



Luxury. Re-defined



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SAB Luxury is born from an idea of His Excellency Sheikh Salah al Belawi. The passion for design and luxury, and the meeting with a group of business entrepreneurs who represent the Italian excellence in the various sectors of design and technology has allowed this idea to become a reality. The passion for what we do drives us constantly looking for new ideas and new challenges for the express purpose to let your clients to experience the taste of luxury.



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Over 100 years of collective experience
More than 1100 projects successfully delivered



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3

milestones



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Design and Creativity

Italian Style

Technology and Innovation



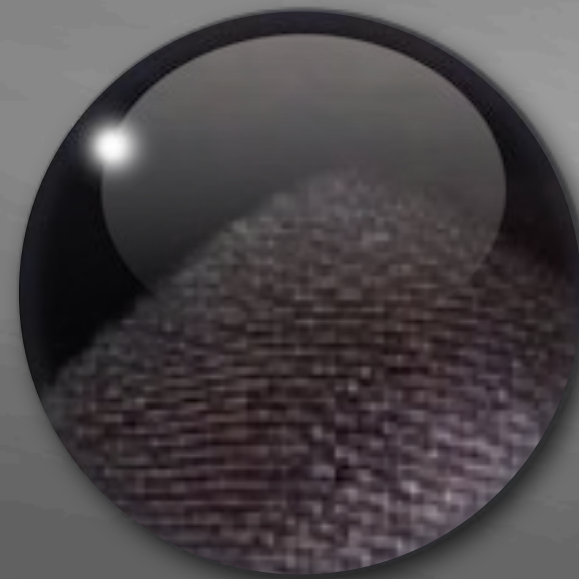
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Design and Creativity
Italian Style
Technology and Innovation

