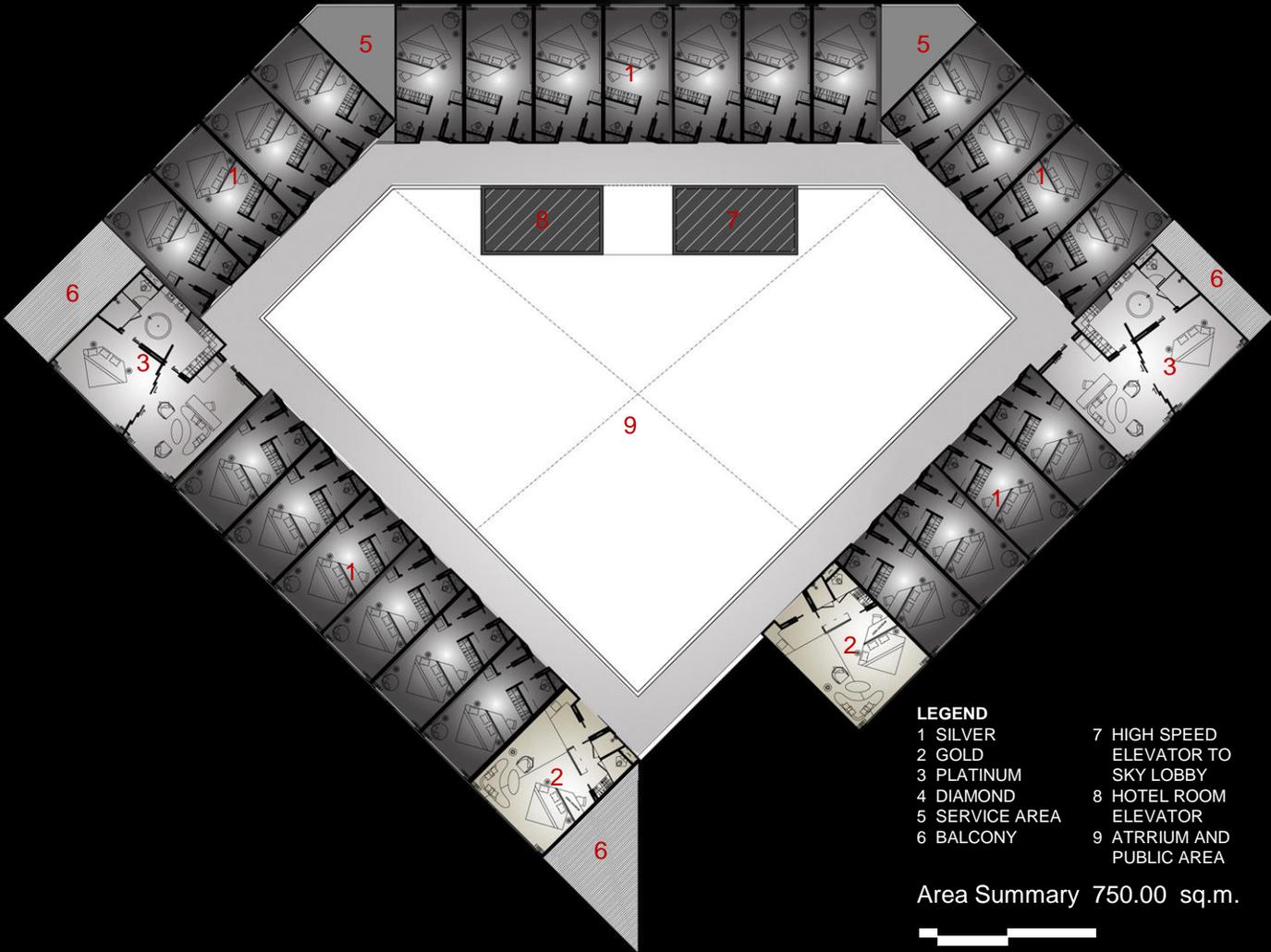
# HOTELS

Runways & Residences

## TYPICAL FLOOR LAYOUT



**HOTELS**  
Runways & Residences



**LEGEND**

- |                |                                    |
|----------------|------------------------------------|
| 1 SILVER       | 7 HIGH SPEED ELEVATOR TO SKY LOBBY |
| 2 GOLD         | 8 HOTEL ROOM ELEVATOR              |
| 3 PLATINUM     | 9 ATRIUM AND PUBLIC AREA           |
| 4 DIAMOND      |                                    |
| 5 SERVICE AREA |                                    |
| 6 BALCONY      |                                    |

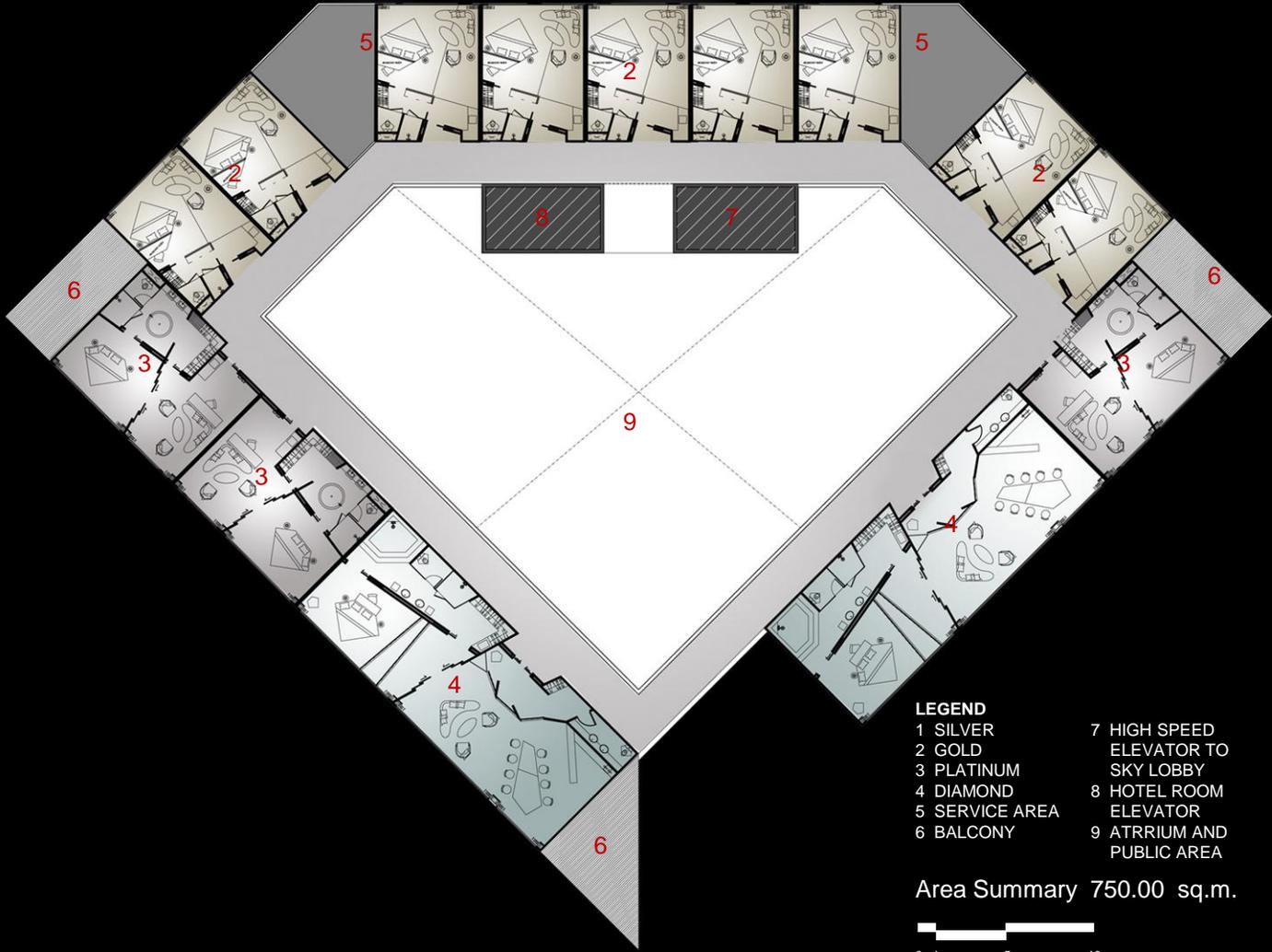
Area Summary 750.00 sq.m.



# Room Matrix Lower Level



HOTELS  
Runways & Residences



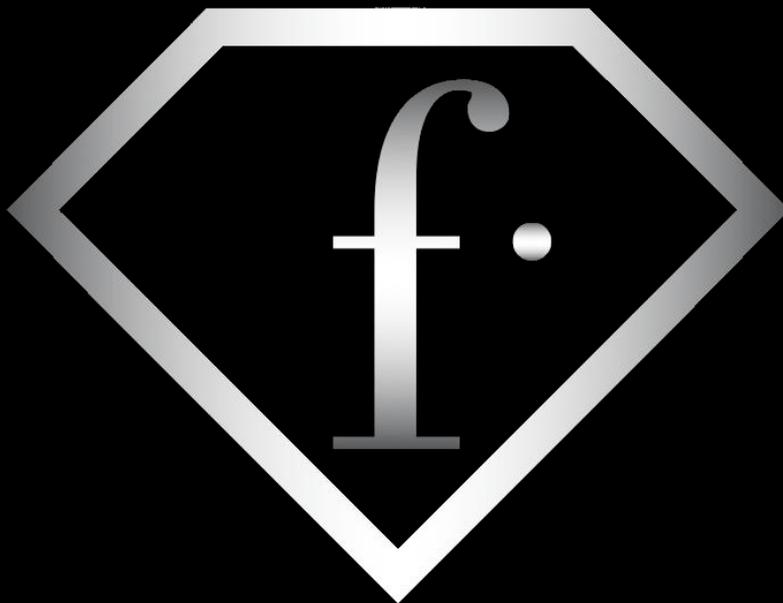
**LEGEND**

- |                |                                    |
|----------------|------------------------------------|
| 1 SILVER       | 7 HIGH SPEED ELEVATOR TO SKY LOBBY |
| 2 GOLD         | 8 HOTEL ROOM ELEVATOR              |
| 3 PLATINUM     | 9 ATRIUM AND PUBLIC AREA           |
| 4 DIAMOND      |                                    |
| 5 SERVICE AREA |                                    |
| 6 BALCONY      |                                    |

Area Summary 750.00 sq.m.



# Room Matrix Higher Level



# HOTELS

Runways & Residences

# DIAMOND ENTRANCE



**HOTELS**  
Runways & Residences



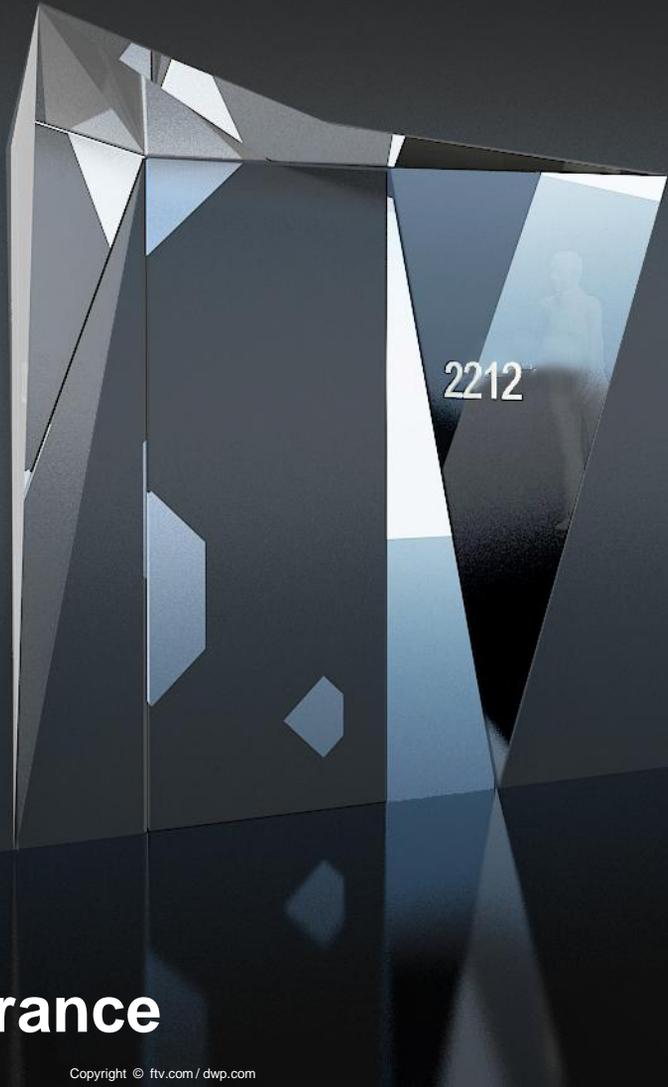
1108

# Silver Room Entrance

Guest room doors are all like chamfered diamonds, lit from within.



