

SIGNATURE STAGERS

IT'S ALL ABOUT FIRST IMPRESSIONS

TURNING LUXURIOUS HOUSES INTO MOVE IN READY HOMES...



MATHIEU NAKKACH

Based on a luxurious feel mixed with a sense of arts, Signature Stagers is a Mathieu Nakkach concept, concretized in Dubai's hot spots. First in the Middle East, it is the art of preparing a property for sale and putting on its "best face."

Mathieu has got the strong-will and self-assurance of a Leo who refutes mediocrity and is driven towards his goals. Moreover, he believes in creative approaches. To him, challenge is a piece of cake and the harder it is, the more enjoyable it is. Routine discourages him and this is reflected through his innovative concept and fast moving home solutions. Since Dubai is continuously developing, it offered him room for the challenge he thrives for. This is how the idea of luxury home staging blossomed... It just happened to be the perfect concept for this specific market. Thus, with current players in the marketplace such as furniture suppliers, agents and constant developments, why not bring them all together on one platform: Signature Stagers.

Staging is a niche service and is an added value to those who claim to have "boutique" services. It helps sell the property faster for more money. Also, this concept creates experiences in buyers and helps agents do their job better. The UAE property market has matured and is ready for services that go beyond marketing property on online portals. Clients, investors and end users alike deserve a better experience and treatment and Signature Stagers decided to fill in the gaps, offering an investment and not a cost as well as giving businesses involved an edge. Signature Stagers transform the luxury property market and make it an experience.

Mathieu wanted to develop what he was into, in terms of home decoration and interior architecture. Additionally, he wanted to incorporate his taste in sales, but mostly give

buyers the experience of their lives, in a satellite showroom, instead of handing them just a product for sale. Beyond real estates' turnovers and growing sales in this particular region of the world, Signature Stagers is a theater stage where all the players involved are the main characters and they all have their space... Mathieu and his partner go beyond the idea of real estate. They stamp it with an elegant print and offer the end user a theatrical platform that represents a customized dream home in Dubai's hot spots. Home Staging is no end product with a tag price. It is a concrete, yet ultimately refined experience where the buyer becomes part of the whole scenery, spectator and actor at the same time. The "property" visited is "real," authentic, and luxurious. Buyers would step into deluxe homes and enjoy the silence of the whole experience alone. No need for words to convince them; the feel is there.

Whoever steps into one of these houses finds a home. Warmth, harmonious colors, and strategically placed furniture instantaneously give a feeling of chez soi, where coherence is prime and luxury is at the rendezvous. Mathieu's idea was never to look for a job, but to create one. Thus, he mixed his artistic side with his business skills. The result took shape and life... and bloomed into Signature Stagers.

Responding to the market needs in the UAE -where in a relatively smaller area witnesses more transactions than in Paris for instance-, and based on strategic partnerships, he mixed luxurious properties with high-end furniture brands. To him, there might be competition in the near future, but the more competition, the healthier the product.

Innovation is key at Signature Stagers as there is a specific audience for each type of home. Signature Stagers is a tailored luxury solution that wouldn't vanish in the glimpse of an eye... On the contrary, it invites each and every person who walks in to "invest in memories," just as Mathieu states.



CLOSE UP ON SIGNATURE STAGERS' CURRENT PROJECT AT INFINITY/CAYAN TOWER, DUBAI MARINA

This tower is a work of art in its own dimension. It was designed by Chicago-based Skidmore Owings and Merrill, the masterminds behind Burj Khalifa. Signature Stagers have taken a 3 bedroom duplex, and collaborated with Palma Real Estate and their strategic partners Caspaiou Design and Interiors with regards to the project design and furnishing aspects.

With Caspaiou Design and Interiors, Signature Stagers have transformed the empty and cold duplex into a lavish warm and inviting home whilst showcasing its living potential as well as portraying its spaces in an exquisite manner.



TREAT YOURSELF AT
www.signaturestagers.com

IN COLLABORATION WITH
www.caspaiou.com

HIGHLIGHTS

- Property owners are not obliged to buy the furniture. They only pay for the staging service. Signature Stagers offer the experience of brand new furniture on display in homes, which are up for sale at a promotional value, should buyers want a "hassle free" designer home.
- Each project deserves a customized approach and therefore, there can be no fixed rates. Still, Signature Stagers don't consider staging a fee or a cost but rather an investment. This investment is recouped once the home is sold.
- The staging duration is two months but could be extended depending on the individual needs of the property in question. What's more? The staging package also includes professional interior photography, insurance of all furniture and property accessories as well as professional property maintenance on a weekly basis. Signature Stagers don't sell the items to landlords; they are an option to be bought by clients should they want them.
- Staged homes invite more viewings and obviously bring in more offers as they stand out in terms of online exposure. 90% of buyers buy online before calling realtors for a particular unit. Also, staged homes spend approximately 50% less time on the market and sell between 5 to 20% more than un-staged homes. Thus, realtors are given an edge as they will achieve more in less time.