

## Press Release

# Dubai to be home to world's first fashion island

- Dubai Infinity Holdings brings one-of-a-kind Isla Moda to UAE
- Part of company's drive to diversify local economy through strategic, non-conventional investments

**Dubai, January 8th 2008:** Dubai Infinity Holdings (DIH) today announced, Isla Moda, the world's first dedicated fashion island. A mixed use development set in the iconic development The World, Isla Moda will combine a fashion resort, themed residential villas, haute couture boutiques and luxury hospitality facilities in a drive to establish Dubai as a global fashion hub. World renowned fashion designers from each continent will be instrumental in designing each element of the development.

Launched in December 2007, DIH aims to boost diversification of the UAE economy through strategic investment in real-estate, lifestyle, entertainment, IT, education, healthcare and other sectors. Isla Moda demonstrates the company's commitment to innovative, non-conventional investments with high-growth potential.

Samira Abdulrazzak, CEO of DIH said, "Isla Moda will be acknowledged as the central fashion district of the entire Middle East and a natural home for all the world's top fashion luminaries. It will be an innovative hub that encompasses the entire value chain of fashion and will be replicated in other Emerging Markets by transforming global fashion brands into value added real estate partners. A significant impact will be made – not only within the international real estate community, but especially within the key fashion and leisure segments."

Ms Abdulrazzak added that Isla Moda will combine high style and luxury to attract the world's fashion elite. "We think this concept and idyllic location is a perfect match. Isla Moda, on The World, will be the ultimate all-encompassing fashion experience, providing bespoke shopping, living, dining, and entertaining"

"We are working with time-honored fashion houses as well as non traditional designers to create a cohesive yet dynamic island neighbourhood that will start with great design and evolve with the tastes of our residents and guests." continued Abdulrazzak

Isla Moda will offer first-class service in the form of a personal concierge for guests and residents alike ranging from a style concierge for clothing, perfumery, personal style makeovers, as well as design concierge to create one of a kind living environments with bespoke furnishings, art, and technology. Hotel guests and residential owners will also receive VVIP access to exclusive events, services, and products globally.

Isla Moda will include a fashion hotel and a variety of themed residential villas. The luxury Hotel Moda will have approximately 250 rooms and serviced apartments, along with boutiques representing the world's most prominent designers, many of them exclusively. There will also be design studios and dedicated areas for functions and banquets. Each area will be designed with the needs of the fashion industry and fashion connoisseurs in mind.

"Dubai is witnessing a boom in the property, tourism and retail sectors, and Isla Moda fits in ideally with this development. This first-of-a-kind project will cement Dubai's position as one of top fashion and lifestyle destinations in the world; on The World," added Ms. Abdulrazzak.

Near the residential collection will be the stylish Beach, Royal and Water Villas. All villas and villettes will offer a unique living experience while the

limited edition villas will offer one of a kind views, private beaches, pools and other unique residential accessories. As a first-of-a-kind project in the world, fashion conscious residents will select from the world's most recognized designers to create their own couture homes.

Isla Moda will also host exclusive international events, featuring high profile-designers and attended by the fashion world's crème de la crème. Fashion shows and limited edition product launches are a few of the events that will take place on the island.

“An island dedicated to high fashion and luxury lifestyle fits well with the glamour and lifestyle promise of The World. It is an amazing concept and I am proud to host this development on The World.” said Mr Hamza Mustafa, Director of The World.

The first stage of the development will begin by the fourth quarter of 2008.

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**About Dubai Infinity Holdings (DIH)**

Founded in December 2, 2007, Dubai Infinity Holdings (DIH) is a Dubai-based investment company focused in the areas of Information Technology, education, healthcare, entertainment, and lifestyle development and management in the UAE, and in emerging global markets especially the MENASA (Middle East North Africa South Asia) region.

DIH is owned by a group of high profile local investors and aims at further building the economy of the UAE and Dubai by investing in key growth sectors and work within the frame work of Dubai Strategy Plan 2015.

**For further information, please contact:**

Rami Halawani/Anne Howard –ASDA'A Public Relations, Dubai  
Exclusive affiliate of Edelman Worldwide in the Middle East  
Tel: +971 4 3344550; Email: info@asdaa.com