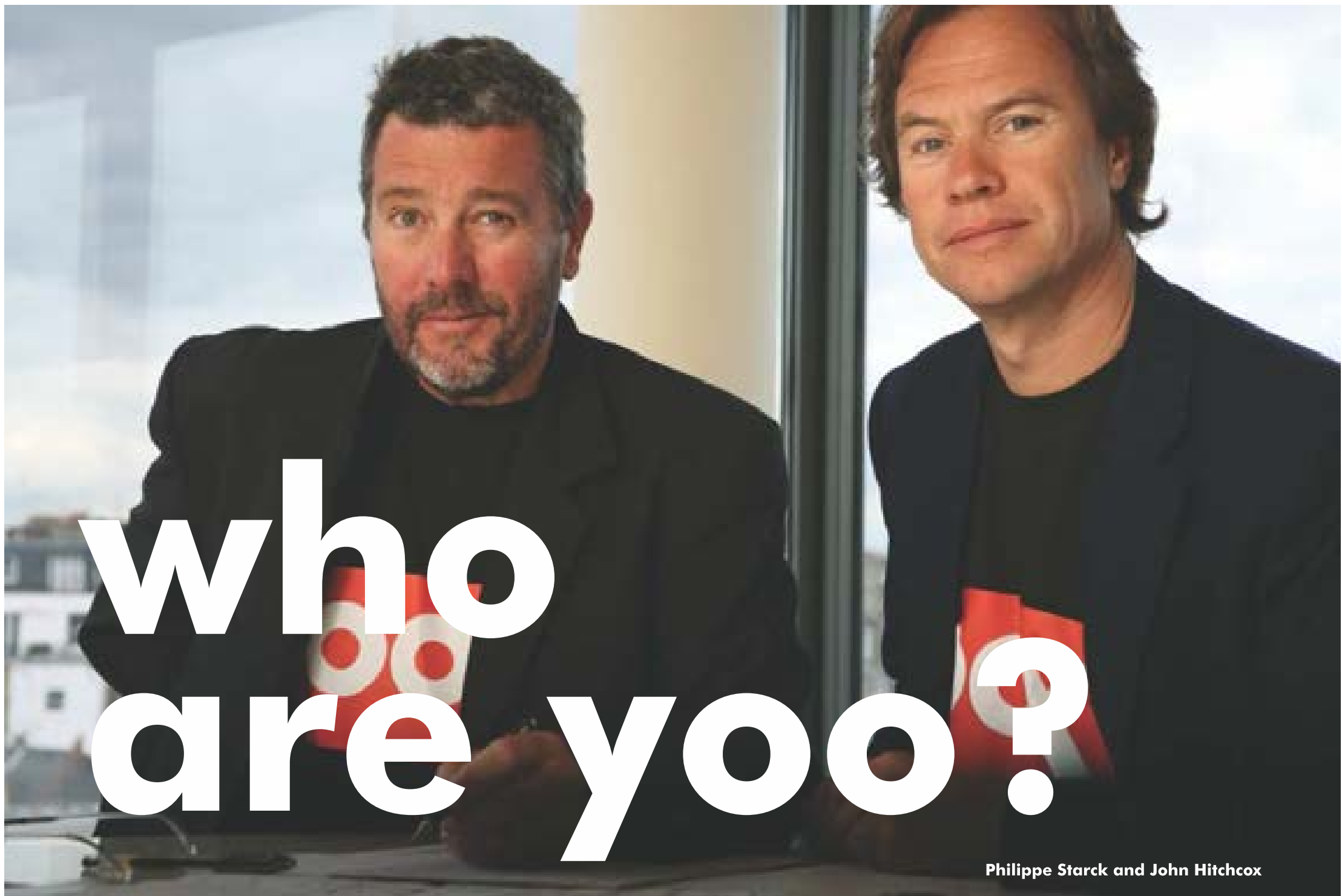








yoo Miami Icon Brickell



Philippe Starck and John Hitchcox

# who are yoo?

yoo is a pioneering vision for living and the result of a partnership between property entrepreneur John Hitchcox and the eponymous designer, Philippe Starck.

Since 1999, yoo has worked with international developers, designing landmark residential and hotel projects throughout Asia, Australia, Europe, Africa, North and South America and the Middle East.

