



innovs
interiors

WHO ARE WE

INNOVS INTERIORS WAS ESTABLISHED AS AN FZE IN 2009. SEEING ITS PROGRESS IN FIT OUT AND FF&E IN 2011, INNOVS INTERIORS LLC WAS LAUNCHED.

WE ALWAYS VALUE OUR CLIENT'S REQUIREMENTS, WORK ZEALOUSLY, AND AIM TO GIVE WORLD-CLASS PRODUCTS THAT EXCEED THEIR EXPECTATION.

OUR TRUE SUCCESS IS OUR PASSION TOWARDS WORKMANSHIP.

OUR CORE TEAM COMES WITH DECADES OF EXPERIENCE AND SOUND KNOWLEDGE IN THEIR RESPECTIVE FIELD AND ARE TRULY COMMITTED.

WE CARRY OUT A BROAD RANGE OF TURNKEY INTERIOR PROJECTS, STARTING FROM CONCEPTS TO HANDING OVER INTERIOR FIT-OUT, AND FF&E PROJECTS OF ANY SCALE WHICH INCLUDES VILLAS, OFFICES, RETAIL, HOTELS, TOWNHOUSES, AND EDUCATIONAL INSTITUTIONS.

THIS HAS GIVEN US A LOT OF WORKING EXPERIENCE TO FACE ANY COMPLEX PROJECTS / CHALLENGES.

WE HAVE IN-HOUSE FACILITIES FOR JOINERY, PAINTING, GYPSUM, CURTAINS, AND UPHOLSTERY AS WELL AS PARTNERS LOCALLY AND

INTERNATIONALLY IN ITALY, CHINA, TURNKEY, SPAIN, VIETNAM, INDIA, INDONESIA, PORTUGAL. WE HAVE SOURCES FOR HIGH-END DECORATIVE LIGHTS, CHANDELIERS AND FURNITURE.



THE THINKERS

I S YAKUB ALI, MBA, B.E(CIVIL)-FOUNDER

WITH OVER 3 DECADES OF A STRONG CORE IN PROJECT MANAGEMENT, YAKUB STRIVES TO BRING A NEW PERSPECTIVE INTO THE DESIGN REALM. PREVIOUSLY, IT WAS A SHUTTLE BETWEEN OMAN AND THE UNITED ARAB EMIRATES AS A DESIGN MANAGER AND ONCE A FORMER DESIGN HEAD AT DEPA, HIS STRENGTHS ARE TO CONDENSE DIFFERENT THEMES OF DESIGN INTO SIMPLE ELEMENTS. HIS CORE LIES IN THE DETAILS. HE HAS WORKED ON MANY WORLD-CLASS PROJECTS SUCH AS THE DUBAI METRO, BURJ KHALIFA, EMIRATES PALACE HOTEL, BURJ AL ARAB, AIRPORT ROTANA-SUDAN, GRAND HYATT, HARBOR PLAZA FURNISHED APARTMENTS, NEW DOHA INTERNATIONAL AIRPORT.

SAJ BANOO, MBA, B.E(ECC)-MANAGING DIRECTOR

THROUGHOUT HER CAREER IN THE UNITED ARAB EMIRATES, SAJ OFFERS MORE THAN 25 YEARS OF EXPERIENCE IN BUSINESS MANAGEMENT AND QUALITY. HAVING WORKED WITH HIGHLY REPUTED ORGANIZATIONS SUCH AS XEROX, DUBAI HOLDING, EO-HH SHEIKH MOHAMMED'S PRIVATE OFFICE, SHE WAS PART OF THE ROYAL COMMITTEE FOR QUALITY IN THE MAKTOUM WEDDINGS. SHE HAS BEEN THE SENIOR ASSESSOR FOR DUBAI QUALITY AWARD AND SHEIKH KHALIFA EXCELLENCE AWARD AND HAS ASSESSED MORE THAN 20 COMPANIES INCLUDING GOVERNMENTAL, PRIVATE SECTORS, PUBLIC SECTORS, EDUCATIONAL INSTITUTIONS, AND MEDICAL SECTORS. HER PASSION AND ZEAL IN THE WORK FIELD HAVE REWARDED HER WITH THE WOMEN SUPER ACHIEVER AWARD (INTERNATIONAL) AT THE WORLD WOMEN LEADERSHIP CONGRESS AND THE BEST WOMEN ENTREPRENEUR AWARD IN 2017. SHE ALSO HAS HER LINE OF INNOVATIVE BESPOKE PRODUCTS UNDER THE NAME, VYSAHJ.

