

LUXURY EVENTS · DUBAI · UNITED ARAB EMIRATES



DeSIGNATURE

EVENTS MANAGEMENT

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COMPANY PROFILE

WHO WE ARE

A full-service  
events house,  
*based in Dubai.*

By blending storytelling, production innovation, and luxury  
we create events that connect people, elevate brands,  
and leave a signature memory long after the lights fade.



“Luxury is not defined by price or scale,  
it is defined by intention.”

- Desislava Daneva - *Founder*

Every project begins by understanding a client's vision,  
then designing a narrative that transforms it into emotion.  
We shape spaces with architectural precision,  
compose experiences with immersive storytelling,  
and refine every detail with sophisticated taste for a result remembered  
*not just for how it looked, but for how it felt.*



THE STORY BEHIND

# DeSIGNATURE

## OUR BRAND STORY

Ours begins with the meaning hidden within our name.

**Design** — the core of what we create

**Signature** — the personal touch & authenticity

**Nature** — natural elegance

**Sign** — the mark left on every project

**Desi** — the founder behind the vision

## OUR VALUES

**Excellence** in every detail and execution

**Innovation** with creativity and forward thinking

**Integrity** and transparency in all dealings

## OUR TEAM

**Dedicated** professionals bringing **diverse** expertise and a shared **commitment** to every event's **success** creative designers, F&B professionals, marketing strategists, technical experts, project managers, content creators, and brand specialists



WHAT WE DELIVER  
LOCAL AND INTERNATIONAL

# Our Expertise

## Corporate

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Product launches  
Conferences & summits  
Brand activations  
Gala dinners  
Award ceremonies  
Investor events

## Public & *Large Scale*

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Festivals & concerts  
Exhibitions  
Roadshows  
Sporting events  
Immersive experiences

## Real Estate

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Project launches  
Broker & sales events  
Groundbreakings  
Handover events  
Opening ceremonies

## Production & *Creative*

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Creative & show direction  
Event styling & design  
Thematic experiences  
Stage productions  
Live performances

## Private & *Luxury*

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Weddings & engagements  
Luxury proposals  
Private dinners  
Destination events

## Event Support

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Guest relations & hostesses  
Artist management  
VIP logistics  
Photography & video  
Branding & fabrication

PLAN, DESIGN & PRODUCE

# Our Services

## *End-to-End Management*

Planning, scheduling & budgets  
Vendor sourcing & negotiation  
Logistics, permits, staffing & safety

## *Entertainment & Shows*

Celebrity & headline talent  
Live bands, DJs, MCs & performers  
Aerial, cultural & custom shows

## *Marketing Management*

Strategy & creative campaigns  
Social, digital & outdoor media  
Sponsorship, reporting & analytics

## *Event Design & Direction*

Concept, theme & branding  
Scenic design & decor  
Guest journey, renders & simulations

## *Guest Experience & Hospitality*

Invitation, RSVP & registration  
VIP concierge, greeters & ushers  
Transport, stay & premium gifting

## *Influencer Management*

Sourcing aligned to brand  
Briefing, coordination & oversight  
Campaign activation & tracking

## *Production & Technical*

Technical production management  
Sound, lighting & AV  
LED, projection & special effects

## *Content & Media*

Photography & videography  
Drone footage & live streaming  
Motion graphics & content

## *3D Scale Models*

Architectural & product models  
Premium craftsmanship & detailing  
Install & showcase support

SECTION VI

# Our Recent Projects

Launches, galas, showcases, and celebrations delivered across UAE and oversea.



LAUNCH · REAL ESTATE PROJECT

# Burj *Azizi*

The launch of the world's second-tallest tower -  
a landmark event headlined by Jennifer Lopez, blending  
architectural storytelling with cinematic performance.

COCA-COLA ARENA · HEADLINED BY JENNIFER LOPEZ



STAGE & SHOW PRODUCTION

# A skyline, *reimagined*

Immersive scenic design, kinetic LED architecture, and cinematic lighting transformed the arena into a living portrait of Dubai's rising skyline.





