

AYKON

LONDON ONE

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interior design by

VERSACE  
HOME

INTERIORS BY VERSACE HOME  
EXTERIORS BY LONDON



## INTRODUCING AYKON LONDON ONE

A new level of luxury living has arrived in the heart of London.

In an exclusive partnership with Versace Home, the global symbol of opulence, AYKON London One brings you the ultimate in branded living experiences.

Only here can you show off lavish interiors designed by Versace Home in the first collaboration between this luxury designer and a new residential property in London.



# AYKON LONDON ONE

The unique architectural composition has been carefully crafted to create impressive views from every aspect of the building.





## A NEW LONDON ICON

Rising 50 storeys, the ultra-modern AYKON London One tower will stand out as a new icon on the London city skyline. Stone, terracotta and glass come together in a fresh and distinctive world-class design to create an inspiration in luxury living, inside and out. The unique and balanced architectural composition has been carefully crafted to create impressive views from every aspect of the building.

The north tower boasts:

- 360 new private residential apartments
- 9,924 square feet of communal gardens
- Children's play areas
- Expansive indoor swimming pool and Jacuzzi
- State-of-the-art gymnasium
- Optional hospitality services\*
- Ample parking\*
- Two car lifts
- Secure bicycle spaces\*
- Secure storage facilities\*

\*Available by separate negotiation.

This image is an example of Versace style and is not representative of an internal space in AYKON London One.



## WELCOME TO VERSACE

Versace is a whole world of luxury, a design vision that spreads from the catwalk to the very interiors that surround us. Founded in 1978, it is now led by artistic director Donatella Versace, who mixes the mythology of the house with the finest craftsmanship and 21st century innovation. The result is the ultimate in luxury, the ultimate in Versace.

INTERIORS BY VERSACE HOME





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# BOLD ARCHITECTURE MEETS VIVACIOUS DESIGN

Artistic director Donatella Versace has considered every detail of AYKON London One. Her design handwriting is everywhere, from the mosaic walls of the spa influenced by the icon of Versace, to the intricate Greek Key inlay of the bedroom doors.



LIVE THE COMPLETE  
VERSACE LIFESTYLE,  
A FANTASY TURNED  
INTO REALITY

Views are indicative and not apartment specific.



**SURROUND YOURSELF  
WITH THE GLAMOUR OF  
VERSACE IN YOUR  
LIVING ROOM**

Views are indicative and not apartment specific.



AS YOU DINE, DRINK IN  
THE SPLENDOUR OF  
VERSACE DESIGN

Views are indicative and not apartment specific.



VERSACE IS THE TRUE  
CELEBRATION OF LIFE

Views are indicative and not apartment specific.



ELEGANCE AND  
SENSUALITY ARE IN EVERY  
ASPECT OF THE DESIGN,  
FOR EVERY ROOM

Views are indicative and not apartment specific.



UNIQUE DETAILS THAT  
CAN ONLY BE VERSACE

EXTERIORS BY LONDON





# LONDON – THE BEST CITY TO INVEST IN

The London property market is strong and buoyant with growth at 8.1% long term Compound Annual Growth Rate<sup>1</sup> (CAGR). The attraction of London to overseas High Net Worth Individuals remains as strong as ever – with 60% of Central London prime property being bought by this group.<sup>1</sup> Their numbers are predicted to double by 2020, making the capital an increasingly prestigious address.

Travel innovations and improvements such as Crossrail 1 and 2, along with the Northern Line extension, will drive powerful economic growth.<sup>2</sup> Further, the city's relative regulatory freedom makes it even more appealing as a centre for investment.

There really is no better place in the world to invest.