BUSINESS ASSOCIATES

INNOVS INTERIORS WIDENED THE PORTFOLIO BY PARTNERING WITH AL FATAH INTERNATIONAL TRADING LLC, DUBAI

ABOUT AL FATAH INTERNATIONAL TRADING LLC

OVER THE YEARS, AL FATAH INTERNATIONAL HAVE DEVELOPED AN EXCELLENT SOURCING NETWORK FROM DIFFERENT COUNTRIES, IDENTIFYING QUALITY PRODUCTS TO SUIT THE EVER-CHANGING MARKET DEMANDS OF UAE & OTHER GCC COUNTRIES.

HAVING BUILT AN EXTENSIVE INFRASTRUCTURE FOR STORAGE, SALES & DISTRIBUTION NETWORK WITH HEAD OFFICE IN DUBAI & FULL-FLEDGED BRANCHES & WAREHOUSES IN ABU DHABI & RAS AL KHAIMAH BACKED BY PROMPT CUSTOMER SERVICE. AL FATAH INTERNATIONAL TODAY IS ONE OF THE LEADING BUILDING MATERIALS TRADING COMPANY IN UAE RELIABLE FOR QUALITY AND SERVICE.

WITH GREAT SUPPORT FROM OUR SOURCING PARTNERS, CUSTOMERS & STAFF, AL FATAH INTERNATIONAL HAS PAVED A SOLID GROWTH PATH WITH SUCCESSFUL AND TIMELY COMPLETION OF MAJOR PROJECTS FOR A VERSATILE LIST OF CLIENTS SUCH AS DUBAI MUNICIPALITY, ABU DHABI MUNICIPALITY, SHEIKH ZAYED HOUSING PROGRAM, PGC, CMW, PWD, MOPA, MUSANADA, ADNH, DEWA, ADNOC, EMAAR, NAKHEEL, DAMAC, SUROUH, E.O., DUBAI PROPERTIES ETC.



IN THE MEDIA



"I love the colours and action in these posters. You can't beat the Indian classic flicks."



Another view of the beautiful kitchen looking on to the outdoors.

For 36 year old Shohidul Choudhury, Head of Mergers and Acquisitions at Arabtec Holding PJSC, his home needed to be all about chic elegance. He insisted on a simple, de-clustered space that focused on his artwork, away from where he works in Abu Dhabi so he could enjoy his weekends with his friends. This is where Studio International, an Abu Dhabi based interior design company and Innova Interiors, the Dubai based contractors, came to the rescue to help Shohidul visualize and eventually execute his idea into real life. Having lived in Dubai since 2008, Shohidul had been looking for a private space which also afforded him a sense of community. He was able to find what he was looking for in Limestone House, in the heart of Dubai. He soon realised that this place was ideal for him, as it was simple, stylish and had the best of both worlds in terms of privacy as well as community.

In came the designers and contractors, who took only a miraculous 10 weeks to take his 3 bedroom apartment back to its basic shell and core and extensively transform it into his permanent weekend get-away. "Chic gallery space, with no compromise on materials and finishings", is all Shohidul had to say by way of a brief to the designers and contractors. The home is a great example of a contemporary and minimal living space, which still serves its purpose of a comfortable living space and fulfils the owner's demands. Marble is the main contributor in the finishing of this apartment, with the exception of a few rooms, where wood flooring creates a great balance for the large amount of white that is already present. Furniture pieces, artwork and other home accessories then come together and tie up the space elegantly as a whole.