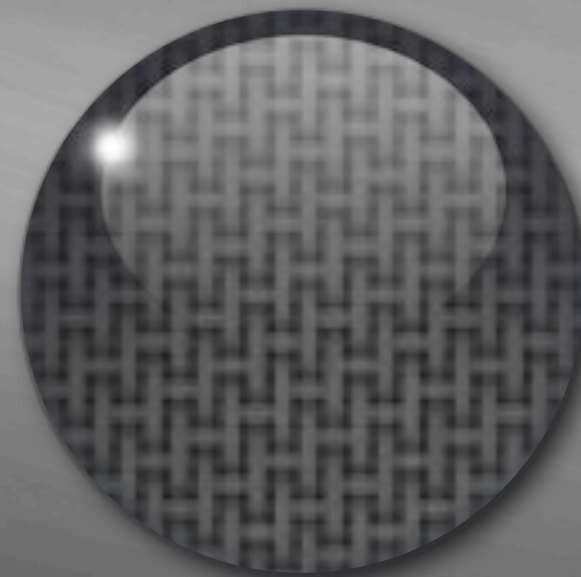
Interior
Design



Prestige
Gifts



Software and Retail
Digital Solutions



Industrial
Design



Brands and
Licensing



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Interior
Design



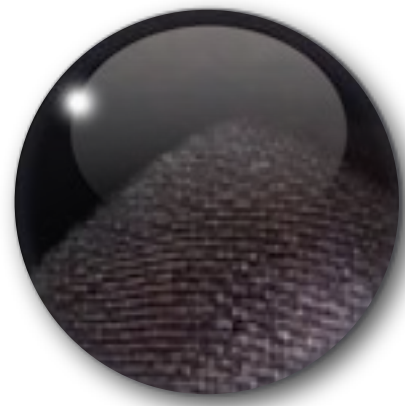
Torino Italy

- 12 graphic designers
- 4 architects
- 2 art directors
- 4 production managers



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Industrial
Design



Prestige
Gifts

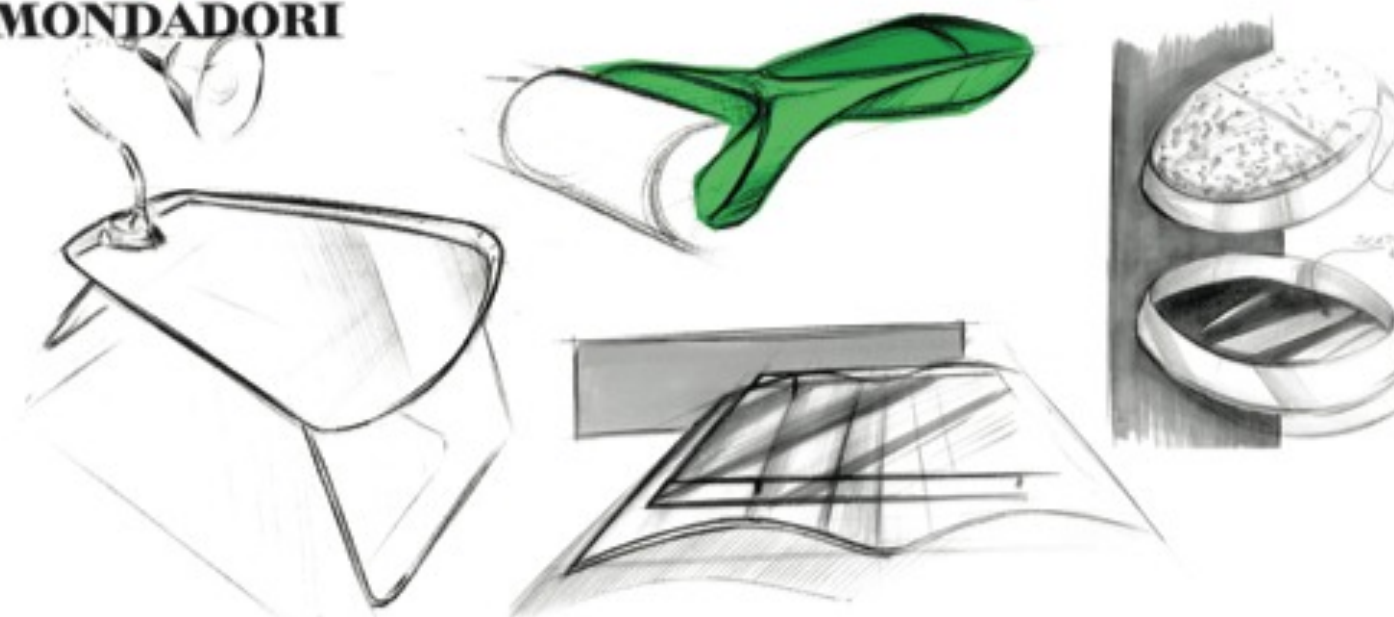


Torino Italy

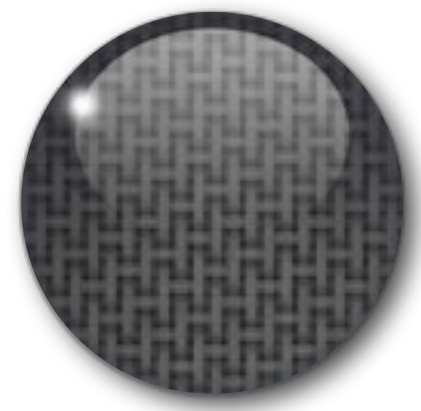
- 13 industrial designers
- 25 art designers
- 4 graphic designers
- 4 fashion designers
- 5 production managers



MONDADORI



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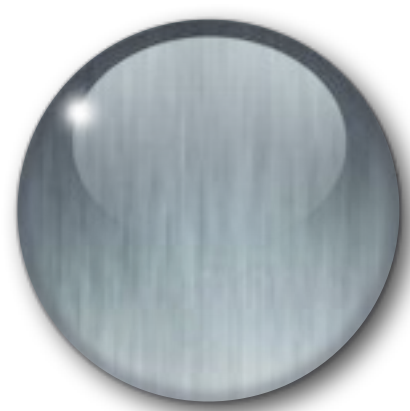


Milan-Padova/Italy

- 1 Program manager
- 2 Software architects
- 2 Interactive designers
- 3 PHP/Jquery/Phonegap develop
- 3 Flash Platform developers
- 1 Graphic designers
- 2 Project managers
- 2 Technical support



Brands and
Licensing



Milan-/Italy Jeddah



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The Workflow

Brief



Project



Presentation



Partner



Delivery



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Average Delivery Time

Market Area

Gifts

Digital Signage - Video

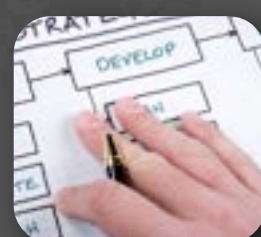
Digital Signage - Audio

Digital Signage - Interactive

Interior Design - Concept

Interior Design- Development

Shop fitting



Project

15 days

5 days

5 days

15 days

25 days

15 days

15 days



Delivery

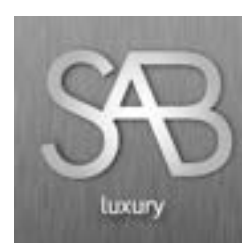
30/90 days

45/60 days

30 days

45/60 days

60 days



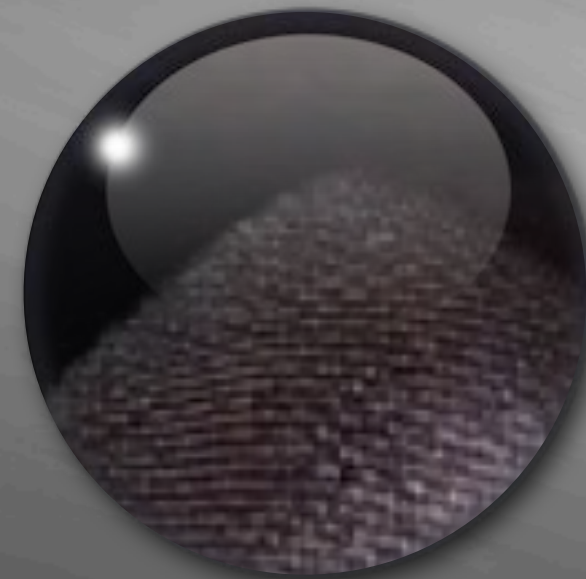
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The Departments

Interior
Design



Prestige
Gifts



Software and Retail
Digital Solutions



Industrial
Design



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corporate and retail design

The history, tradition and the unique Italian style are the distinctive elements of this division.

