Luxury Reimagined: The Rise of Branded Living and Villas in the Sky Concept

Shaun Killa

Design Director | Founder



Miami REALTORS® Global Real Estate Congress





Cape Town

3.5 years





16.5 years

11 years







Driven by design excellence Shaun Killa is an award-winning architect with international experience spanning over 30 years.

Killa Design was established in Dubai in 2015, and Shaun has worked on signature projects, including the awards-winning designs for the Museum of the Future, Jumeirah Marsa Al Arab, the Address Beach Resort, W Hotel Namaste, Vida Dubai Marina & Yacht Club, Shebara Resort, Zamani Islands, and the Office of the Future, the first occupied printed building in the world.

Recognised for his influence, Shaun Killa was ranked number one as the 'Most Powerful Middle East Architect' in 2017, 2021, and 2022. Killa Design has also been awarded 'Architectural Firm of the Year' by Construction Week for four consecutive years and won 'Best Young Firm' at the Architizer A+Awards in 2023. The firm has cemented its place among the world's leading architectural practices, featuring in Building Design's coveted WA100 list for 2024 and 2025.

Shaun remains deeply committed in fostering the next generation of architects. Leading a team of over 120 professionals from more than 30 nationalities, he continues to champion innovation, sustainability, and design excellence, ensuring that Killa Design's work not only defines skylines but helps shape a more sustainable future.







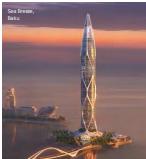




























LEED Platinum



WELL Accredited



Solar Energy



Cooling



Water Efficiency



Green Landscape





Branded Residences create a winning model for all stakeholders to benefit



Developer

- · Higher prices & faster sell-outs
- · Access to elite buyers
- · Enhanced credibility & global appeal



Brand

- · New revenue & market expansion
- Stronger loyalty & presige
- Extended presence in ultra-luxury real estate



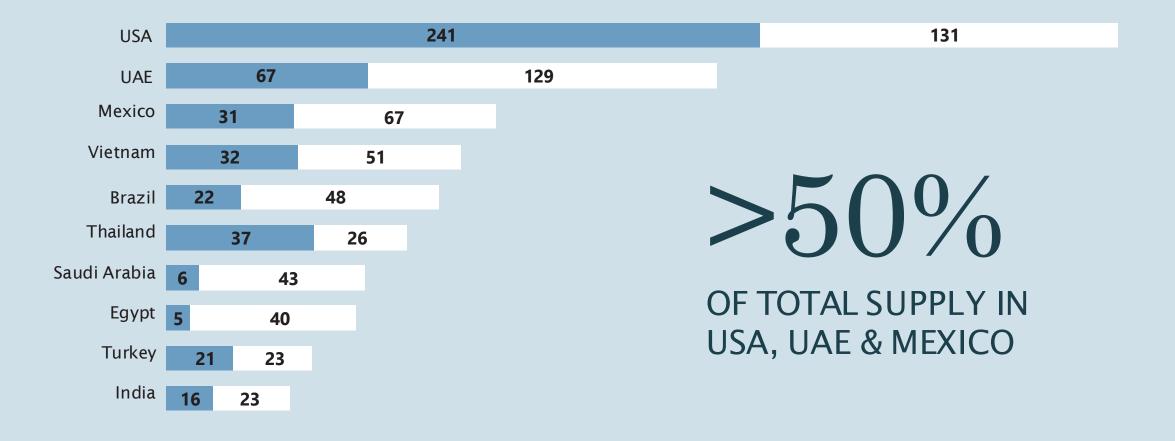
Client

- · Superior design, service & management
- Stronger capital appreciation & rental returns
- Exclusive lifestyle & hassle-free

