

Philippe Starck and John Hitchcox

yoo designers

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 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

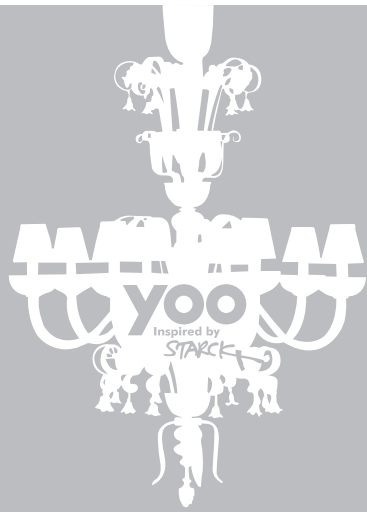
Istanbul
London
Tel Aviv
Marrakech
Singapore
Melbourne
Sydney
Hong Kong
Wanchai
Bangalore
Mumbai
Pune
Niseko
Manila
Boracay
Phuket





87 projects. 55 cities. 36 countries.

ST PETERSBURG
MOSCOW
GLOUCESTERSHIRE
LONDON
HAMBURG
BERLIN
BRUSSELS
MUNICH
VIENNA
INNSBRUCK
OBZOR
ISTANBUL
OBIDOS
LISBON
MARRAKECH
TEL AVIV
CAIRO
DUBAI
NEW DELHI
MUMBAI
PUNE
BANGALORE
PHUKET
KOH SAMUI
SINGAPORE
BALI
HONG KONG
MANILA
BORACAY
NISEKO
SYDNEY
MELBOURNE



