

Elie Saab Enters India's Luxury Property Scene with M3M Partnership

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Global luxury fashion and lifestyle brand **Elie Saab** has officially entered the Indian real estate market through a strategic partnership with **M3M India** and its group firm **Smartworld Developers**. Under this collaboration, the trio will launch two ultra-luxury “**Signature Residences by Elie Saab**” in the National Capital Region (NCR), marking the brand’s first branded residential projects in the country.

₹3,500 Crore Investment Targeting Ultra-High-End Buyers

The combined development involves an estimated **₹3,500 crore** investment to build around **950 premium homes** across **Gurugram and Noida**. The Gurugram project, led by M3M India, will include roughly **300 four-bedroom residences** along the Dwarka Expressway with generous layouts spanning over 4,200–4,650 square feet.

In the Noida project — managed by Smartworld Developers — around **680 residences** will be built on a six-acre site in Sector 98. This project will blend larger luxury apartments with serviced apartments tailored to upscale urban living.

Luxury Priced for Discerning Homeowners

Pricing for these branded homes reflects their premium positioning. In Gurugram, properties will be launched at approximately **₹37,000 per square foot**, with starting prices near **₹15 crore per unit**. In Noida, prices will hover around **₹33,000 per square foot**, with larger luxury homes offered between **₹9 crore and ₹12.5 crore**, while serviced apartments will start at around ₹3 crore.

Branded Residences: A Growing Trend in India

According to industry executives, these collaborations are part of a broader trend in Indian real estate where developers align with global luxury brands to appeal to affluent buyers seeking **international design standards, curated lifestyles, and premium experiences**. M3M India’s portfolio already includes other branded developments through partnerships with names such as Trump and Jacob & Co.

Elie Saab’s entry signals confidence in India’s luxury market, which analysts say is expanding as wealthy residents look for differentiated offerings that go beyond traditional housing.

Elie Saab Aims to Deepen India Presence

Beyond real estate, **Elie Saab** plans to further strengthen its footprint in India. Executives have indicated plans to **launch the brand’s first ready-to-wear store in Delhi**, spanning roughly 3,000–4,000 square feet, although a formal opening timeline has not been disclosed.

Elie Saab Jr., Vice Chairman and CEO of the Elie Saab Group, described India as a **strategic market** for the brand, citing its growing aspirational consumer base and openness to international luxury design philosophies.

Luxury Living Set to Redefine NCR Residences

Scheduled for completion by **2030**, the Signature Residences by Elie Saab aim to blend architectural elegance, global design cues, and curated resident amenities, including wellness zones and concierge services. Developers say these projects are tailored to ultra-high-net-worth individuals, professionals, business owners, and global citizens seeking a premium lifestyle close to Delhi's economic and cultural hubs.

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