

The Armani Group and Patrimar announce collaboration on major real estate project in Brazil

September 2024 — The Armani Group and Patrimar Engenharia, are pleased to announce a new pioneering partnership for the design of the residential units, common areas and amenities of a luxury real estate complex in Rio de Janeiro, Brazil.

The collaboration – the designer's first real estate venture in Brazil – combines Patrimar's expertise in building top quality properties with the prestige of the Armani/Casa Interior Design Studio expand the presence of both partners in the country.

"I'm very pleased with this new collaboration, which allows me to explore my idea of living in such a unique urban setting as Rio de Janeiro, with its combination of ocean, greenery and mountains, where natural beauty and urban life meet harmoniously. Patrimar has proved to be the ideal partner in giving life to a new expression of my lifestyle philosophy, and of design as an extension of it: a vision in which the Armani style always adapts to the spirit of the environment", remarked Giorgio Armani, Chairman and CEO of the Armani Group.

For the first time, Armani/Casa Interior Design Studio – which has already contributed to the design and management of residential projects in other major cities around the world, including Miami, London, Dubai, Beijing, Tel Aviv, Manila, Mumbai and Istanbul – will be involved, together with the Patrimar team, from the initial stages of the project, developing the concepts for the common areas and continuing until its completion, carefully selecting the details, finishes, furnishings and accessories from the Armani/Casa collections.

The high-end complex will be one of its kind, melding the elegance and sophistication of the Armani brand with Patrimar's experience and quality construction, and carefully designed to blend seamlessly into the surrounding natural landscape. The luxury residences will also feature various facilities designed to offer residents an elegant and productive lifestyle.

Alex Veiga, CEO of the Patrimar Group, stated the company was honored to be the first in the real estate industry to collaborate on a residential project in Brazil with the renowned international brand Armani/Casa. *"This partnership represents a milestone for our company and for the luxury real estate market in the country. Together we will create a venture which will be a reference in design and quality of life",* commented Veiga, who also added: *"It will be an unprecedented launch in Brazil".*

About Armani/Casa

More than 20 years after its foundation, Armani/Casa is a world leader in the luxury furnishings sector. Since 2004, the Armani/Casa Interior Design Studio has provided complete interior design services to private individuals and property developers, from the conceptual phase under the artistic direction of Giorgio Armani, through to the management of construction. Other projects include residences in cities such as Miami, London, Beijing, Tel Aviv, Manila, Mumbai and Istanbul. Armani/Casa is present in 29 countries worldwide, with a total of 40 outlets.

Patrimar Engenharia

Patrimar Engenharia is a homebuilder and real estate developer from the State of Minas Gerais belonging to the Patrimar Group, with over 60 years of history and tradition developing high-end residential and commercial projects and luxury properties in the Rio de Janeiro, Minas Gerais and São Paulo. The quality and versatility of Patrimar's architectural projects are not differentials, rather they are prerequisites. The company does not believe in following the principal novelties of the market, but in being its own trend. To accomplish this, it invests in innovation, sustainability, and quality to exceed expectations about what is luxury and allow its customer to move for the better.

Since arriving in Rio de Janeiro in 2021, Patrimar has obtained impressive results, selling, on average, one unit a day. This achievement can be expressed in a Sales Value (PSV) volume of approximately BRL 2.5 billion.

For further information, please contact:

Armani/Casa Press Office: Tel. +39 02 72318479 / +39 02 72318475

Amee Boyle: amee.boyle@giorgioarmani.it

Patrimar Press Relations: assessoriaimprensa@grupopatrimar.com.br