# Donatella Versace’s final design marks new £10.7m London duplex debut in Damac Tower



A distinctive five-bedroom duplex apartment in London, designed by the iconic fashion house Versace Home under the artistic direction of Donatella Versace, has been listed for sale at £10.7 million. Situated within the striking Damac Tower Nine Elms, this 50-storey skyscraper represents the only residential development in London to be entirely styled by Versace Home, a detail that significantly enhances its allure among luxury property buyers.

The duplex, sprawling over 3,664 square feet, boasts two reception rooms and five bathrooms, with interiors meticulously curated by Donatella Versace herself before her recent step down from the role of artistic director. The property commands spectacular 180-degree views of the London skyline and is set in one of the city’s most dynamic regeneration zones between Battersea and Vauxhall, an area increasingly popular with discerning professionals and investors. A spokesperson from Chestertons, the estate agency handling the sale, highlighted strong interest from both domestic and international buyers attracted by the flat’s statement design, exceptional facilities, and promising capital growth potential. The spokesperson also noted the strategic appeal of the location, enhanced by proximity to the extended Northern Line and the revitalised Battersea Power Station.

Damac Tower Nine Elms, completed in June 2022 after a delay from its original 2020 completion target, houses 360 apartments, ranging from studios priced from £712,000 up to expansive five-bedroom penthouses like the one currently on the market. The building combines modern architectural elements with classic Versace motifs, reflecting the brand’s signature elegance. Alongside the private residences, the development offers a wealth of luxurious amenities including an indoor swimming pool, jacuzzi with panoramic views, a state-of-the-art gym, and a residents’ lounge overlooking rooftop gardens. The tower also features unique extras such as a colourful children's play area designed by Versace Home on the 24th floor, complete with a large slide and stocked with books, games, and toys.

Service charges and ground rent details are somewhat variable across listings; while the flat’s lease extends for 993 years with a ground rent cited at £1,200 per year, other units in the building report ground rents up to £11.96 per square foot annually, with estimated service charges around the same figure. Prospective buyers are advised to clarify these financial obligations with the selling agents.

The apartments themselves embody high-specification finishes including Miele integrated appliances and fully fitted wardrobes, catering to those with a taste for luxury and convenience. Communal facilities further enhance the residential experience with options such as a private cinema, sauna, steam room, concierge services, and secure parking, including two car lifts and ample bicycle storage.

Donatella Versace, who remains the chief brand ambassador for Versace Home, is renowned not only for her interior design ventures but also for iconic fashion moments, such as designing Jennifer Lopez’s legendary jungle dress and Michelle Obama’s 2016 state dinner gown. Her influence permeates Damac Tower’s interiors—from the intricate 'Greek key' inlays on bedroom doors to the mosaic spa walls inspired by the Versace emblem, reinforcing the development’s positioning as a symbol of opulent London living.