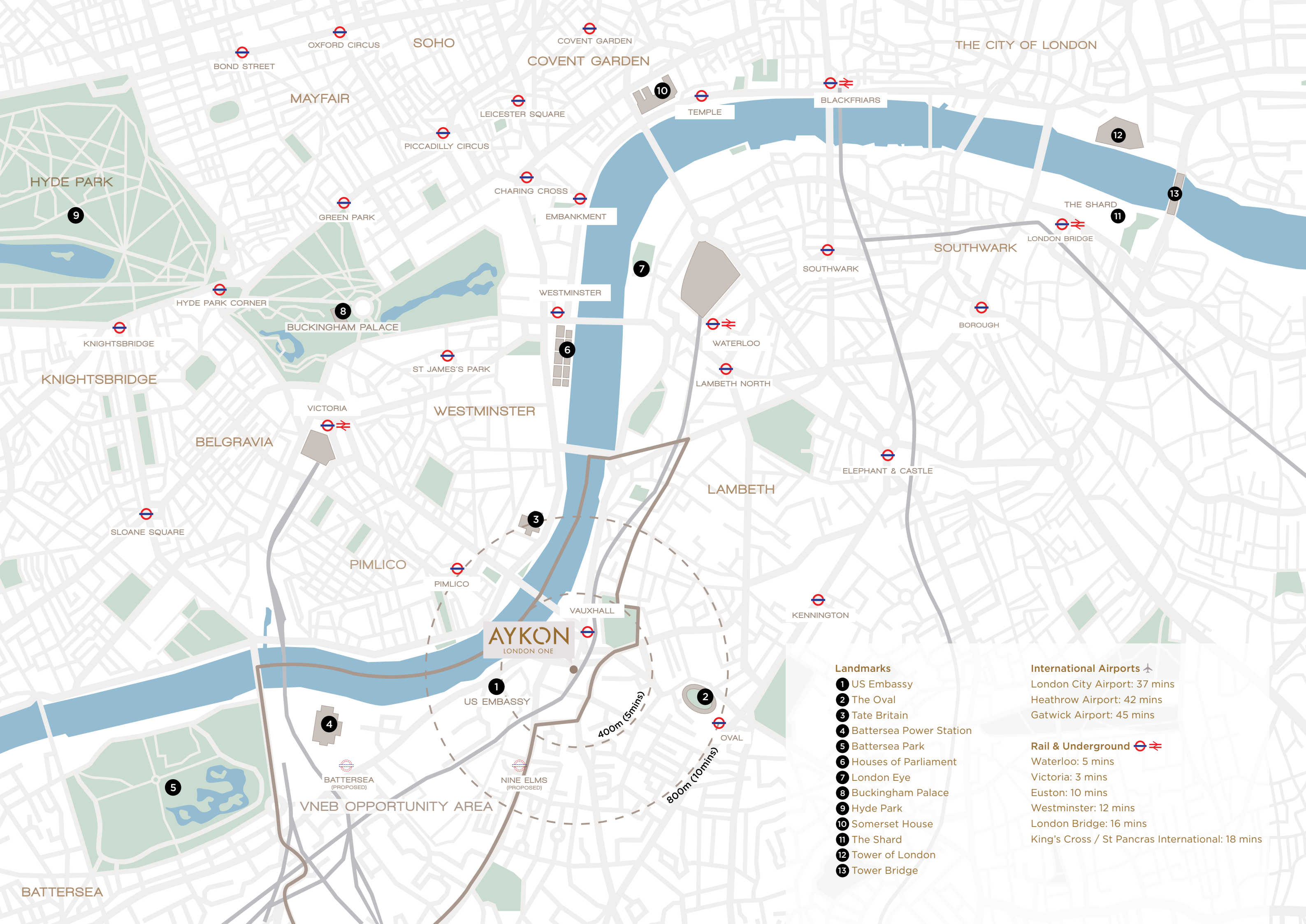
1. London Property Analysts.  
2. Crossrail.