**HOTELS**  
Runways & Residences



# Gold Room Entrance



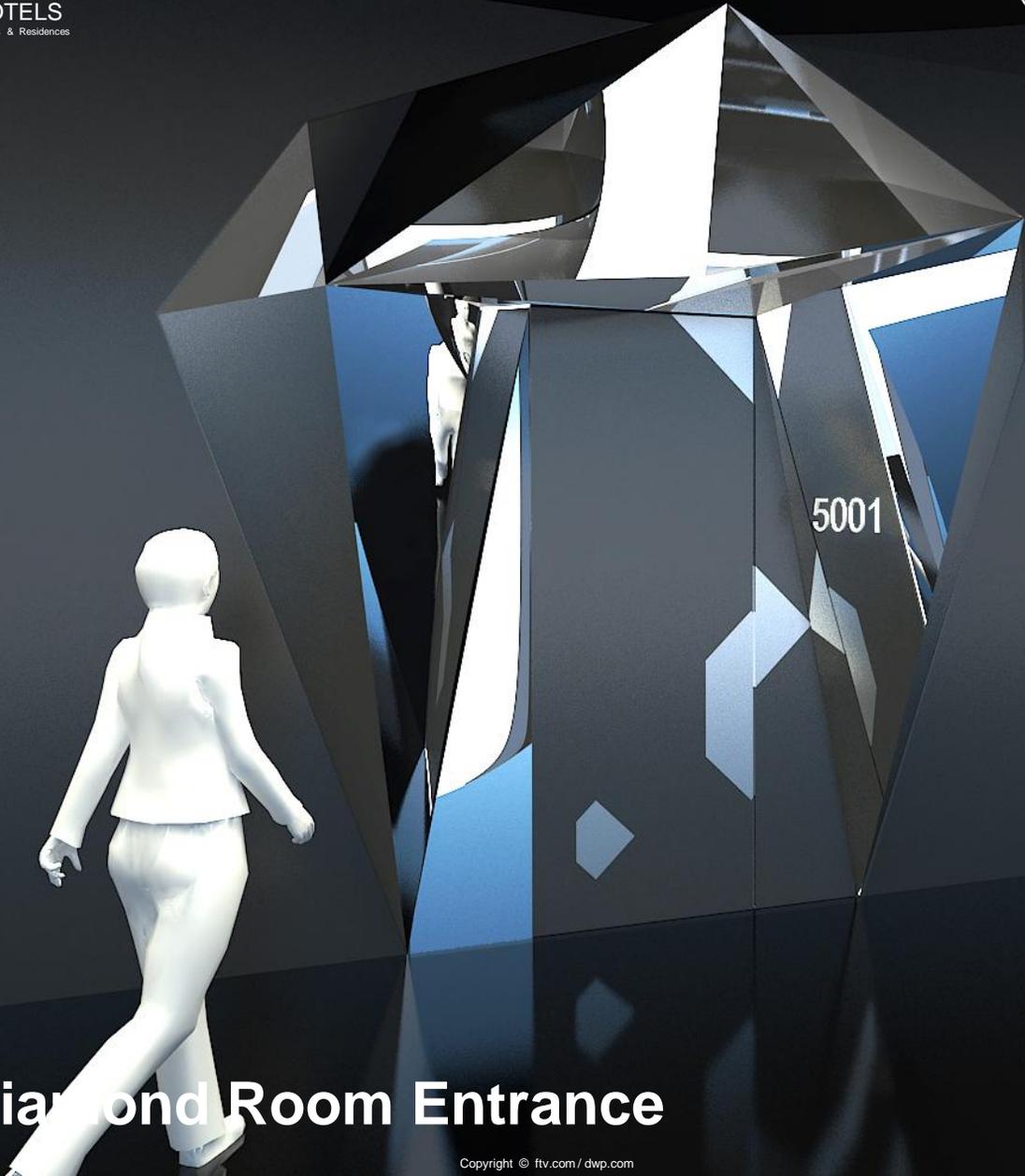
**HOTELS**  
Runways & Residences



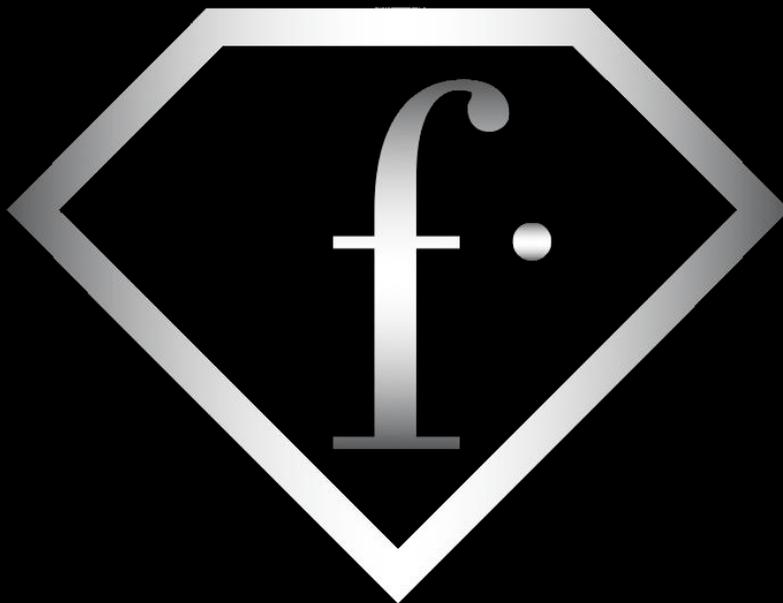
# Platinum Room Entrance



**HOTELS**  
Runways & Residences



# Diamond Room Entrance



# HOTELS

Runways & Residences

# WE LOVE SHOES



HOTELS  
Runways & Residences

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# CATHEDRAL OF SHOES



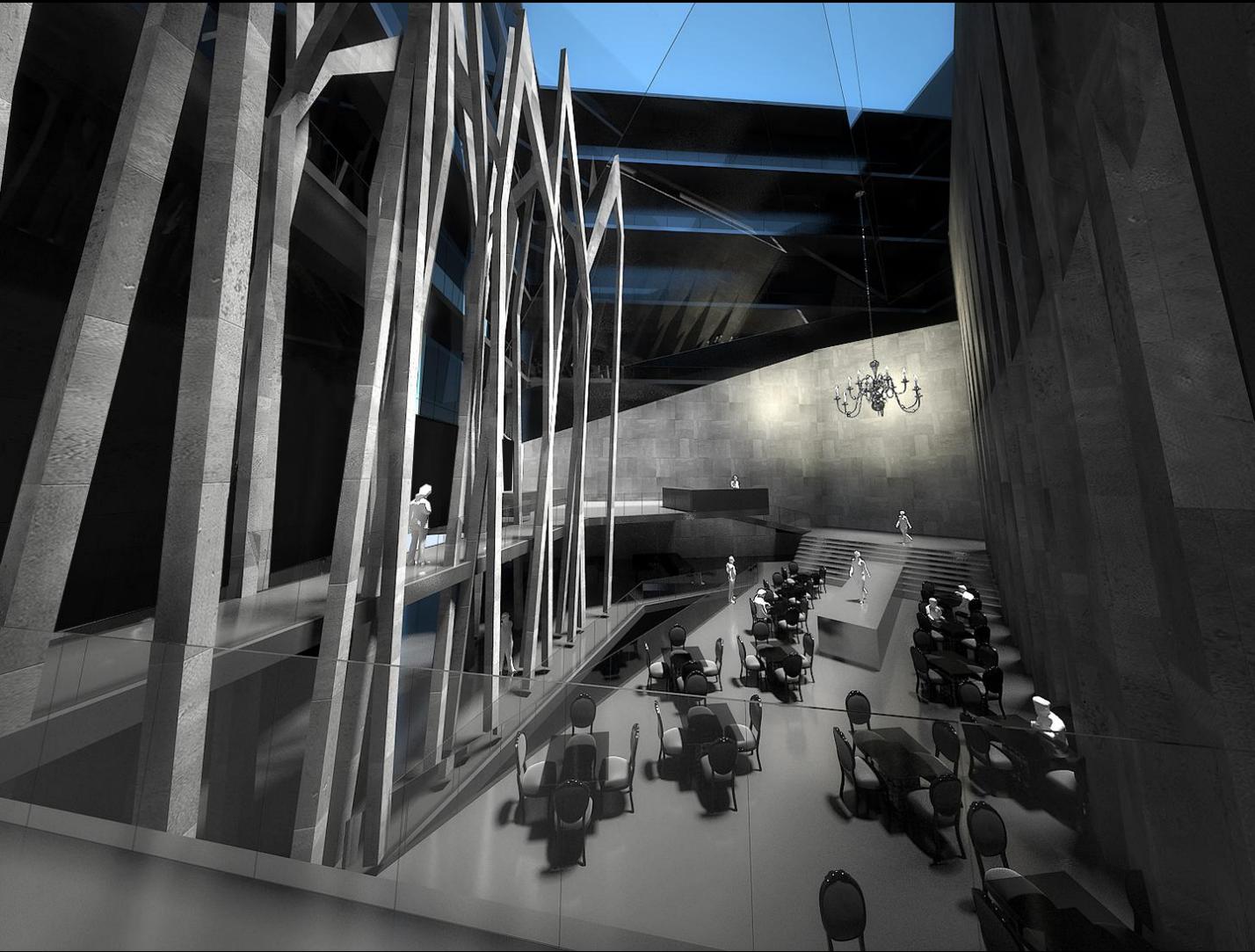
**HOTELS**  
Runways & Residences



# Theme Restaurant



**HOTELS**  
Runways & Residences



# Theme Restaurant



HOTELS  
Hotels & Residences

dwp

# Theme Restaurant



**HOTELS**  
Runways & Residences



# Theme Restaurant



**HOTELS**  
Hotels & Residences



# Theme Restaurant



FIVE HOTELS  
residences



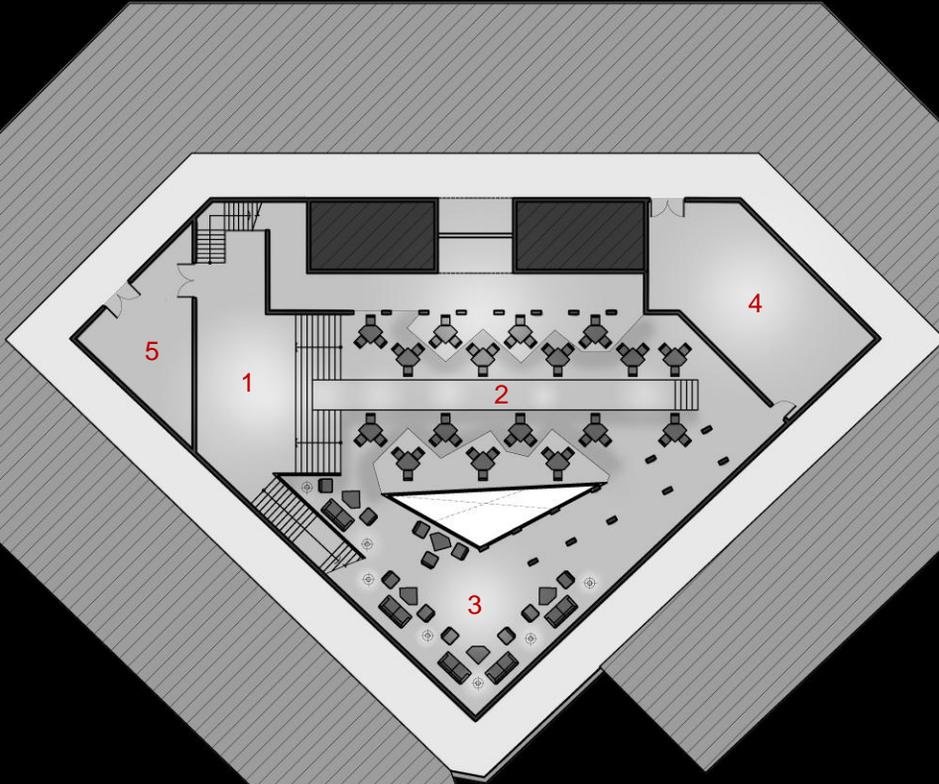
## Theme Restaurant

At night the restaurant transformed into glamorous fashion show.

83



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 STAGE
- 2 RUNWAY
- 3 LOUNGE
- 4 KITCHEN
- 5 BACKCHEN

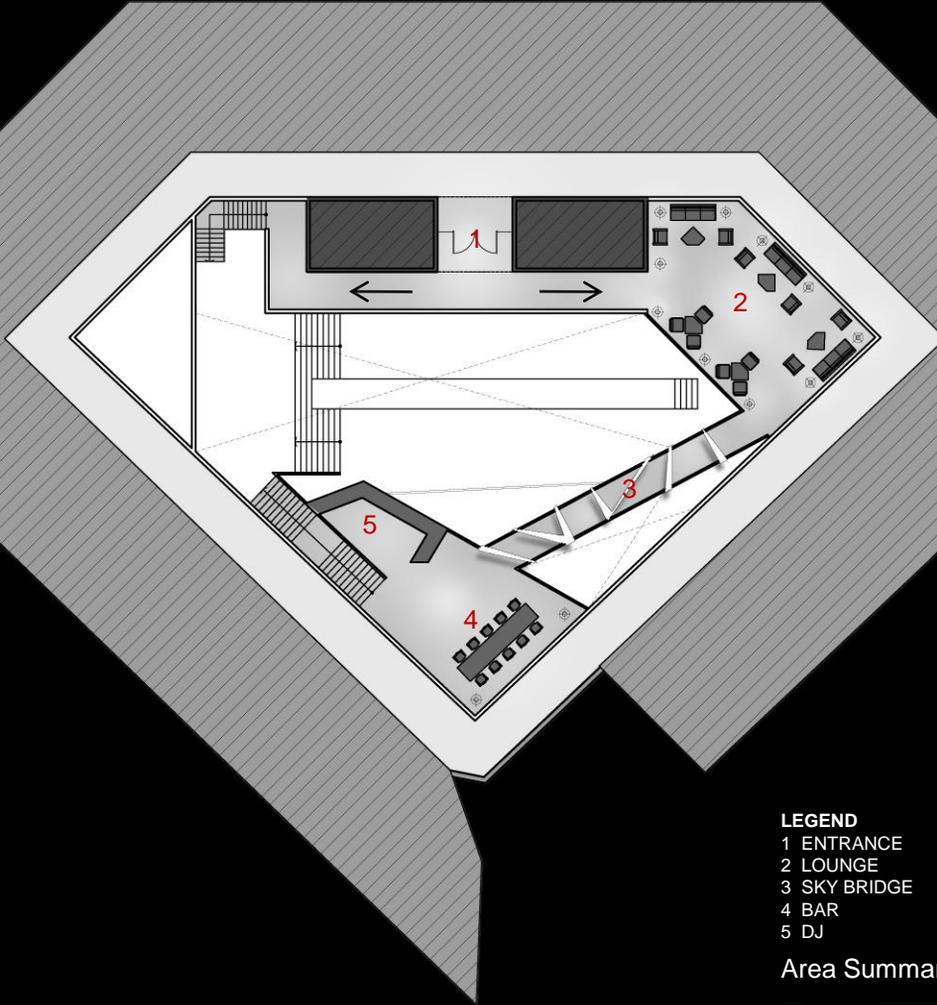
Area Summary 750.00 sq.m.



# Theme Restaurant Lower Level Layout



**HOTELS**  
Runways & Residences



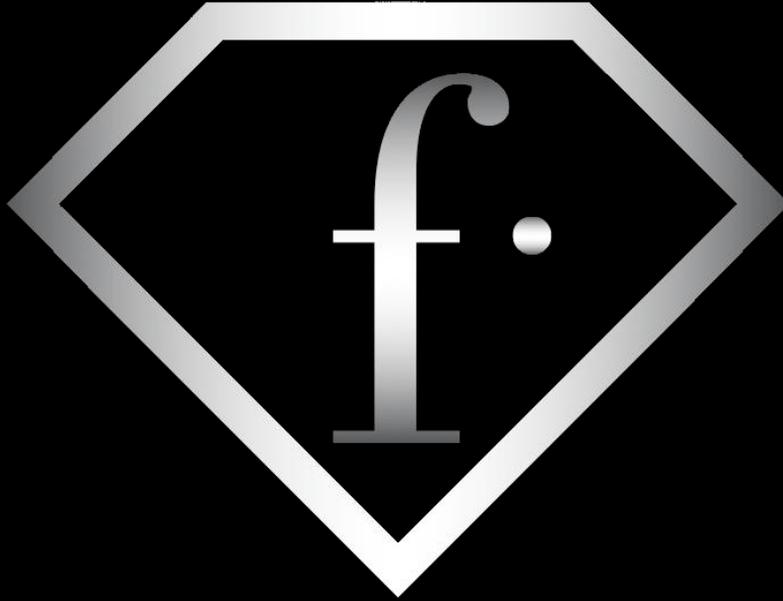
**LEGEND**

- 1 ENTRANCE
- 2 LOUNGE
- 3 SKY BRIDGE
- 4 BAR
- 5 DJ

Area Summary 450.00 sq.m.



# Theme Restaurant Upper Level Layout



# HOTELS

Runways & Residences

WE LOVE BEAUTY



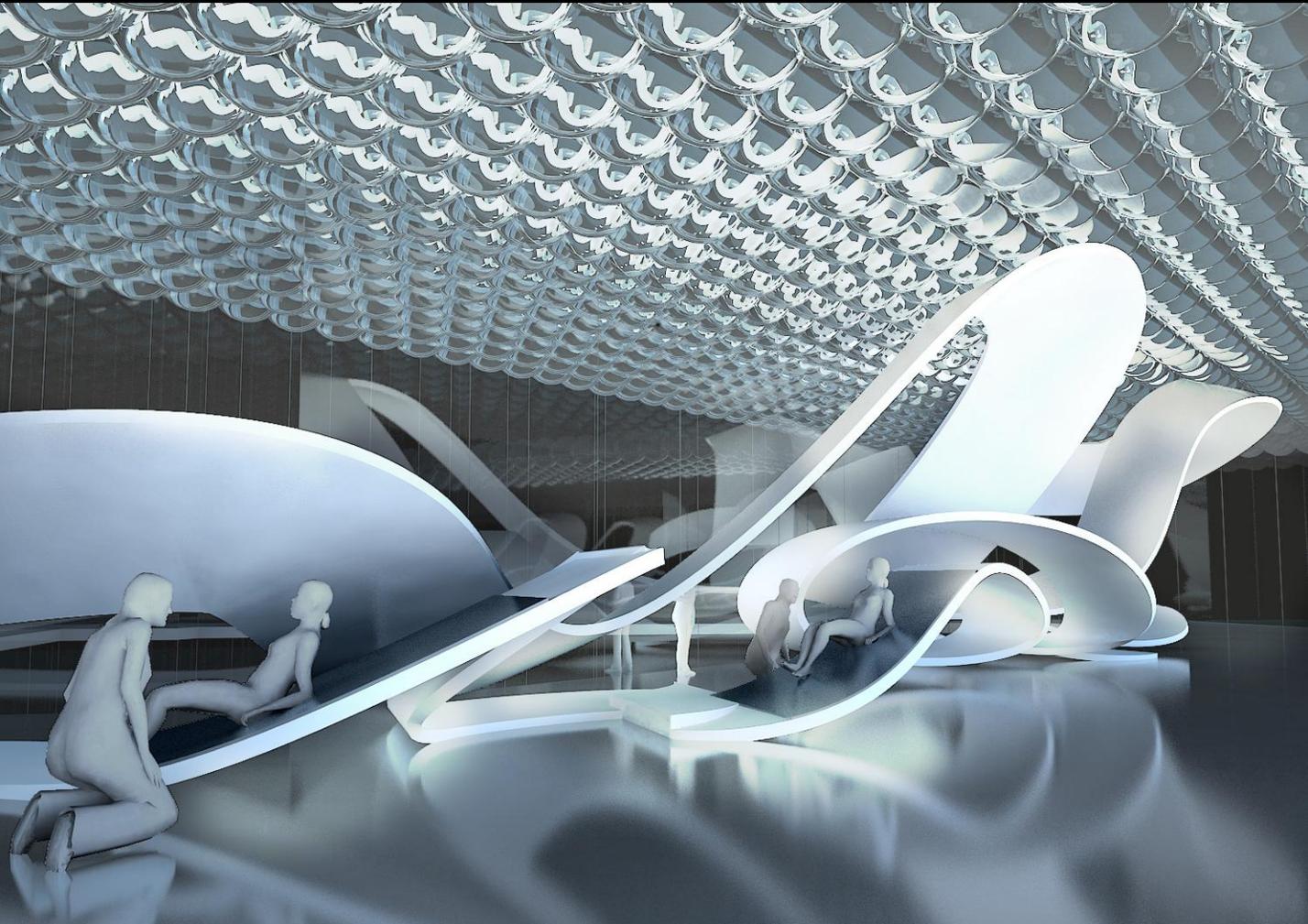
HOTELS  
Runways & Residences



# Sound & Light Therapy Bar



**HOTELS**  
Runways & Residences

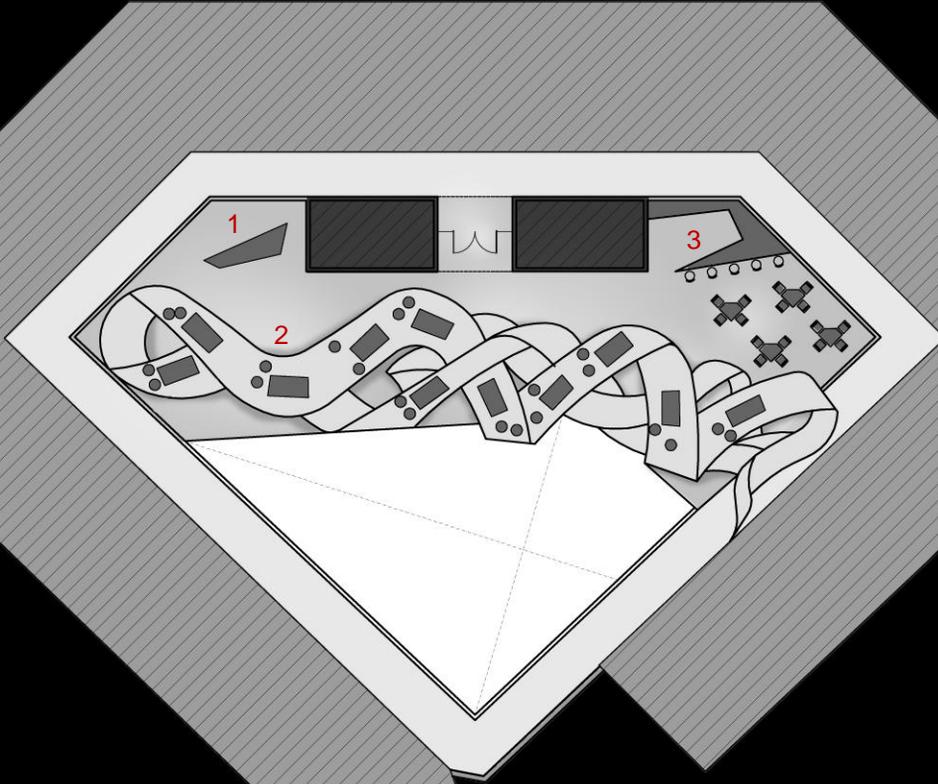


Light and sound therapy bar, heaven for all beauty lovers.

