

"Elegance is
when the inside
is as beautiful
as the outside"

Coco Chanel

"Trends fade,
style is eternal."

Yves Saint Laurent

"Elegance is not
standing out,
but being
remembered."

Giorgio Armani

"In order to be
irreplaceable one
must always be
different."

Coco Chanel

"Fashion has
to reflect
who you are"

Pharell Williams



PREMIUM
BY AISHWARYAM

Unveiling
f Premium

Branded Residences with International Lifestyle



It is time to live

f.ASHION,

f.OREVER.

Presenting
THE BIGGEST COLLABORATION
of
High Fashion X Real Estate

2
3
4 **BHK**

Branded Residences
with International Lifestyle



Michel Adam Lisowski,
Founder, FashionTV

f. Legacy

In 1997, a Polish-born president Michel Adam Lisowski birthed the legacy of what changed the fashion game, forever. FashionTV or FTV is an international fashion and lifestyle broad casting television channel with headquarters in Paris, London, Vienna, and Mumbai.

The brand distinctly identifies as a trendsetter in sculpting fashion into every aspect of lifestyle.

27 Years of Legacy

196 Countries

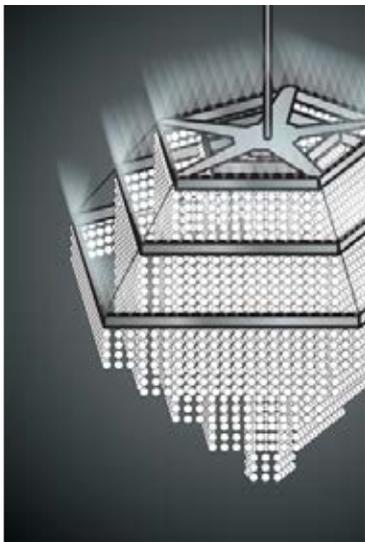
400M+ Viewership

10+ Products & Lifestyle Avenues

What is f. ?

A Global Fusion of Style and Sophistication

The legacy of FTV is branched out across a portfolio of ventures, including lifestyle avenues and international products integrating fashion in every dimension.