# LONDON – THE BEST CITY TO LIVE IN

- Relax in one of the safest cities in the world<sup>1</sup> with a strong and secure economy
- Make the number one global travel destination<sup>2</sup> your home
- Connect to the rest of the world with ease, thanks to the two nearby international airports – Heathrow and Gatwick; whilst the smaller Stansted and London City allow rapid internal transit
- Experience life with world-famous icons and cultural heritage on your doorstep
- Receive a world-class education in the city with the highest number of prestigious universities<sup>3</sup>
- Benefit from outstanding medical care with the healthcare system voted the world's best<sup>4</sup>
- Enjoy the melting pot that is one of the most ethnically diverse cities on earth, hugely popular with expats
- Elevate yourself with a high-status, prestigious address

1. Economist Safe Cities in the World 2015.  
2. 2015 MasterCard Global Destinations Cities Index.  
3. The Times Higher Education World Reputation Ranking.  
4. The Guardian.



# NINE ELMS – THE BEST ADDRESS IN NEW LONDON

AYKON London One is nestled in the heart of new London, where a multi-billion pound investment is dramatically transforming the area into an ultra-modern residential and internationally significant business district, set to become a new centre for arts and culture in the capital.

The area is close to the Vauxhall Cross rail and bus stations as well as the Underground. In addition, the new Northern Line extension and the Crossrail project further enhance its strong transport links with the rest of London.





ST JAMES'S PARK

HOUSES OF PARLIAMENT

LONDON EYE

WATERLOO STATION

ST PAUL'S CATHEDRAL

THE GHERKIN

THE SHARD

**AYKON**  
LONDON ONE

## NINE ELMS – EMBRACING THE PAST AND THE FUTURE

Nine Elms is already home to the New Covent Garden Market, the brand-new US Embassy and Battersea Power Station, a cherished feature of the London skyline. It's also blessed with almost two miles of Thames river frontage, and will be lined with cafés, bars, restaurants, cultural attractions and public space as part of the planned regeneration.

What's more, a new linear park will make it one of the greenest districts on London's South Bank and will create 50 acres of new public space. All this, and a host of other historic landmarks all within a short distance.

Several buildings shown in this image represent future developments.

# THE HOME OF WORLD-CLASS EDUCATION



## Imperial College London

Ranked number two in the world with the University of Cambridge.<sup>1</sup>

1. The Telegraph



## University College London (UCL)

Ranked number five in the world alongside the University of Oxford.<sup>2</sup>

2. The Telegraph



## King's College London (KCL)

Ranked 16th in the world, consolidating its place in the global top 20 universities.<sup>3</sup>

3. The Telegraph



## Westminster School

The highest acceptance rates to Oxbridge of any secondary school in the world.<sup>4</sup>

4. House of Commons Library



## St Paul's School

Rated by the Independent Schools Inspectorate as 'exceptional', a category awarded to very few schools.<sup>5</sup>

5. Independent Schools Inspectorate



## Harrow School

One of the best regarded boarding schools in the country, Harrow boasts a high profile list of alumni.<sup>6</sup>

6. Wikipedia



## Eton College

One of the most prestigious schools in the world, Eton has produced 18 British prime ministers.<sup>7</sup>

7. Wikipedia



## Dulwich College

One of the largest independent schools in the UK.<sup>8</sup>

8. Wikipedia

# LIVING CLOSE TO LONDON'S LANDMARKS



## Battersea Power Station

A decommissioned coal-fired power station. An iconic London landmark, which has been much linked with the arts.

5 minutes' walk.\*



## St James's Park

Flanked by Buckingham Palace and The Mall, this is the oldest of the capital's eight Royal Parks.

16 minutes by car.\*



## Regent's Park

Another of the Royal Parks, home to London Zoo and the largest outdoor sports area in the city centre.

30 minutes by car.\*



## Houses of Parliament

The United Kingdom's political heart, also known as The Palace of Westminster, and one of the city's icons.

10 minutes by car.\*



## London Eye

The capital's tallest Ferris wheel, this famous tourist attraction sees over 3.5 million visitors a year.

11 minutes by car.\*



## The Shard

Located in London Bridge Quarter, the tallest building in Europe and the city's highest viewing point.

24 minutes by car.\*



## St Paul's Cathedral

One of the city's most iconic sights, the dome and spires have dominated its skyline for 300 years.