Riyan Itani Global Branded Residences LTD www.gbresi.com



3 Countries Account for More Than 50% of Global Supply

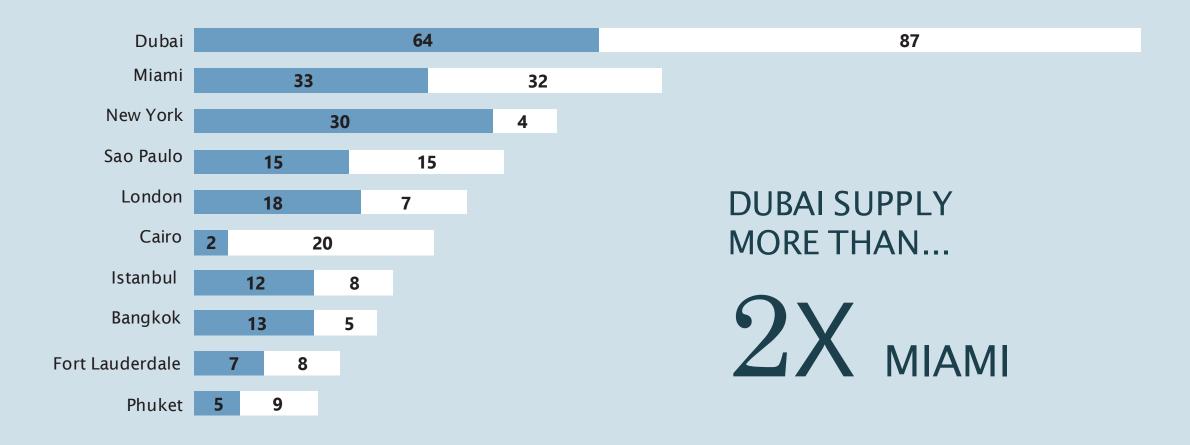




PIPELINE



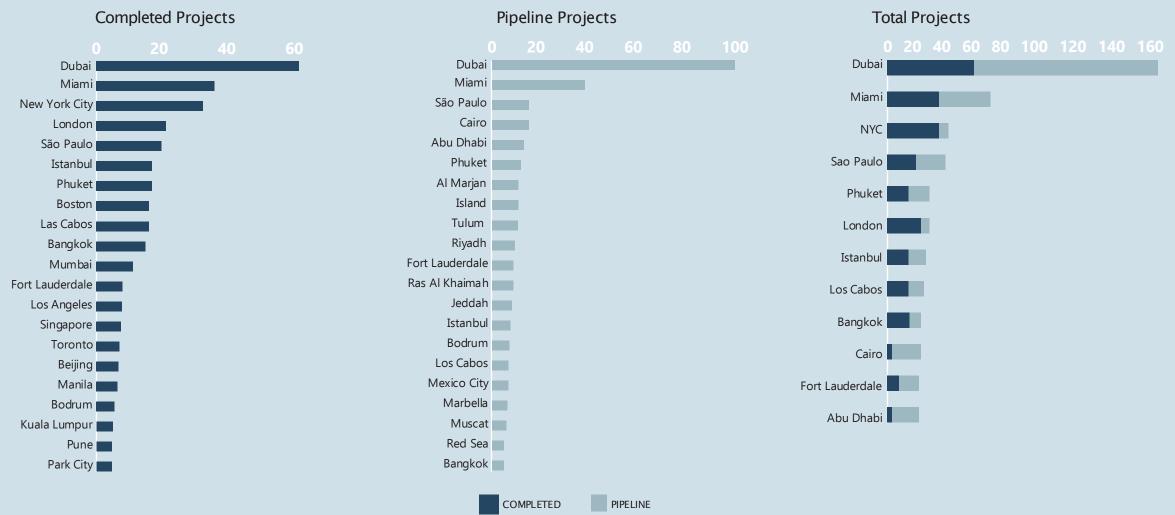
3 Key Global Residences Markets





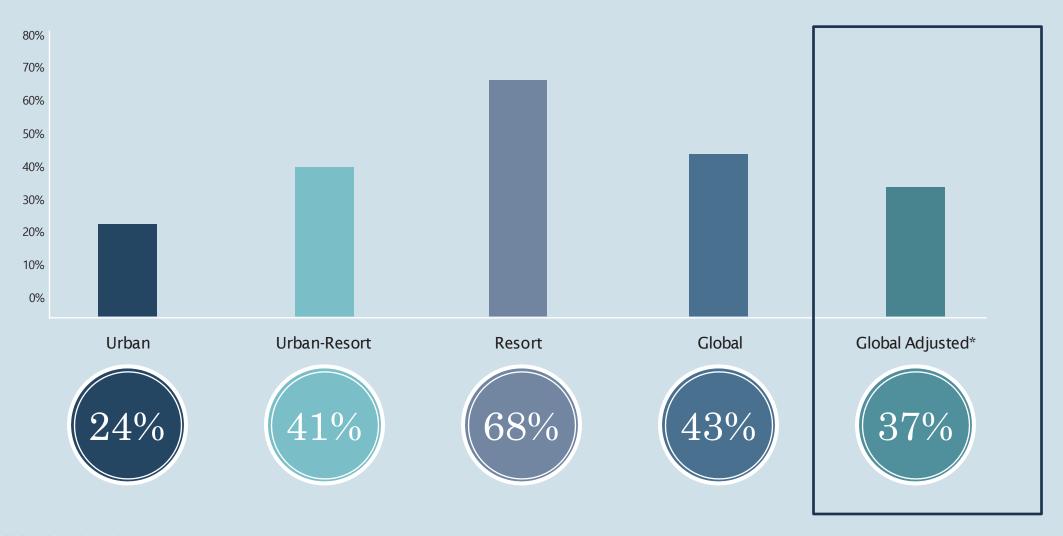


Top 10 Cities



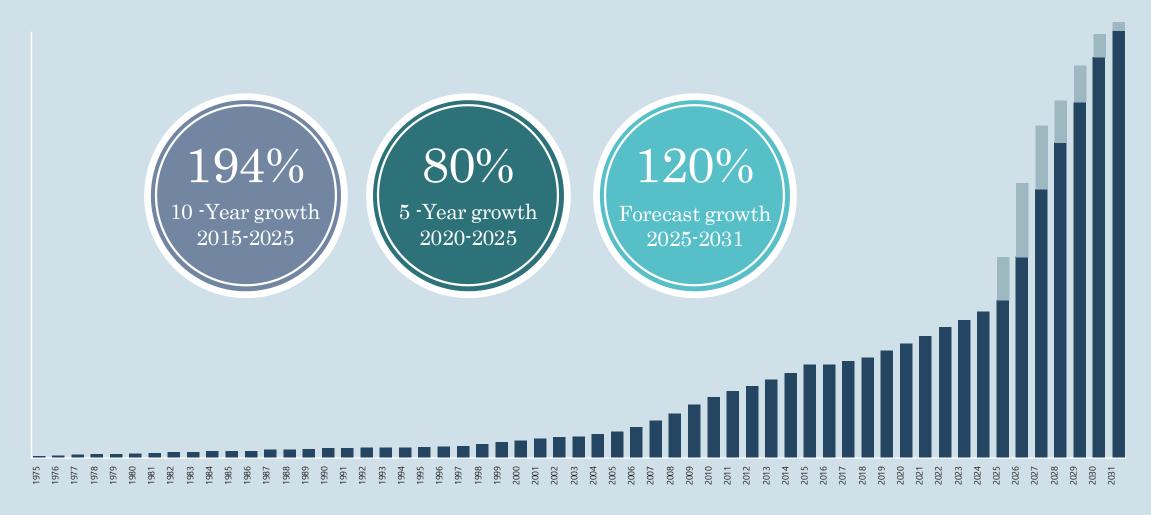


Sales Premiums

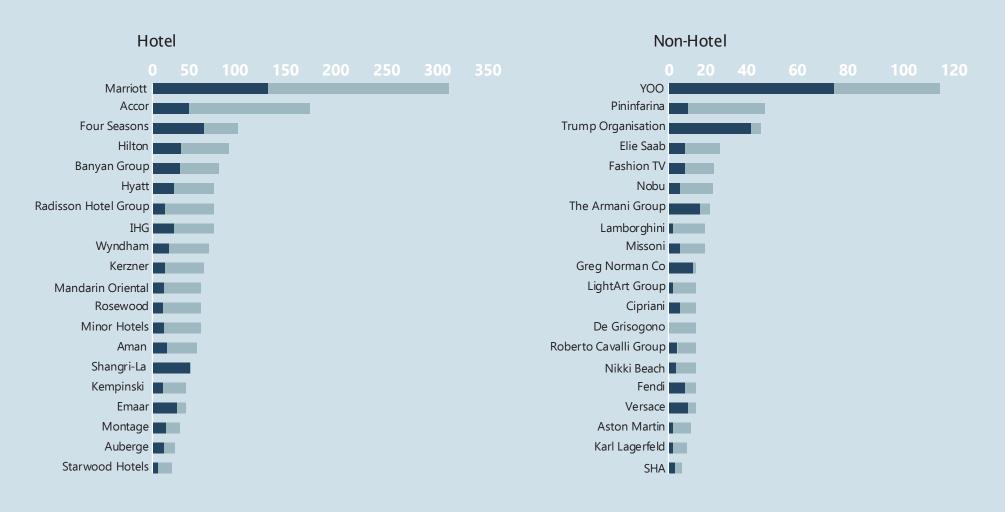




Global Cumulative Growth (1975-2031)



Top Parent Brands





Dubai as Global Centre of Branded Residences

22% of Global Supply (367 projects)