# Sound and Light Therapy Bar



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 COUNTER
- 2 SOUND AND LIGHT THERAPY BAR
- 3 CAFE

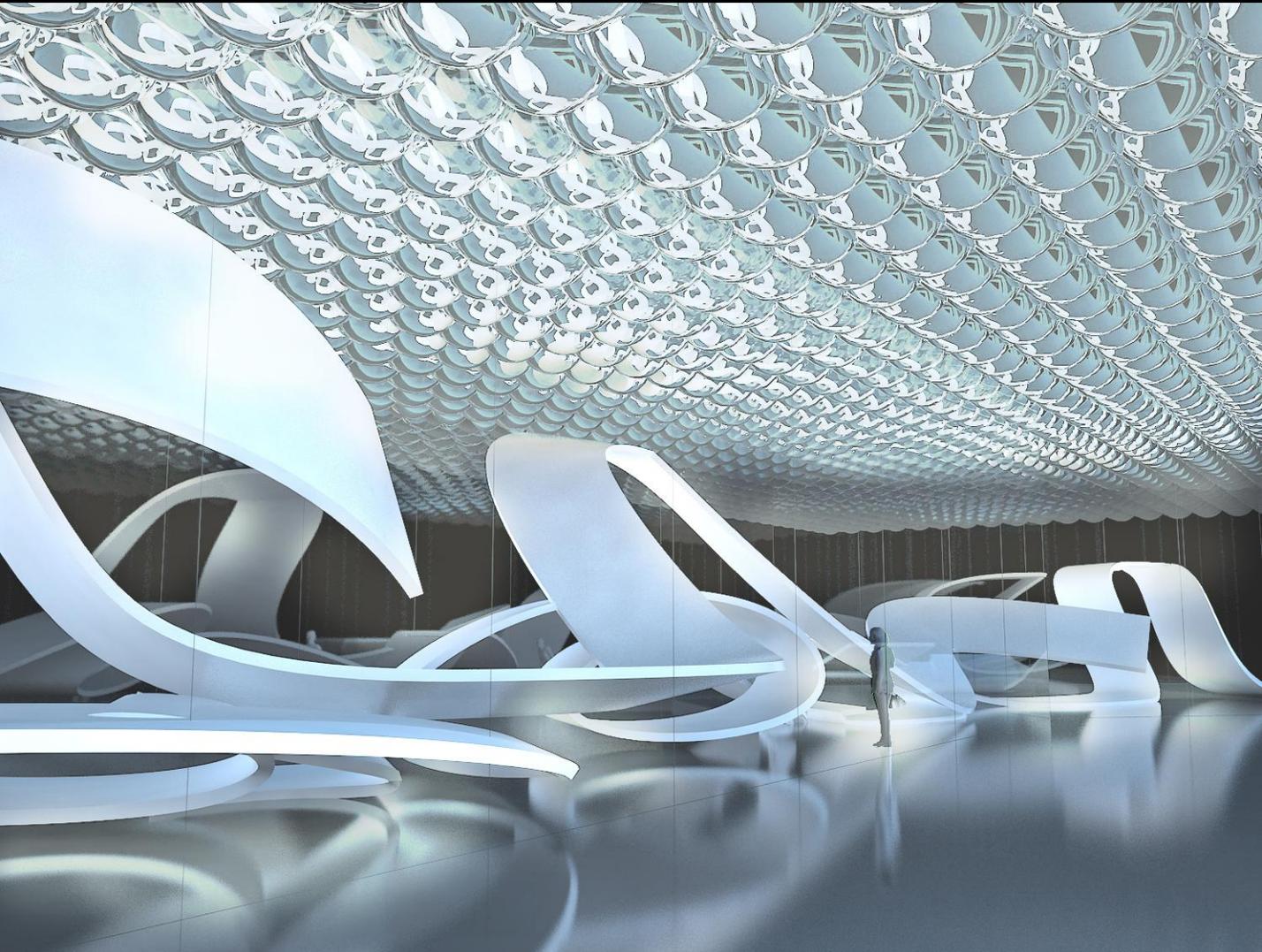
Area Summary 500.00 sq.m.



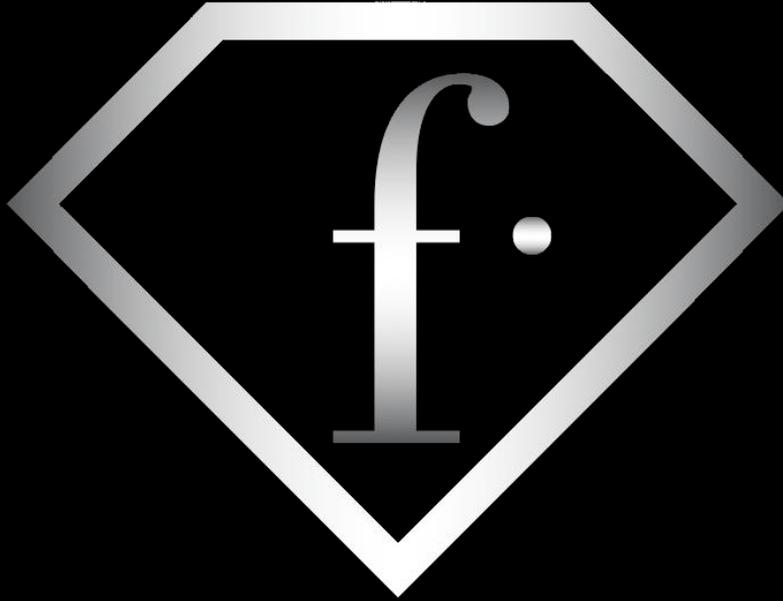
# Sound and Light Therapy Bar Layout



**HOTELS**  
Runways & Residences



# Sound and Light Therapy Bar



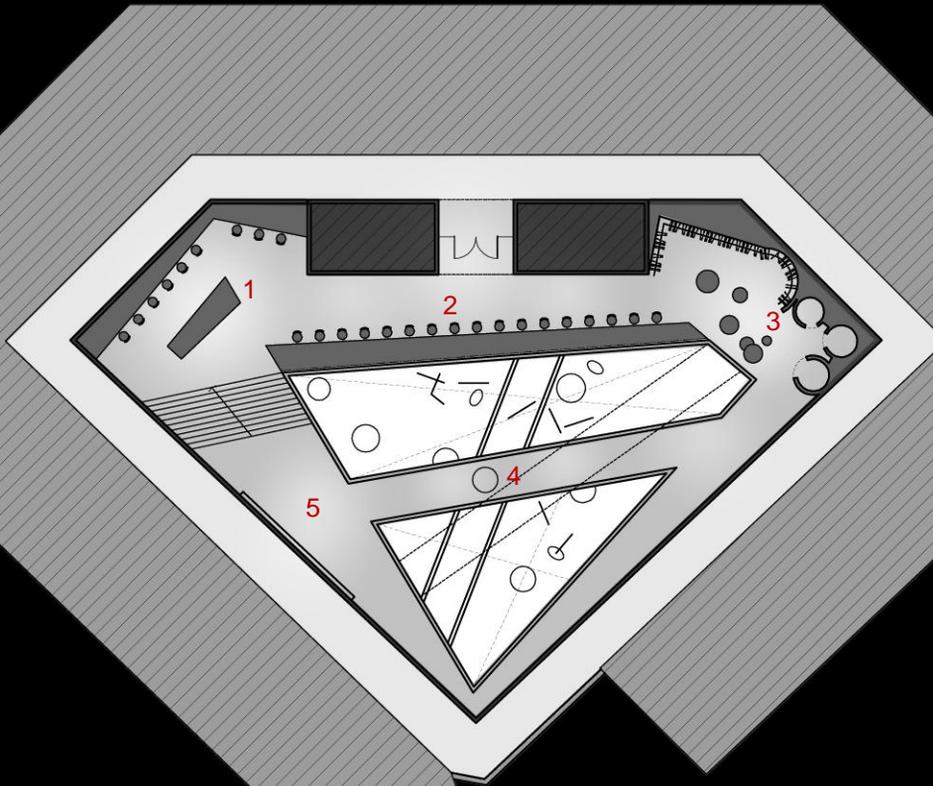
# HOTELS

Runways & Residences

WE LOVE HAIR&MAKE UP



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 COUNTER
- 2 HAIR BAR AND MAKE UP PARLOR
- 3 DRESSING
- 4 RUNWAY
- 5 PHOTO STUDIO

Area Summary 750.00 sq.m.



# Hair Bar Make Up Parlor and Photo Studio



HOTELS  
Runways & Residences



# Hair Bar Make Up Parlour and Photo Studio



**HOTELS**  
Runways & Residences



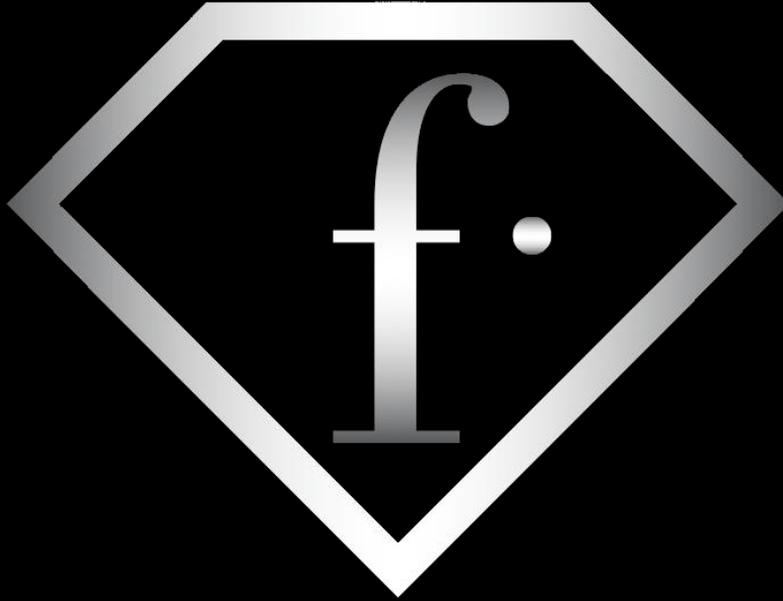
# Hair Bar Make Up Parlor and Photo Studio



HOTELS  
Runways & Residences



# Hair Bar Make Up Parlor and Photo Studio



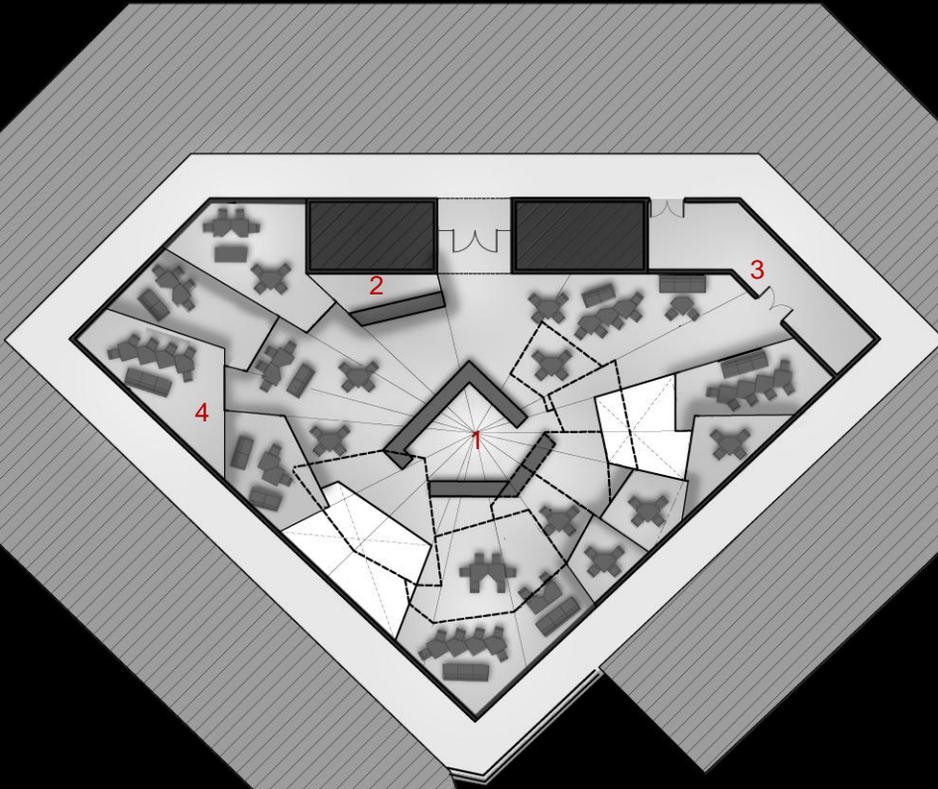
# HOTELS

Runways & Residences

WE LOVE FINE DINING



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 BUFFET COUNTER
- 2 COUNTER
- 3 KITCHEN
- 4 LOUNGE

Area Summary 750.00 sq.m.



# All Day Dining Layout

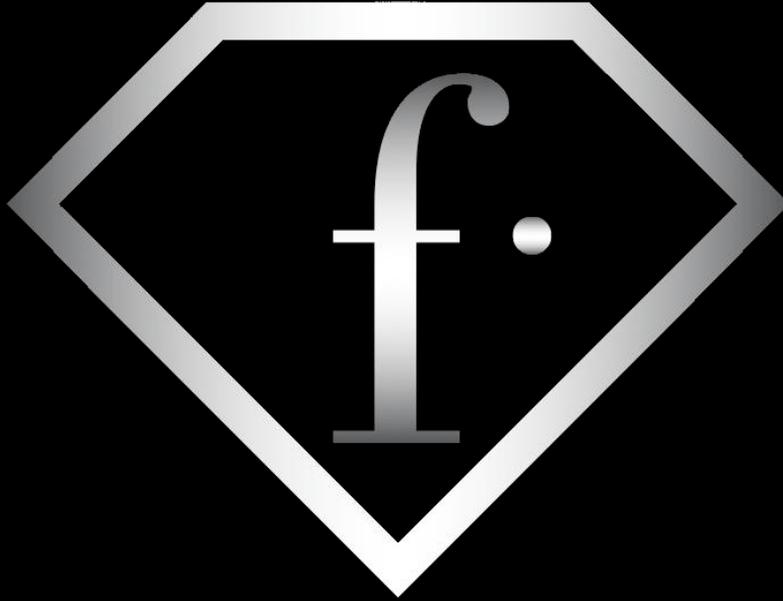


**HOTELS**  
Runways & Residences



# All Day Dining

All day dining restaurant is glamour and elegant, inspired by the layering elements of white couture dresses...