Great attention to aesthetics and to the details are conjugated with the experience acquired through the years in the retail channel in order to obtain functional and high-impact projects.





Carl F. Bucherer / flagship store in Bangkok / store design



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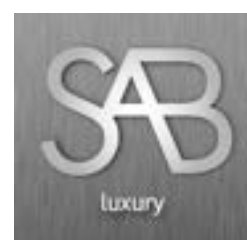
Carl F. Bucherer / flagship store in Bangkok / store design



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Restyling of the Longines Headquarter



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MAURICE  LACROIX
Manufacture Horlogère Suisse



Maurice Lacroix Cafetique - Bangkok

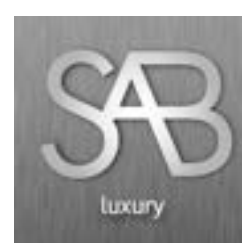


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Glashütte
ORIGINAL

HANDMADE IN GERMANY

Glashuette Original Flagship Store
Hong Kong 2011



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Glashütte
ORIGINAL

HANDMADE IN GERMANY



Glashuette Original Flagship Store
Shanghai



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Glashütte
ORIGINAL

HANDMADE IN GERMANY

Glashuette Original Flagship Store
Paris 2010



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Glashütte
ORIGINAL

HANDMADE IN GERMANY

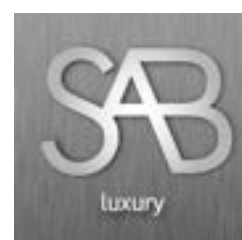
Glashuette Original Flagship Store
Macau 2010



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Tissot Flagship Store
Paris 2010



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Tissot Flagship Store
Paris 2010



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RADO
Switzerland

Rado Flagship Store
Hong Kong 2007



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Confartigianato Vicenza
Headquarter 2011



client: Alfa Romeo
description:business meeting



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Longines stand at Baselworld 2010



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Column Wheel Exhibition
Tokyo, Hong kong, St. Gallen, Rotterdam



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Martini Beautiful Days
multisensorial presentation and tasting



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RETAIL DESIGN FOR LUXOTTICA GROUP
SunGlassHut Store Front and Decoration Design



prestige gifts and promotions

Gifting an object is a way of telling about a company and its philosophy. It is not a detail, it is something more. It is taking care of the customers by showing to them attention.

The entire cycle of the gifting service is proposed by us offering suggestions and ideas, transforming it from drawing on paper to the realization of production until the final delivery in the customer's warehouse.



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USB flash disk with keyring



client: Alfa Romeo
description: usb keyholder



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client: Olimpic Comittee
description: Mutiple wall watch



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client: Hilton
description:dinner set



SAB Luxury - Copyright © -All rights reserved



client: Hilton
description: Bathroom set



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LONGINES®
OFFICIAL TIMEKEEPER



client: Longines
description: Money holder



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LONGINES®
OFFICIAL TIMEKEEPER



client: Longines
description: Fen shui candles



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LONGINES®
OFFICIAL TIMEKEEPER



client: Longines
description: Table lamp



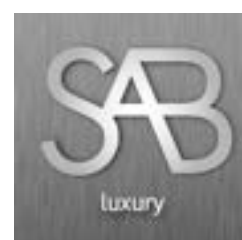
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LONGINES®
OFFICIAL TIMEKEEPER