## yoo designers

yoo Studio  
yoo inspired by Starck  
Jade Jagger for yoo  
Wanders & yoo  
Kelly Hoppen for yoo  
Steve Leung & yoo  
Sussanne Khan for yoo

# where are yoo?

Toronto  
Puerto Vallarta  
New York  
Miami  
Boston  
Buenos Aires  
Panama City  
Punta del Este  
Vienna  
Obzor  
Berlin  
Hamburg  
Munich  
Moscow  
Wollerau  
Cotswolds

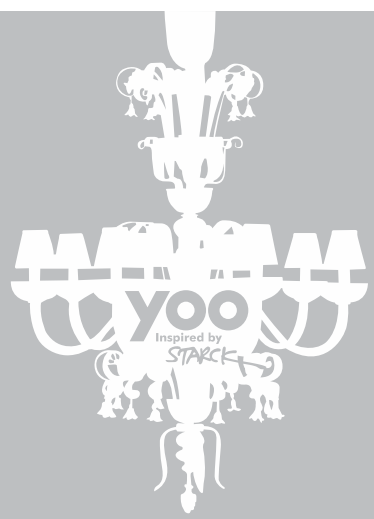
Istanbul  
London  
Tel Aviv  
Marrakech  
Singapore  
Melbourne  
Sydney  
Hong Kong  
Wanchai  
Bangalore  
Mumbai  
Pune  
Niseko  
Manila  
Boracay  
Phuket



**87 projects. 55 cities. 36 countries.**







# see what yoo can do

Central to the yoo philosophy is the ability to add value and visibility to any development.

This makes the brand more dynamic and appealing. The yoo brand commands greater appreciation in value and clearly stands out with its sophistication and appeal.

For long, yoo has delivered landmark projects that compete at the highest level. Its success is a result of heightened global awareness of the yoo brand, exemplary design credentials and high brand recall value.









"THE BOY CAN'T HELP IT.  
AT 50, STARCK IS THE MOST CELEBRATED  
DESIGNER IN THE WORLD"

THE SUNDAY TIMES

"YOU KNOW YOU'VE GOT IT MADE WHEN INTERNATIONALLY  
RENOWNED DESIGNER PHILIPPE STARCK  
GETS INVOLVED IN A  
PROJECT."

THE SYDNEY MORNING HERALD

# Philippe Starck

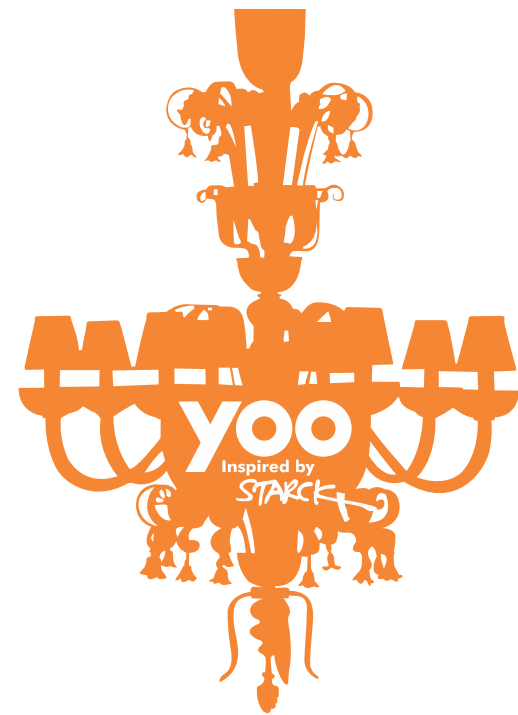
Philippe Starck is not only the most renowned  
designer of our times but also the most versatile.

His creations are already considered design classics,  
turning commonplace items such as a lemon squeezer  
into a work of art.

The interiors he has dreamed up for prestigious restaurants  
and hotels are talked about and revered across the globe.

yoo inspired by Starck draws on his wide-ranging  
talents to create luxurious living spaces that are unique,  
thrilling and inspirational.

A luxurious original.