HEADLINE PERFORMANCE

## A global *headline act*

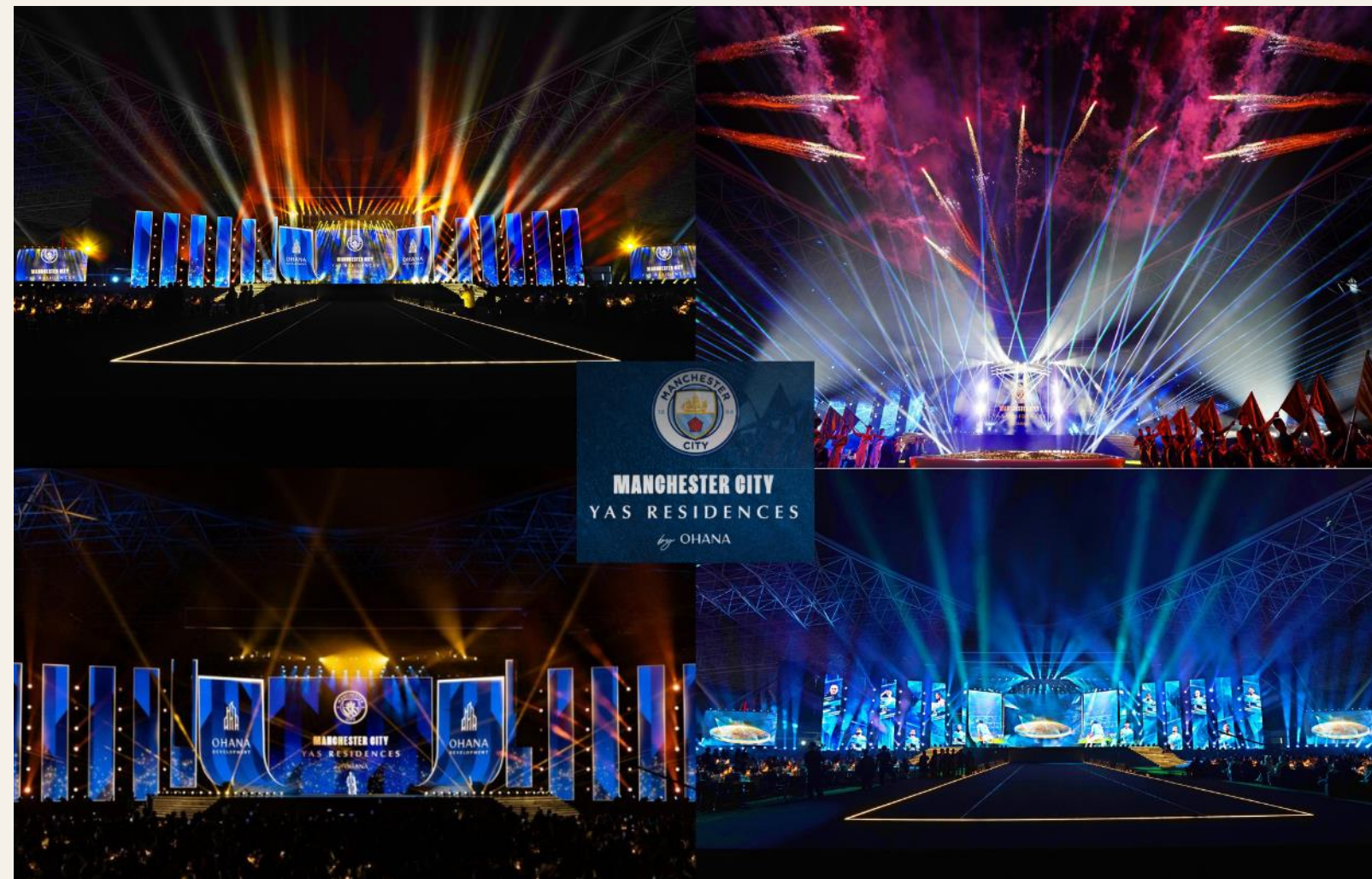
A cinematic main-stage production built around international headliner - Jennifer Lopez - choreographed to the architecture of the show.