Desk set



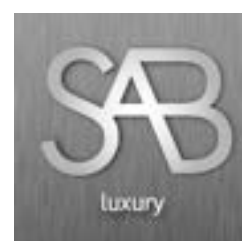
client: Longines
description:Office set



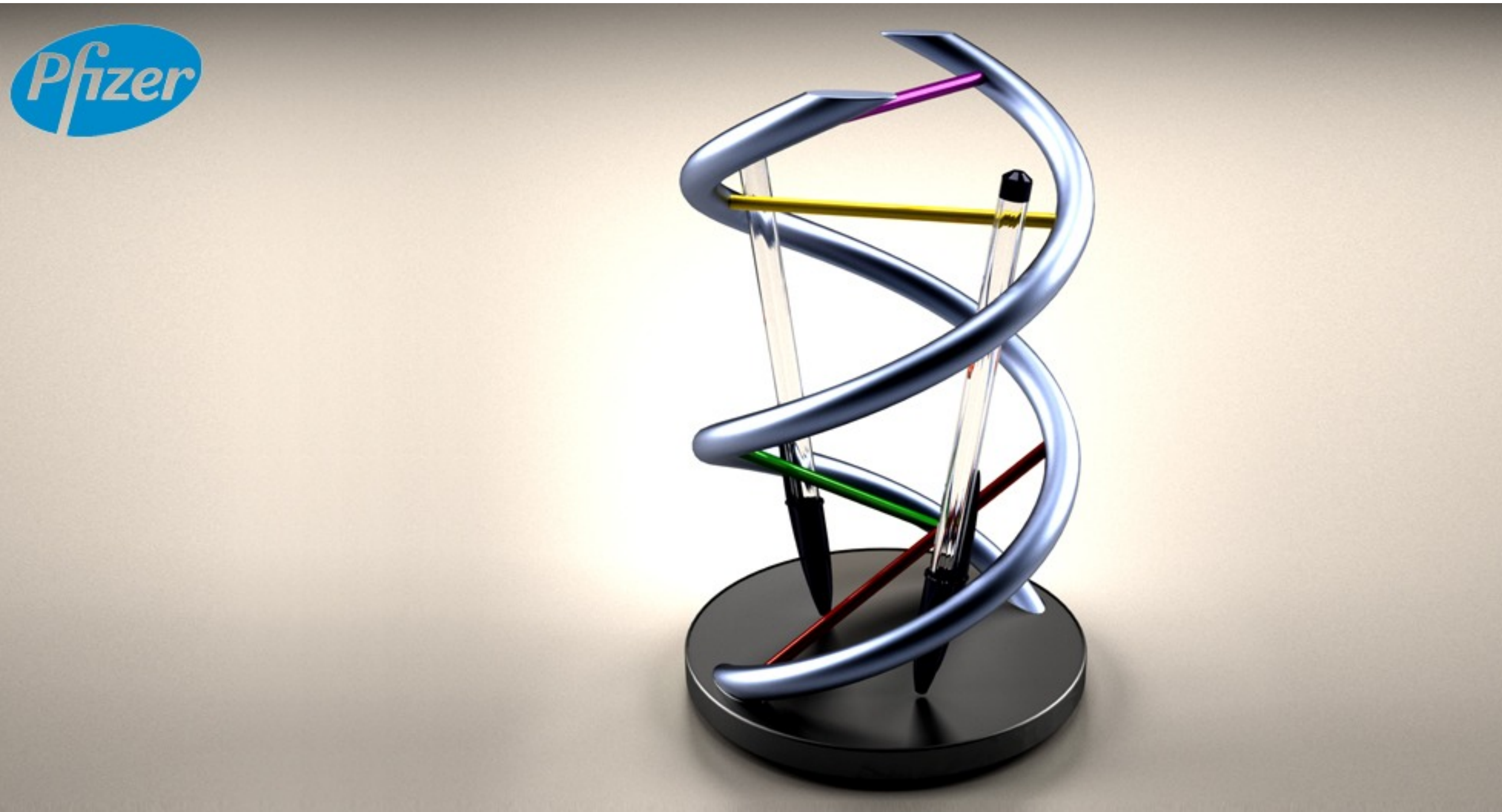
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client: Parmigiano
description:cheese grater



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client: Pfizer
description:Pen holder



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client: SKF

description:Wall watch



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client: Olimpic Committee
description:tray



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digital signage and touch apps

SAB Luxury offers complete digital signage servicing covering the full range of possible requests: supply and installation of visual displays and touch screen monitors, supply and installation of sound systems, creation of audio / video / touchscreen contents, distribution and updating of all remote contents through our own EMplatform software, maintenance support of all installed equipments.



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Glashütte
ORIGINAL
HANDMADE IN GERMANY

client: Glashuette Original
description: Interactive Brand Experience



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client: TIMBERLAND
description: In store touch system