2007

FIRST BRANDED RESIDENCE WAS LAUNCHED IN DUBAI

64

BRANDING RESIDENCES OPERATING

UNDER **DEVELOPMENT**

c.21%

COMPOUND ANNUAL GROWTH SINCE 2008 72%

HOSPITALITY BRANDED (OPERATING + PIPELINE)

15

PROJECTS LAUNCHED IN THE LAST 12 MONTHS

c.~42,600 branded homes in dubai



Branded Hospitality Projects

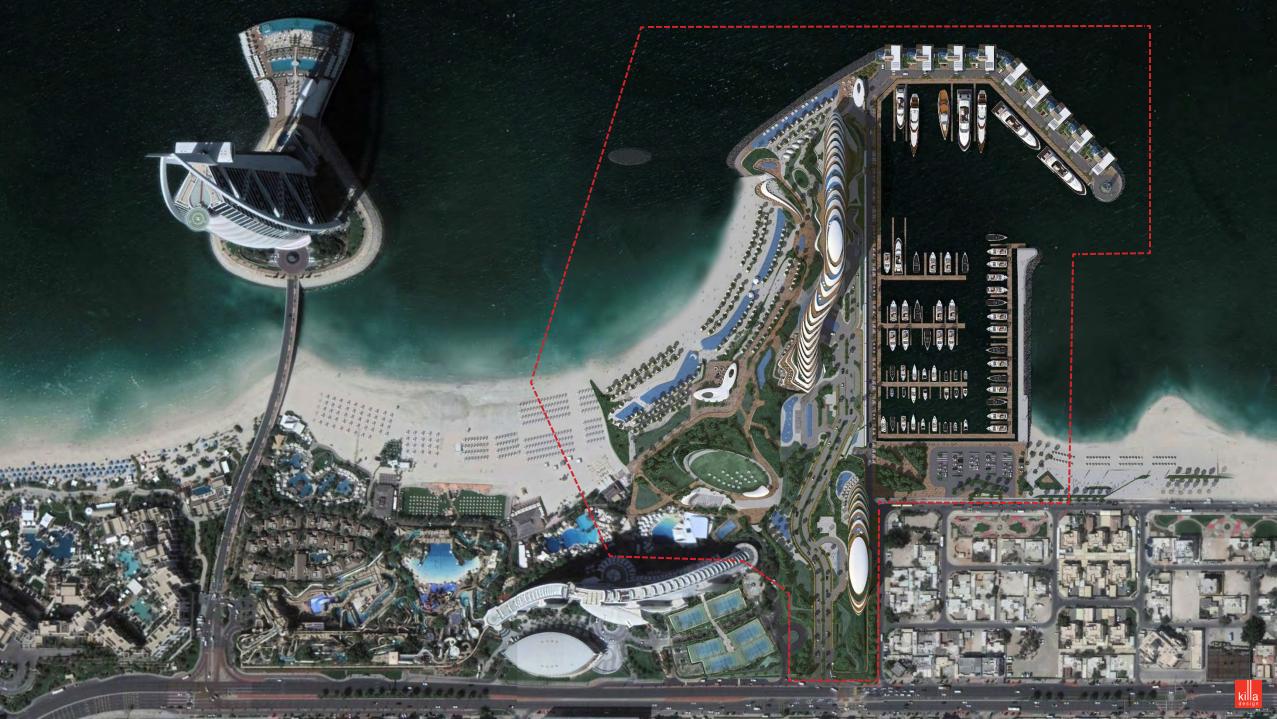












Inspiration

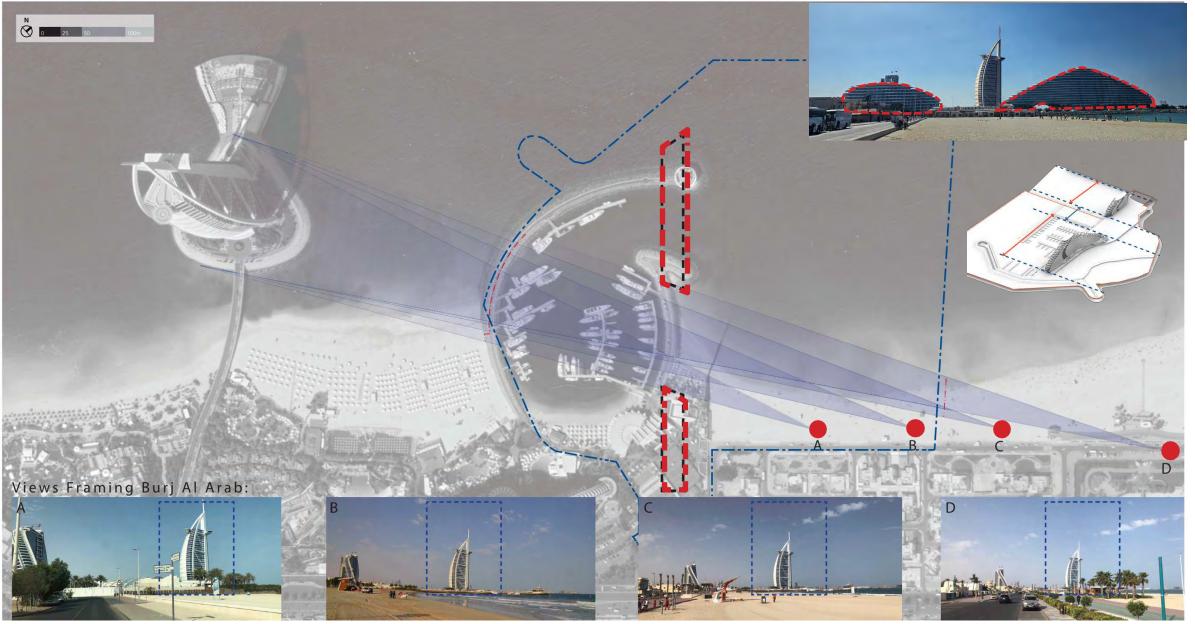
The Final Piece in Jumeirah's Nautical Trilogy