20 minutes by car.\*



## Buckingham Palace

The principal residence of HM Queen Elizabeth II, in the City of Westminster, the palace is often at the centre of state occasions and royal hospitality.

12 minutes by car.\*

\*These are generally expected travel times and may vary depending upon actual traffic conditions.



This section of the retail area is not part of the AYKON London One development.



## AROUND AYKON LONDON ONE

The AYKON London One experience is not constrained by four walls – step outside and you’ll enjoy new walkways and a beautiful public piazza in which to relax and unwind.

A brand new courtyard is being created, brimming with lively cafés and shops to visit.

Each of the building’s outdoor spaces will be unique, with its own focal sculptures, water features and landscaping aesthetic, all complemented by stylish furniture and specialist lighting.

## THE VIEWS



PANORAMIC VIEW OF THE THAMES  
FROM AYKON LONDON ONE





EAST SIDE VIEW TOWARDS  
THE OVAL FROM  
AYKON LONDON ONE

Views are indicative only.



**NORTH SIDE THAMES  
VIEW FROM  
AYKON LONDON ONE**

Views are indicative only.



AYKON  
LONDON ONE

LOOKING TOWARDS  
AYKON LONDON ONE  
FROM THE LONDON EYE

Views are indicative only.

OPULENT AMENITIES



## RESIDENTS' LOUNGE

Mingle with your fellow residents in your shared lounge overlooking the roof gardens and the city beyond. Or simply sit back and relax with the papers on one of the luxurious Versace sofas.