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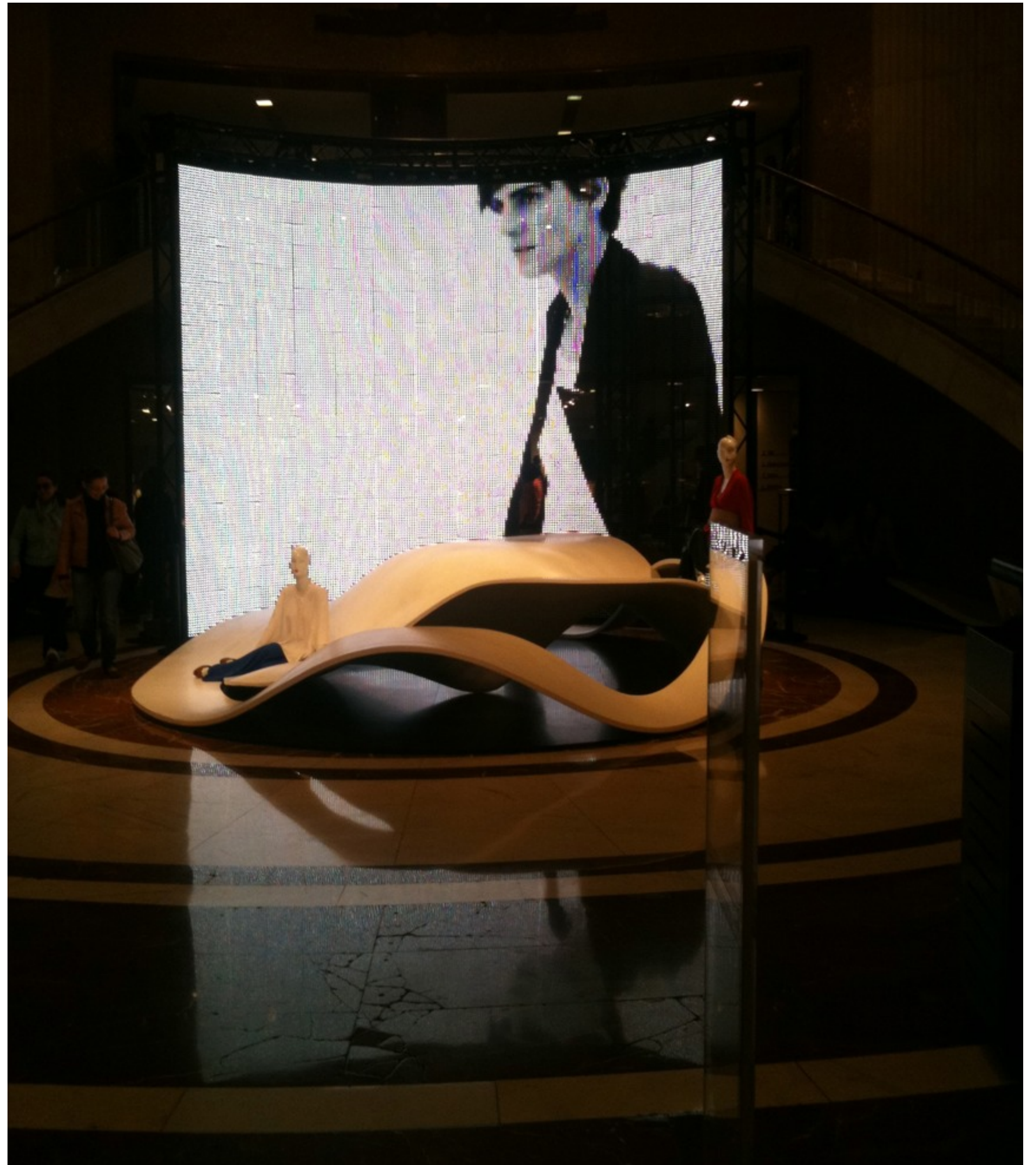


ZARA

client: ZARA flagship
description: video Wall



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client: MAGNETI MARELLI
description: Touch system for automotive workshops



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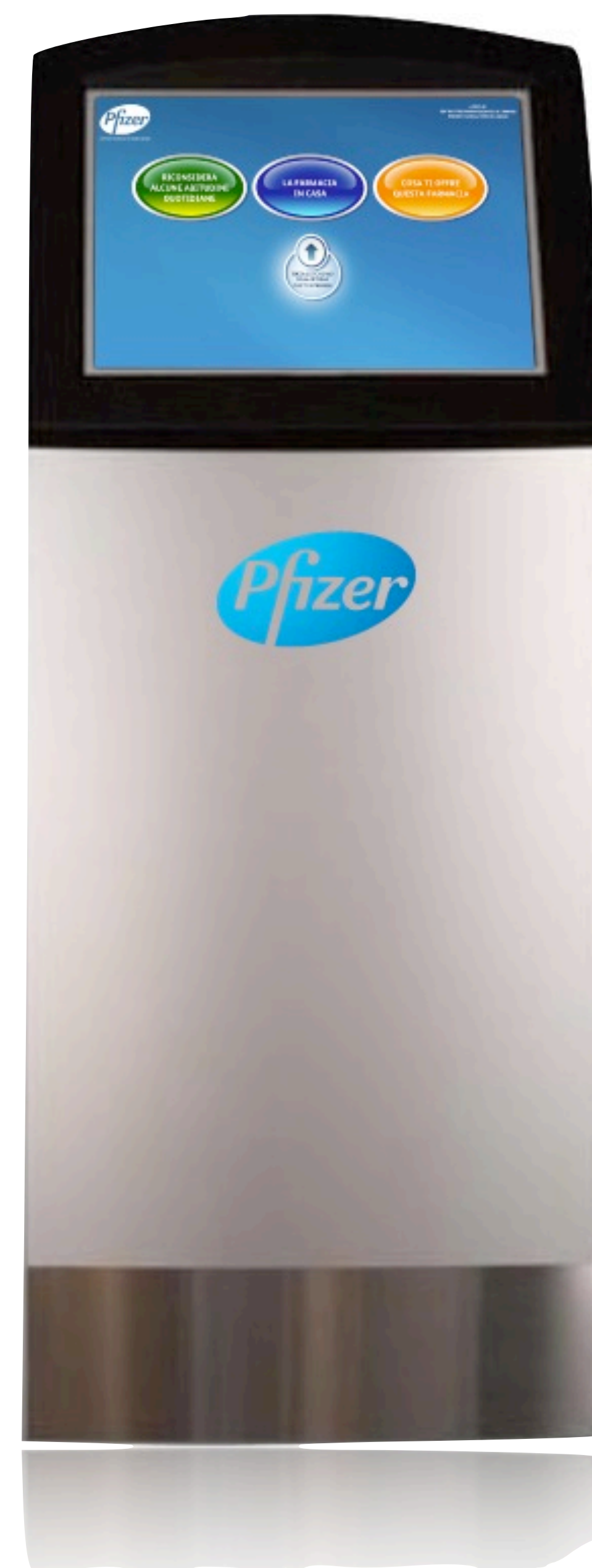