yoo **pune**  
by Philippe Starck

INDIA'S FIRST  
INTERNATIONALLY BRANDED RESIDENCES



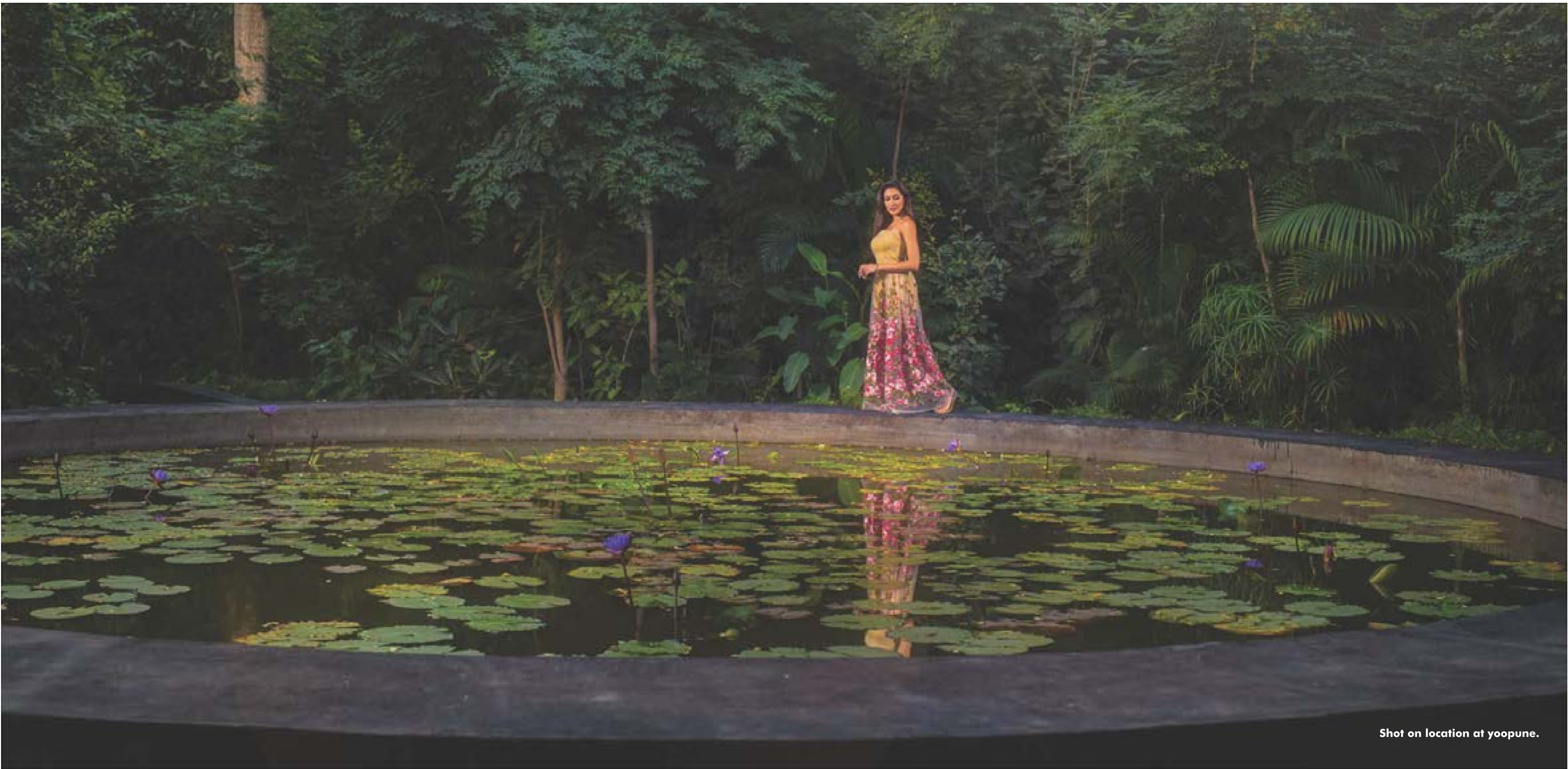
# a tranquil oasis

At the centre of this luxurious property is a 5-acre indigenous forest, home to nearly 500 trees over 100 years old.

The residences encircle this forest, making it the focal point of the development and your personal sanctuary in the heart of this multi-faceted city.

Bold, creative and classic, yoopune by Philippe Starck is the ultimate in design-led lifestyle living; a sensory feast.

Come home to a place where nature abounds.  
Come home to yoopune.



Shot on location at yoopune.



# a world of bliss

Embark on a voyage of the senses; your escape begins with a scent. Indulge yourself with traditional massage treatments, sensorial textures, relaxing music and herbal teas, inspired by Provencal traditions.

Spa la Vie by L'Occitane is a sanctuary of tranquillity rejuvenating your body and soul.