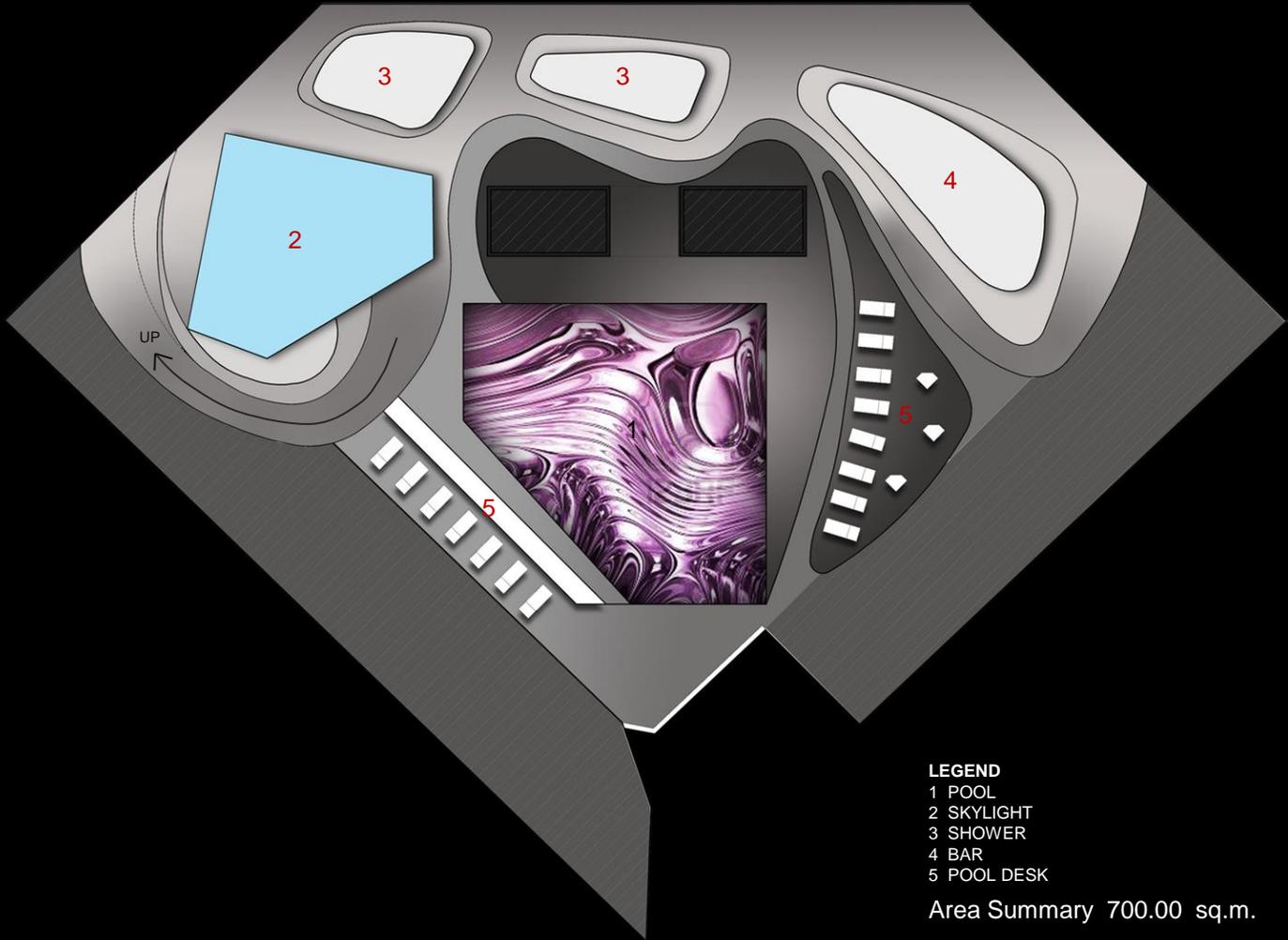
# HOTELS

Runways & Residences

# WE LOVE SKY BAR



HOTELS  
Runways & Residences



**LEGEND**

- 1 POOL
- 2 SKYLIGHT
- 3 SHOWER
- 4 BAR
- 5 POOL DESK

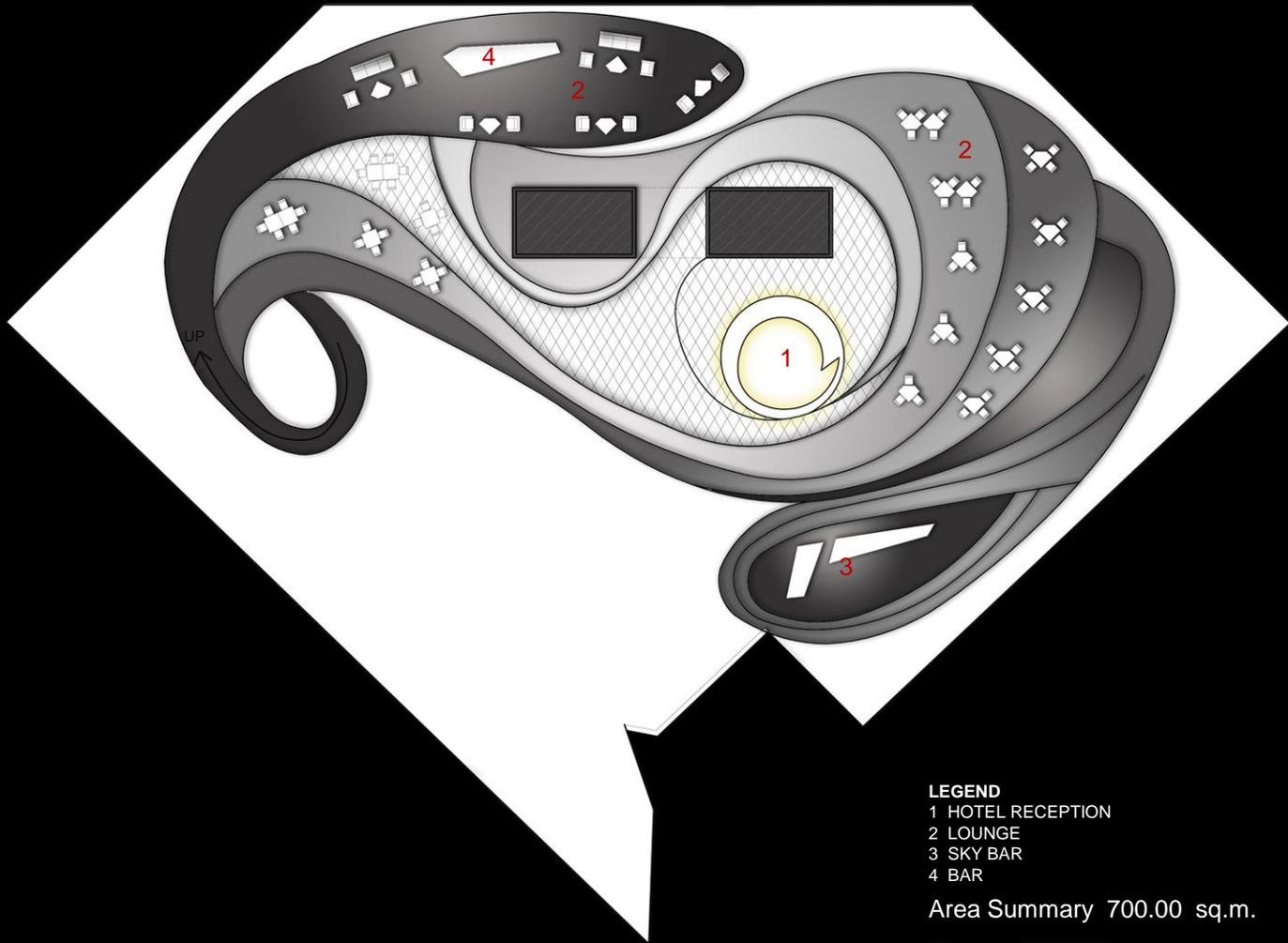
Area Summary 700.00 sq.m.



# Sky Pool Layout



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 HOTEL RECEPTION
- 2 LOUNGE
- 3 SKY BAR
- 4 BAR

Area Summary 700.00 sq.m.



# Sky Bar Lower Level Layout

# Sky Bar

- ◆ The Fashion Bar is a concept for trendy hot-spots and was initiated by FTV president and founder, Michel Adam, in order to convey Fashion TV's "look and feel" to cafés, lounges and bars in major cities and holiday Residences worldwide. The FBAR concept has been successful and many FBARS have already opened in cities around the world.
- ◆ The FBAR general ambience, image, service, music, etc. make the time spent a sophisticated and valuable experience. Clients have the possibility to browse through a wide range of Fashion TV branded merchandise at a build-in shop which is required to be present at each FBAR.
- ◆ The FBAR concept aims to grasp a niche of the entertainment market and each venue serves as a center for promotional activities, photo and movie shoots, star interviews, Fashion shows, VIP parties and other events.



**HOTELS**  
Runways & Residences

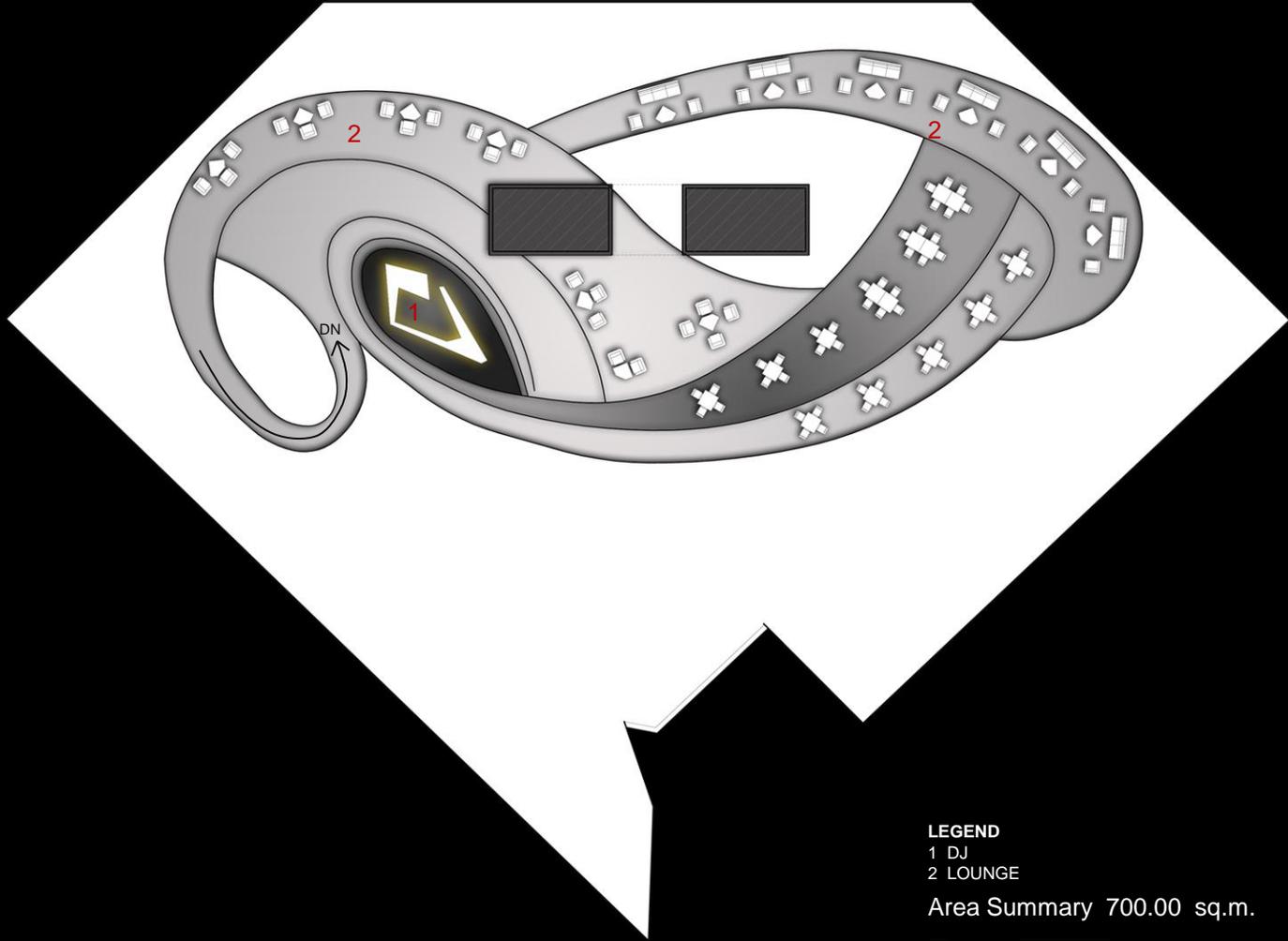


# Hotel Reception

Checking in at the sky lobby, we have F drink by the pink diamond pool, looking at the fashion TV channel showing on the rotating diamond screen floating in the night sky. 103



**HOTELS**  
Runways & Residences



**LEGEND**

- 1 DJ
- 2 LOUNGE

Area Summary 700.00 sq.m.



# Sky Bar Upper Level Layout



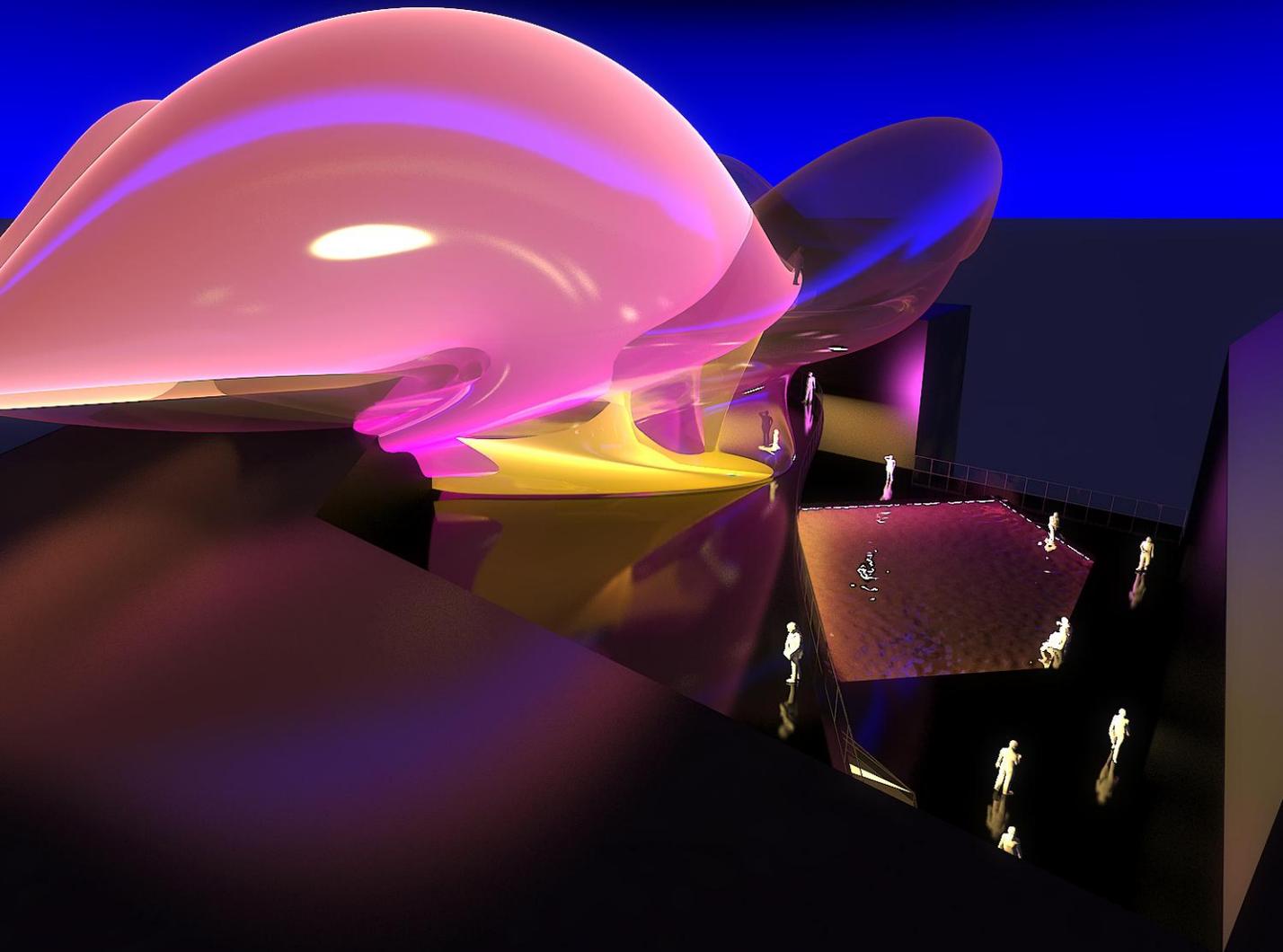
**HOTELS**  
Runways & Residences



**Sky Bar**



**HOTELS**  
Runways & Residences



# Sky Bar



HOTELS  
Runways & Residences

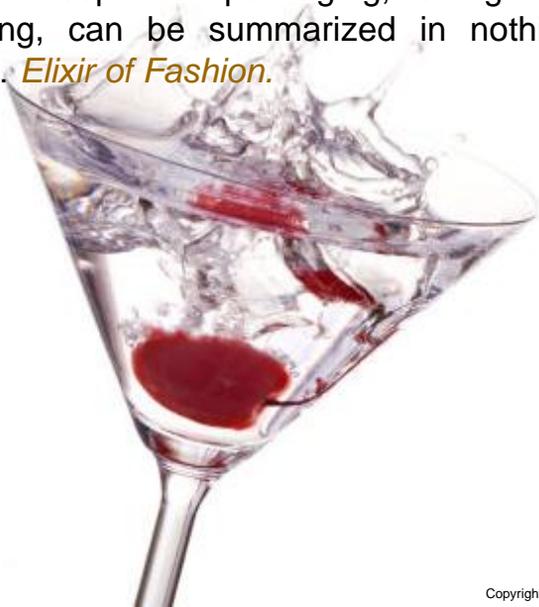
## THE LUXURY VODKA

dwp

Using only the best wheat and rye, and one of the most sophisticated distillation techniques for the production, F Vodka is a real luxury with a quality second to none. To emphasize this fact, we proudly call it “The Luxury Collection by Michel Adam”.

Latest printing techniques, reminding of glamorous embroidery and crystals on luxury fabrics, have been employed for the bottle production, as we feel that visual aspect of the packaging is equally important.