A Historical Journey of Time

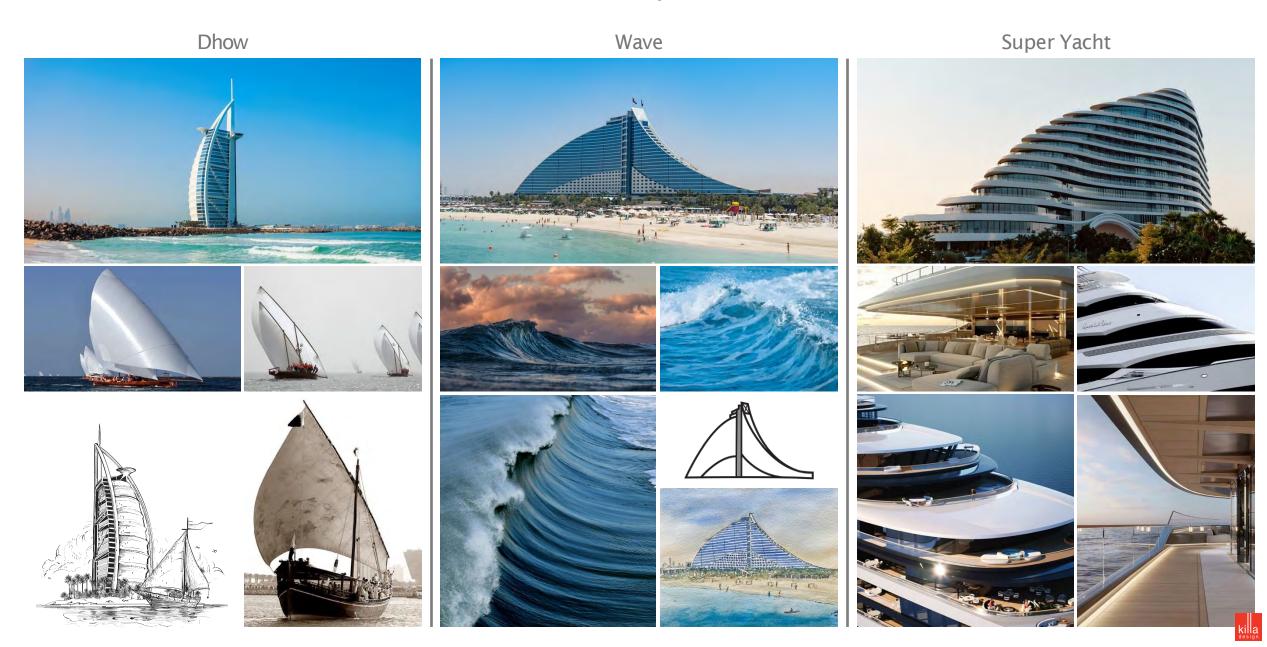




View Corridor



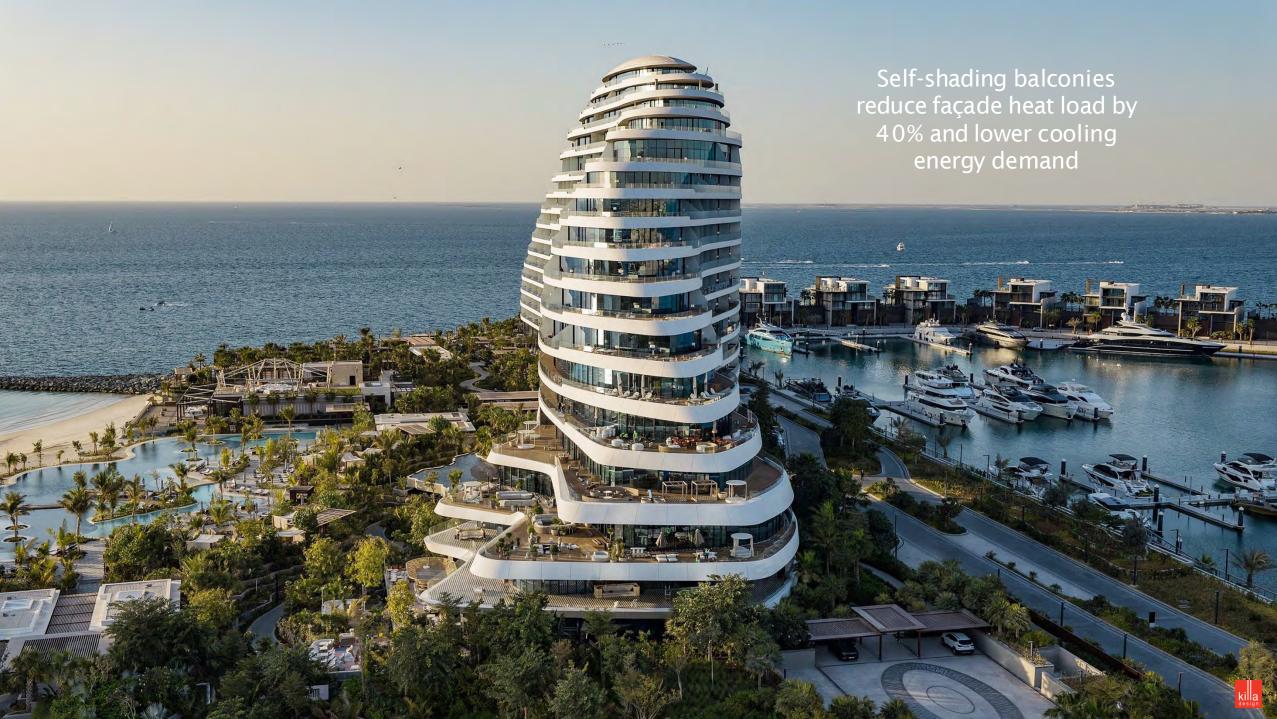
Nautical Inspiration













Sections





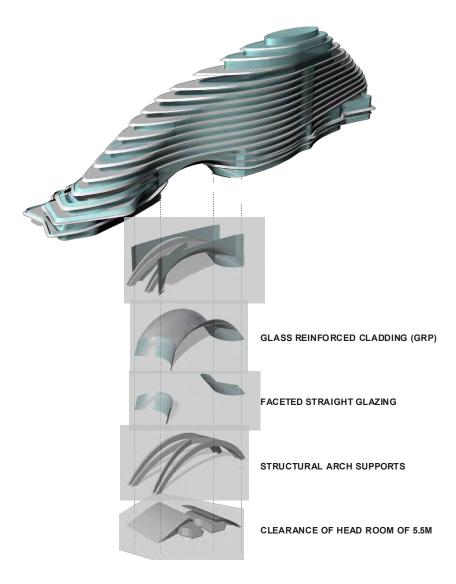








Guest arrival defined by a structural arch framing Jumeirah Burj Al Arab













Kira-Hotel

LITT Bar Club - Hotel

Commodore Club Residences

