



**PREMIUM**  
BY AISHWARYAM

**Site Address:**

**Survey No. 10, Plot No. 3, Punawale, Pimpri-Chinchwad, Maharashtra - 411033**

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MahaRERA No: P52100056429

"Elegance is  
when the inside  
is as beautiful  
as the outside"

Coco Chanel

"Trends fade,  
style is eternal."

Yves Saint Laurent

"Elegance is not  
standing out,  
but being  
remembered."

Giorgio Armani

"In order to be  
irreplaceable one  
must always be  
different."

Coco Chanel

"Fashion has  
to reflect  
who you are"

Pharell Williams



PREMIUM  
BY AISHWARYAM

*Unveiling*  
f Premium

Branded Residences with International Lifestyle







It is time  
to live

**f.ASHION,**

**f.OREVER.**

Presenting  
THE BIGGEST COLLABORATION  
*of*  
High Fashion X Real Estate



2  
3  
4 **BHK**


Branded Residences  
*with* International Lifestyle



Michel Adam Lisowski,  

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Founder, FashionTV



## f.Legacy

In 1997, a Polish-born president Michel Adam Lisowski birthed the legacy of what changed the fashion game, forever. FashionTV or FTV is an international fashion and lifestyle broad casting television channel with headquarters in Paris, London, Vienna, and Mumbai. The brand distinctly identifies as a trendsetter in sculpting fashion into every aspect of lifestyle.

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**27 Years of Legacy**

**196 Countries**

**400M+ Viewership**

**10+ Products & Lifestyle Avenues**



What is f.?

A Global Fusion of Style and Sophistication

The legacy of FTV is branched out across a portfolio of ventures, including lifestyle avenues and international products integrating fashion in every dimension.



## f•Products

Décor

Beverages

Cosmetics

Gourmet

Apparel





A f.ashion-Inspired Lifestyle  
with a Global Presence

International Design Assistance

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World Class Architecture

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Branded Residences

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Capacious Developments

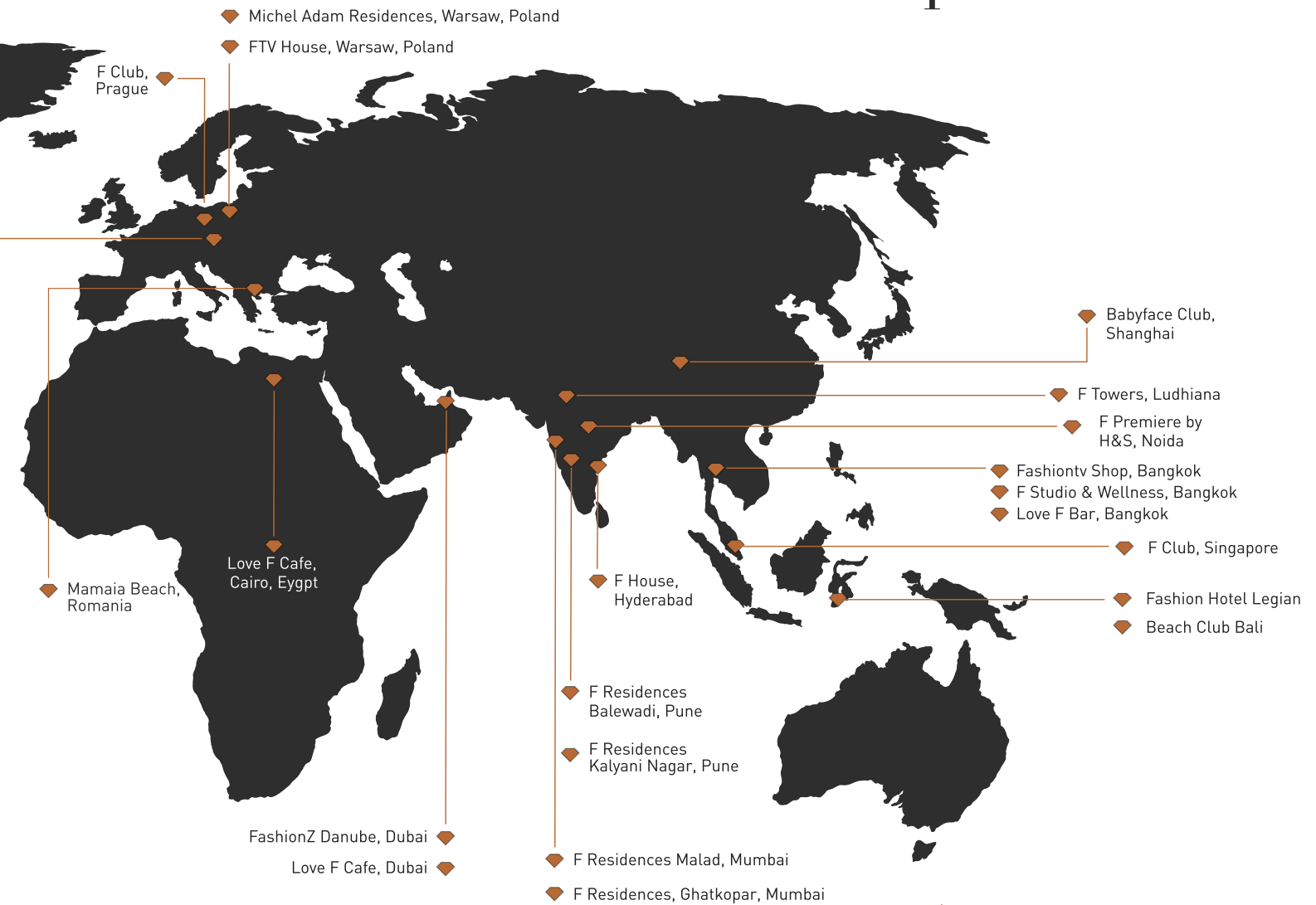
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Prestigious Location