f•Products

Décor

Beverages

Cosmetics

Gourmet

Apparel

f·X Real Estate

A fashion-Inspired Lifestyle
with a Global Presence

International Design Assistance

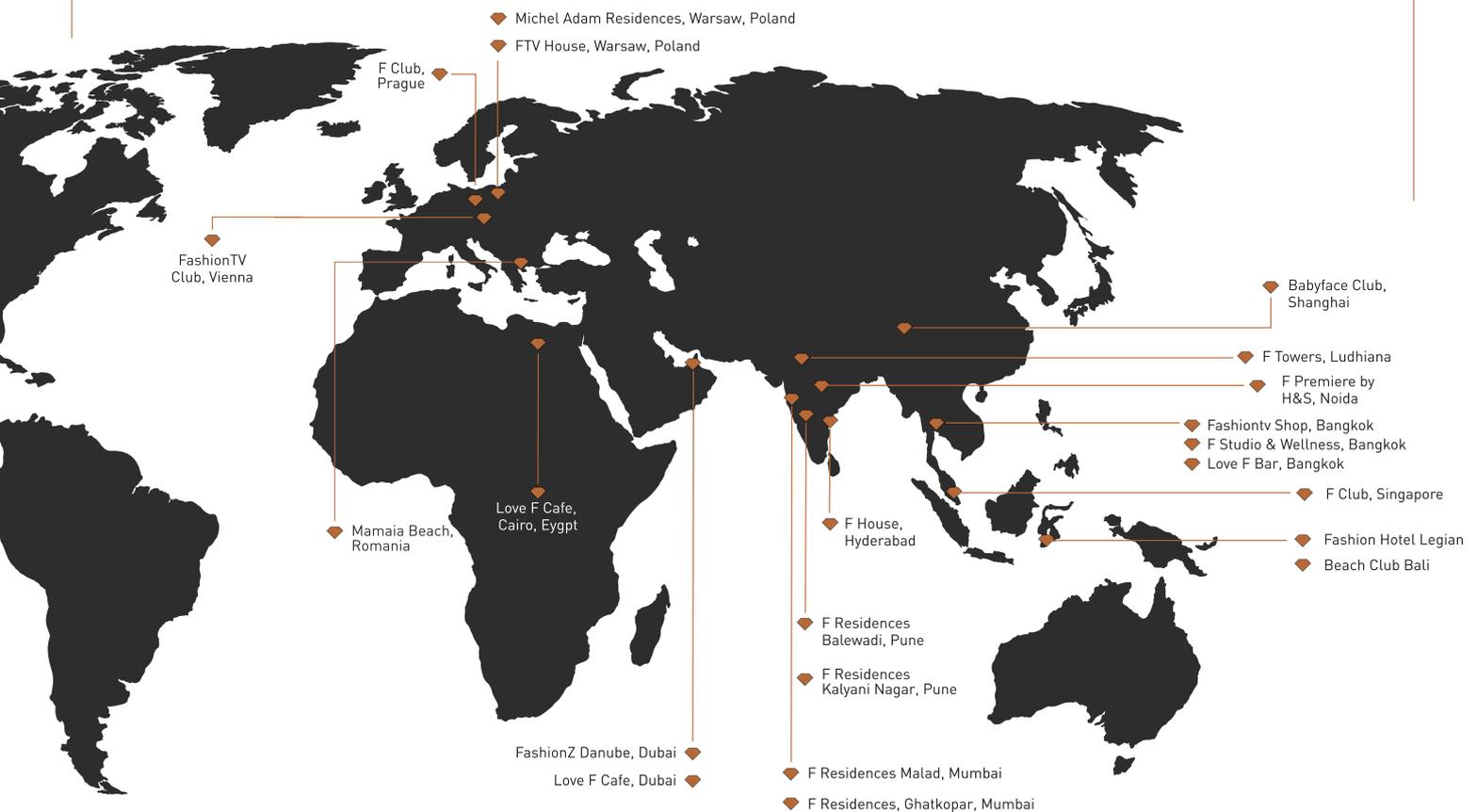
World Class Architecture

Branded Residences

Capacious Developments

Prestigious Location

The global footprint



f.

PREMIUM
BY AISHWARYAM

AFTER CRAFTING
ICONIC LANDMARKS WORLDWIDE,

f. Residences
is now arriving in

TATHAWADE, WEST PUNE





The
Design
at
f.
Premium

f usion *of* f.unctionality & f.ashion

Design Philosophy at f.Premium

The design philosophy seamlessly blends aesthetics with functionality, creating captivating landscapes that embrace the harmony of nature's palette.

Each design meticulously incorporates principles of life, aligning with the sun's path and Vastu compliance, to embody a holistic approach to architectural harmony and well-being.