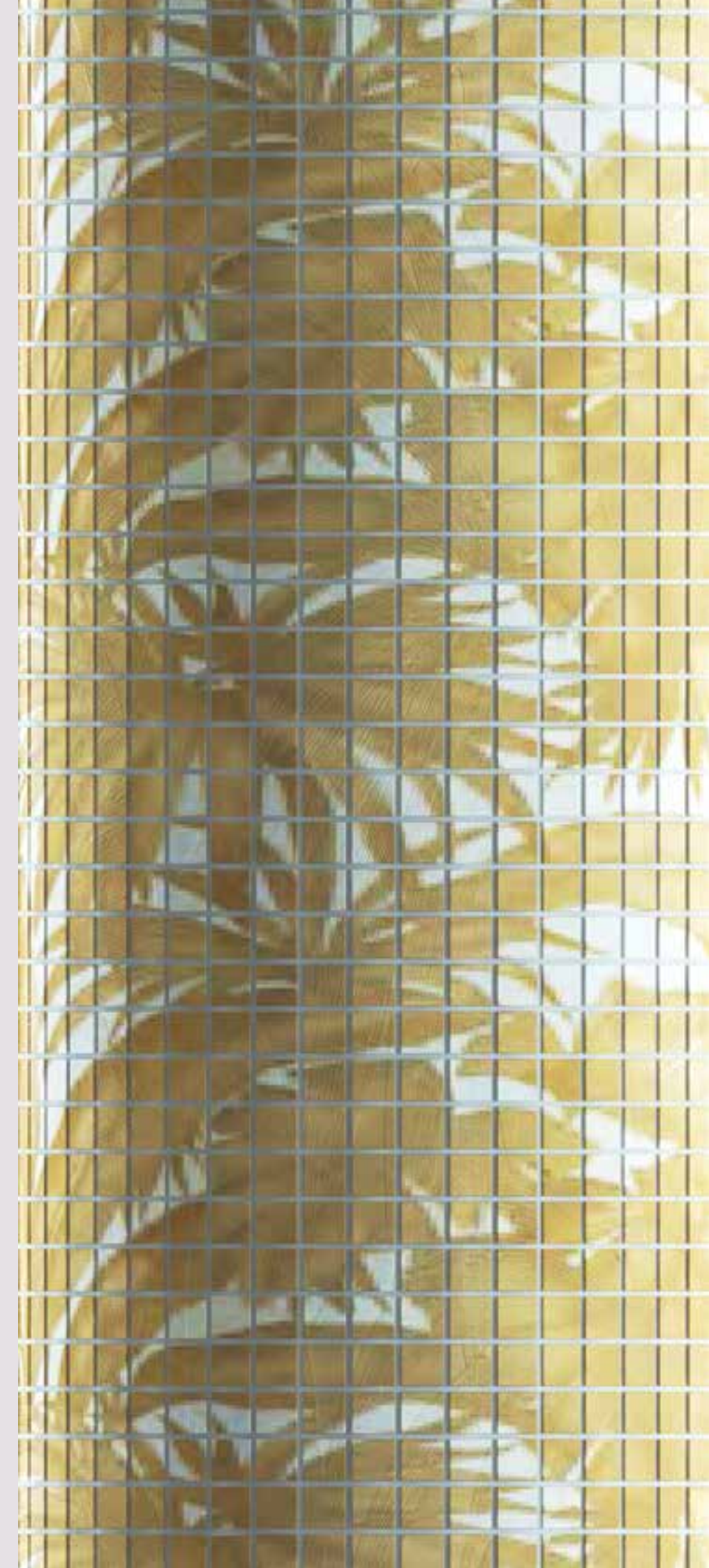
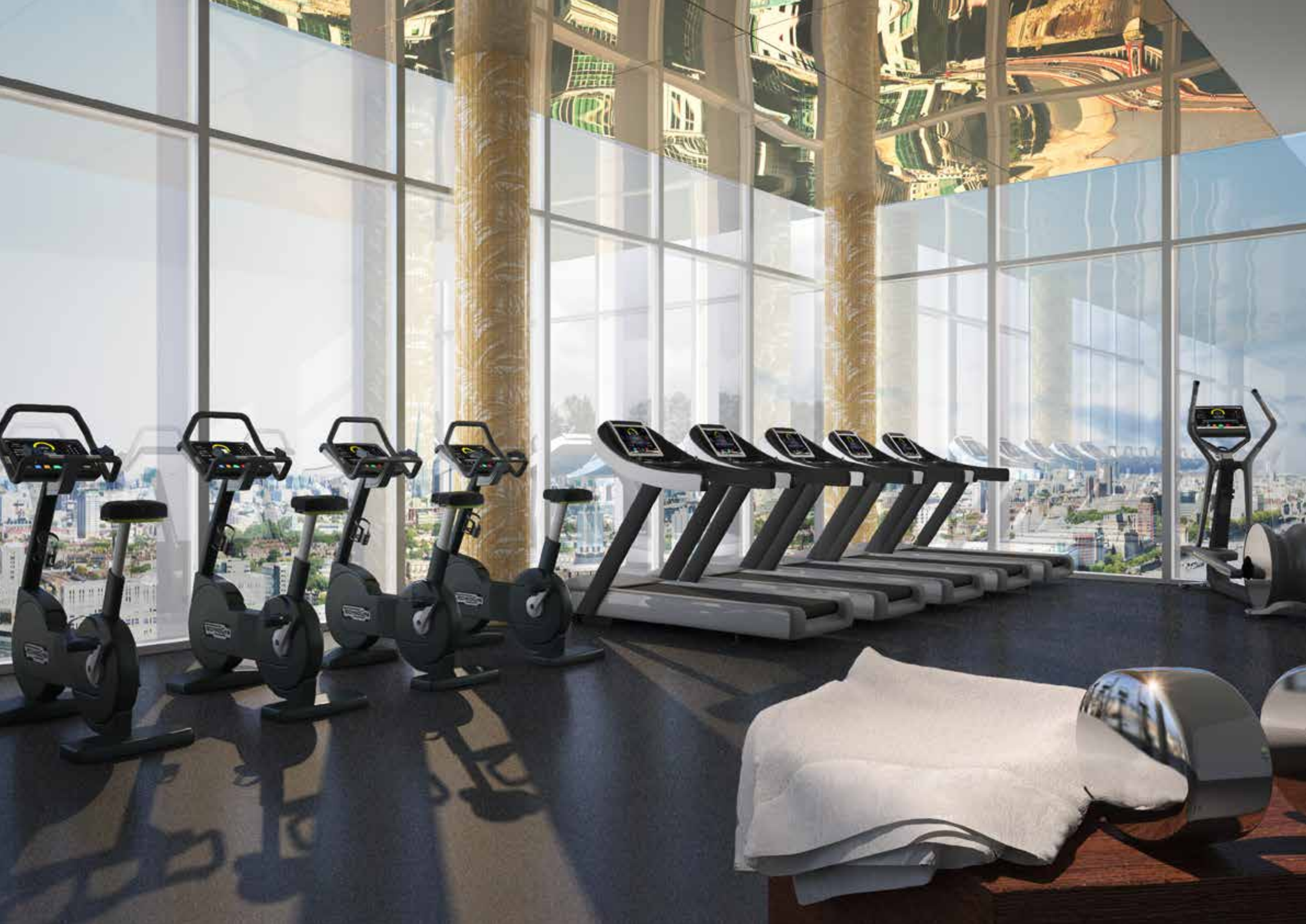
Views are indicative only.