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.**





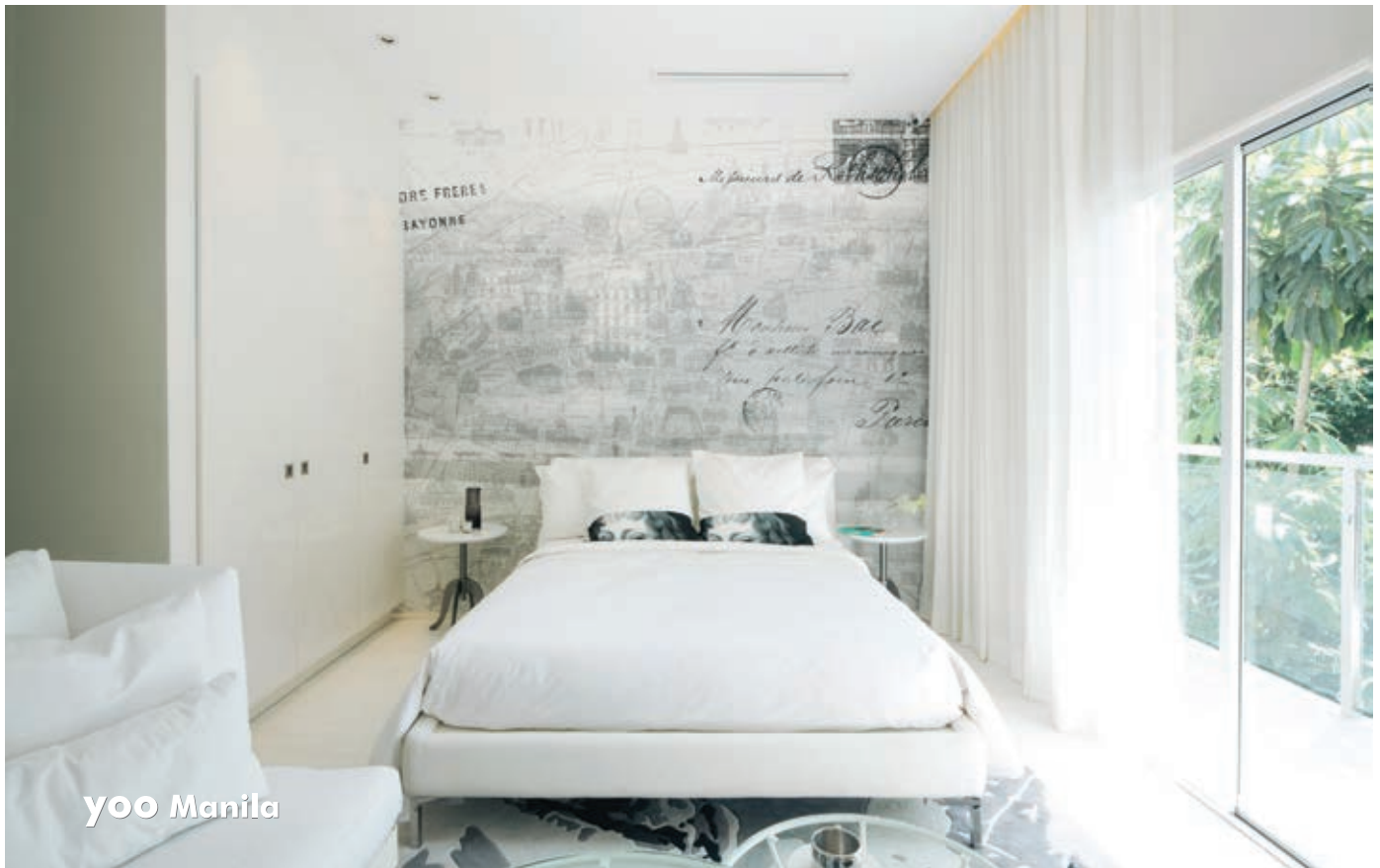
yoo Copenhagen



yoo Istanbul



yoo Puerto Vallarta Pool



yoo Manila



yoo Miami



yoo Nordelta



yoo Istanbul



yoo Cape Yamu





"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

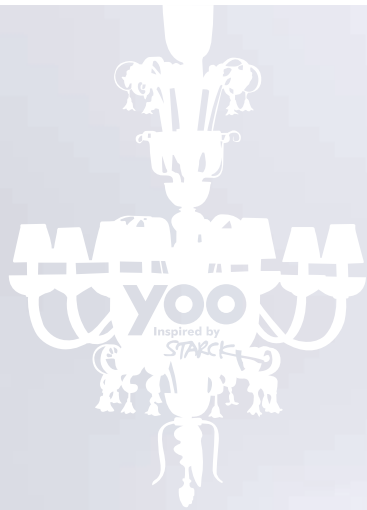


At the centre of this luxurious property is a 5-acre indigenous forest, home to nearly 500 trees over 100 years old.

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.

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
yoopune



Architectural Rendition. Exterior View.