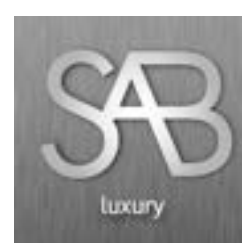
client: Ducati
description: Shop in shop Project



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client: PFIZER
description: Pharmacy touch system for medical informations



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LaGardenia

client: La Gardenia perfumery
description: in store digital signage



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client: Pirelli
description: Shop audio system



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industrial design

Getting a winning product is not just a matter of style or design, but is the ability to turn it by giving a new look and thinking about it from a different point of view. SAB lux designs and invents new objects, from construction details to the production and the delivery to the warehouses of the clients. From design to delivery: a solely company



SANBITTÈR



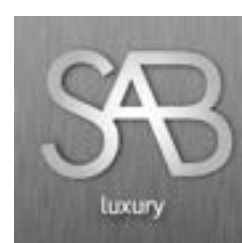
client: Sanbitter
description: design chairs



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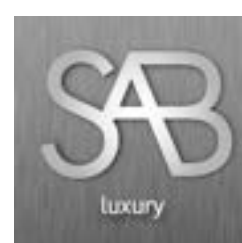
client: Sector
description: Watch display



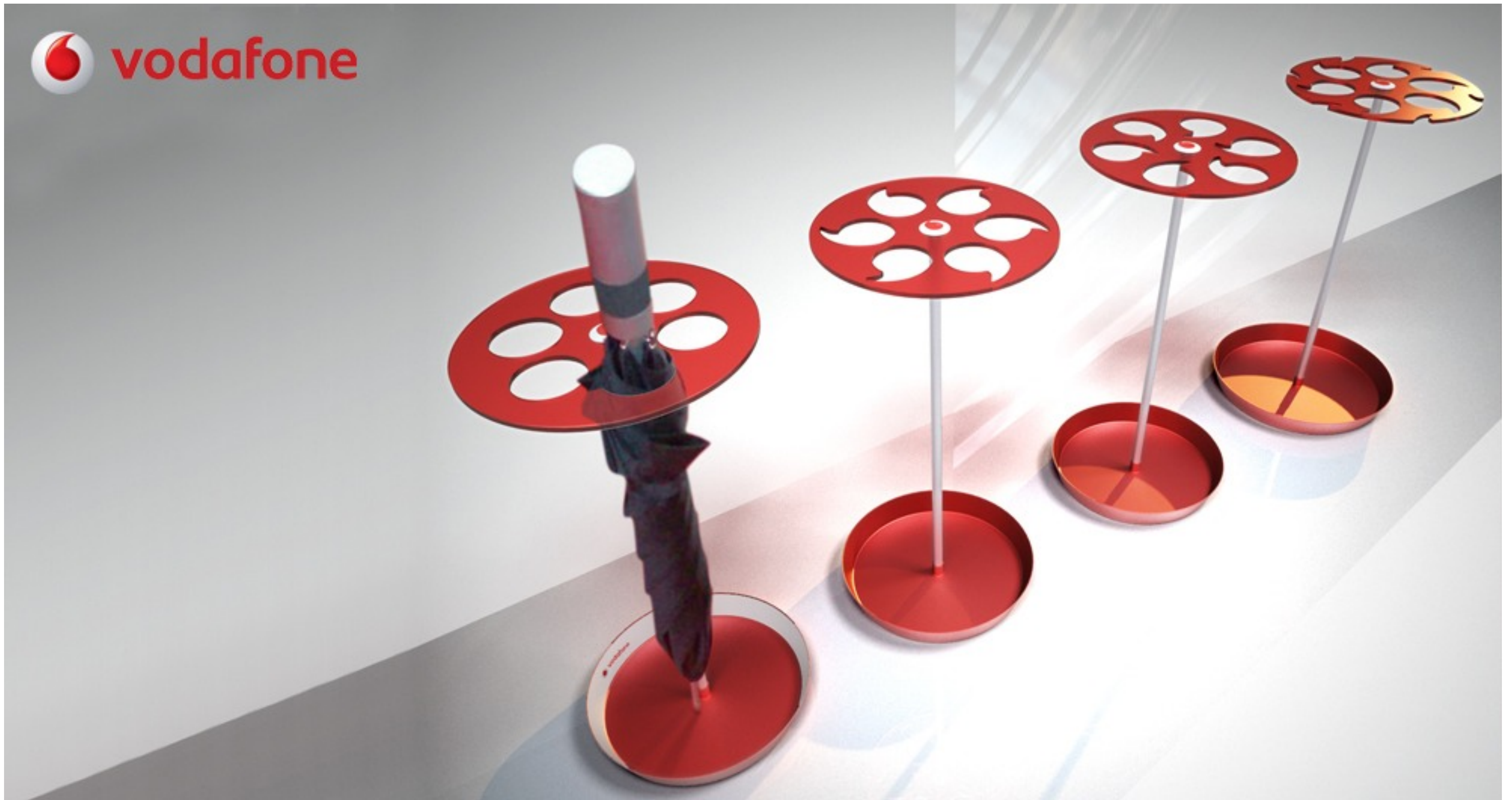
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client: Twinings
description: displays