## ROOF GARDENS

Stunning communal roof gardens are suspended above the city. Choose a garden to suit your mood – a large, south-facing roof garden, a generous terrace with city views to the north or a sun deck terrace. With 9,924 square feet of communal outdoor space, you can lose yourself without leaving home.

Views are indicative only.



## GYMNASIUM

Take a run through London without leaving the gymnasium and watch the world go by as you exercise on high-tech machines.

Views are indicative only.  
\* Gymnasium size 2,282 square feet located on the 23rd floor.





## SWIMMING POOL

Is there a more beautiful place to swim in London? The iconic Versace Palm Print, translated onto the mosaic walls, is inspired by the Greek and Roman myths that are part of the Versace DNA, and will transport you to the Italy of the Renaissance.

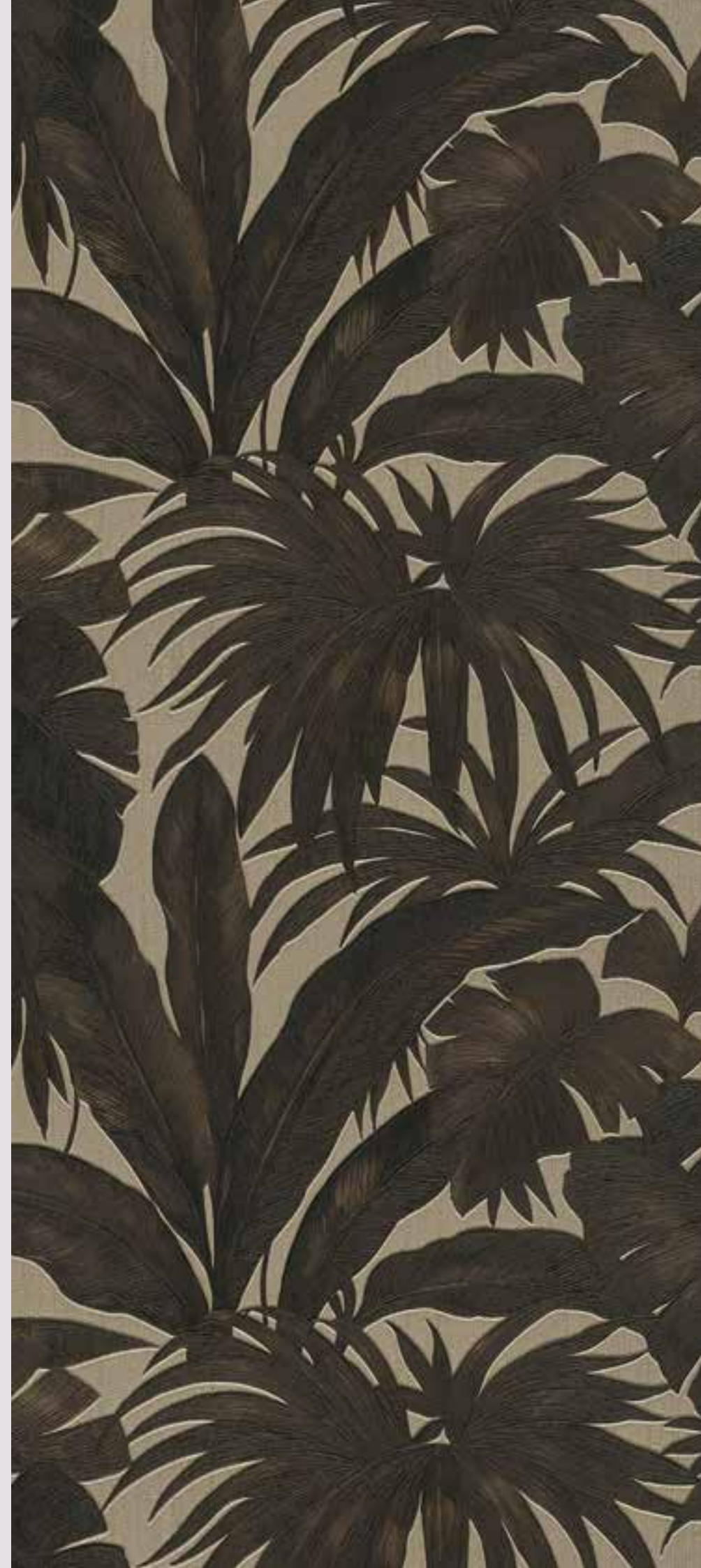
Views are indicative only.  
\*Swimming pool length 65.6 feet (200 square feet) located on the 23rd floor.