*Spa la Vie*  
by L'OCCITANE



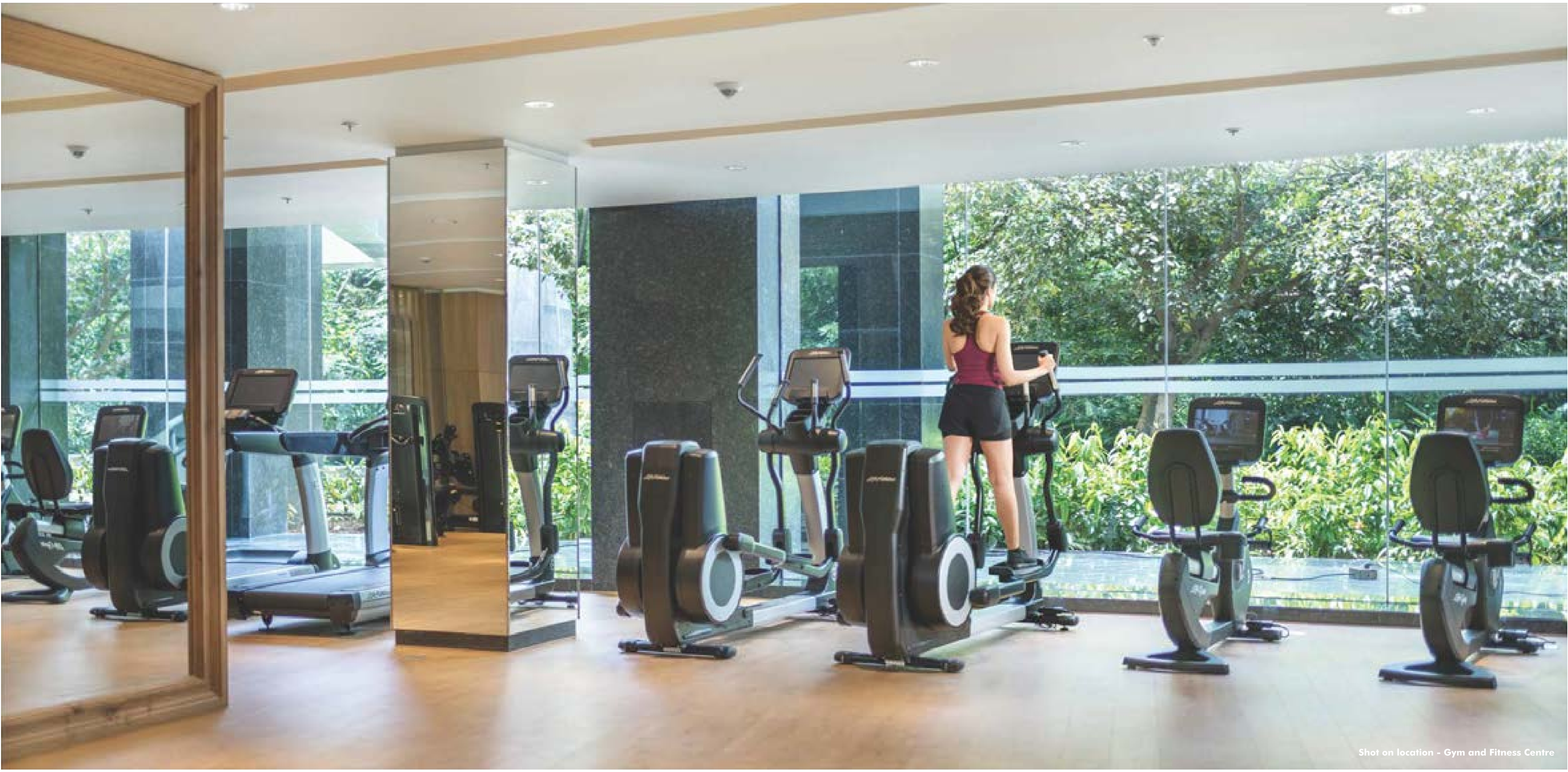
Shot on location.



Shot on location.



Shot on location.



Shot on location - Gym and Fitness Centre



**yoo**pune  
by Philippe Starck

Located in Hadapsar, yoopune by Philippe Starck is the ultimate in design-led living. It boasts of 228 designer residences spread across 6 sprawling towers and is packed with a host of exciting amenities.

Philippe Starck's flagship project in India offers you the luxury you deserve. The connection with nature is intricately woven and beautifully designed outdoor spaces are an extension of the eye-popping interiors.

come home to  
**yoo**pune

Shot on location at yoopune.



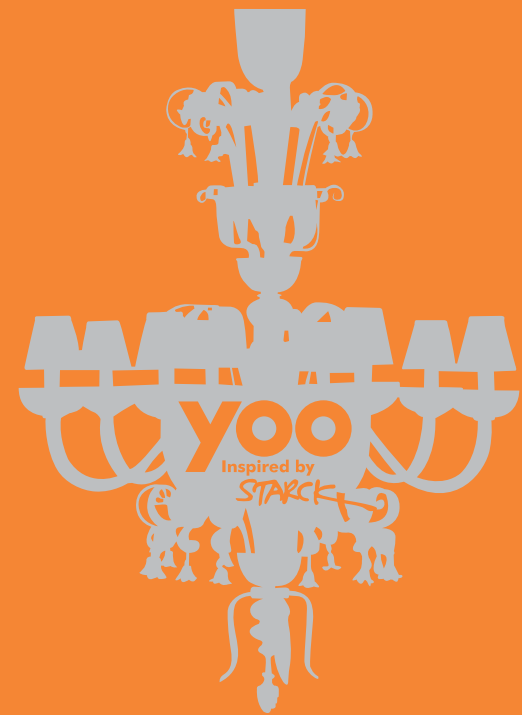
Architectural Rendition. Exterior View.



Site layout  
**yoopune**  
by Philippe Starck

restaurant  
cabanas  
café  
tea lounge  
cigar lounge  
spa  
swimming pool  
tennis court  
basketball court  
amenities space



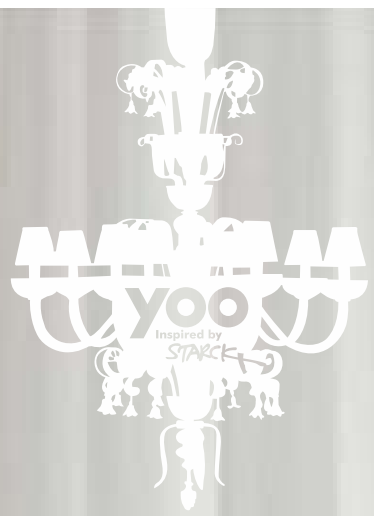


yoo **pune**  
by Philippe Starck



All pictures are shot on location at yoopune.