Shohidul confesses to three crazes: movies, watches and art; as is evident throughout the home. His favourite room is his "Watch Room", which is also a cinema room. This dark room is dressed in Portoro marble and polished plaster, and has been acoustically designed by Bang & Olufsen to provide him with the ultimate theatre experience, which he loves - he lights up just talking about this room. Simultaneously the room has also created a perfect ambience for him to showcase his extensive watch collection that he is so proud of. Additionally, Shohidul presents his passion for art with a collection of work he has accumulated from various artists like Julien Levy, Arzu Akgun, Siamak Zomardi, Mohammed Hindash, Eyesaw and Nelson Wilbert. He made sure his home focused on art pieces, and has placed each piece thoughtfully through the apartment, making sure he creates a niche to correctly bring out the positives for each piece. The selection of each piece also has a personal story behind it. For example, the Julien Levy was a gift from his friend - it sits in his bedroom, showing us the relevance to something personal. Other pieces are spread throughout the apartment and really compliment the walls they live on.

Another detailed aspect that Shohidul also continues to spend his time on is the furniture. He chose to mix old favourites and new statement pieces, and says that his furniture can be placed in any environment due to its timelessness and simplicity. A large amount of furniture he chose to personify his apartment comes from abroad. Italian design seems to be his style, as most of the pieces come from Fendi, B&B Italia, Minotti, Philippe Starck, Mooi and Pios. As in his art, Shohidul shows a liking to present Middle Eastern design in his home in certain ways as well, so he has decorated some areas with accessories from Nada Debs. But of all the great statement pieces he owns, and there are a fair few scattered through the home, he continues to favour his 1950's mirror lounge chair, which he bought in 2005 and believes it will be with him for the rest of his life!

A complete re-fit like this does not come without its obstacles - the design team, contractors and Shohidul faced several issues with the building management. The nature and size of some of Shohidul's furniture caused some unexpected issues, especially the large amount of marble that was used during the build, as crafting and placing the marble in a skilful manner was an all important aspect to consider.

There's something about a man that takes pride in his home - we love the comprehensive thought process from the big picture down to the very smallest of details.

IN THE MEDIA



4TH WORLD WOMEN LEADERSHIP CONGRESS AND AWARDS (INTERNATIONAL CATEGORY)

IN THE MEDIA



INTERWEAVE PRODUCT DESIGN COMPETITION WINNER (FIRST POSITION)

IN THE MEDIA



MASTER VISION INTERNATIONAL EXCELLENCE AWARD

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OUR CLIENTS

AABAR PROPERTIES – ALEC – ALDAR PROPERTIES – AL GHURAIR – AL RAHA BEACH HOTEL – ANTARA
HOTELS, RESORTS & SPAS – ANGSANA HOTELS & RESORTS – ARABTEC – ARABTEC CAPITAL – ARCADIA
GROUP – BANK RESTAURANT – BENIHANA RESTAURANTS – BEN SHERMAN – BMI HEALTHCARE – BUPA –
CAPITAL HILL HOTELS – CATHAY PACIFIC – CLEVELAND CLINIC – CONRAD HILTON – DASMAN PROPERTIES –
DEBENHAMS PLC – DOUBLETREE BY HILTON – DP WORLD – DRAGON AIR – DU – EMAAR PROPERTIES –
EMARINE – FAIRMONT HOTEL & RESORTS – GULFAIR – HAMG – HILTON HOTELS & RESORTS –
INTERCONTINENTAL HOTEL GROUP – IPIC – JAL JEFFREY ROGERS – JUMEIRAH GROUP – L&O HONG KONG –
MARKS & SPENCER – MARYA INVESTMENTS – MDI DIAGNOSTICS – MEERAS HOLDING – METRO CENTRAL
APARTMENTS – MOVENPICK HOTELS & RESORTS – MURABA – NIKE RETAILS – OMAN AIR – ORIENT
EXPRESS TRAINS & CRUISES – ORIENT EXPRESS HOTELS & RESORTS – THE PENINSULA HOTELS –
PINEAPPLE CLOTHING – QUEEN RANIA FOUNDATION – SHAPOORJI PALLONJI – SHEIKH MANSOUR BIN ZAYED
AL NAHYAN – STARWOOD HOTELS & RESORTS – SWISS AIRWAYS RETAIL – SYON HEALTHCARE – TAJ
HOTELS – TDIC – US AIRWAYS – YAMANOTE – NEXUS BROKERS – DNA HEALTH – ROYAL MARINA VILLA

RESIDENTIAL PROJECTS

TURNKEY FIT OUT AND FF&E



SHAPOORJI PALLONJI
IMEPRIAL AVENUE TOWER
DUBAI

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PRIVATE LUXURY VILLA
CHENNAI - INDIA