All the above elements, including the refined flavor, striking design, exceptional packaging, along with a fashionable marketing, can be summarized in nothing else but three words... *Elixir of Fashion.*





HOTELS  
Runways & Residences



# Finish Furniture and Accessories



HOTELS  
Runways & Restaurants



# F Moon Video Mesh



HOT  
Runways & Ramps



# F Moon Video Mesh



HOTELS  
Runways & Residences

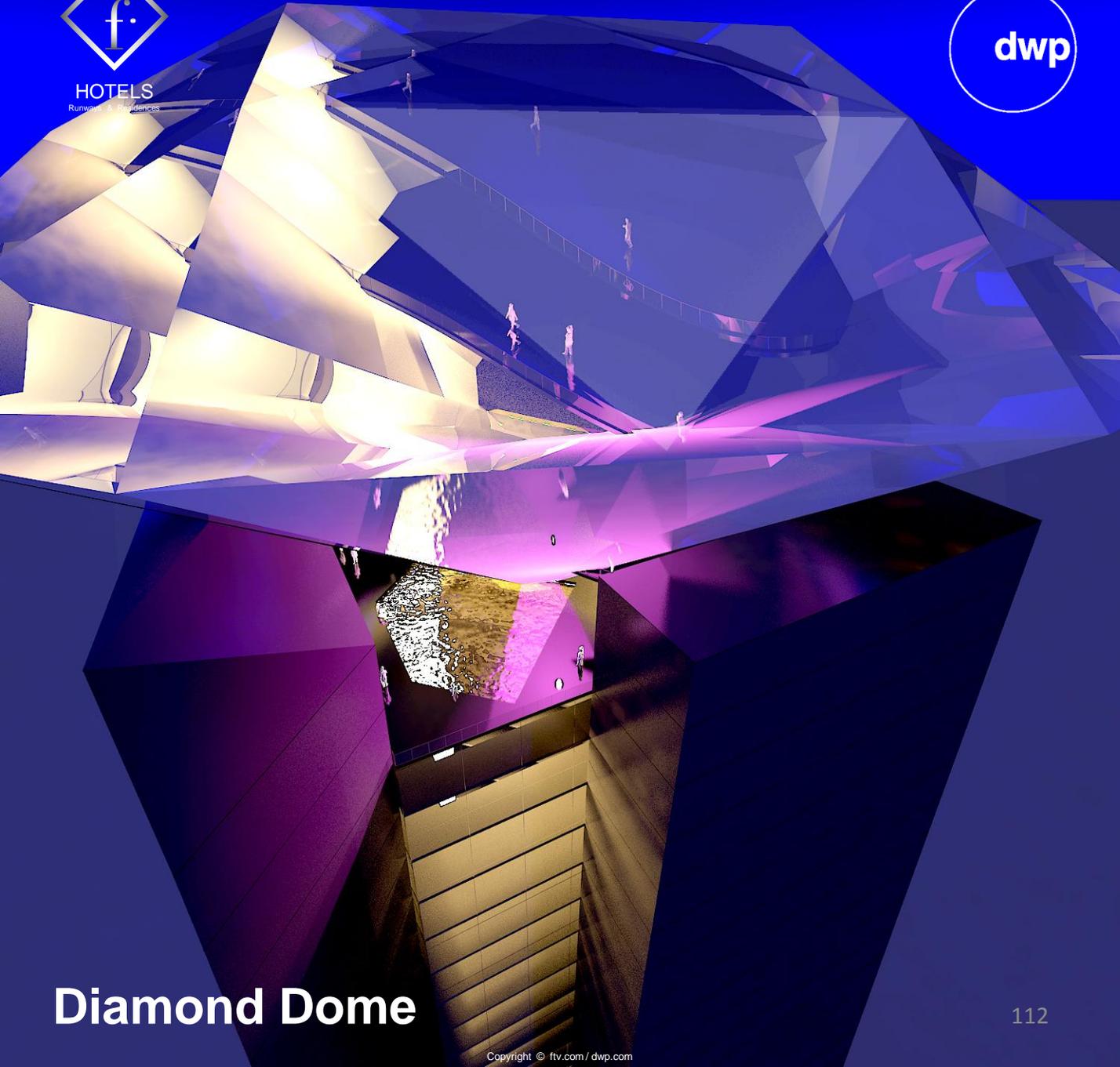
dwp

# F Moon Video Mesh

111



**HOTELS**  
Runways & Residences

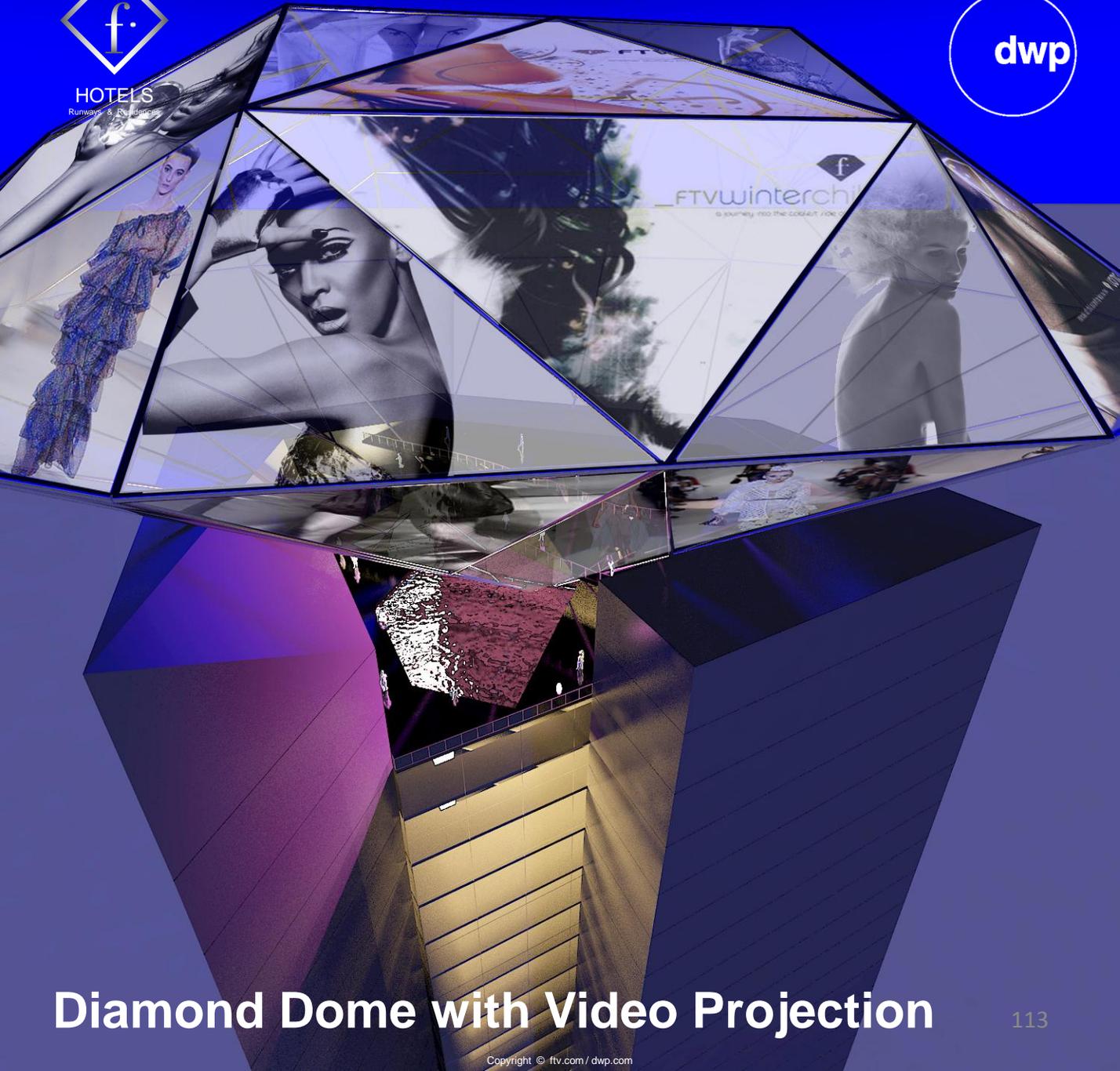


# Diamond Dome

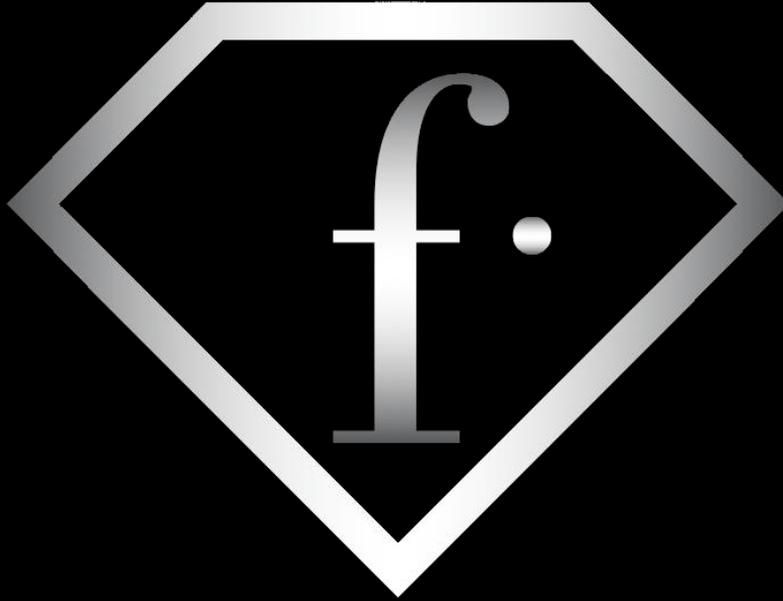


HOTELS

Runways & Restaurants



# Diamond Dome with Video Projection



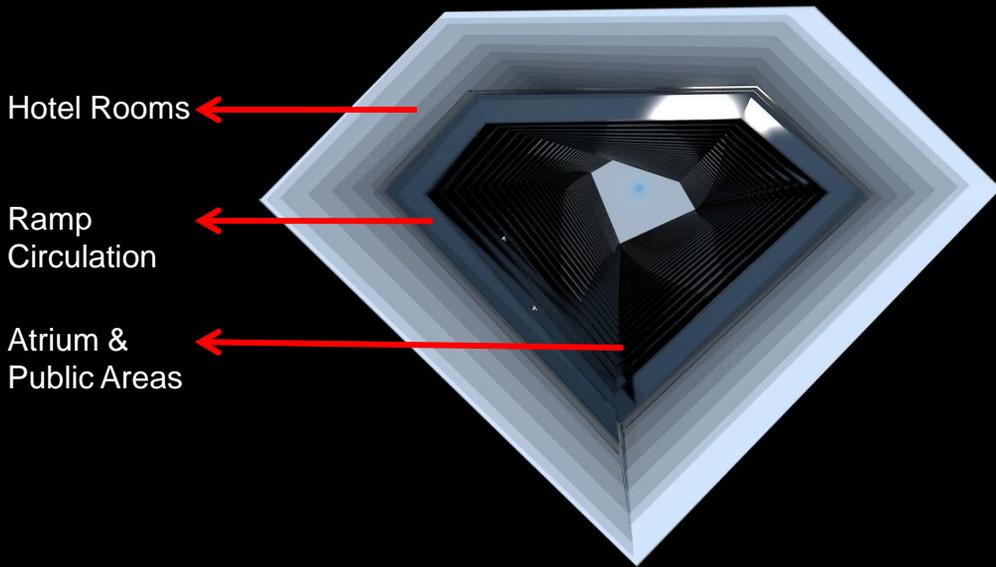
# HOTELS

Runways & Residences

# WE LOVE F HOTEL



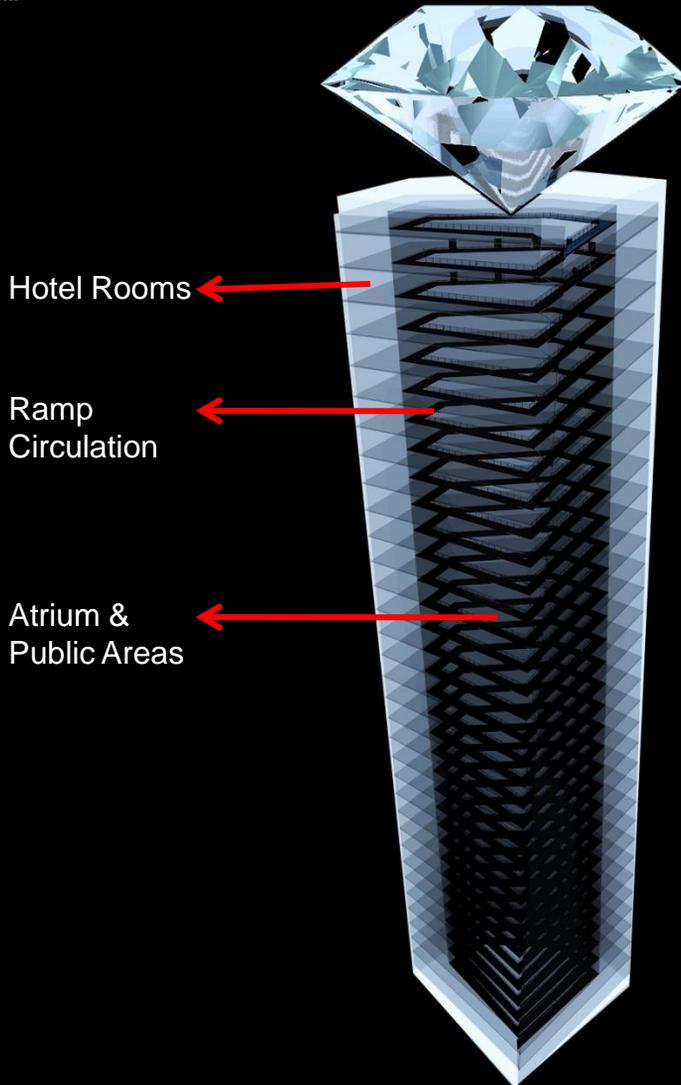
HOTELS  
Runways & Residences



# Diamond Helix Structure in Plan



HOTELS  
Runways & Residences



The ramp circulation allows guests to move faster between floors and not be dependent on elevator availability

# Diamond Helix Structure in Perspective 116

# World Known Examples of Helix Structure

IFC – Guangzhou  
year 2010



Torre Agbar – Barcelona  
year 2005



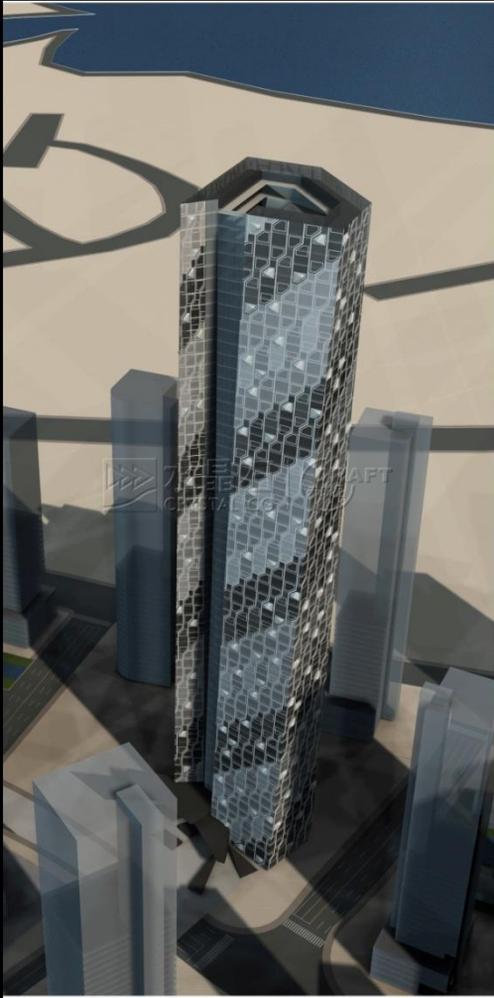
Gherkin – UK  
year 2004



*Fashiontv developed the unique diamond helix structure building, using the successful examples above. Diamond Helix Structure adds value to the project and leaves an unforgettable experience in the minds of its guests and visitors.*