Living Room

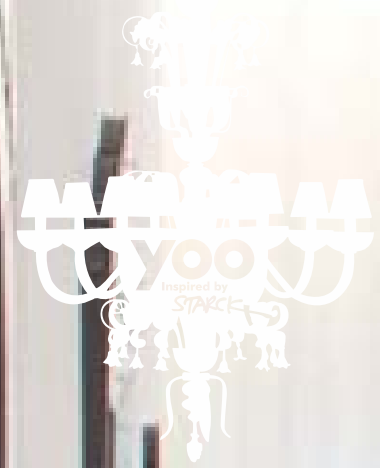


All pictures are shot on location at yoopune.



Living Room



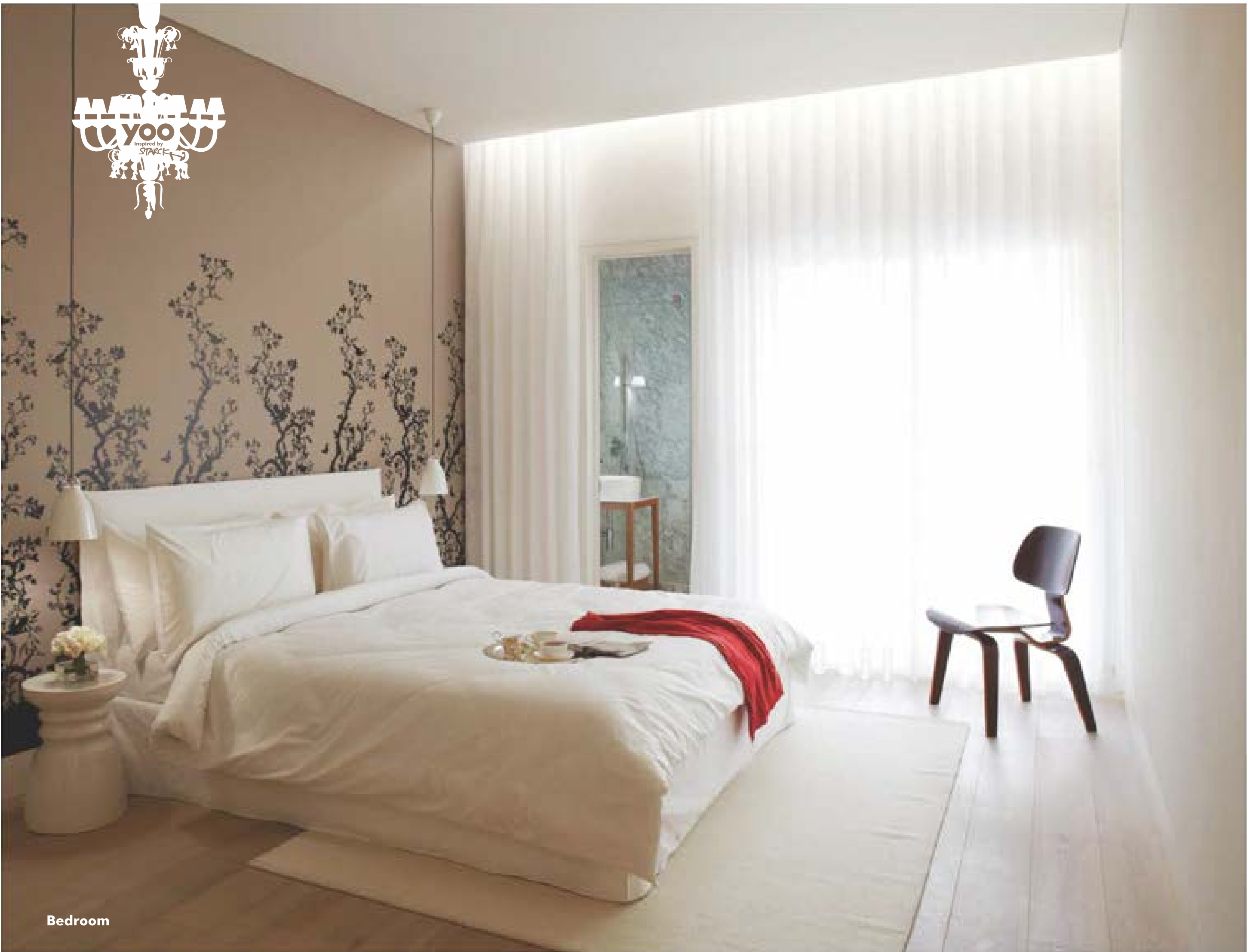


Dining and Dry Kitchen



Master Bedroom





Bedroom



All pictures are shot on location at yoopune.



Children's Bedroom



Master Ensuite Bathroom



Wine Deck

All pictures are shot on location at yoopune.

yoo enjoy every  
**amenity**

After a full day of challenging work, there is nothing more soothing than being drenched in amenities that offer maximum fun and relaxation.