FashionTV  
Club, Vienna

# The global footprint











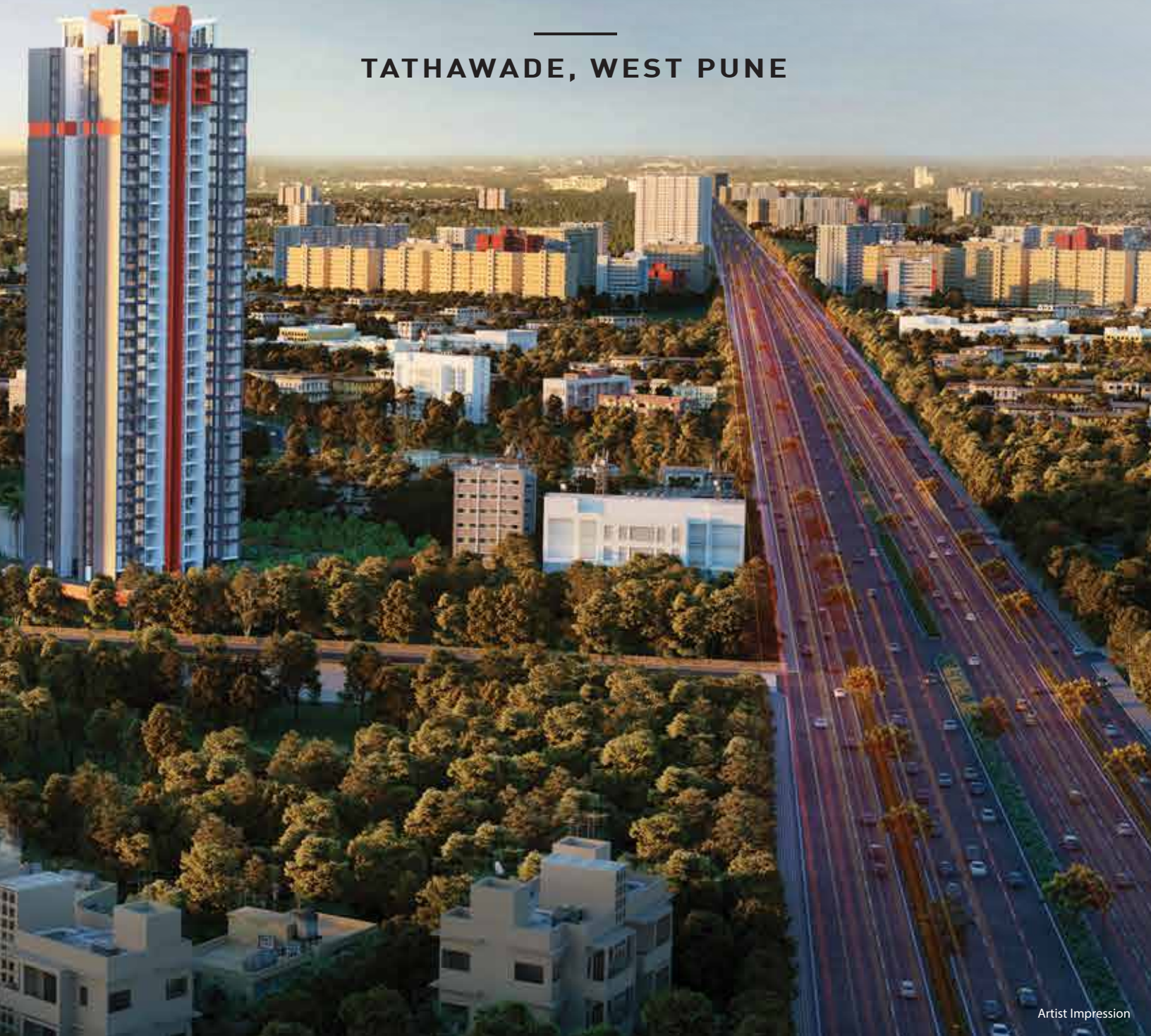
PREMIUM  
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AFTER CRAFTING  
ICONIC LANDMARKS WORLDWIDE,

