

# MORALMODA

COUTURE ISSUE N°29

MAGAZINE

Michael Cinco:  
*"I am inspired by the  
Beautiful story."*




Exclusive  
from Paris, London  
and Dubai, Style &  
Couture special

Sapphires by  
Swiss Gübelin  
Jewellery - a  
holiday news

Charity Gala  
dinner by La  
Biennale Paris for  
Mosul Museum

Exclusive  
AMAALA  
in interview after  
Monaco Yacht Show



An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, transitioning to a deeper blue further out. A narrow, light-colored sandy beach runs along the edge of the land. The land itself is a mix of brown and green, suggesting a mix of vegetation and bare earth. The sky is a pale blue with some light clouds.

*MM: Which regional and international luxury brands can residents and guest expect to experience during their stay?*

AM: "We are currently working on a range of partnerships with both regional and international luxury providers and brands, to ensure we create an experience that not only resonates well beyond their AMAALA stay, and we look forward to revealing select partners soon."



## AMAALA SIGNS PARTNERSHIP WITH THE PRINCE ALBERT II OF MONACO FOUNDATION

AMAALA is a world-class resort destination being developed on the Red Sea in the Kingdom of Saudi Arabia. The year-round resort community will showcase a unique heritage, progressive vibe and diverse landscape. The sustainable development will include 2,500 hotel keys and more than 800 residential villas, apartments and estate homes, alongside 200 high-end fashion establishments, fine dining, innovative wellness and recreation. Pristine ecosystems and world-class yachting will allow visitors to extend the Mediterranean diving and sailing season into September and beyond. With proximity to major destinations in the region including Riyadh, Dubai and Istanbul, AMAALA is set to become the heart of the new Middle East Riviera. PARTNERSHIP AGREEMENT signing ceremony took place on 27 September between AMAALA, the Prince Albert II Foundation, the Centre Scientifique de Monaco and Oceanographic Institute with the goal to preserve and protect the marine environment.

**MM: What are key expectations for AMAALA with the first environmental partnership?**

AM: "The signing of the environmental partnership with The Prince Albert II of Monaco Foundation, the Centre Scientifique de Monaco and Oceanographic Institute, is AMAALA's first collaboration. Taking place on the side-lines of the 29th Monaco Yacht Show, the signing of this agreement follows the framework agreement with Prince Albert II of Monaco Foundation, signed by AMAALA, in 2018. Committed to fully sustainable development throughout the design, build, and operation phases, AMAALA will create a coastal oasis that elevates the role of responsible tourism globally. Through the partnership, AMAALA, The Prince Albert II of Monaco Foundation, the Centre Scientifique de Monaco and Oceanographic Institute have committed to four areas of joint exploration: coral reef management, iconic species protection, Marine Protected Areas (MPA) enforcement, and fighting plastic pollution. Together the partners will work on oceanographic and marine life research and conservation initiatives, which can then be applied to Saudi Arabia's waters, and the world's seas."

**MM: How can AMAALA "pioneer the way luxury will be experienced" by uncompromised sustainability?**

AM: "Sustainability is at the heart of AMAALA. We are dedicated to using sustainable building practices and development throughout the design, build, and operation phases. With an aim of being net carbon neutral from the start of operations, environmental preservation and enhancement are paramount to AMAALA's success. Situated within the Prince Mohammed bin Salman Natural Reserve, the project is in line with the Kingdom of Saudi Arabia's Vision 2030's sustainability goals, and the preservation of heritage sites. These values are also in line with those of the UN Vision 2030's goals, which the Kingdom of Saudi Arabia places great importance on. As such, AMAALA is to be built with a zero-carbon

footprint as a primary goal, utilising international sustainability standards in our operational protocols, covering everything from the use of solar power, advanced waste management technologies, and sustainable farming to recycling and much more."