Enjoy interactive communal spaces in a proactive way.

Swimming Pool | Kids' Pool | Concierge Services | Salon | Meditation Room | Chess Room | Table Tennis | Fussball Room | Pool Table Room | Cards Room | Kids Play Room | Library | Music Room | Art Room | Tennis Court | Basketball Court |



# yoo should relax...

## POOL

The sleek pool is the perfect perch to soak in sunsets.  
Startlingly blue waters make every dive a perfect ten.



Shot on location - Card Room



Shot on location - Table Tennis



Shot on location - Pool Table Room



Shot on location - Chess Room





# yoo palette



When your residence is designed by 'yoo inspired by Starck', every element is infused with its signature brilliance and originality. Custom-designed furniture, hand-picked pieces, luxurious materials and impeccable craftsmanship come together to make a bold statement about your interiors,

**about** yoo.



## STANDARD BASE BUILDING SPECIFICATIONS

### KITCHEN

Wine Chiller  
Corian Platform  
Microwave  
Oven  
Dish washer  
Double Door Refrigerator  
Single Door refrigerator  
Gas Hob  
Chimney  
Schneider Electrical Sockets  
RO Filter provision  
Vitrified Tiles - Wet Kitchen

### BATHROOM

Hansgrohe Plumbing fittings  
Geberit - Sanitary Technology  
Flos - Lamps  
Duravit - Sanitaryware  
Schneider Sockets  
Marble flooring - Karrara (Towers A, E & F)  
Marble flooring - Dyna Beige (Towers B, C & D)  
Vanity Drawers

### BEDROOM

Wallpaper on accent wall  
Engineered Wood  
Biometric Locks - Samsung  
Stainless Steel Hinges  
Doors  
Wardrobes

### LIVING AND LOUNGE

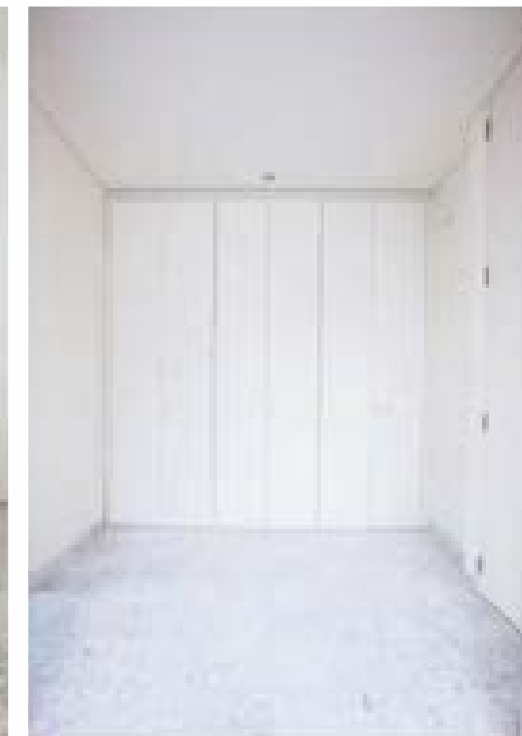
Marble flooring - Karrara (Towers A, E & F)  
Marble flooring - Botticino (Towers B, C & D)  
Cove lighting  
Chandeliers  
Motorised curtains provision  
Wallpaper on accent wall

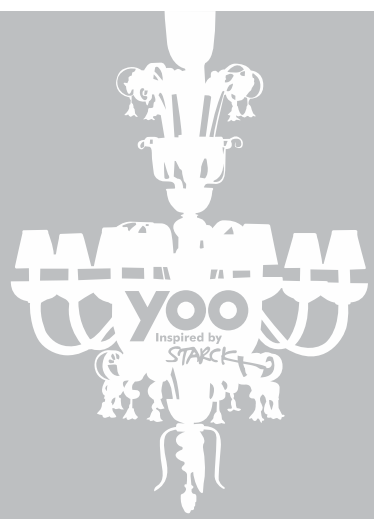
### OTHERS

Utility Rack  
VRV  
Home Automation  
ACP cladding  
European Facade system  
Schneider Electrical sockets  
Wood tiles-Deck  
Centralised Geyzer - A.O Smith  
Mivan Technology  
Biometric Locks - Samsung  
Audio Speakers  
Sheer Curtains



SHOT ON LOCATION.  
AS PER STANDARD APARTMENT BASE BUILDING SPECIFICATIONS.