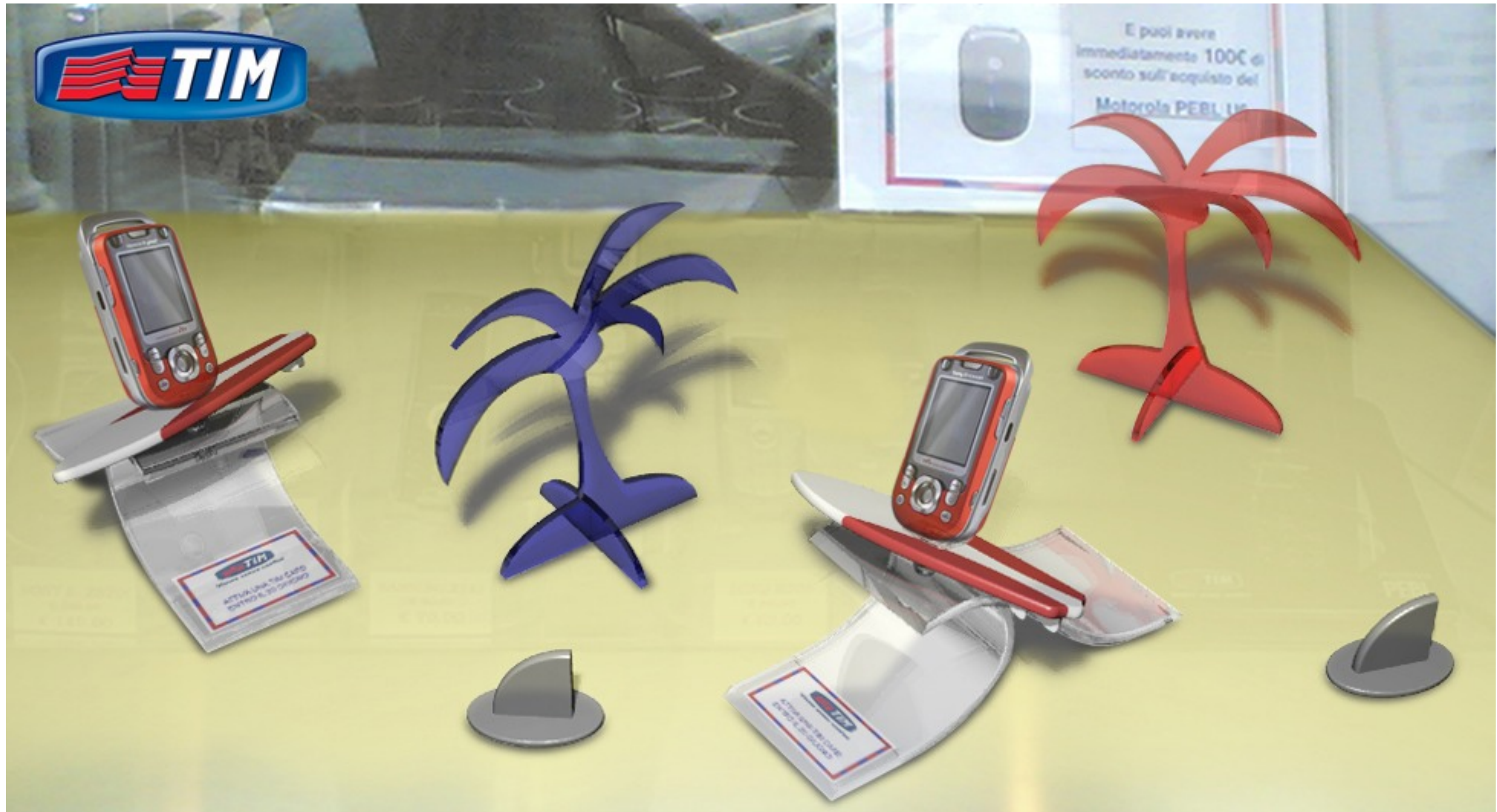
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client: Vodafone
description: Umbrellas holder



