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Living spaces by Versace

HVD
HORIZONTAL & VERTICAL DEVELOPMENTS

By Tet Defensor

Come 2015, Milano Residences unit owners can look forward to coming home in epulence as they enter the luxury high rise designed by the interior designers of Versace Home. Soon to rise at Century City in Kalayaan Avenue, Makati, Milano is the very first residential tower in Asia to be styled by the interior designers of the international fashion brand.

Known better for its upscale clothing and accessories, Versace is also involved in the design of luxury resorts, private residences, and interior design projects. Founded in Milan in 1978 by the late Gianni Versace, the company is the standard bearer of Italian excellence in style. Milano is one of three ongoing design projects of Versace. Its designers have just completed a private residence in The Plaza in New York City. The two bedroom unit is located at the 12th floor, with a good view of Central Park. The company is also doing the Dame Tower in Beirut set to open in 2013.



Milano's tower is a 53-floor building with Italian-inspired units called Loggia, penthouse units, and two-level units with a balcony and private pool.



Versace SpA President Santo Versace; Century Properties Chairman Jose E.B. Antonio and Century Properties Managing Director and Milano Project Head, Robbie R. Antonio.

in size. The tower will also have penthouse units, townhouses, and Italian-inspired units called Loggia, two-level units with a balcony and private pool.

The Versace touch of elegance will be visible in all floors, especially in public spaces like the hallways, pool garden, spa, library, lounge, and in the condominium building's grand lobby.

Versace SpA President Santo Versace was in Manila recently to celebrate the success of the luxury tower. Versace emphasized that the rise of Milano Residences in the Philippines marks the unveiling of the style trademark in Asia.

"It is a project that will allow future inhabitants to really know and live the Versace lifestyle. Versace is not just one of the most famous fashion brands in the world, but is also universally recognized as the brand that since its birth has succeeded in combining fashion and art in an inassoluble way, which had never been done before. Art, beauty and charm belong to the Versace DNA. Over a decade of expertise in interior design projects has allowed us to gain a position of leadership among the fashion brands in the home department and create extraordinarily successful projects all over the world."

Robbie Antonio, project head of the Milano Residences and managing director of Century Properties,

further emphasized that the brisk sales indicate a growing demand for stylish and sophisticated living spaces. "The success is attributed to the immense value that the project presents to both investors and end users. Milano has truly become not just synonymous with true luxury, but it further elevated our standards and consciousness of the essential art of luxury living," said Robbie Antonio.

The Milano Residences takes its name after the city in Italy where the Versace brand headquarters is located. It is one of the world's fashion capitals and a landmark for style and glamor.

The Versace Home style is known to combine the appeal of precious materials with decorative innovations. It carries the brand's highest standard for elegance that

begins with the strict attention to detail and the superb craftsmanship.

The Versace Home Collection was a natural extension of the founder's passion of the essential art of living. It started with fine fabrics for the home followed by elegant porcelain dinner services with decorative themes, a collaboration with Rosenthal.

The interplay of lines and hues of the Versace and Versace armchairs showcases fashion as the primary inspiration of the Versace Home collection. The concept for the Milano Residences design is straight out of the brand's Ready-to-Wear collections. The famed Versace Greek key motif, which was reinterpreted in contemporary style by Donatella Versace, is the unifying signature for the interior spaces, like the lobby, in the wellness area and even in the pool lounge. The figure often appears in various design pieces—like lamp stems, side table legs and sofa arms.

Unit owners have the option to acquire furniture and accent pieces from the Versace Home line. Versace Home will likewise create interior inspirations for residents who wish to incorporate the style into their own living spaces. The idea is to come up with a unique interior environment while experiencing the whole Versace lifestyle.

The P3-billion Milano Residences project is in partnership with Century Properties, a 24-year-old Philippine developer with a track record of first-class luxury towers that include Essense East Forbes in Manila, which was created together with world-renowned P&J Partnership Architects and IM Pei.

The Milano Residence will be part of the Century City, a 3.4-hectare property in Kalayaan Avenue, Makati City masterplanned by the Jarda Partnership. The sprawling community will have luxury residential buildings, first class corporate towers and retail centers.



There is a day spa for the tired urban junglist.



The Versace touch of elegance is visible in the pool area.



Unconventional style rules the Milano business center.