Iliana - Hotel

The Cullinan - Hotel kila































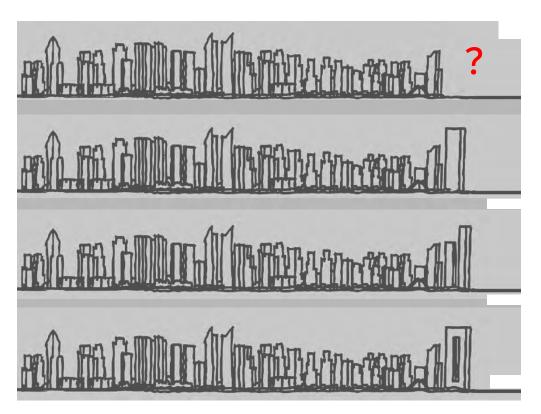








A Bookend to the Dubai Marina Skyline



Design Targets



A bookend to
Dubai Marina skyline



Sustainability
Passive and Active
solutions



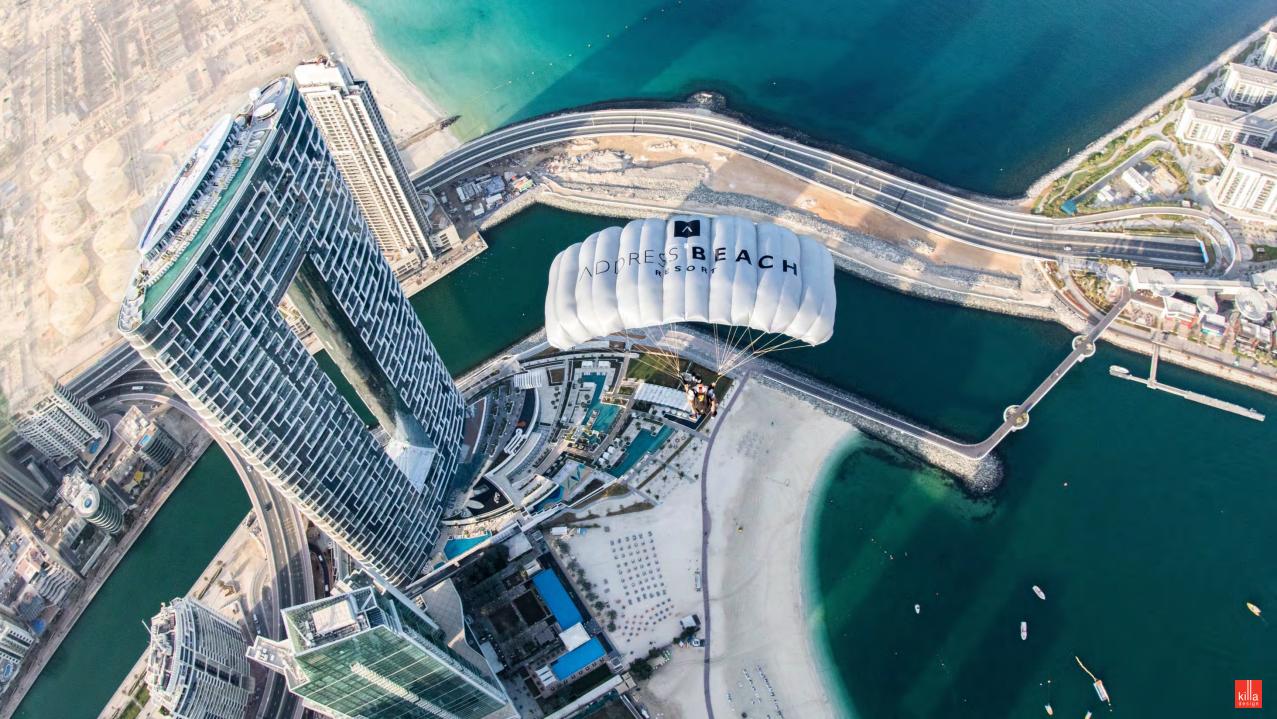
Maximize the Views for every Hotel room and Branded Apartment



