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Bringing Back The Classics

**LONDON DESIGN
FESTIVAL**



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Images Courtesy of dwp | design worldwide partnership



Fashion TV Hotel:

The New Fashion Era in Action!





Over 350 million households around the world today view the 24/7 fashion-exclusive F TV channel launched in 1997, neatly sketching the future of fashion, and influencing trends and beauty worldwide. Yet, the new fashion era has just been truly landmarked with the transformation of this glamorous and original brand into an extraordinary trendsetting residence: the Fashion TV hotel! It's a real life portrayal of "living the brand", a concept adopted by Fashion TV, and its visionary founder and President Michael Adam. It's the concept that inspired the development of the F brand from just clothing merchandise, to F retail stores, F bars and finally the revolutionary F Hotel, created and tailored to purely serve the fashion community, and genuinely influence lifestyles!

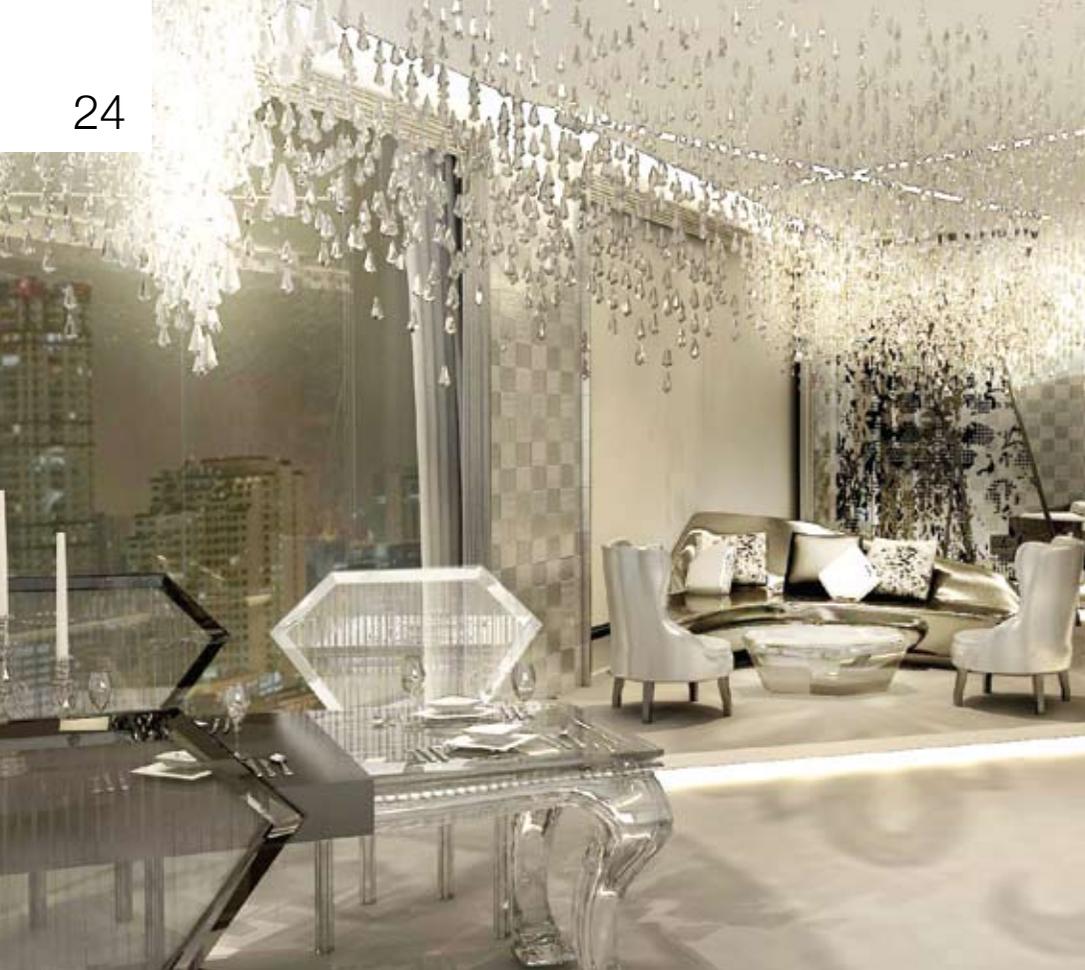
Indulgence for the fashion community

The vision is to bring all fashion professionals and enthusiasts together in key destinations around the world, starting with the first footprint: the Fashion Hotel of Dubai. The F hotel is designed to satisfy the needs of this global community with an elegant design, a modern style of living, and an affordable luxury that combines both value and cost effectiveness. It is planned to be the perfect destination for fashion events and shows, photo and movie shoots, and all kinds of high-profile social engagements, providing home to those who not only enjoy watching fashion trends and lifestyle on television, but actually enjoy living them!

Fashion incarnated in sensational architecture!

The internationally renowned design firm DWP was chosen to bring the F hotel concept to life, creating an imaginative design of the F Hotel: an iconic extruded and rotated diamond-form structure, depicting the diamond shape of the F brand logo. As you approach the F Hotel, the building façade will dazzle you with animated video projections displaying fashion shows and events on - what will become - the world's largest video screen! The outstanding building is crowned with a multi-screened diamond dome broadcasting fashion videos and marking the sky above the F hotel as well. ►►





Explore the F Hotel lifestyle

From the moment you arrive at the diamond entrance of the hotel, the fashion mania starts with the catwalk-style runway surrounded by statues of famous designers and models. The specially tailored interior of the F Hotel is modern, innovative and “affordably luxurious”; it mainly depends on the use of space to provide luxury, while maintaining a functionally efficient design of rooms and public areas.

At the F Hotel, everyday activities are turned into fashionable and elegant experiences! You can dine at the custom-designed theme restaurant ‘Cathedral of Shoes’ inspired by gothic elements of fashion, or pick the glamorous couture dress-shaped dining restaurant. Another sensational place where you can spend the night in the glittering F club with huge diamonds in the ceiling, creating a fashion-inspired shimmering dance floor. Even having a drink is transformed into a unique event with the F Hotel sky bar that oversees the fashion TV channel displayed on the rotating diamond screen in the night sky!

The F retail store is another delightful station at the F Hotel. Created not to merely fulfill your shopping needs, but to take your encounter with fashion merchandise to a higher level, the F shop offers you a world class shopping experience; affordable and luxurious at the same time. The same elegant style is nurtured in four different types of guest rooms that embrace the diamond theme of both the interior and exterior of the hotel: the silver, gold, platinum and diamond room. All with exceptional luxury and ultra-modern designs, allowing you to enjoy a theatre-like experience with window curtains that turn into giant TV screens!

Staying at the FashionTV Hotel will literally be a one-of-a-kind experience! The hotel represents more than a novel top-class residence for fashion professionals; it embodies an all new fashion age that is not only about clothes and other merchandise, but rather manifests fashion in exotic levels of luxury, and gives birth to a matchless lifestyle! ■