Crowning Façade

The science
of symmetry



Dual Toned Palette

The canvas of colour,
contrasts, and contours



Structural Brilliance

The blend of
value and vision



**Designer
Landscapes**
The interplay of
hues and highlights



**Principles
of Life**
Designed as per
the Sun's path and
Vastu compliance



f. lamboyant features

If you live, live f.ashion

10 Acres of Fashionable Living

7 Stunning, 400 Ft. Towers of 31 Floors

7-Storey Integrated Commercial High Street

60% Open Spaces

2.5 Acres of Indulgences

50+ Amenities Across 4 Zones

Highest Liveability Index

Futuristically Planned Residences

At The Golden Quadrilateral of Pune

10+
Acres



50+
Amenities

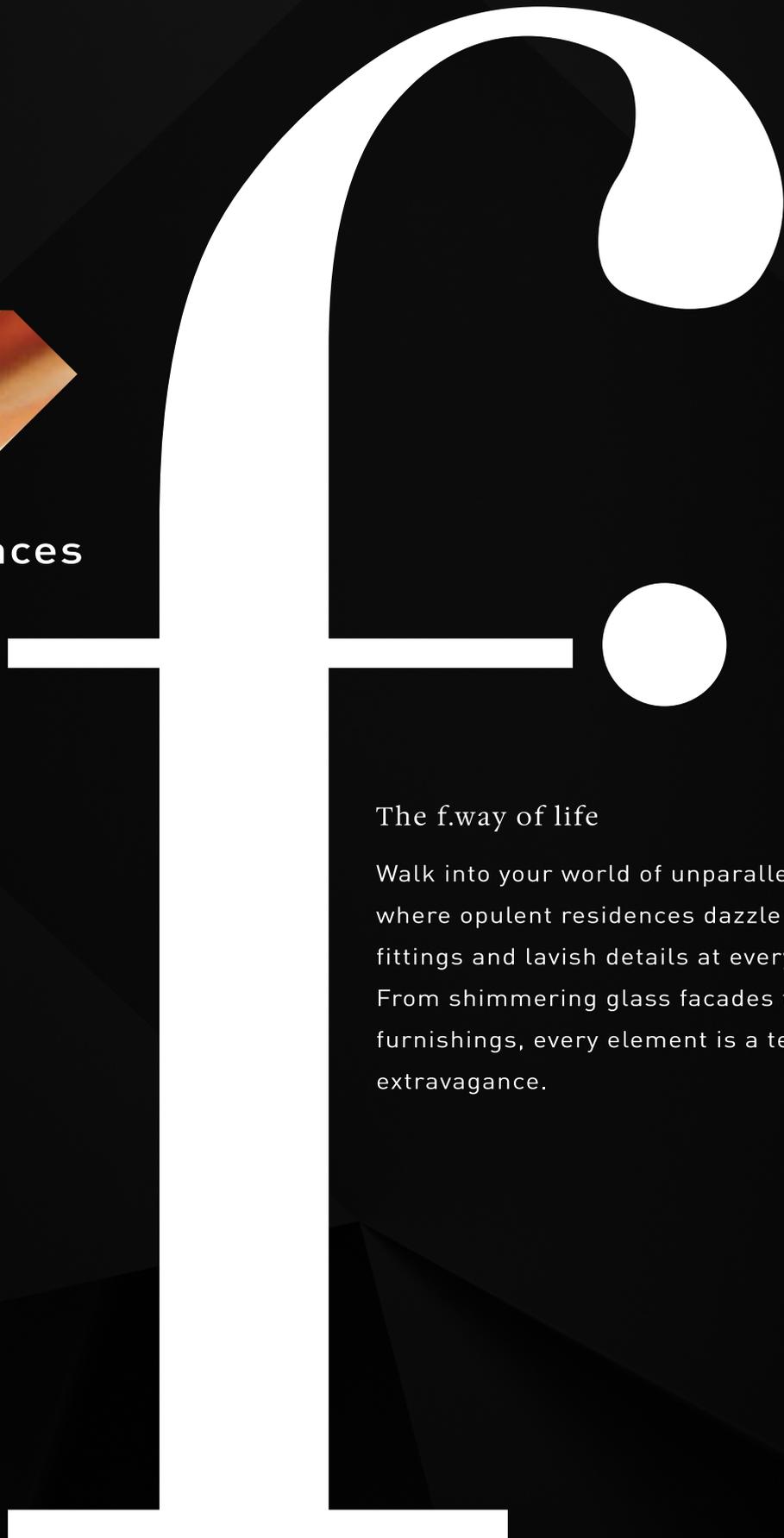


Towers of
31 Floors





f. Residences



The f.way of life

Walk into your world of unparalleled luxury, where opulent residences dazzle with rich fittings and lavish details at every turn.

From shimmering glass facades to bespoke furnishings, every element is a testament to extravagance.

North-West Facing,
Expansive Homes



Aligned to Sun Path,
Minimizing Artificial
Lighting

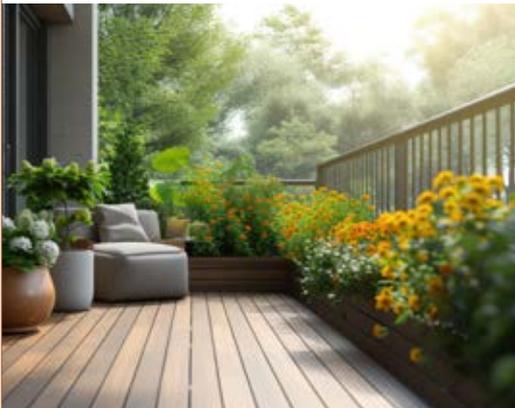
Smart Design to
Minimize Harsh Sunlight



Only 4 Residences
Per Floor



3 High-Speed
Elevators



Smart Home
Automation



Unintrusive
Private Balconies



Full Length
Glass Windows



As rare as a diamond...

f. Experiences

The fantastic amalgamation of planning & perfection

Embark on an extraordinary lifestyle enveloped in opulence, boasting over 50 lavish amenities sprawling across 2.5 acres. Meticulously curated across the towers, these amenities promise residents unparalleled indulgence while maintaining serenity and tranquility.