**f.**Residences  
is now arriving in

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TATHAWADE, WEST PUNE





A woman with long brown hair, wearing a white suit, is sitting on a black folding chair. She is looking towards the camera with a slight smile. The background is a light brown wall with a large, complex geometric pattern made of triangles and squares in various shades of brown and beige. The pattern is semi-transparent, allowing the woman's face and suit to be visible through it. The floor is a dark brown color.

# The Design at f. Premium

# f usion *of* f.functionality & f.ashion

## Design Philosophy at f.Premium

The design philosophy seamlessly blends aesthetics with functionality, creating captivating landscapes that embrace the harmony of nature's palette.

Each design meticulously incorporates principles of life, aligning with the sun's path and Vastu compliance, to embody a holistic approach to architectural harmony and well-being.

### Crowning Façade

The science  
of symmetry



### Dual Toned Palette

The canvas of colour,  
contrasts, and contours



### Structural Brilliance

The blend of  
value and vision



### Designer Landscapes

The interplay of  
hues and highlights



### Principles of Life

Designed as per  
the Sun's path and  
Vastu compliance



# f.lamboyant features

If you live, live f.ashion

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10 Acres of Fashionable Living

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7 Stunning, 400 Ft. Towers of 31 Floors

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7-Storey Integrated Commercial High Street

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60% Open Spaces

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2.5 Acres of Indulgences

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50+ Amenities Across 4 Zones

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Highest Liveability Index

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Futuristically Planned Residences

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At The Golden Quadrilateral of Pune

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10+  
Acres



50+  
Amenities

Towers of  
31 Floors







f. Residences

### The f.way of life

Walk into your world of unparalleled luxury, where opulent residences dazzle with rich fittings and lavish details at every turn. From shimmering glass facades to bespoke furnishings, every element is a testament to extravagance.

A close-up photograph of a person's hand pressing a small, round, orange button located on a modern, metallic door handle. The background is blurred, showing what appears to be a window with light coming through.

Artist Impression

Artist Impression

A wooden deck with a planter box filled with yellow flowers, set against a backdrop of lush green trees.