## JACUZZI

Sit back and relax as you enjoy the soothing bubbles of the Jacuzzi and take a different view of the city.

Views are indicative only.



## CINEMA

Be swept away in the sumptuous comfort of your own private cinema, which gives an intimate viewing experience with Versace detailing underlined by plush opulence.



## CHILDREN'S PLAY AREA

A special children's play area will keep little ones amused with hours of wholesome fun from books, games and friends to be made.

Views are indicative only.



## HOSPITALITY À LA CARTE

When you move into your home you'll receive a menu from which you can choose a variety of services to help you get the most from your London life.\*

### **Concierge**

Take advantage of five-star concierge services 24 hours a day. No request is too much trouble for our dedicated and knowledgeable staff.

### **Housekeeping**

Our discreet and thorough staff members are available to come to your home and offer various levels of service, to a schedule that suits you.

### **At-home dining**

We can provide a selection of dining options to accommodate your taste and requirements – from a romantic meal for two to a full banquet or a buffet to accompany a cocktail party.

### **Valet**

You need never worry about parking your car. Just arrive home and we'll do the rest. Let us know when you're heading out and we'll have it ready and waiting.

\*This is an additional (chargeable) option, not included in the service fee.



# AYKON AND DAMAC

AYKON London One is a project by Nine Elms Property Limited, a wholly owned subsidiary of DAMAC International Limited. DAMAC is one of the most established and trusted real estate companies in the Middle East. With 15,500 homes delivered and over 40,000 units at various stages of planning and progress, its credentials are impeccable. In addition, DAMAC's hospitality portfolio will extend to reach around 13,000 hotel rooms, serviced hotel apartments and serviced villas.\*

Luxury living, iconic design and the highest level of quality are the specialities of DAMAC. Known for its innovative products, the Company has partnered with some of the most recognisable fashion and lifestyle brands in the world to bring new and exciting living concepts to the market.

With vision and momentum, DAMAC is shaping the next generation of luxury living.

\*Figures as of 31st December 2015.



INTERIOR DESIGN CONCEPT

**VERSACE**  
HOME

LEAD ARCHITECT

**KPF**  
KOHN PEDERSEN FOX ASSOCIATES

MARKETING AND SALES CONSULTANTS



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# AYKON

LONDON ONE

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***DAMAC***

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