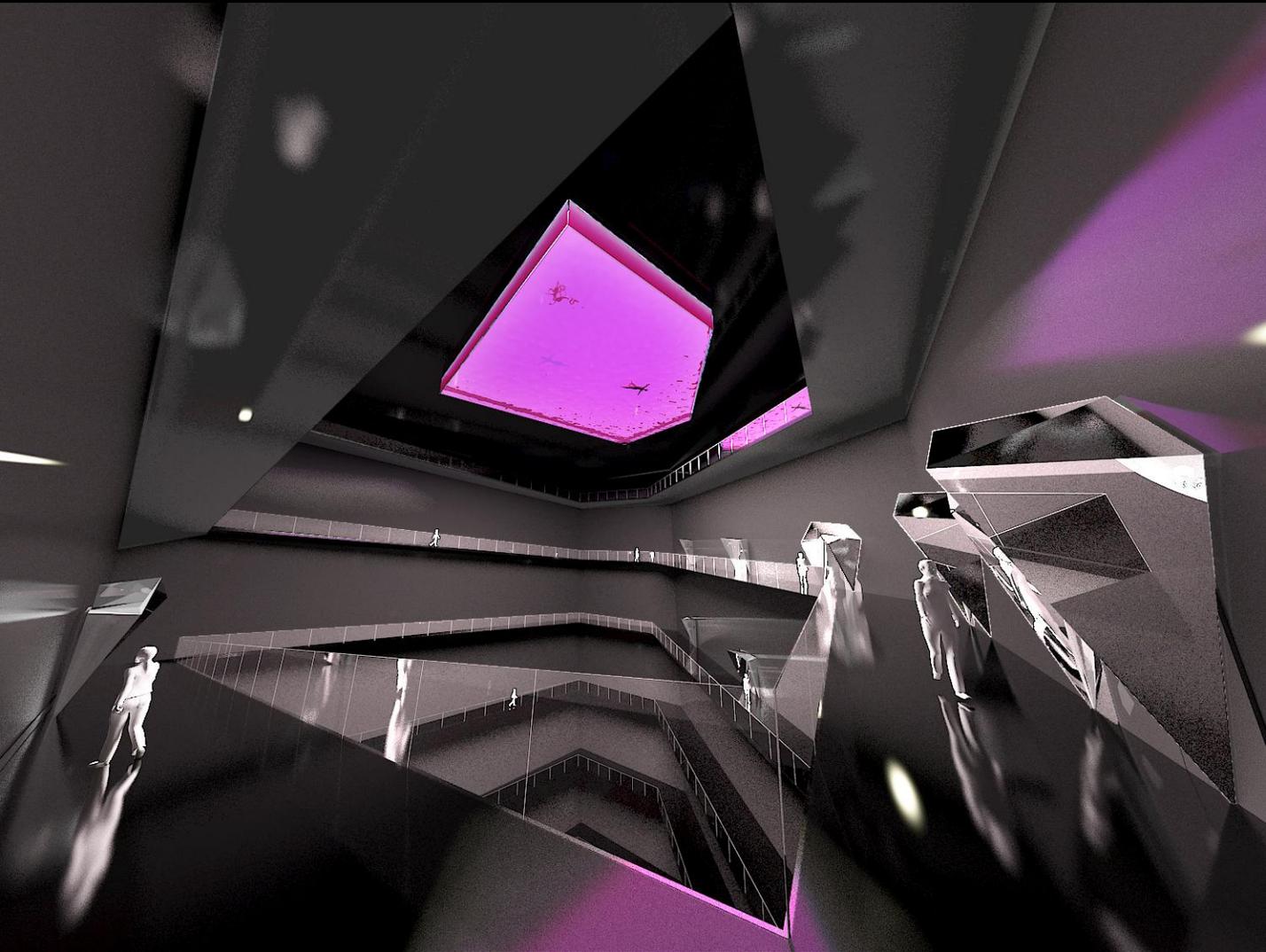
HOTELS  
Runways & Residences



# F Hotels Building Facade



**HOTELS**  
Runways & Residences



# Continuous Circulation around Atrium

119



**HOTELS**  
Runways & Residences



# Projection on Building Facade

120



**HOTELS**  
Runways & Residences

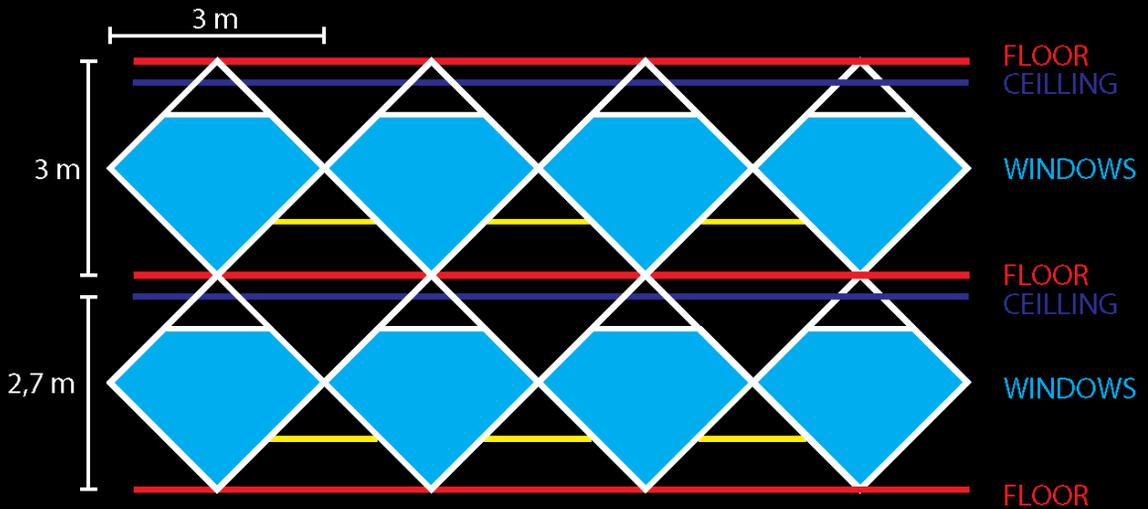
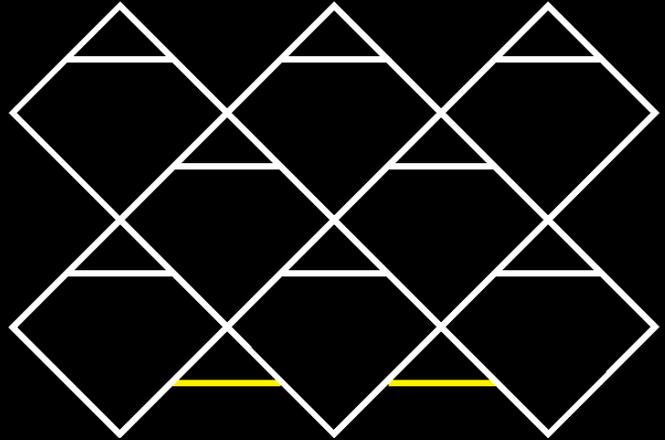
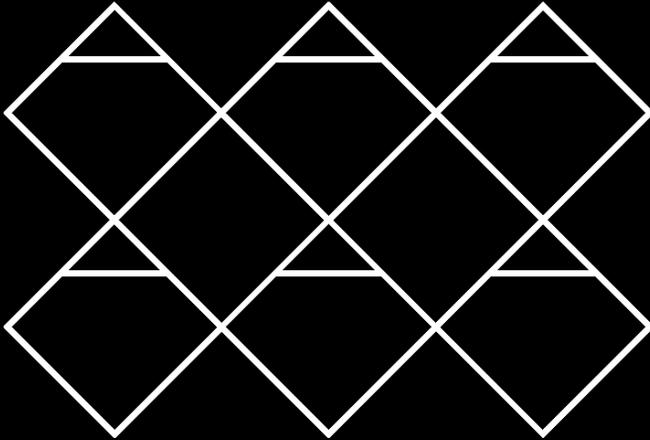
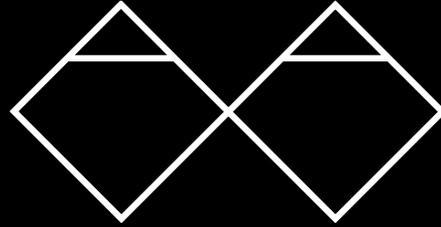
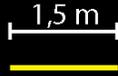
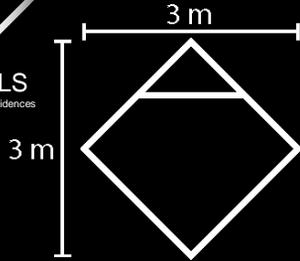


# Projection on Building Facade

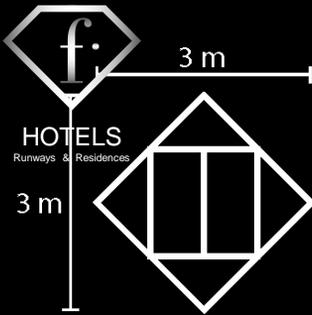


HOTELS  
Runways & Residences

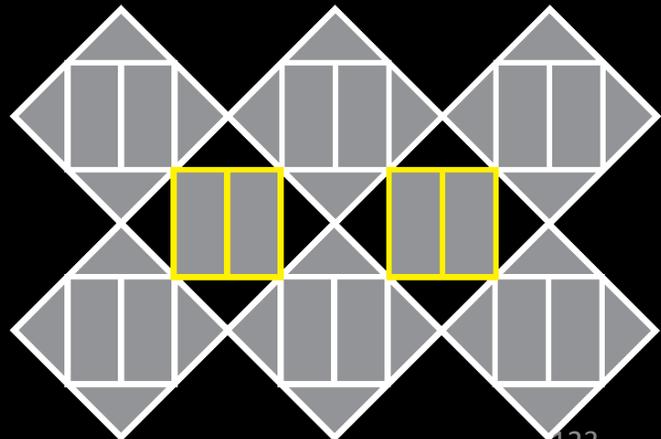
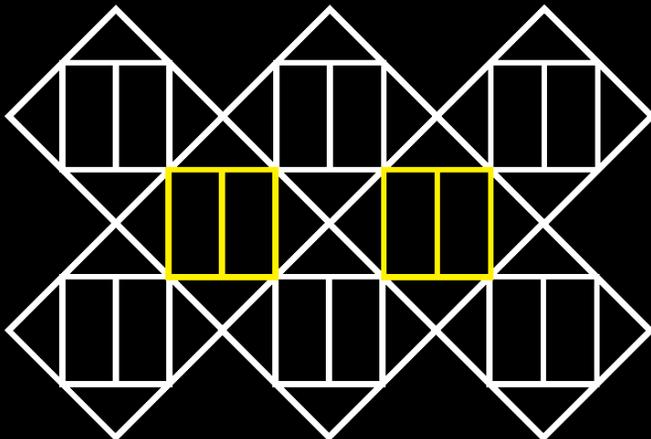
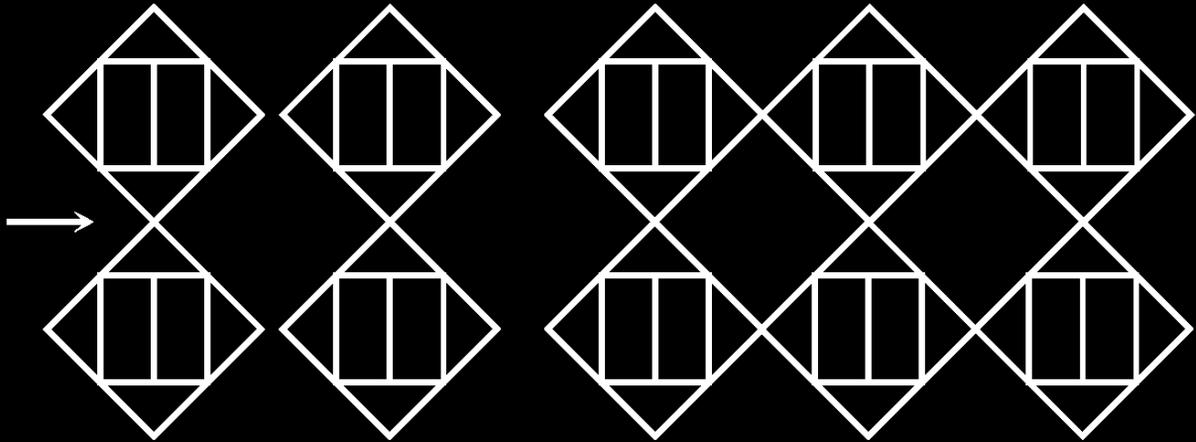
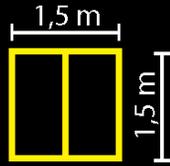
# WALL STRUCTURE