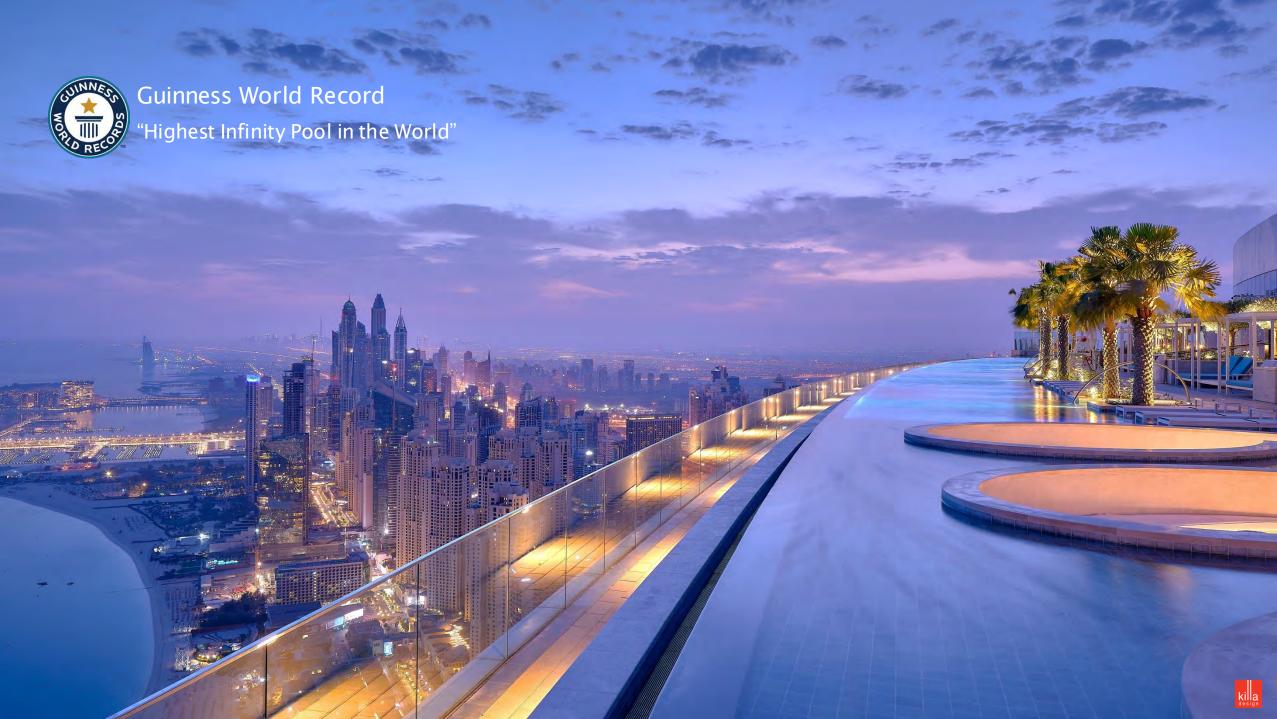
High efficiency 75% and above







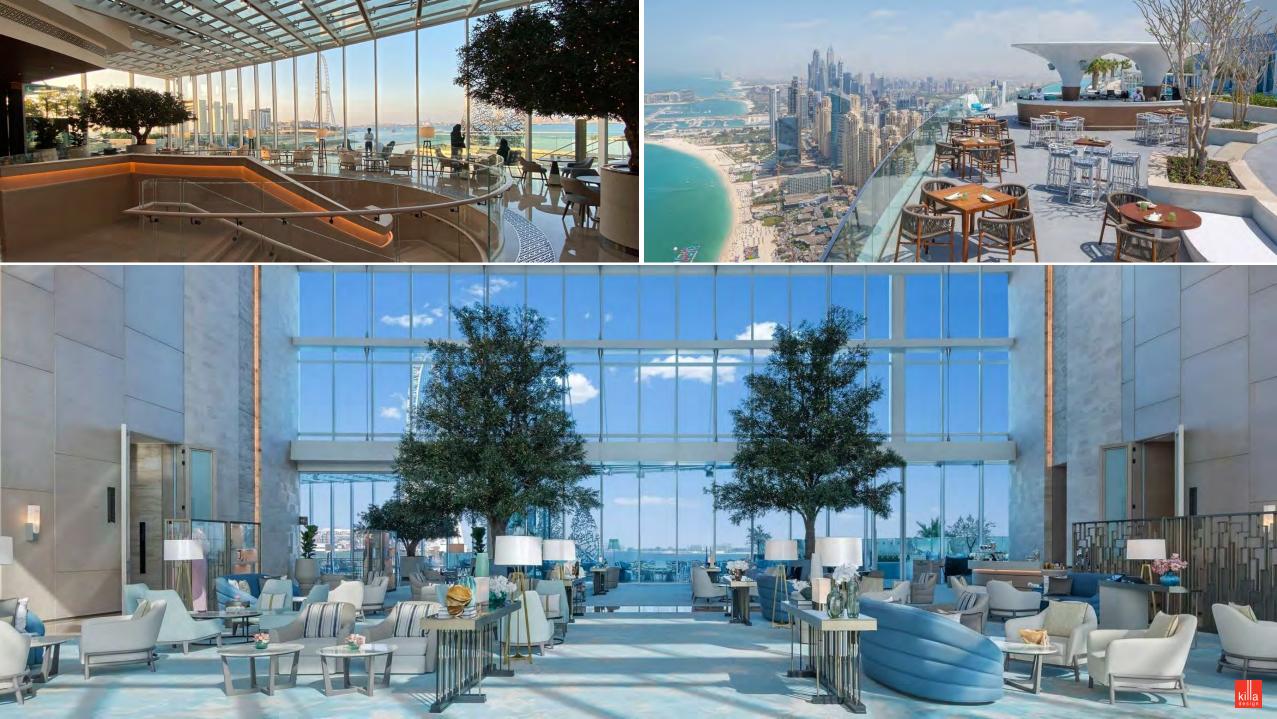












Four Seasons Private Residences



Abu Dhabi, UAE

















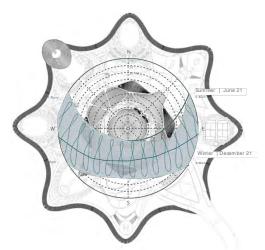


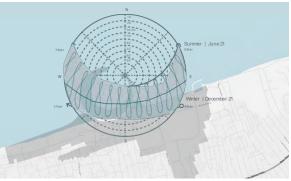




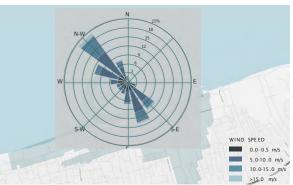








SOLAR PATH ANALYSIS



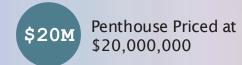
WIND ROSE CHART











Branded Residential Apartments

46 Serviced Apartments

70 Hotel Keys

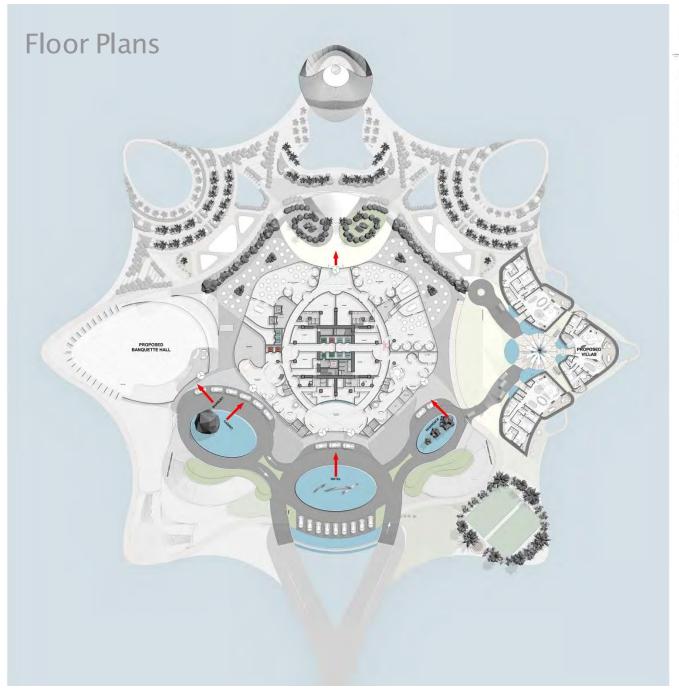




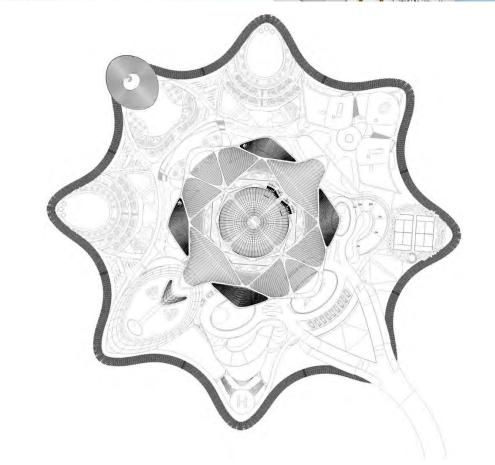
As the guiding star once led nomads through vast deserts, this tower will illuminate the path for a dreamer and creator, lighting the way toward new horizons