TALENT BOOKING · SHOW DIRECTION

BRANDED RESIDENCES · ETIHAD PARK

# Manchester City *Yas Residences*

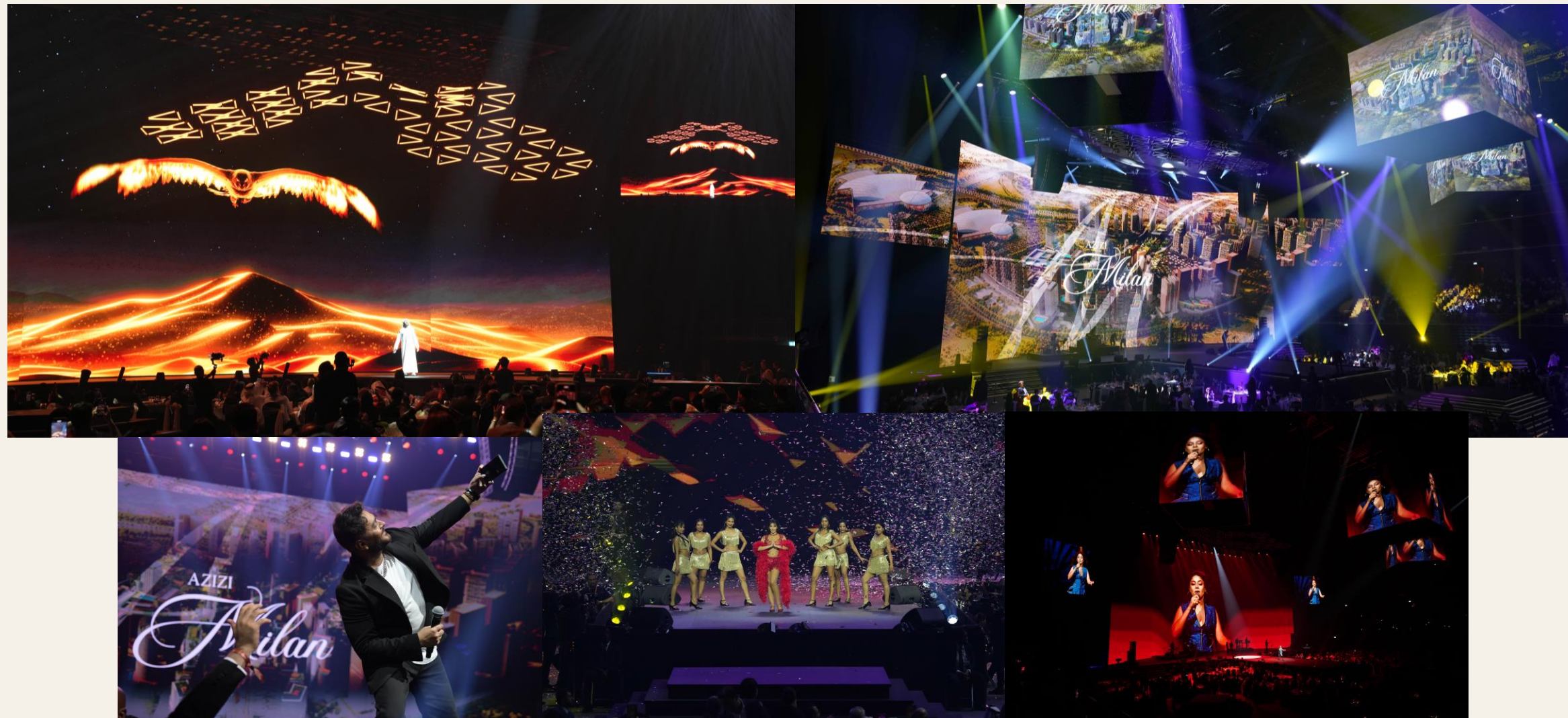
Launch of the branded residential project by Ohana Development with Manchester City Football Club  
the club's first branded residential development.



PROJECT LAUNCH

# Azizi Milan

A night of glamour welcoming VIP guests, partners, and media - with powerhouse performances by Sunidhi Chauhan, Nora Fatehi, and Tamer Hosny.



GALA DINNERS

# Gala *Events*

Exclusive gala dinners for government entities, corporate leaders, and global investors  
refined ambiance, gourmet catering, and signature entertainment.



REAL ESTATE SHOWCASES

# Cityscape *Global*

Curated and managed high-impact real estate showcases (local and international) , brand activations for some of the region' s top developers.





## Handover *Events*

More than thirty handover events for residential and commercial developments  
each a bespoke experience, from theming and staging to the emotional moment of welcoming homeowners.

PRIVATE & LUXURY

# Weddings

High-end weddings across Dubai, Germany, and London signature themes, couture florals, statement staging, and luxury details that transform venues into moments reflecting each couple's story.



VVIP HOSPITALITY

# Dubai *World Cup*

Guest hospitality for a principal sponsor  
entertainment, logistics, branding, ticketing,  
and VVIP protocol at the Middle East's most prestigious  
equestrian event, across six racing seasons.