In summary, Damac Tower Nine Elms offers an extraordinary residential experience, seamlessly blending Versace’s distinct aesthetic with modern luxury living amidst one of London’s most significant urban transformations, making it a unique opportunity for buyers seeking high-end homes with a strong design pedigree and excellent transport connectivity.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/property/article-14959017/Donatella-Versace-designed-flat-Londons-Nine-Elms-goes-market-10-7m.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.damacproperties.com/en/projects/damac-tower-nine-elms-london/)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/property/article-14959017/Donatella-Versace-designed-flat-Londons-Nine-Elms-goes-market-10-7m.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/property/article-14959017/Donatella-Versace-designed-flat-Londons-Nine-Elms-goes-market-10-7m.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.damacproperties.com/en/projects/damac-tower-nine-elms-london/), [[3]](https://www.kfh.co.uk/south-west-london-and-surrey/damac-tower/properties-for-sale/d49250078/), [[6]](https://www.kfh.co.uk/south-west-london-and-surrey/vauxhall/damac-tower/properties-for-sale/d49250078/)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/property/article-14959017/Donatella-Versace-designed-flat-Londons-Nine-Elms-goes-market-10-7m.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.rightmove.co.uk/properties/163970276), [[4]](https://www.foxtons.co.uk/properties-for-sale/sw8/nwhm5228990)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/property/article-14959017/Donatella-Versace-designed-flat-Londons-Nine-Elms-goes-market-10-7m.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.kfh.co.uk/south-west-london-and-surrey/damac-tower/properties-for-sale/d49250078/), [[6]](https://www.kfh.co.uk/south-west-london-and-surrey/vauxhall/damac-tower/properties-for-sale/d49250078/), [[7]](https://www.artsyproperties.com/damactower-ninelms)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/property/article-14959017/Donatella-Versace-designed-flat-Londons-Nine-Elms-goes-market-10-7m.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/property/article-14959017/Donatella-Versace-designed-flat-Londons-Nine-Elms-goes-market-10-7m.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.damacproperties.com/en/projects/damac-tower-nine-elms-london/> - DAMAC Tower Nine Elms London is a 50-storey residential skyscraper located at 69-71 Bondway, Vauxhall, London. Completed in June 2022, the tower features 360 apartments with interiors designed by Donatella Versace. The development offers a range of amenities, including an indoor swimming pool, jacuzzi, state-of-the-art gym, and a residents' lounge. The building's design incorporates modern elements with classical motifs, reflecting Versace's signature style. The location in Nine Elms provides residents with panoramic views of the London skyline, including landmarks such as the Battersea Power Station and the River Thames.
3. <https://www.kfh.co.uk/south-west-london-and-surrey/damac-tower/properties-for-sale/d49250078/> - DAMAC Tower Nine Elms offers a variety of properties for sale, ranging from studios to five-bedroom penthouses, with prices starting from £650,000. The development is in an exclusive partnership with Versace Home, bringing lavish interiors designed by Versace to London. The tower is situated between Vauxhall and Battersea, providing residents with access to a range of amenities and transport links. The properties feature high-specification finishes, including Miele integrated appliances and fully fitted wardrobes. The development also offers communal facilities such as a gym, swimming pool, and residents' lounge.
4. <https://www.foxtons.co.uk/properties-for-sale/sw8/nwhm5228990> - Foxtons presents a studio apartment for sale in DAMAC Tower, Nine Elms, London SW8. The apartment features branded interiors by Versace Home, a winter garden, and stunning views of London. Residents have access to communal gardens, a children's play area, gymnasium, sauna, steam room, concierge, and a private cinema. The development is located 0.1 miles from Vauxhall Station, offering excellent transport links. The property is leasehold with a ground rent of £0 and an estimated service charge of £11.96 per square foot per annum.
5. <https://www.rightmove.co.uk/properties/163970276> - Rightmove offers a five-bedroom flat for sale in DAMAC Tower, Nine Elms, London SW8. The property spans 3,664 square feet and includes five bathrooms, two reception rooms, and a winter garden. The development features 360 new private residential apartments, 8,010 square feet of communal gardens, children's play areas, an expansive indoor swimming pool and jacuzzi, a state-of-the-art gymnasium, optional hospitality services, ample parking, two car lifts, secure bicycle spaces, and secure storage facilities. The property is leasehold with a ground rent of £11.96 per square foot.
6. <https://www.kfh.co.uk/south-west-london-and-surrey/vauxhall/damac-tower/properties-for-sale/d49250078/> - DAMAC Tower Nine Elms offers a range of properties for sale, including studios, one-bedroom, two-bedroom, three-bedroom, and five-bedroom flats and penthouses, with prices starting from £650,000. The development is in an exclusive partnership with Versace Home, bringing lavish interiors designed by Versace to London. The tower is situated between Vauxhall and Battersea, providing residents with access to a range of amenities and transport links. The properties feature high-specification finishes, including Miele integrated appliances and fully fitted wardrobes. The development also offers communal facilities such as a gym, swimming pool, and residents' lounge.
7. <https://www.artsyproperties.com/damactower-ninelms> - Artsy Properties offers a selection of luxury apartments for sale in DAMAC Tower, Nine Elms, London SW8. The development features a bespoke façade and offers a premium collection of one, two, and three-bedroom luxury apartments, as well as a small number of executive penthouses. The properties include luxurious on-site facilities such as a gym and pool, kitchens with Miele integrated appliances, fully fitted wardrobes to bedrooms, 24-hour security and CCTV to ground floor entrance, communal roof terrace, and video phone entry system. Parking is available via separate negotiation.