Site layout
yoopune
by Philippe Starck





B

C

D

E

4

6

7

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

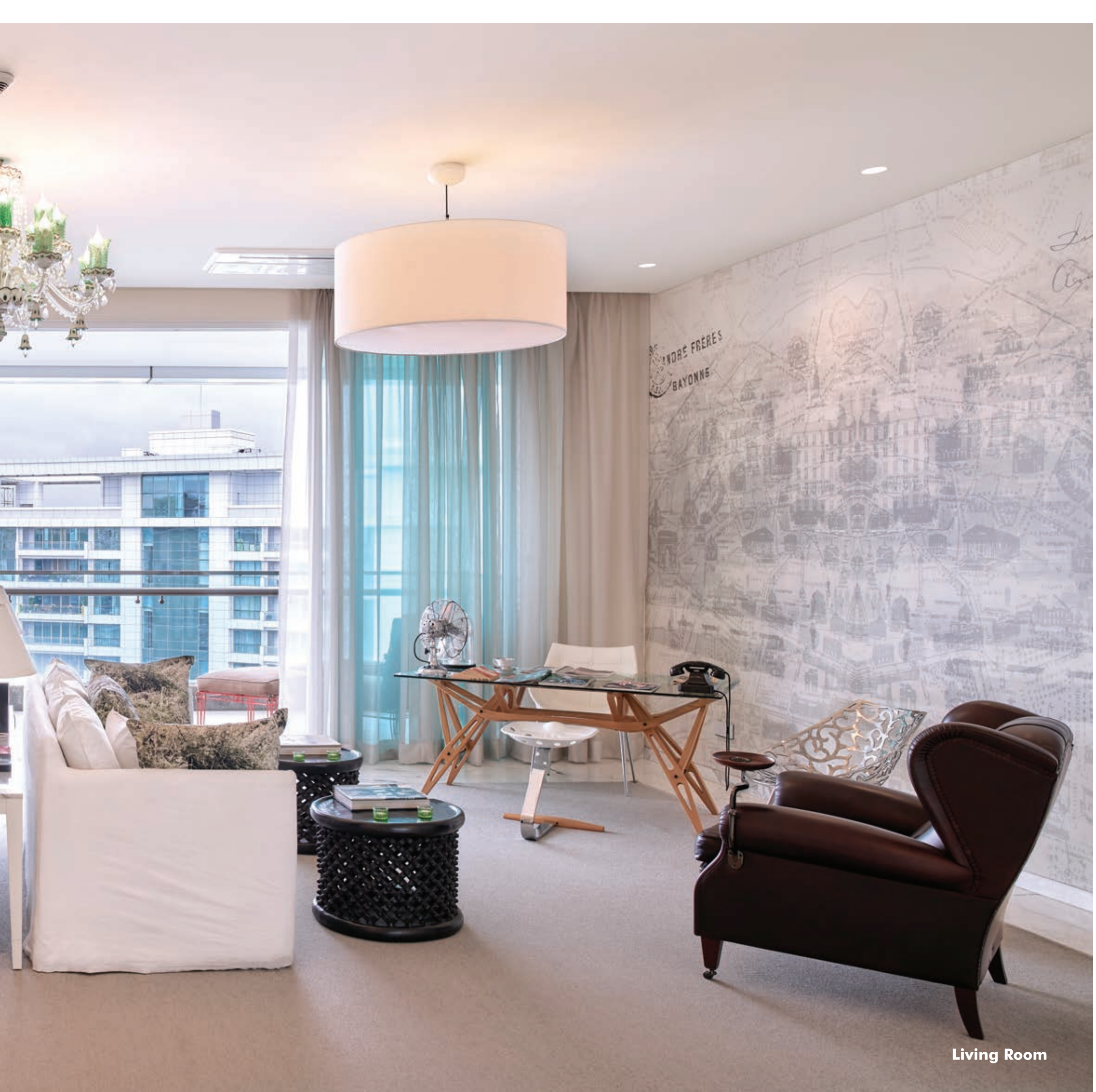




yoopune
by Philippe Starck



All pictures are shot on location at yoopune.



Living Room



All pictures are shot on location at yoopune.





Living Room





Dining and Dry Kitchen





All pictures are shot on location at yoopune.

Master Bedroom







Bedroom





Children's Bedroom



All pictures are shot on location at yoopune.



Master Ensuite Bathroom



Wine Deck

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.

Spa La Vie by L'Occitane | Swimming Pool | Kids' Pool | Concierge Services | Salon | Meditation Room | Fitness Centre | Chess Room | Table Tennis | Fussball Room | Pool Table Room | Cards Room | Kids Play Room | Library | Music Room | Art Room | Tennis Court | Basketball Court |



An underwater photograph of a sunset. Sunbeams (Tyndall effect) are visible as bright, diagonal lines of light filtering through the dark blue water. The overall color palette is a range of blues, from deep navy to a lighter, hazy turquoise near the light source.

yoo should relax...

POOL

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



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 - Card Room



Shot on location - Pool Table Room



Shot on location - Table Tennis



Shot on location - Fuss Ball Room



Shot on location - Chess Room



Shot on location - Gym and Fitness Centre



Shot on location - Swimming Pool



Shot on location - Yoga & Meditation Room



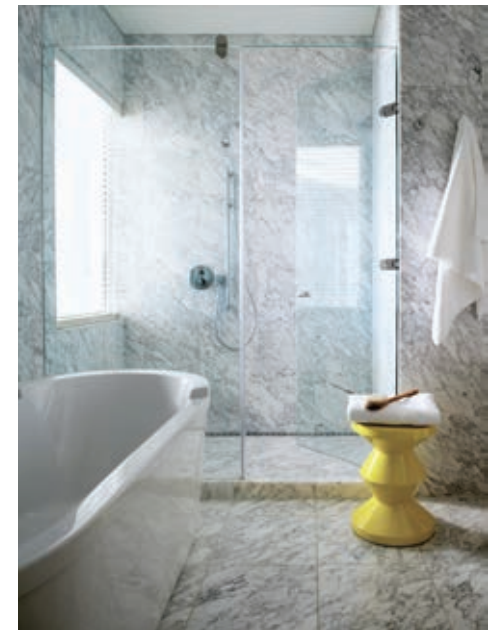
Shot on location - Swimming Pool



yoo palette



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



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

Coffee Machine (Towers A & F)
Electric Hob (Towers A, E & F)
Wine Chiller
Corian Platform
Poggenpohl fittings (Towers A & F)
Lifestyle fittings (Towers B, C, D & E)
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

