



## Versace's Plaza Makeover

Iconic castle on the park gets the Donatella treatment

*Monday, March 19, 2007*

**(NEW YORK)** Eloise: meet Donatella Versace.

She's made over helicopters, private jets, and even a Lamborghini. Now the Italian fashion house's home couture division is set to tackle interior design as well, having been tapped by The Plaza to furnish and accessorize the landmark building's model private residences, Miki Naftali, president of Elad Properties and owner of The Plaza, announced today.

"We simply looked for the best the world has to offer—in talent, creativity, and quality—to illuminate the possibilities and fulfill the potential of these grand, light-filled spaces," said Naftali. "The designs contrast with the restored glory of the great landmark public rooms, like The Palm Court and the Oak Room, defining a standard of sophisticated elegance in a rich, contemporary environment featuring state-of-the-art conveniences and amenities."



**A Versace home interior at The Plaza**

The sumptuous one and two bedroom model residences, which range from 1,212 to 2,656 square feet, face Central Park on the 12th floor. The architectural style, layout, and finishes in the two model private residences are part of the overall design concept for the private residences at The Plaza by interior architect Gal Nauer. Incorporating details from The Plaza's original design into the new residences, the bathrooms, for example, feature mosaic tile floors with patterns that were taken from the original mosaic floors in the landmark 59th Street lobby. The private residences also feature touch panel technology by Concierge Direct which provide the ultimate in cutting edge service and convenience. The interplay between classic and modern is a theme running throughout The Plaza and one that is also intrinsic to the Versace home collection.

The furnishings used in the model private residences reflect the Versace look and the culture of the house of Versace. They combine elegance with comfort. The home collection incorporate references to the past, like the Greek key motif, derived from classical antiquity, while the specially designed materials and the custom manufactured pieces are all imported from Italy.

A romantic motif was created in the one-bedroom model residence using a monochromatic palette and sumptuous materials. Layers of white, voluptuous curves and lush textures create a soft, exquisitely comfortable setting. A modern, black-and-white motif characterizes the two-bedroom model taking its cue from the Versace home couture line. Sleek, elegant, contemporary lines combined with sensuous fabrics result in a feeling of restrained opulence. Both model residences feature hand-woven, intricately-detailed silk and wool rugs from ABC Carpet & Home, which bring a refined warmth to their surroundings, as well as sophisticated closets.

“Versace has always been more than just fashion, but about luxurious living, and so our original creative design work at The Plaza is a natural extension of our lifestyle brand,” said Giancarlo DiRisio, CEO of the Versace Group. “Now we have the privilege of designing the furnishings for these glorious model private residences—a marriage of excellence, the fabled 1907 landmark and the House of Versace, that combine with a spectacular visual resonance.”