Artist Impression

The first step in the process is to identify the problem. This involves gathering information about the situation and the people involved. Once the problem is identified, the next step is to analyze it. This involves breaking the problem down into its components and understanding how they are related. The third step is to develop a plan. This involves deciding on the best way to solve the problem and the resources needed to do so. The fourth step is to implement the plan. This involves putting the plan into action and monitoring progress. The final step is to evaluate the results. This involves assessing the effectiveness of the solution and making any necessary adjustments.





As rare as a diamond...

# f. Experiences

The fantastic amalgamation of planning & perfection

Embark on an extraordinary lifestyle enveloped in opulence, boasting over 50 lavish amenities sprawling across 2.5 acres. Meticulously curated across the towers, these amenities promise residents unparalleled indulgence while maintaining serenity and tranquility.



20,000 Sq.Ft.  
Clubhouse

2 Swimming Pools  
Including Infinity  
Pool with Sun Deck

2 Gyms with  
3000+ Sq.Ft.  
Indoor Gym





# futuristic

## Project Planning

**Genuine attention to detail for premium living experience**

Intelligent tower & amenity placement

Generous 60% Open Spaces

Highest livability index

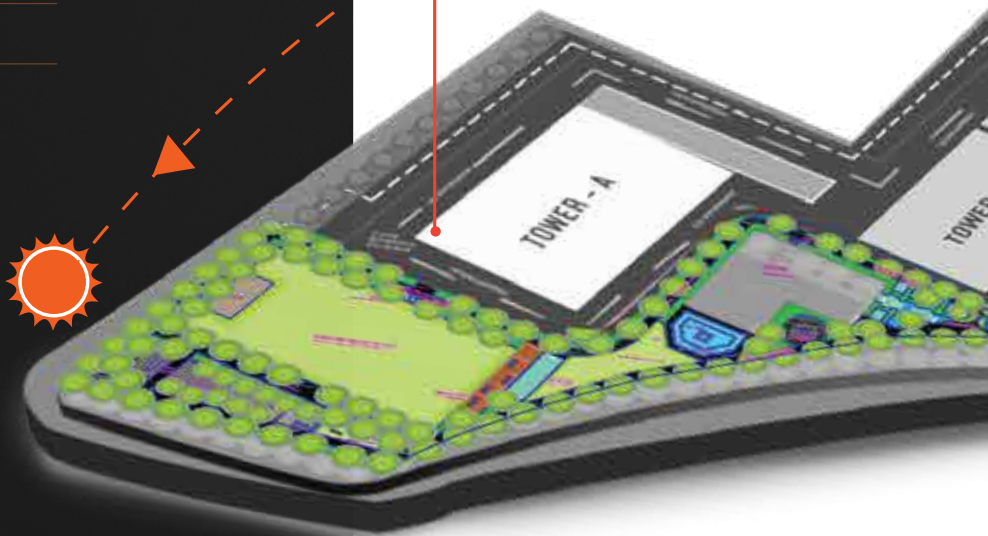
Superior ratio of amenities to residents