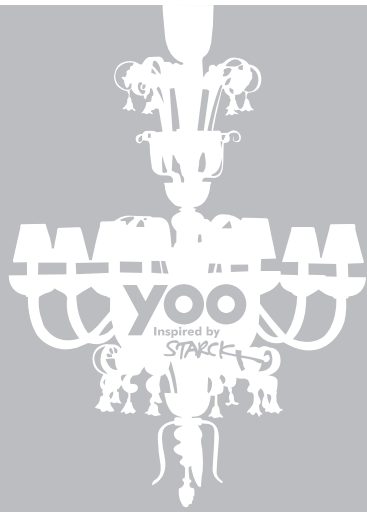
OTHERS

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.**



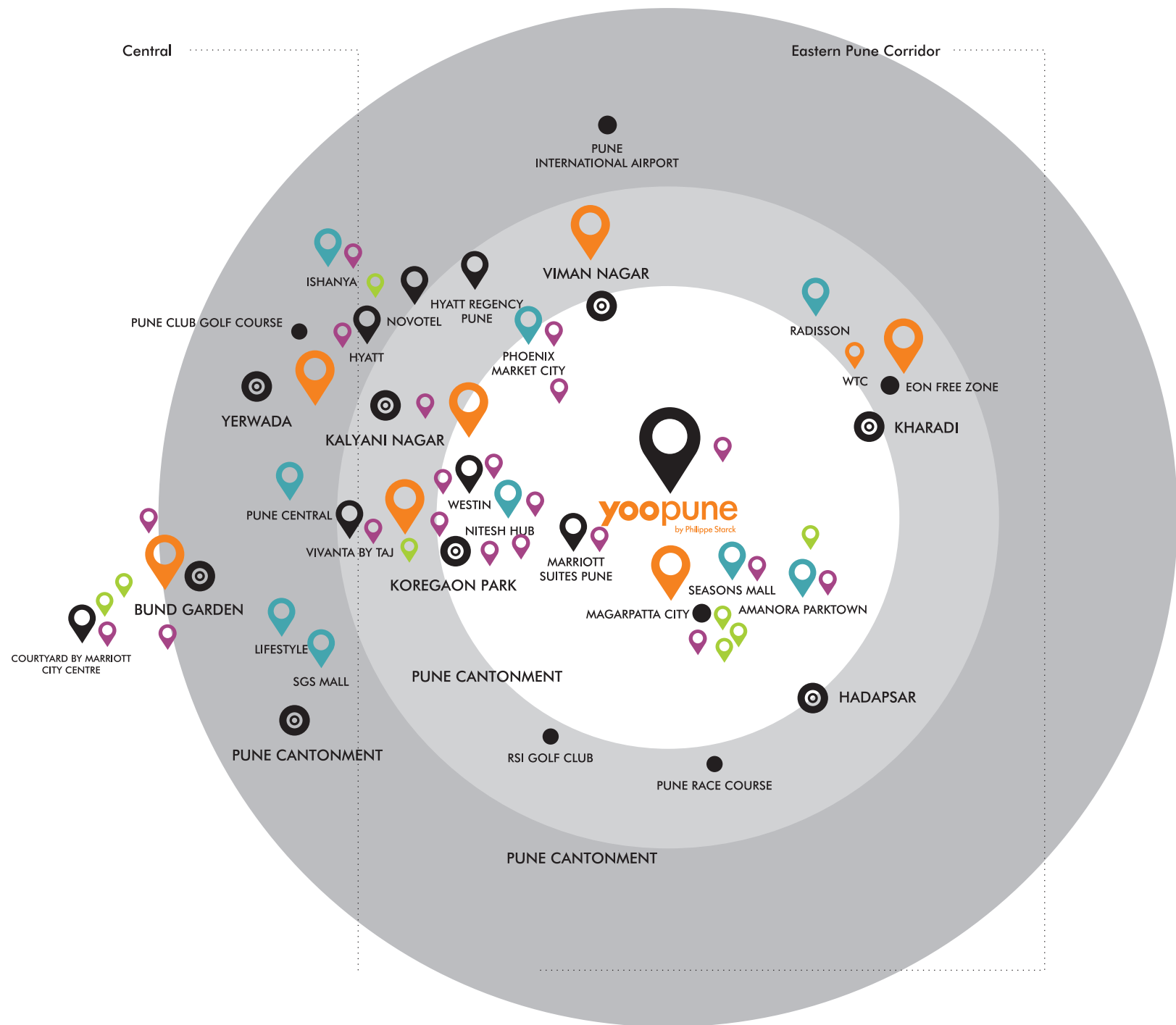


where are yoo?

**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.**



- MAJOR BUSINESS DISTRICTS
- BUSINESS & LUXURY HOTELS
- SHOPPING MALLS
- ENTERTAINMENT AND NIGHT LIFE
- LANDMARK HOSPITALS

0 TO 3 KM RADIUS 3 TO 5 KM RADIUS 5 TO 8 KM RADIUS

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.



Shot on location.

EON FREE ZONE

6.5 MILLION SQ. FT. IT & IT-ES SPECIAL ECONOMIC ZONE



Architectural Rendition.

BUSINESS RAY

MEET THE CITY

TRUMP[®] TOWERS

P U N E

FIRST TRUMP
PROJECT IN INDIA

TRUMP
TOWERS

Shot on location.

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Shot on location.

yoo villas



Shot on location.

World Trade Center Pune



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This project was completed before May 1, 2017.