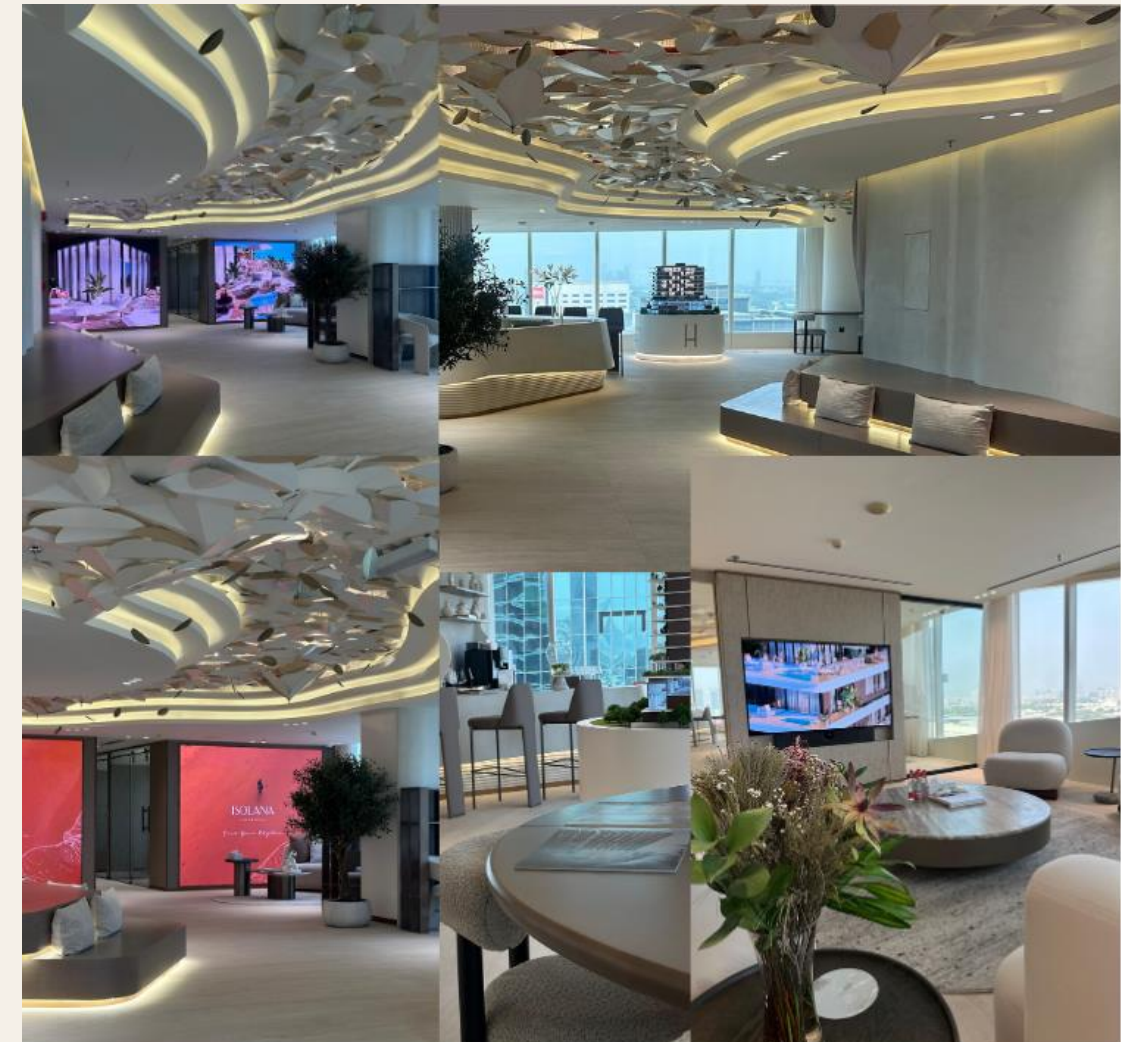
6 SEASONS · VVIP PROTOCOL · SPONSOR HOSPITALITY



OPERATIONS & BRAND DEVELOPMENT

# Built from the *ground up*

Full-scale setup of Hayaat Developments' headquarters and sales center at Nassima Tower  
contractors management , interiors finishes and brand consistency across every touchpoint.



CELEBRITY COLLABORATIONS

Jennifer Lopez

Nancy Ajram

Tamer Hosny

Nora Fatehi

Sunidhi Chauhan

Saint Levant

Wael Kfoury

*& other regional & international stars*

ACROSS EVERY OCCASION

# Other Events

## Open House & Broker Events

High-conversion property showcases merging hospitality and entertainment with strategic sales objectives.

## Awards & Recognition Nights

From intimate Chairman's Monthly Awards to grand-scale corporate honours, we deliver events that inspire.

## Groundbreaking Ceremonies

Powerful milestone moments combining symbolism, press-worthy visuals, and stakeholder engagement.

## Global Broker Briefings

Market insights and portfolio reveals across the UAE,

KSA, India, Australia, Japan, UK, Singapore, USA, China, Iraq, Egypt, Indonesia, Turkey, Italy, Pakistan.

## Seasonal Activations

Immersive seasonal experiences, from Christmas celebrations to cultural festivals, each with a distinct atmosphere.

TRUSTED BY

# Our Clients



— and a growing roster of visionary partners and clients —



DeSIGNATURE  
EVENTS MANAGEMENT

Let's create your signature moment.

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