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client: Pepsi
description: cups



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client: Pepsi
description: wall watch



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OFFICINA ■ BERNARDI

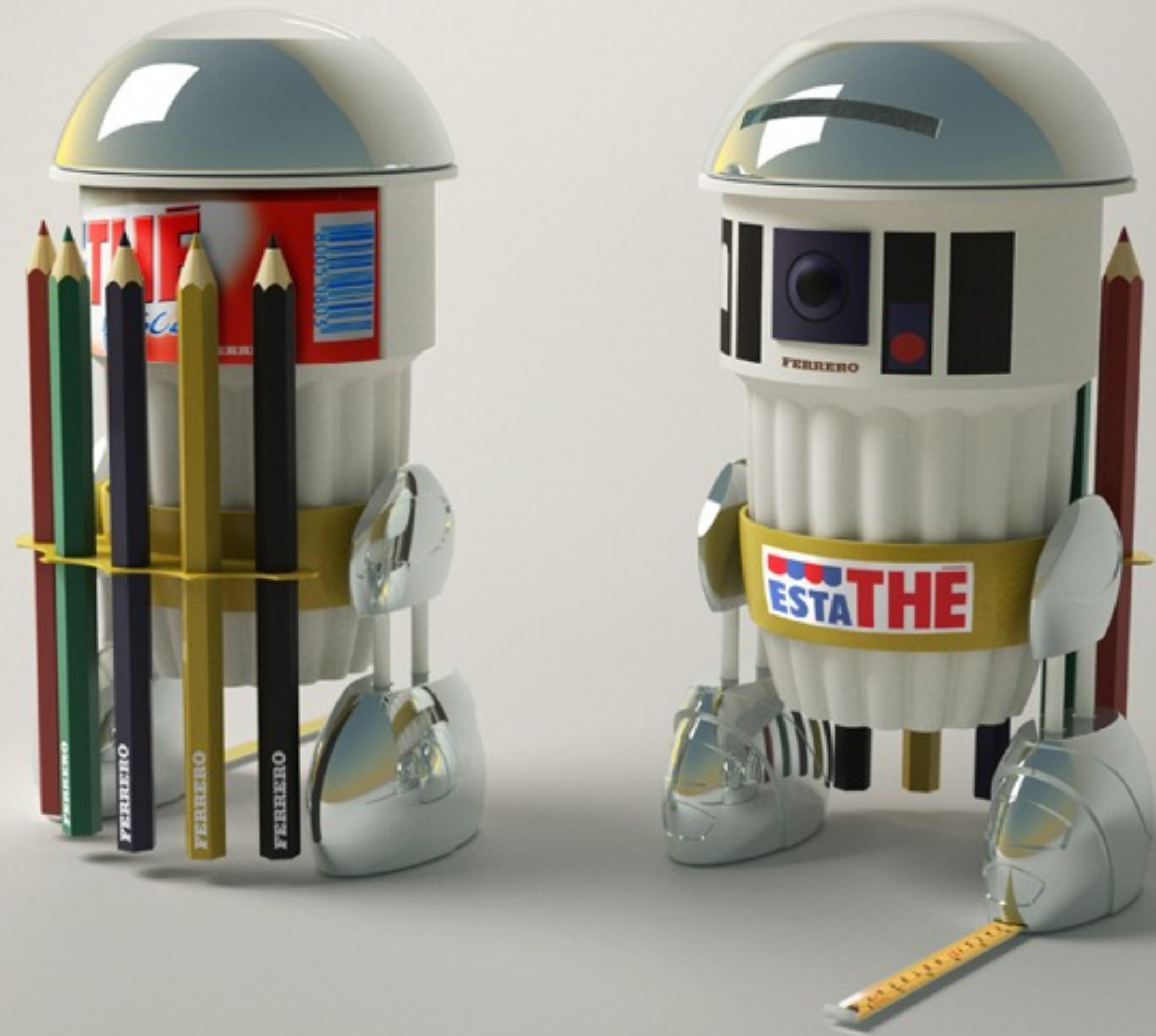


client: Officina Bernardi
description: Displays



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FERRERO



client: Ferrero
description: Packaging



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client: Mondadori
description: Displays

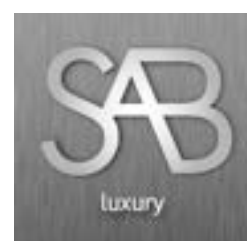




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