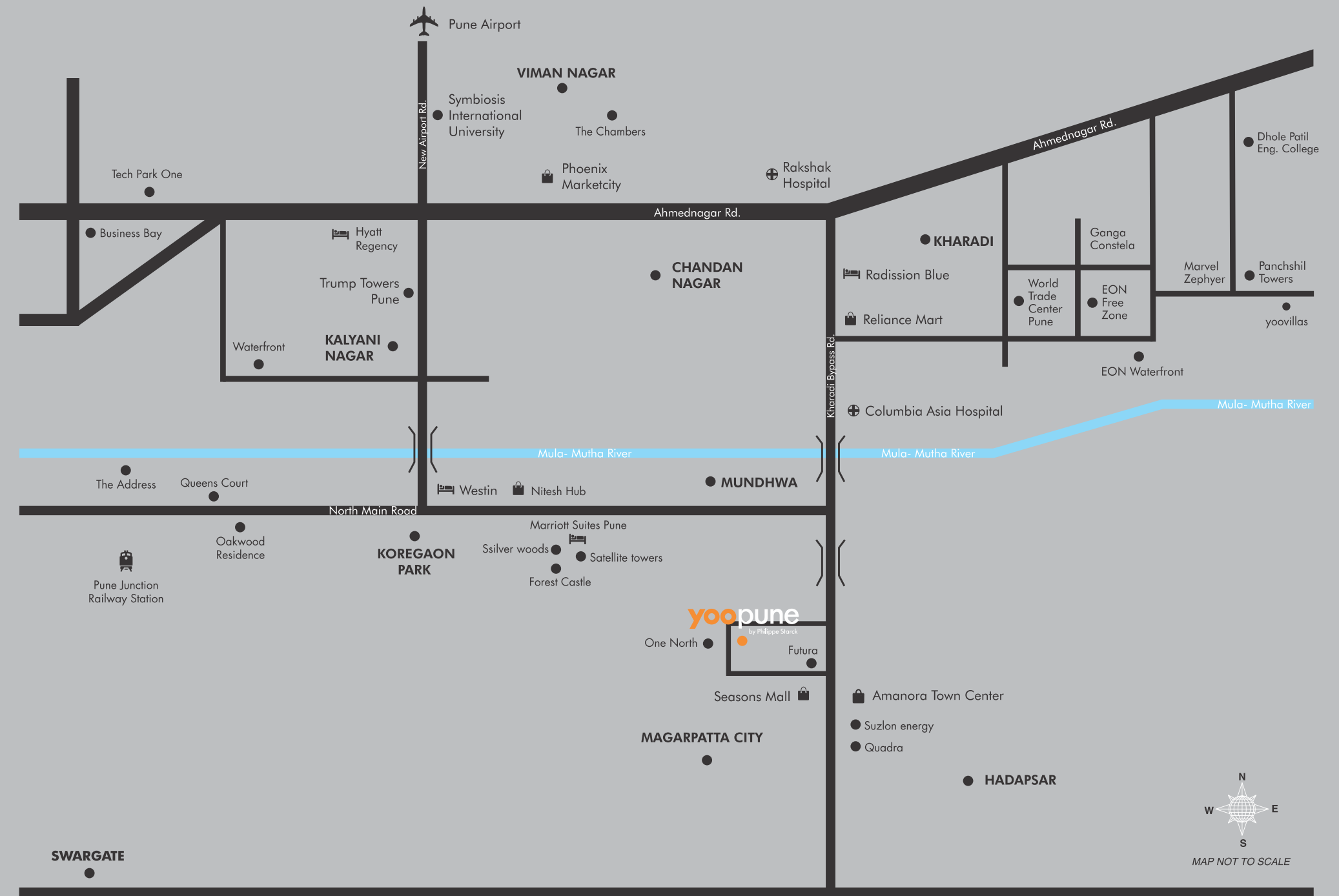


# where are yoo?

**Located in Hadapsar,  
yoo pune is more than just a convenient place to be in.**

**The work-life balance is given a boost due to the  
easy access to not only the commercial Eastern corridor,  
but also the recreational spots nearby.**

**A slew of pubs, restaurants, lounges, shopping destinations and  
world-class offices and work spaces  
makes Eastern Pune a marvelous place to be in.**



Established in 2002, Panchshil Realty is one of India's finest luxury real estate developers. Renowned for its leadership and excellence in real estate development, the company has successfully delivered over 21 million sq. ft. of prime real estate, with 20 million sq. ft. under development across multi-asset classes. Recipient of multiple awards, Panchshil is synonymous with premium finish, intelligent floor layouts, innovative solutions, high-quality execution, and after-sales maintenance.