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FF&E



PRIVATE LUXURY VILLA
RIYADH, SAUDI ARABIA

TURNKEY FIT OUT AND FF&E



ROYAL MARINA VILLA
ABU DHABI

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FF&E



PRIVATE LUXURY VILLA
RIYADH, SAUDI ARABIA

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FF&E



PRIVATE PENTHOUSE
ABU DHABI, UAE

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JOINERY AND FF&E



PRIVATE VILLA
ABU DHABI, UAE

JOINERY AND FF&E



PRIVATE VILLA
ABU DHABI, UAE

FF&E



PRIVATE LUXURY VILLA
RIYADH, SAUDI ARABIA

TURNKEY FIT OUT AND FF&E



PENTHOUSE
DUBAI, UAE

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JOINERY AND FF&E



LUXURY BEACH VILLA
ABU DHABI, UAE

FF&E



PRIVATE LUXURY VILLA
DUBAI, UAE

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FF&E



PRIVATE LUXURY VILLA
DUBAI, UAE

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FF&E



PRIVATE VILLA
RIYADH, SAUDI ARABIA

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TURNKEY FIT OUT AND FF&E



PRIVATE LUXURY VILLA
ABU DHABI, UAE

FF&E



PRIVATE VILLA AT DUBAI HILLS, UAE

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LANDSCAPE



PRIVATE VILLA AT DUBAI HILLS, UAE

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HOSPITALITY PROJECTS

TURNKEY FITOUT AND FF&E



**DNA HEALTH &
WELNESS**

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FF&E



**EASTERN MANGROVES HOTEL &
RESORTS
ANANTARA HOTELS, RESORTS & SPA
ABU DHABI, UAE**

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CONDRAD LAGOONS CLUB HOTEL
ABU DHABI, UAE

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COMMERCIAL PROJECTS

**TURNKEY FITOUT AND
FF&E**



**SHAPOORJI PALLONJI
CORPORATE OFFICE**

FF&E



**DESIGN HEAD OFFICE
ABU DHABI, UAE**

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PRIVATE EXECUTIVE OFFICE
DUBAI, UAE

