

Press Release

Electrolux Professional

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“Technology and luxury meet in the most intriguing city ever: Electrolux Professional at the new Roberto Cavalli Club in Dubai”

On the stage of the exclusive Roberto Cavalli Club’s restaurant in Dubai, crystals, diamonds, golden plates and unforgettable Italian culinary feats... Off-stage, all the innovation of the solutions by Electrolux Professional.

After Milan and Florence, it is the turn of the most intriguing destination of the United Arab Emirates to lodge a new Roberto Cavalli Club. One thousand guests ‘walked the catwalk’ on the red carpet during the launch of the fashionable restaurant-bar-night-boutique that the world renowned Italian fashion designer recently opened within the prestigious Fairmont, one of the most exclusive hotels in Dubai.

Featuring two floors and a total surface area of 2500 square meters, the Roberto Cavalli Club is located on Sheikh Zayed Road, in the dynamic core of the most beloved city ever. “A totally unique space for people to socialize, shop and dine in extravagant and opulent surroundings. The architectures, furnishings, and interiors effuse luxury. Each area creates an atmosphere rich with exciting shapes, structures, and precious materials”, is how Roberto Cavalli proudly describes his latest creature.

On-sight exclusivity, off-stage quality: if the 'stage' of the venue surprises the public with walls completely covered in Swarovsky crystals, the restaurant's kitchen, a wide area of 500 square meters, will be marvelled at for the high-technological solutions it is supplied with.

In fact, the cooking appliances of the Elco900 range by Electrolux Professional attend upon the kitchen staff of Roberto Cavalli Club – captained by the famous Venetian Michelin Star Chef, Francesco Brocca – that prepares every day a selection of refined food products chosen especially by the Italian fashion designer to express the best of the 'Italian Cuisine'.

The design of the kitchen (and of all the bars of the venue) has been realized by Mr. Philippe Bacha, General Manager of Solarco Equipments, multi-year partner of Electrolux Professional in the United Arab Emirates.

Once more, the best-in-class solutions of Electrolux Professional are an integral part of a prestigious international project, that confirms and further reinforces the presence of Electrolux Professional Foodservice in Dubai, which is where the most renowned architects and fashion designers of this day are engaged in building and equipping big hotel chains, malls, islands and resorts designed for celebrities.

The Roberto Cavalli Club in Dubai has been created to represent the new 'entertainment&night-life' concept, thus effusing the luxury and exclusivity which characterises the famous Italian Maison, along with the Elco900 range, which is the fulfilment of a great idea of kitchen, committed to the professional caterers and designed to guarantee them productivity, reliability and comfort.



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About the Electrolux Group Electrolux is a global leader in home appliances and appliances for professional use, selling more than 40 million products to customers in 150 countries every year.

The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers. In 2008, Electrolux had sales of SEK 105 billion and 55,000 employees.

For more information, visit <http://www.electrolux.com>.