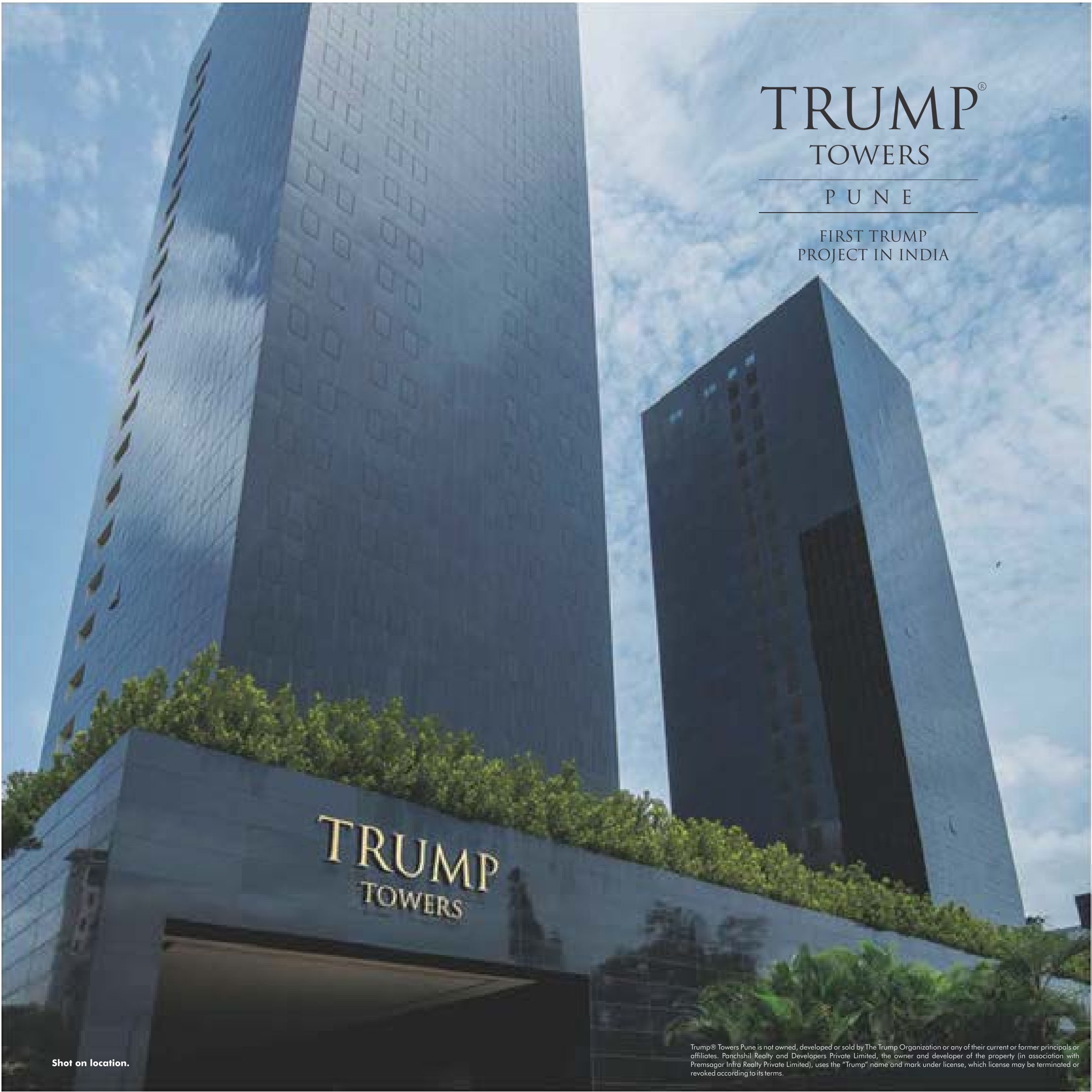
Panchshil's portfolio spans across high-end residential developments, IT parks, built-to-suit office spaces, special economic zones (SEZ), hotels, convention centres and luxury retail malls. The company's developments comprise of some key landmarks of 'Tomorrow's Pune', such as India's first Trump branded residences - Trump Towers Pune, yoopune by Philippe Starck, EON Free Zone in Kharadi - a 6.5 million sq. ft. IT & IT-eS SEZ spread over 57 acres, the International Convention Centre - South Asia's largest trade and convention centre, World Trade Center Pune, and an award-winning built-to-suit office campus for Cummins India amongst others. Panchshil's Corporate Real Estate (CRE) portfolio alone is more than 17 million sq. ft. and caters to Fortune 500 companies and several industry leaders across sectors.



With global partners like YOO, The Trump Organization, JW Marriott, The Ritz-Carlton, Hilton, Oakwood and World Trade Centers Association amongst others, Panchshil has played a significant role in putting Pune on the world map and has added to its growing global identity. Panchshil's 360° approach covers everything from planning, construction, architectural and design services to infrastructure development, automation and facility management services.

Sustainability is core to Panchshil's philosophy, with an aim to create spaces that improve the welfare and well-being of the community at large. In line with their vision to create wealth for the city of Pune, Panchshil partners with global designers and follows international standards to build not only landmarks, but also to introduce the finest of lifestyles.







**PANCHSHIL REALTY**

Tower-E, Tech Park One,191 Yerwada, Pune - 411 006 (INDIA)

T : +91-20-6647-3200 | 1800-121-9900

Email : sales@panchshil.com

[www.yoopune.com](http://www.yoopune.com) | [www.panchshil.com](http://www.panchshil.com)

Project financed by Aditya Birla Finance Limited (ABFL)

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This project was completed before May 1, 2017.