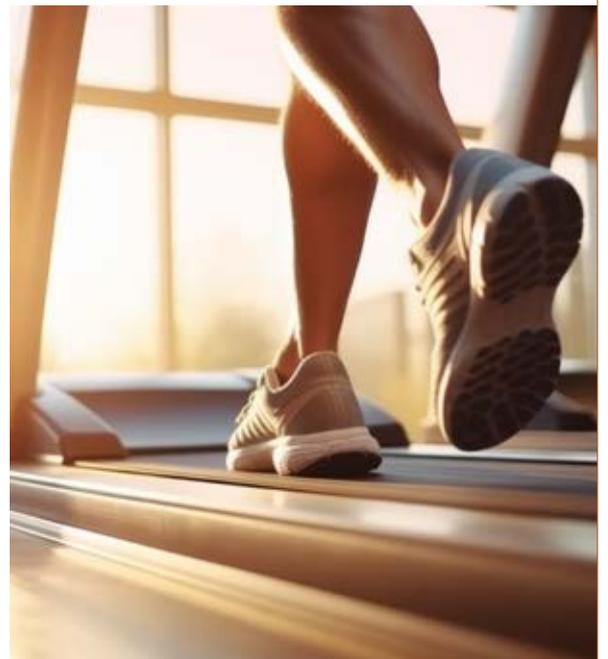


Artist Impression

20,000 Sq.Ft.
Clubhouse

2 Swimming Pools
Including Infinity
Pool with Sun Deck

2 Gyms with
3000+ Sq.Ft.
Indoor Gym



futuristic

Project Planning

Genuine attention to detail for premium living experience

Intelligent tower & amenity placement

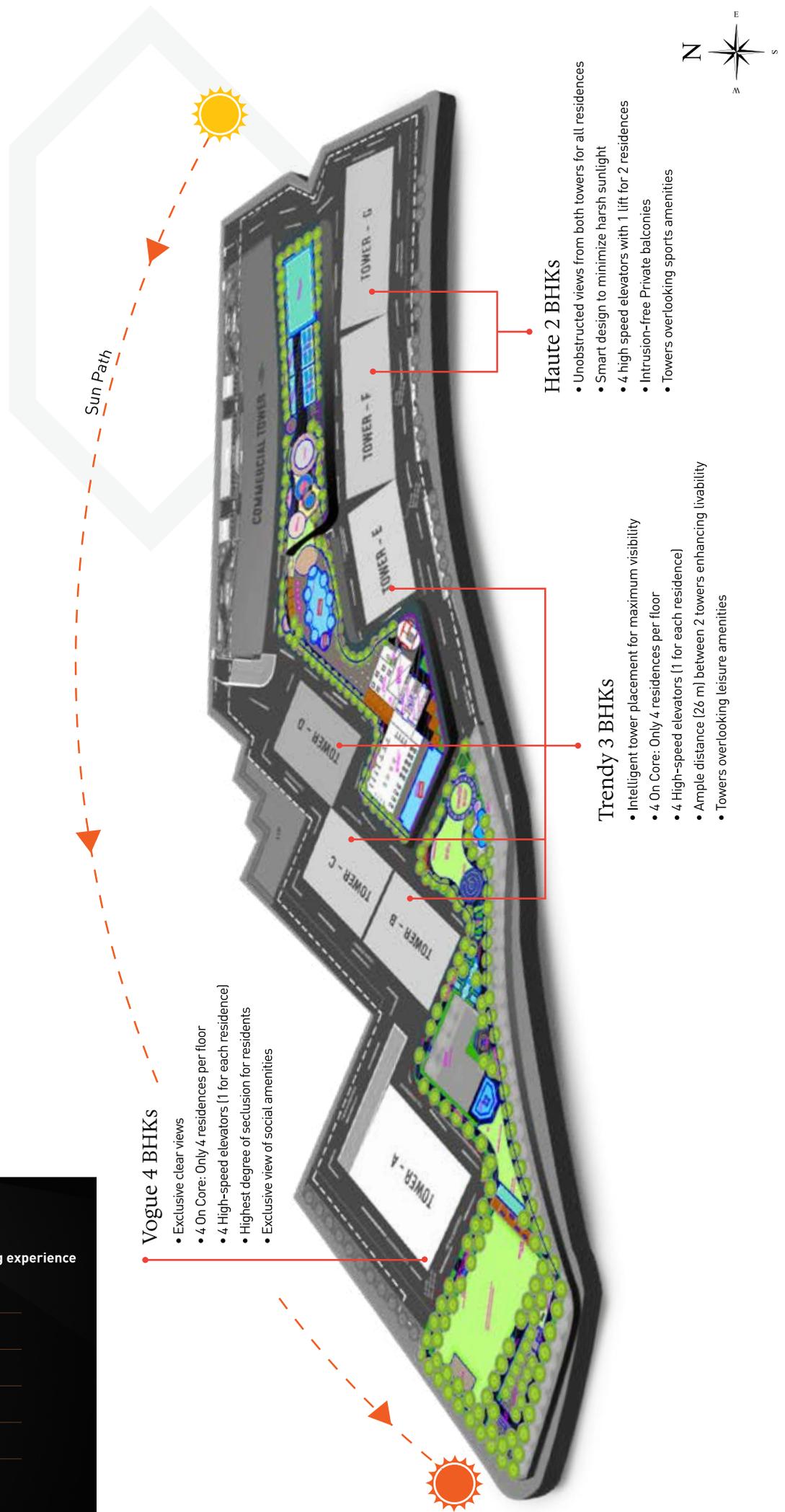
Generous 60% Open Spaces

Highest livability index

Superior ratio of amenities to residents

Striking full-glass facade

Open views for all residences



Vogue 4 BHKs

- Exclusive clear views
- 4 On Core: Only 4 residences per floor
- 4 High-speed elevators (1 for each residence)
- Highest degree of seclusion for residents
- Exclusive view of social amenities

Haute 2 BHKs

- Unobstructed views from both towers for all residences
- Smart design to minimize harsh sunlight
- 4 high-speed elevators with 1 lift for 2 residences
- Intrusion-free Private balconies
- Towers overlooking sports amenities

Trendy 3 BHKs

- Intelligent tower placement for maximum visibility
- 4 On Core: Only 4 residences per floor
- 4 High-speed elevators (1 for each residence)
- Ample distance (26 m) between 2 towers enhancing livability
- Towers overlooking leisure amenities