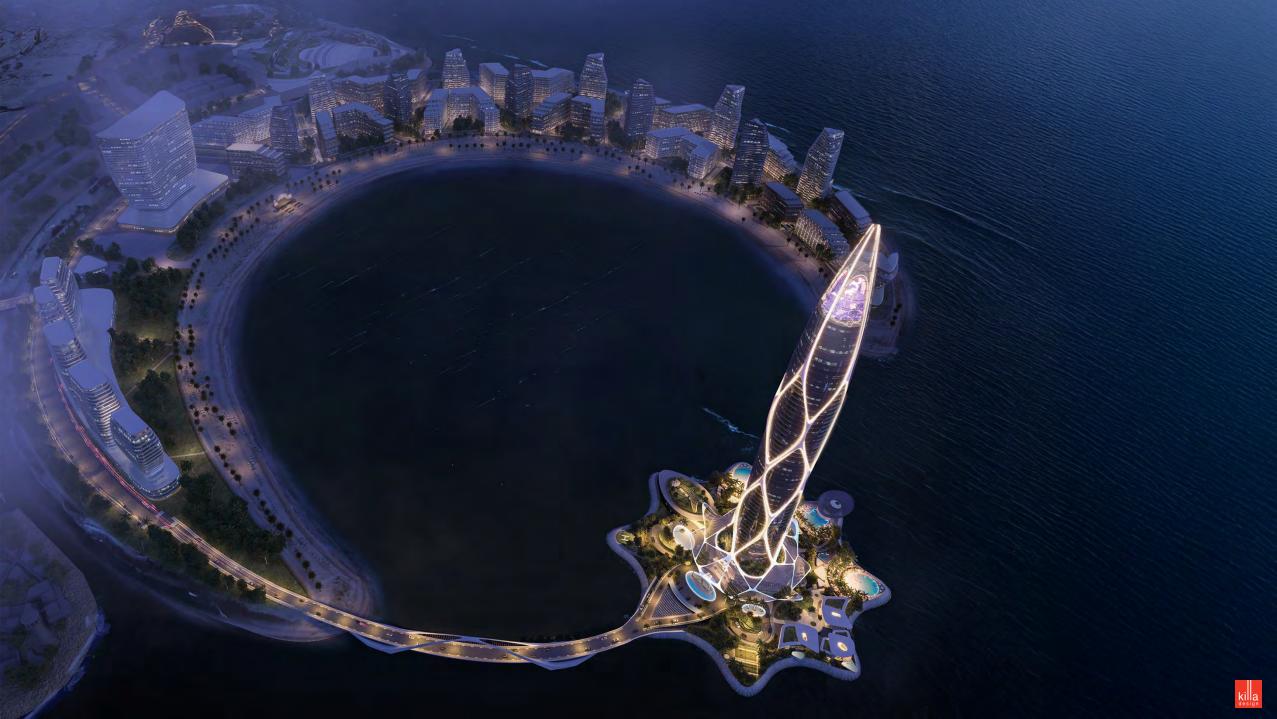
































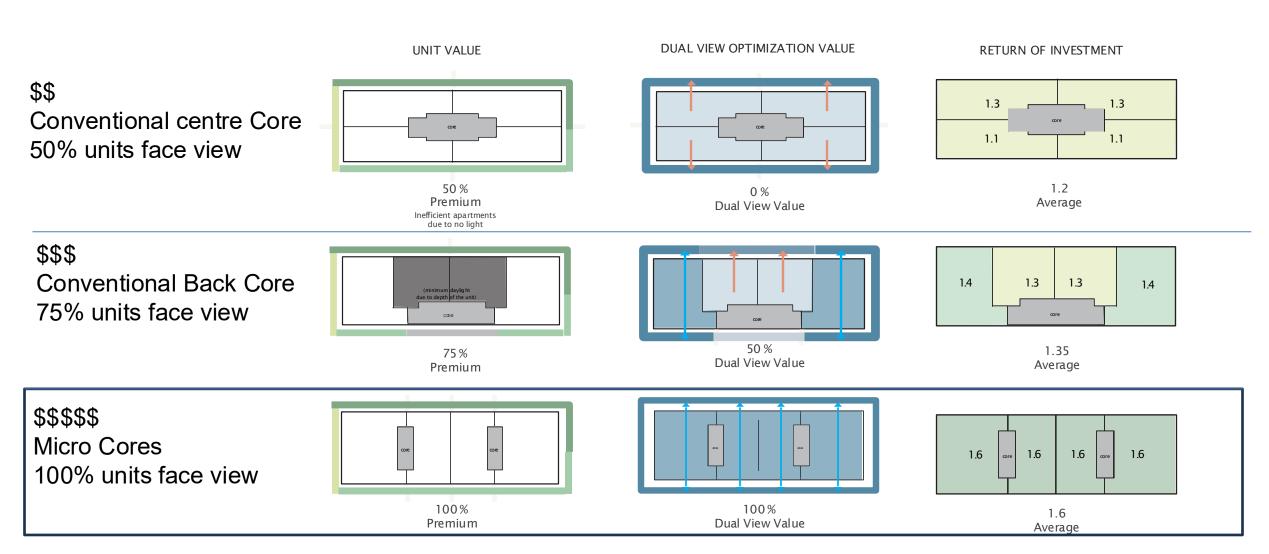
Non Hospitality Projects Villa's in the Sky





Villa in the Sky

GFA Distribution to Net Sellable Area – creating 92% GFA to 120% NSA (incl balc)



Single View

Semi - Premium Views Non Premium Views









































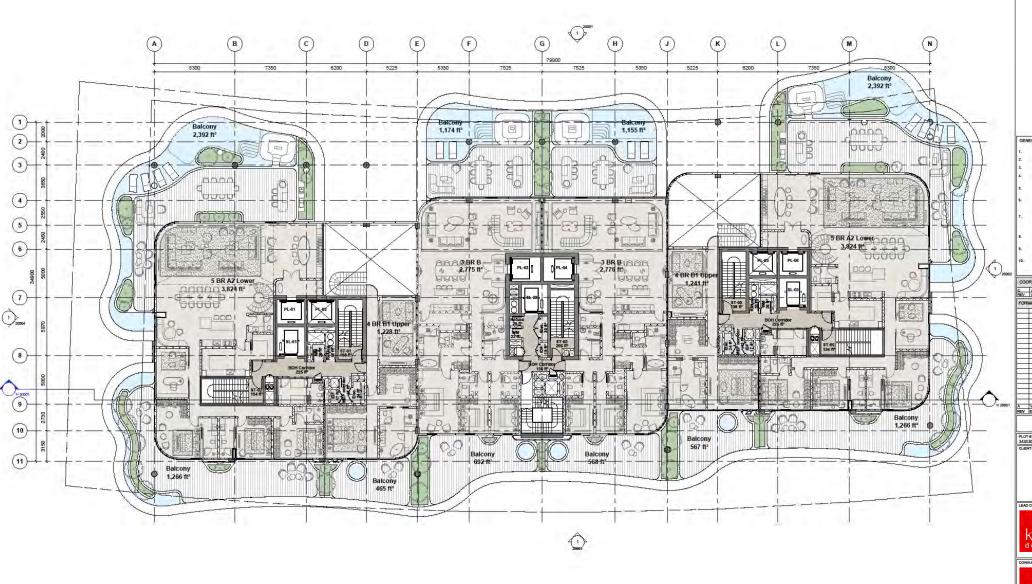












GENERAL NOTES

KEY PLAN

- ALL DIMENSIONS TO BE VERIFIED ON SITE.
- ALL DIMENSIONS ARE IN MILLIMETERS UNLESS NOTED OTHERWISE.
- ALL SPOT LEVELS ARE IN METERS AS PER DMD UNLESS NOTED

- ALL MATERIALS SHALL BE APPROVED BY THE ARCHITECT/ENGIN TO UNDERTAKING MAY WORKS.