FLOOR 122



# FLOOR / CEILING STRUCTURE



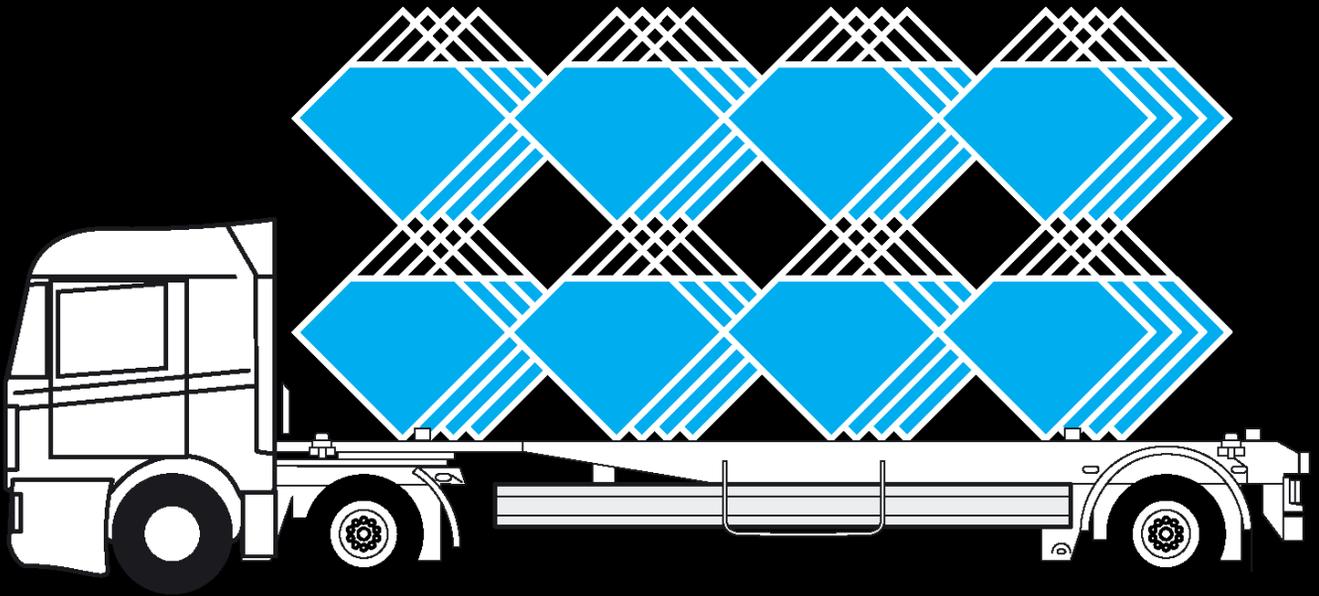


HOTELS  
Runways & Residences

# WALLS TRANSPORTATION



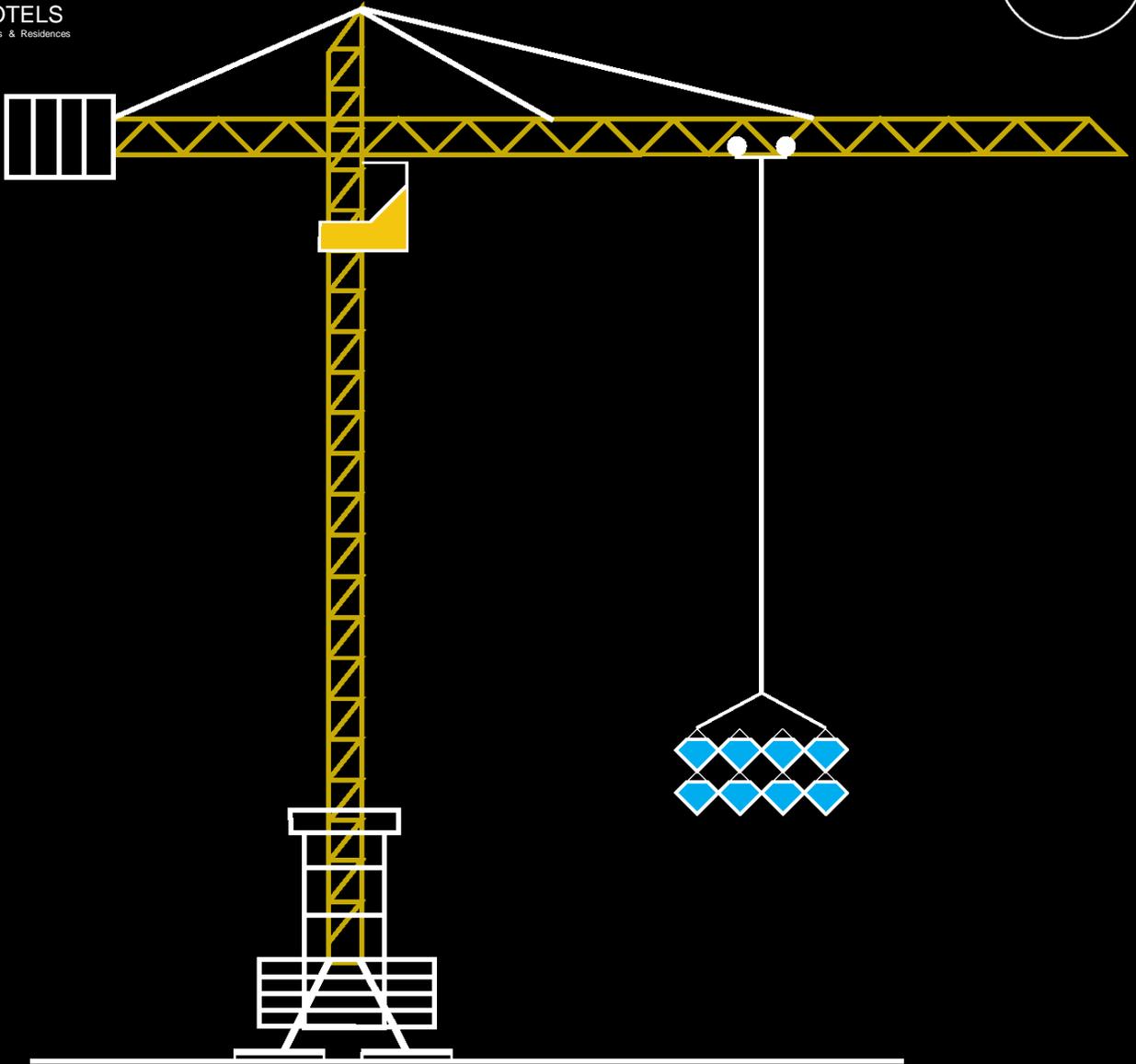
4 UNITS





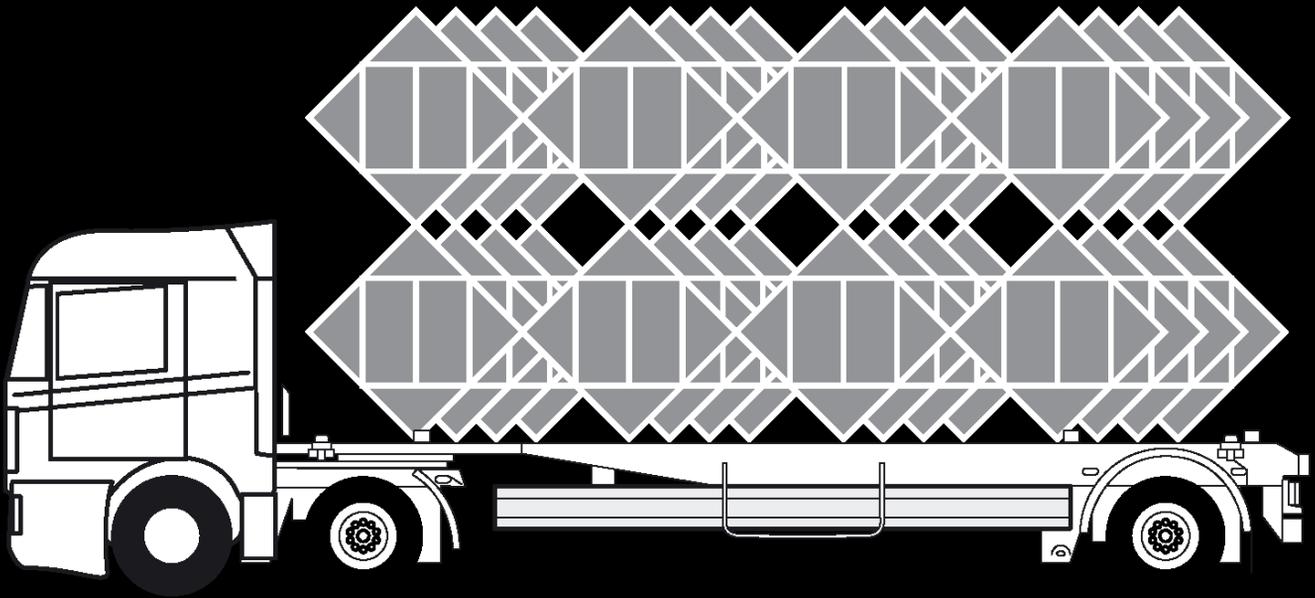
HOTELS  
Runways & Residences

# WALLS



# FLOOR / CEILING TRANSPORTATION

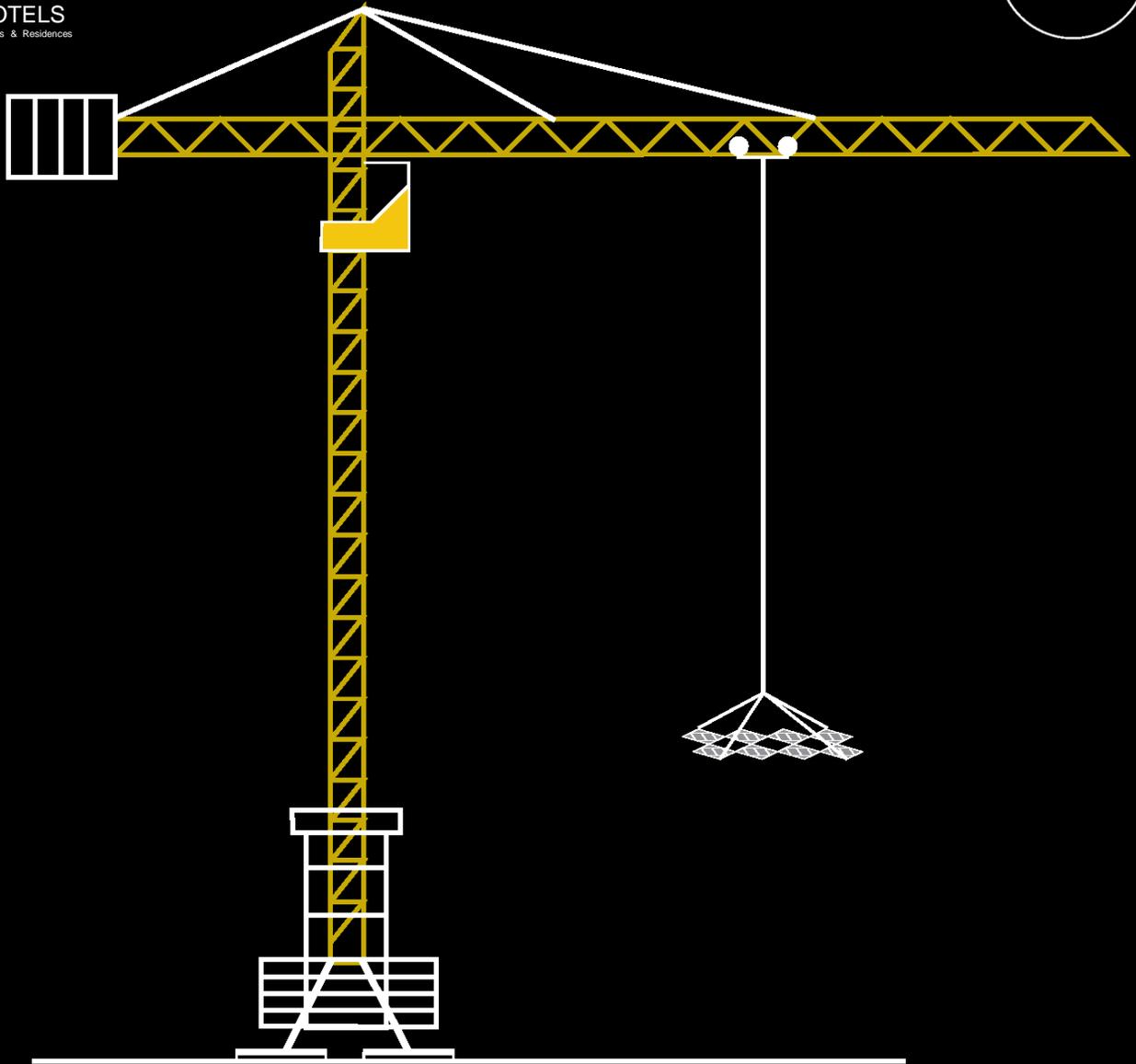
4 UNITS





HOTELS  
Runways & Residences

FLOOR / CEILING

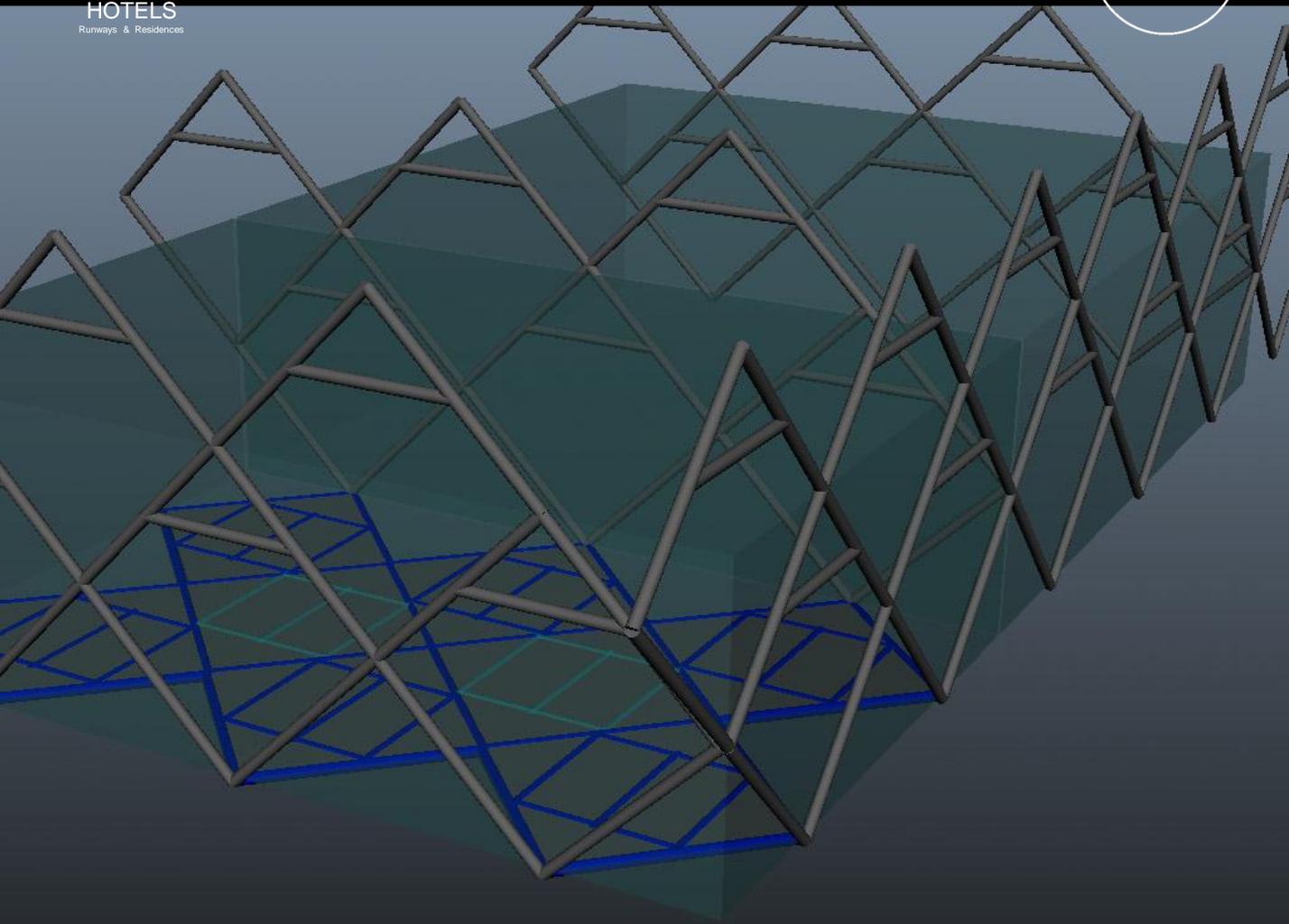




HOTELS  
Runways & Residences

# FLOOR / CEILING / WALLS INTEGRATION

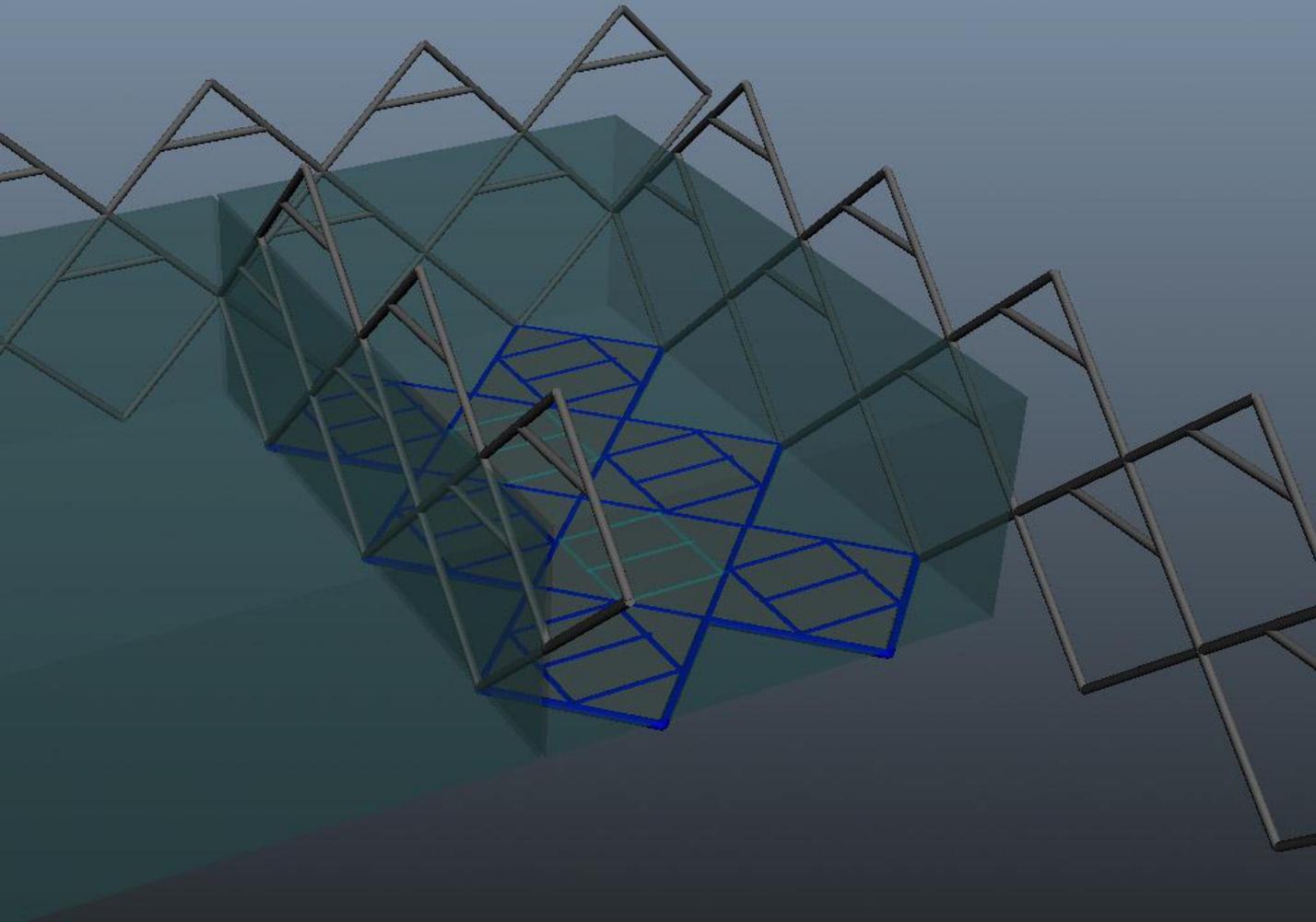
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HOTELS  
Runways & Residences