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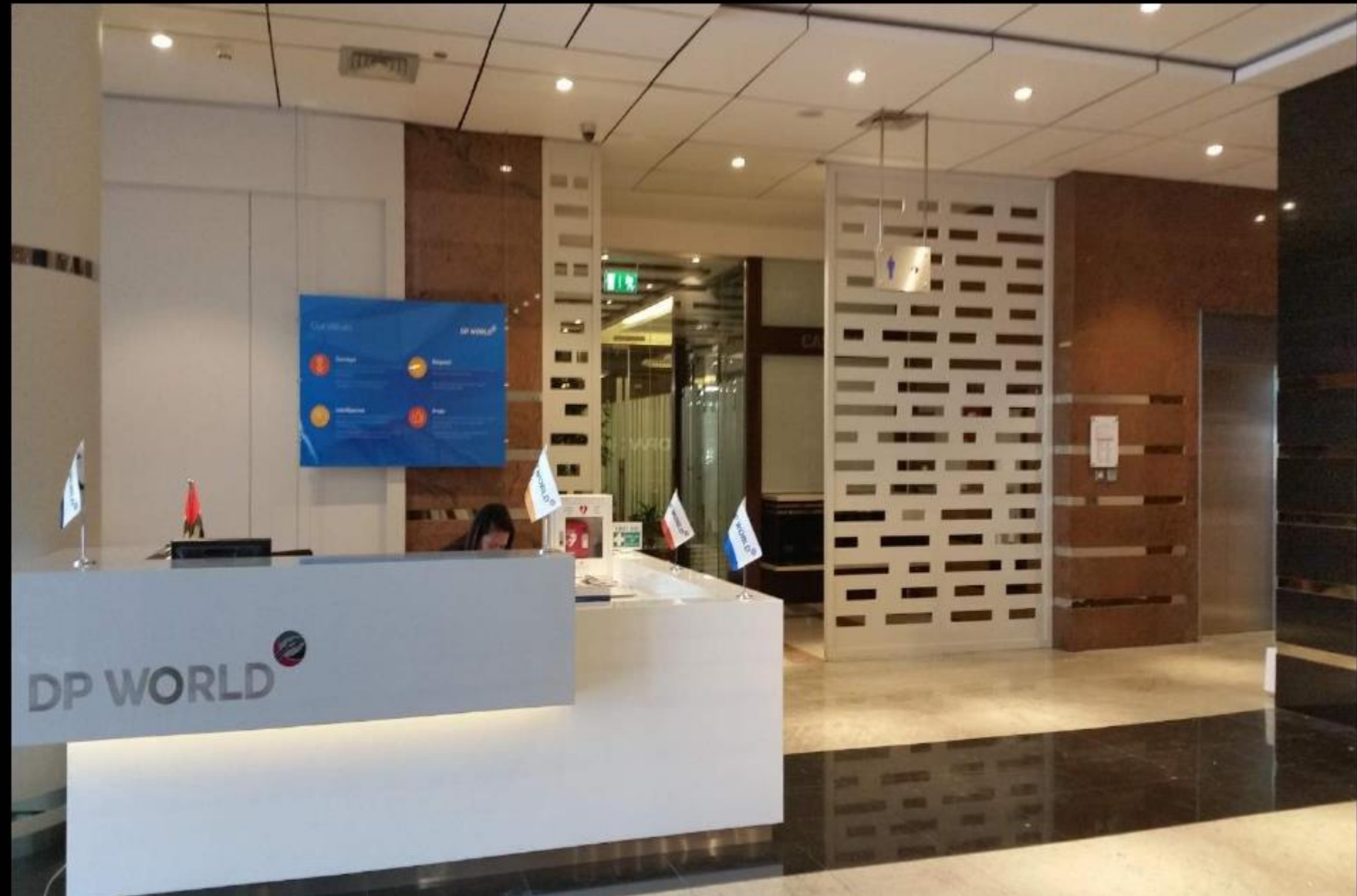
TURNKEY FIT OUT AND FF&E



PRIVATE EXECUTIVE OFFICE
ETHIHAD TOWERS
ABU DHABI, UAE

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FITOUT AND FF&E



DP WORLD
CORPORATE OFFICE
DUBAI, UAE

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TURNKEY FIT OUT AND FF&E



PRIVATE EXECUTIVE OFFICE
ETHIHAD TOWERS
ABU DHABI, UAE

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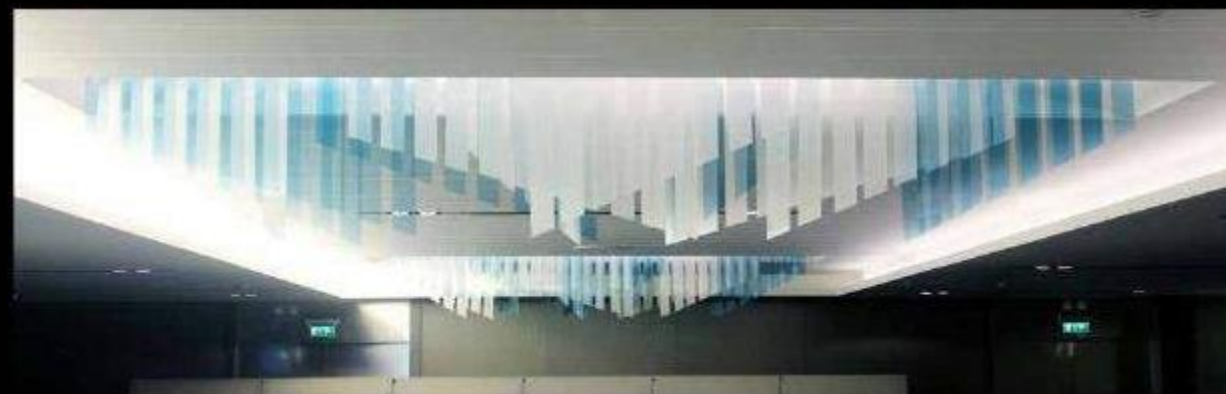
FF&E



ARABTEC HEADQUARTERS
ABU DHABI, UAE

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PRIVATE OFFICE
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JOINERY



LIBRARY

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