**MM: Will future luxury purchases be guided by purpose-driven experiences at AMAALA as well?**

AM: "Catering to singles, couples, and families from across the region, as well as global destinations such as Brazil, Russia, India, Western Europe, the U.S., and Japan, AMAALA seeks to strike an emotional chord with visitors. Through the creation of transformative experiences, individually created to guest's needs, and the crafting of a comfortable, calming, and serene atmosphere, that enliven the senses, AMAALA will attract both regional and international visitors."

**MM: What will differentiate AMAALA from others?**

AM: "Dubbed the "Red Sea Riviera", AMAALA takes inspiration from the arts, wellness and the natural wonders of the Red Sea.

AMAALA will redefine today's luxury resort experience, and the tourism experience in its entirety, through the provision of unique amenities and ultra-personalised services. Meaning each guest will play a leading role in shaping their own journey through the pillars that tie AMAALA together.

An immersive and interactive destination, guests will be able to indulge in individually personalised programs, encompassing body, mind and soul. Guests can enjoy curated wellness and rejuvenation programs, elite training tennis, golf, and soccer training, alongside family-related activities such as equestrian, competitive polo, camel beauty, and falconry events. Water sports include sailing, yachting, diving, snorkeling, and windsurfing. AMAALA will also feed the soul through arts and cultural offerings, with opportunities for philanthropic art co-creation."

About AMAALA: AMAALA will provide a year-round resort community with a unique heritage, progressive vibe and diverse landscape. The sustainable development includes 2,500 hotel keys and more than 800 residential villas, apartments and estate homes, alongside 200 high-end fashion establishments, fine dining, wellness and recreation. Pristine ecosystems and world-class yachting allow visitors to extend the Mediterranean diving and sailing season into September and beyond. With close proximity to major destinations in the region including Riyadh, Dubai and Istanbul, AMAALA will become the heart of the new Middle East Riviera.

For more information, please visit: [www.amaala.com](http://www.amaala.com) or follow AMAALA on Twitter at @WelcomeToAmaala and LinkedIn at @visitamaala.



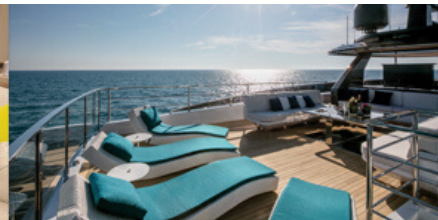
# AMAALA, THE RED SEA LUXURY DEVELOPMENT ANNOUNCES FIRST ENVIRONMENTAL PARTNERSHIP IN MONTE-CARLO DURING MONACO YACHT SHOW



Luna B - KK Superyachts

AMAALA, the ultra-luxury development situated along Saudi Arabia's Red Sea coast, which is focused on integrated wellness and healthy living, signed a partnership agreement on Friday 27th September with The Prince Albert II of Monaco Foundation, the Centre Scientifique de Monaco and Oceanographic Institute. The VIP Signing Ceremony took place at the Oceanographic Institute on the final evening of the Monaco Yacht Show and was attended by HSH Prince Albert II of Monaco and even AMAALA Chief Executive.

The Monaco Yacht Show introduced yachts built by renowned shipyards, like Sanlorenzo, Azimut Benetti, Overmarine, Ferretti, Heesen Yachts, Oceanfast, Feadship, Amerand Riva, international brands that for their luxurious settings have chosen the seatings, rugs and accessories among the varied Paola Lenti collections. In its own exposition area, the Company's novelties introduced at the recent Fuorisalone in Milan, had the Walt sectional sofa, As in the previous years, Paola Lenti dressed up the Upper Deck Lounge, the venue's most exclusive gathering and relaxation area.



(left) Overmarine, Mangusta Oceano 42, Overmarine Group photo archive Sanlorenzo, 52 Steel, © Guillaume Plisson Oceanfast Yachts, Oceanfast 157, © Charl Jordaan Riva Ferretti Group, Riva 100' Corsaro, Ferretti photo archive Amer Cento Quad Ips, Amer Yachts/Permare srl, photo archive, (above) New Hampshire - Cecil Wright & Partners