f Club

20,000 Sq.Ft.
Of f.abulous Living

2 Swimming Pools

3000+ Sq.Ft. Gymnasium

Grand Reception

Squash Court

Indoor Gymnasium

Cafeteria

Café Deck

Infinity Pool with Deck



Tennis Court

Skating Rink

Squash Court

Floor Games

Gym

Yoga Lawn

Outdoor Gym

Meditation Lawn

Zumba Room

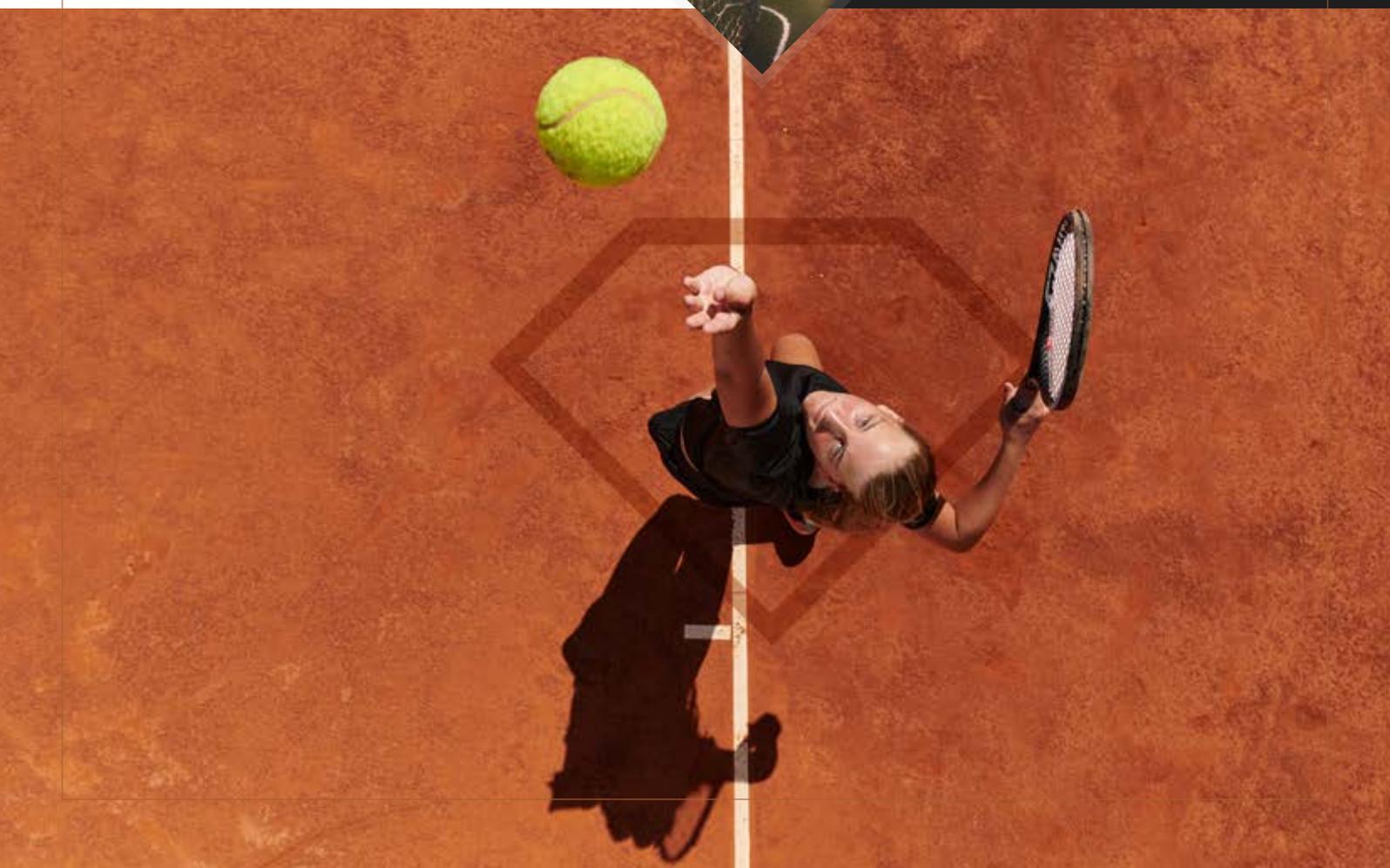
Cross-Fit Arena

Net Cricket

Multipurpose Court

Jogging Track

f·Arena



f. Retreat