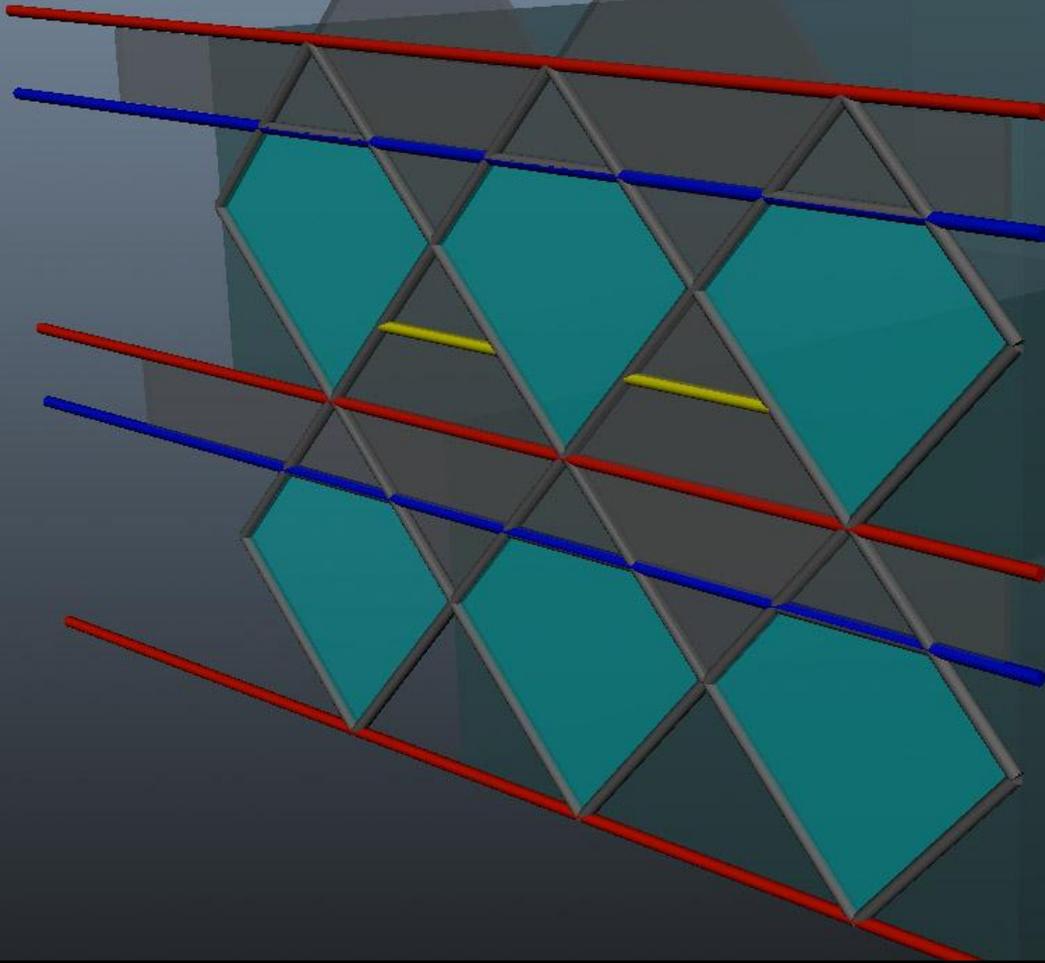
# FLOOR / CEILING / WALLS INTEGRATION





HOTELS  
Runways & Residences

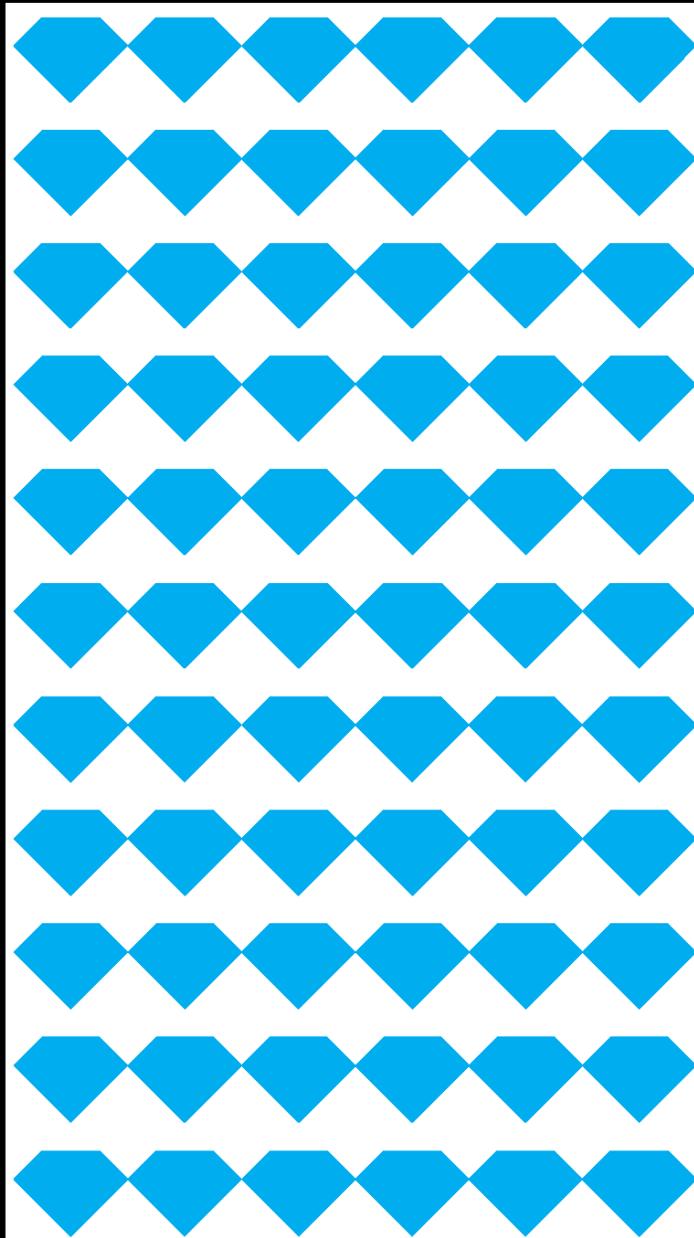
# FLOOR / CEILING / WALLS INTEGRATION

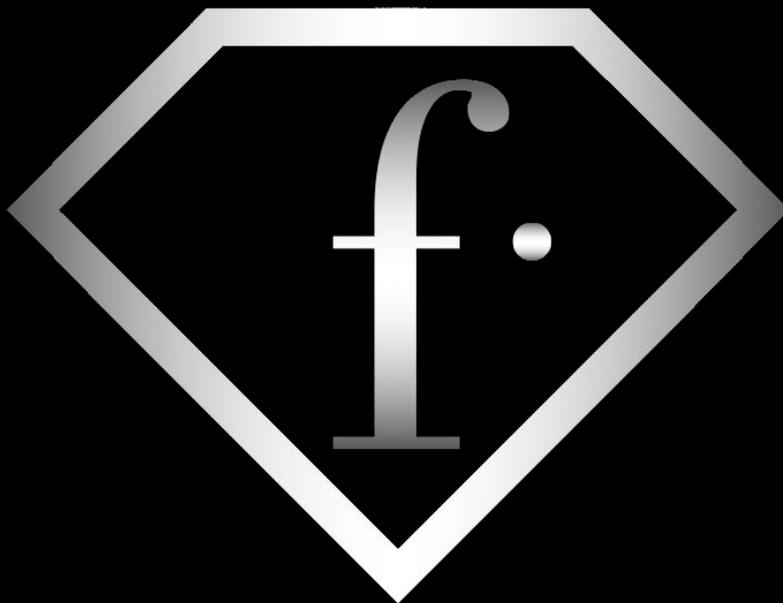




HOTELS  
Runways & Residences

# FACADE





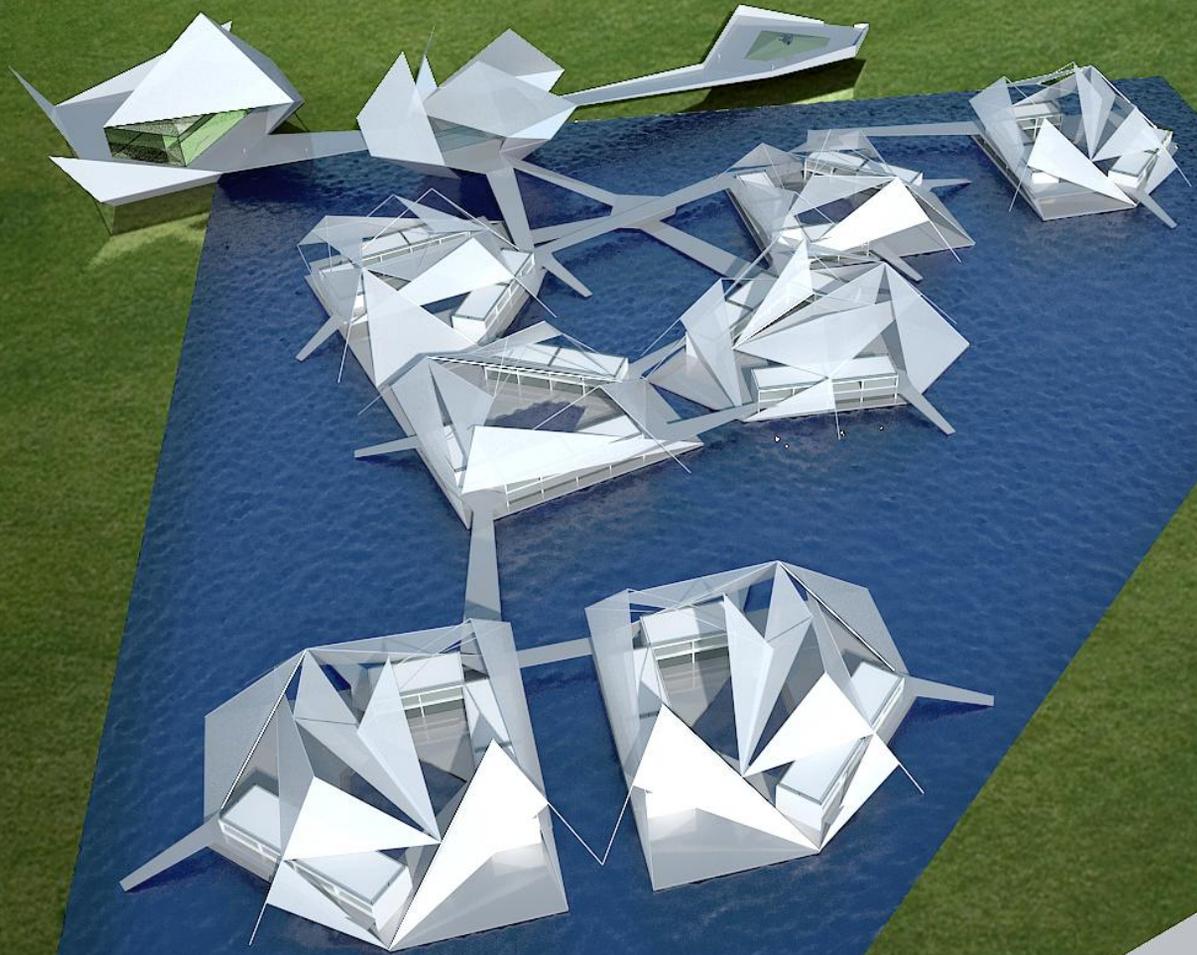
# HOTELS

Runways & Residences

# WE LOVE F RESORT



HOTELS  
Runways & Residences



# F Resort



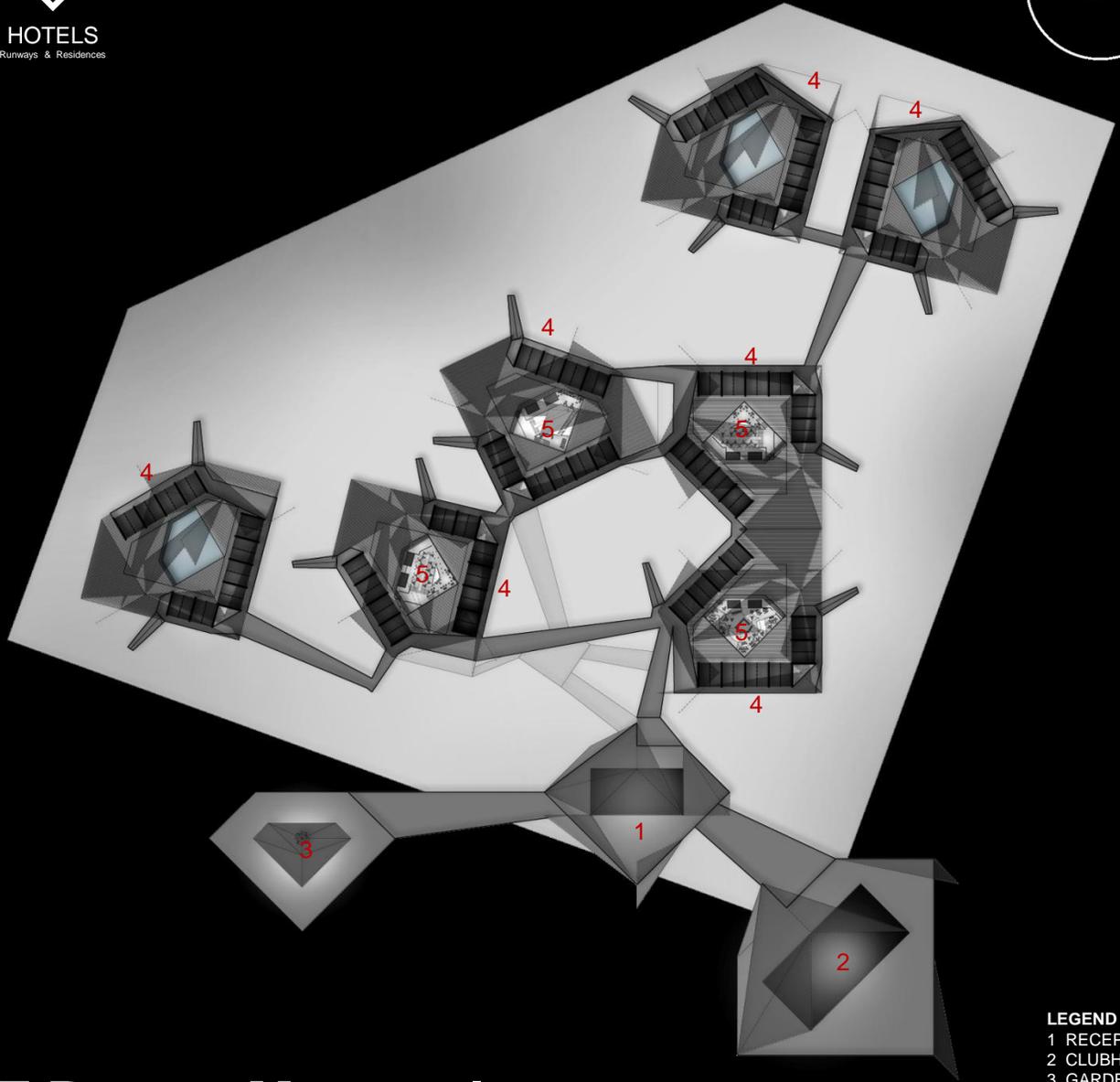
**HOTELS**  
Runways & Residences



# F Resort Entrance



HOTELS  
Runways & Residences

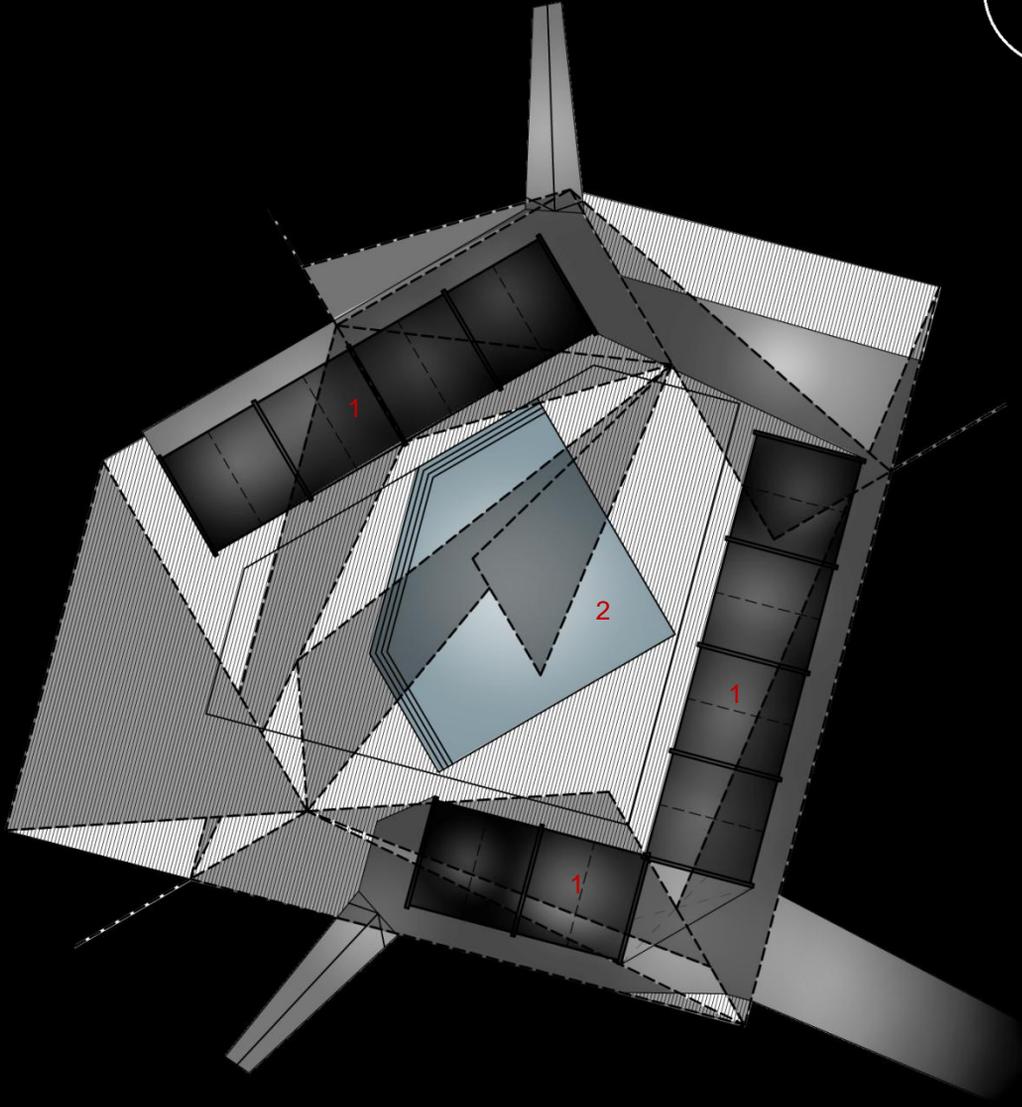


# F Resort Masterplan

- LEGEND**
- 1 RECEPTION
  - 2 CLUBHOUSE
  - 3 GARDEN
  - 4 VILLA
  - 5 RESTAURANT



HOTELS  
Runways & Residences



# F Villa Layout

**LEGEND**  
1 ROOM  
2 POOL



**HOTELS**  
Runways & Residences



**F Villa**

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**HOTELS**  
Runways & Residences



**January**

Haute Couture Paris, Sao Paulo Fashion Week  
Men Fashion Milan, Russian New Year



**February**

New York, London, Valentine day,  
Chinese New Year



**March**

Milan, Paris, Madrid, Beijing, Oscars Hollywood



**April**

Tokyo, Seoul, Moscow



**May**

Cannes Film Cote Azur



**June**

Men Fashion Milan,  
Music and Fashion for June 21 white nights



# F Hotel Fashion Calendar



**HOTELS**  
Runways & Residences



**July** Haute Couture Paris, Sao Paolo



**August** St Tropez, Ibiza, Sardinia, Bali



**September** New York, London, Madrid



**October** Milan, Paris, Tokyo



**November** Victoria secrets, Moscow, Beijing



**December** Pirelli calendar launch,  
Sports illustrated calendar...best of year, New Year Party

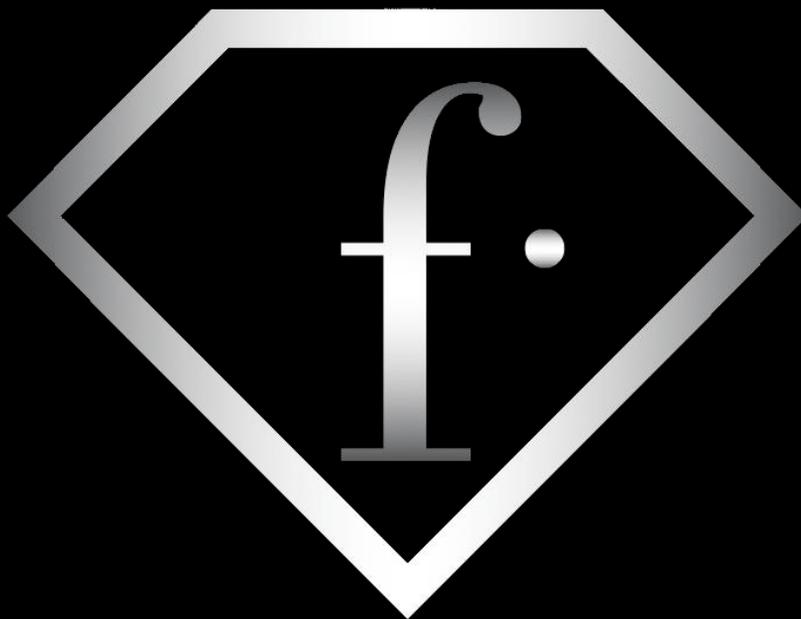


The hotel hosts different events during the year, according to our fashion calendar, the hotel transform...



HOTELS  
Runways & Residences





# HOTELS

Runways & Residences