COORDINATION TRACKER 18/05/2023 5:17:11 PM DATE & TIME OF PRINT FORMAL ISSUE A 14-Apr-2023 Client 50% CONCEPT DESIGN REV DATE ISSUED TO DESCRIPTION 50% Concept Design PLOT OWNER: AHS Canal Two Real Estate Dev1. L.L.C.

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design

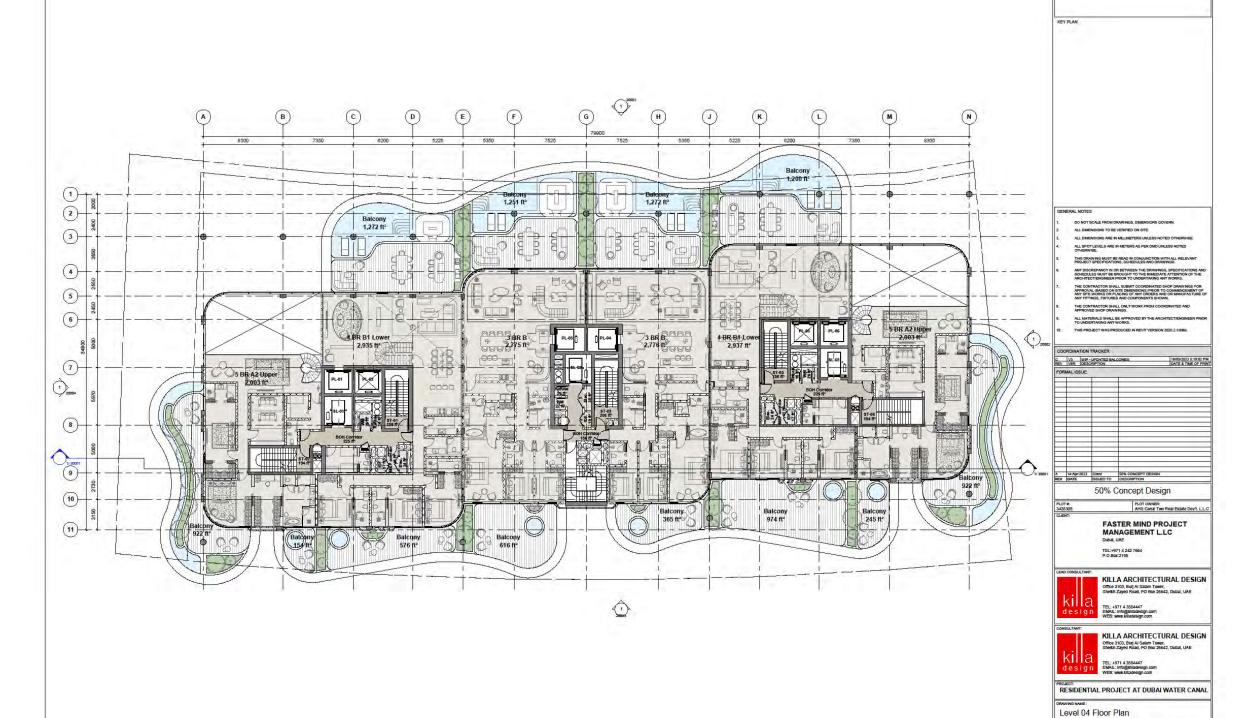
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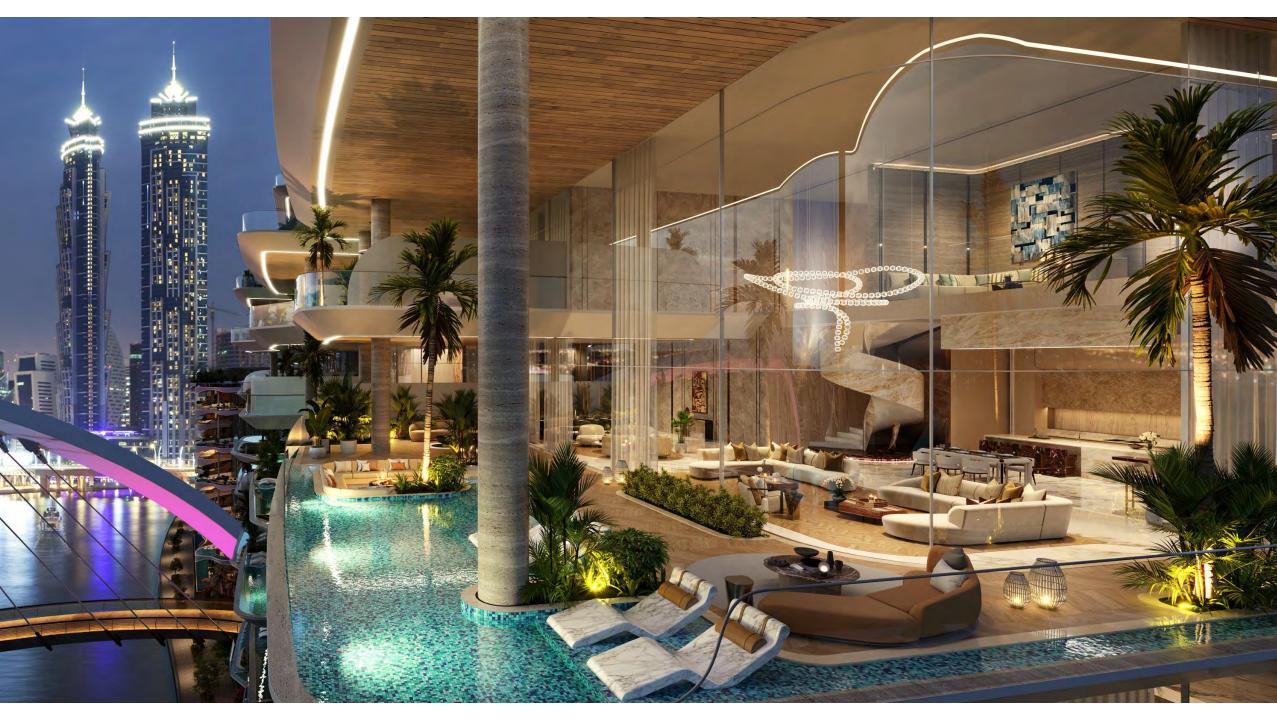
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RESIDENTIAL PROJECT AT DUBAI WATER CANAL

Level 03 Floor Plan AUTHORITIES DRAWING NUMBER:































SHAUN KILLA

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