Herbal Garden

Star Gazing Deck

Hammock Plaza

Board Games Room

Swing Plaza

Sculpture with Water Body

Lawn Area

Sand Pit

Children's Play Area



Cafeteria With Deck

Outdoor Seating

Food Plaza with Seating Counter

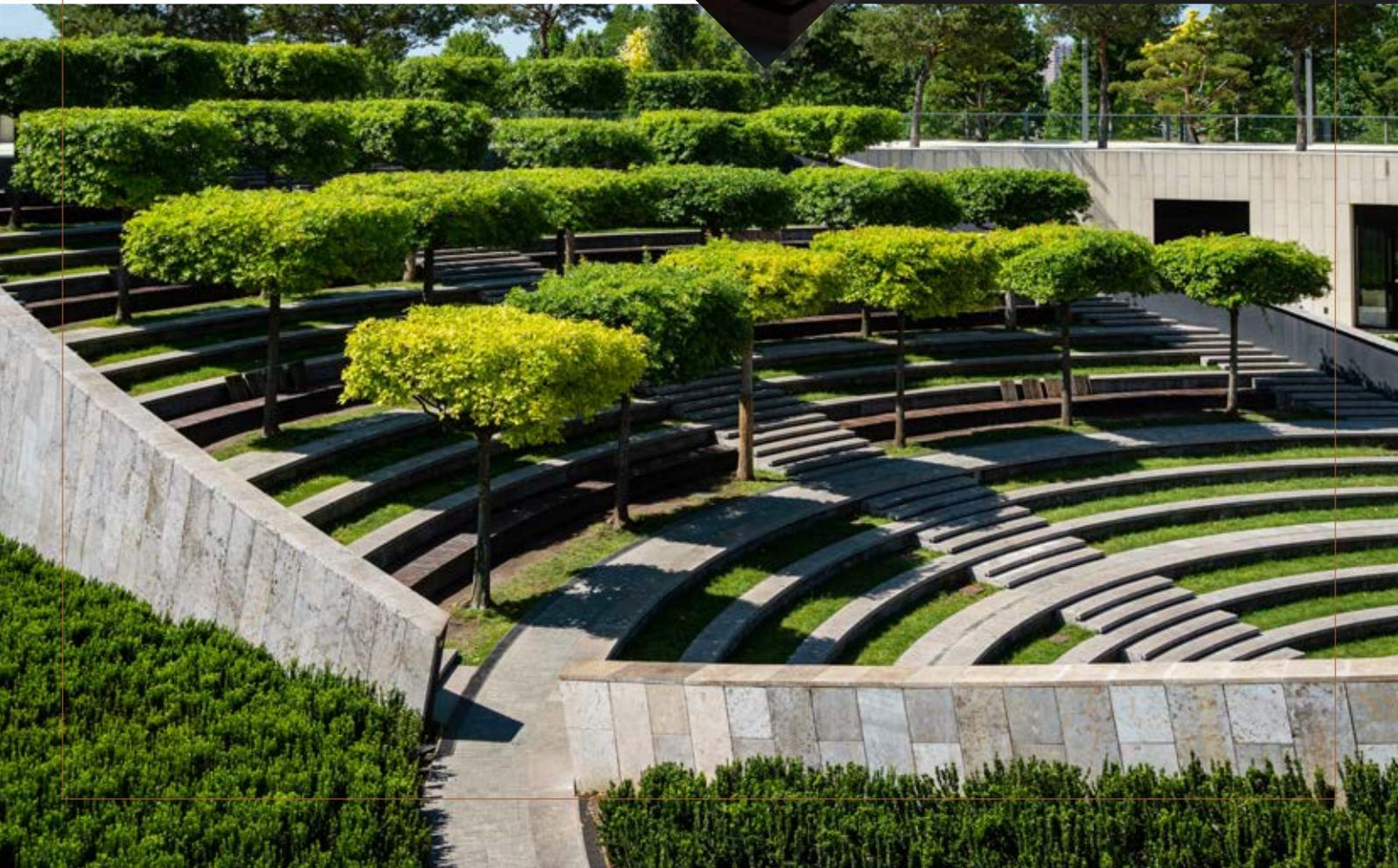
Amphitheatre

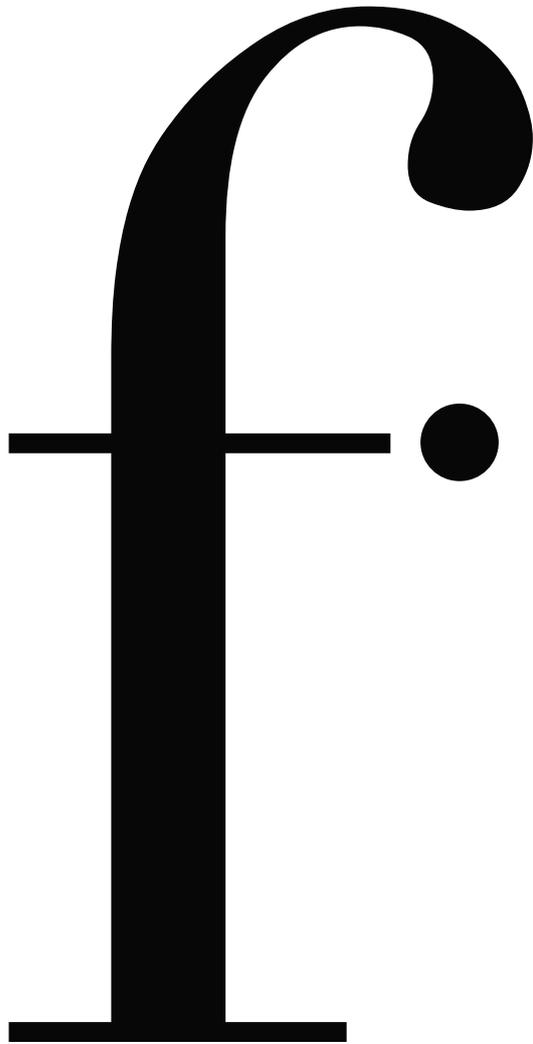
Campfire Area

Community Hall

Party Lawn with Stage

f Social



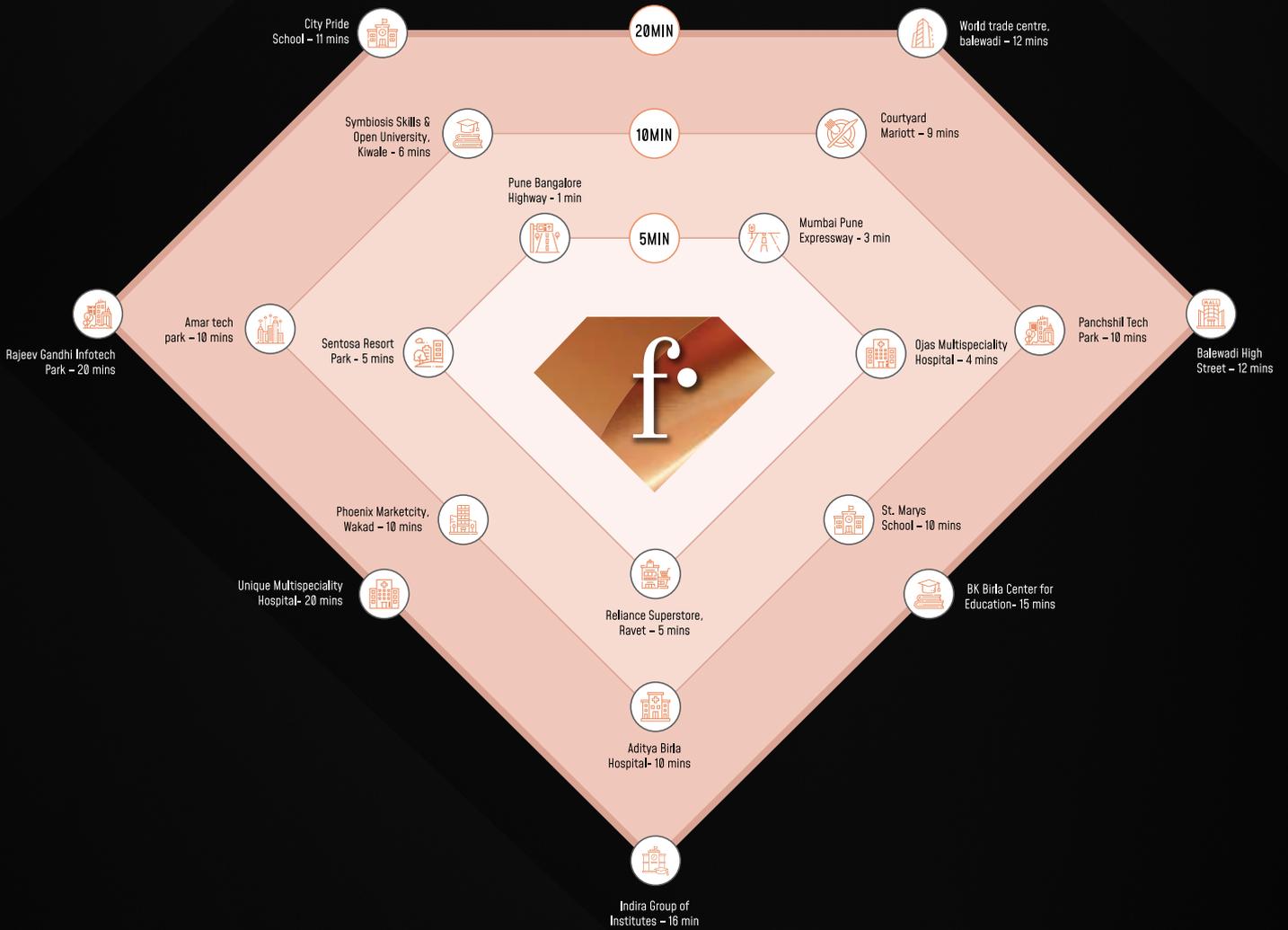


Address

West Pune's Golden Quadrilateral

Every twist and turn leads to the runway of enchanting residences at F-Premium. Meticulously intertwined with the fashionable landscape of West Pune's infrastructure, this stylish marvel is only moments away from Pune-Bengaluru Highway, Aundh-BRTS Ravet Road, 18M DP Road, and Bhumkar Chowk-Dange Chowk Road. The integrated commercial tower at F-Premium is designed to infuse a sense of panache into the locale.

West Pune's New High Street



Nexus *of* Connectivity

18 M DP Road: 0 m

Pune Bengaluru Highway: 200 m

Aundh Ravet BRTS Road: 400 m

Bhumkar Chowk-Dange Chowk Road: 1.5 Km



—— It's time to *live* ——
#fPremiumForever



PREMIUM
BY AISHWARYAM

Site Address:

Survey No. 10, Plot No. 3, Punawale, Pimpri-Chinchwad, Maharashtra - 411033

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