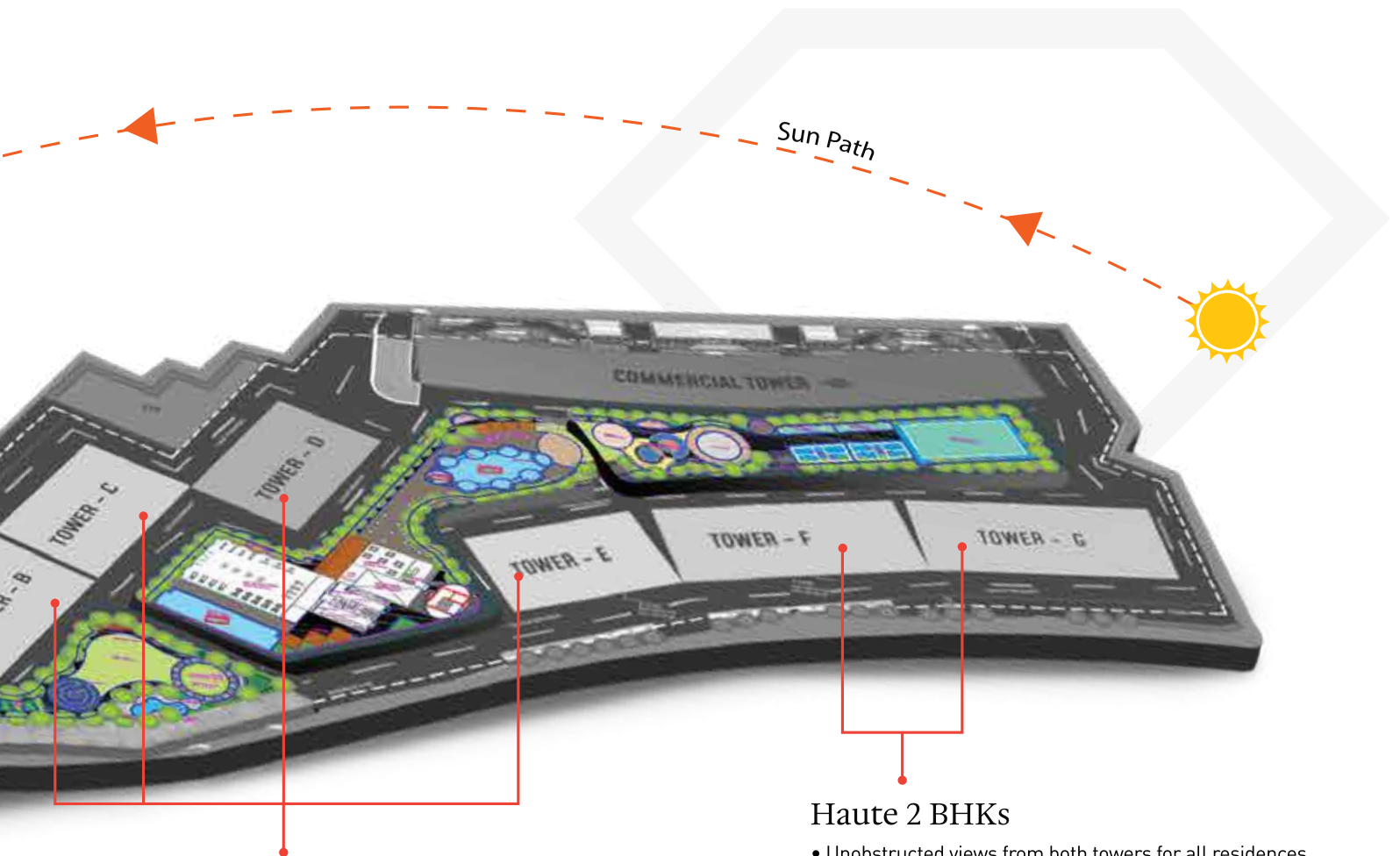
Striking full-glass facade

Open views for all residences

### Vogue 4 BHKs

- Exclusive clear views
- 4 On Core: Only 4 residences per floor
- 4 High-speed elevators (1 for each residence)
- Highest degree of seclusion for residents
- Exclusive view of social amenities



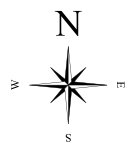


### Trendy 3 BHKs

- Intelligent tower placement for maximum visibility
- 4 On Core: Only 4 residences per floor
- 4 High-speed elevators (1 for each residence)
- Ample distance (26 m) between 2 towers enhancing livability
- Towers overlooking leisure amenities

### Haute 2 BHKs

- Unobstructed views from both towers for all residences
- Smart design to minimize harsh sunlight
- 4 high speed elevators with 1 lift for 2 residences
- Intrusion-free Private balconies
- Towers overlooking sports amenities





# f•Club

20,000 Sq.Ft.  
Of f.abulous Living

2 Swimming Pools

3000+ Sq.Ft. Gymnasium

Grand Reception

Squash Court

Indoor Gymnasium

Cafeteria

Café Deck

Infinity Pool with Deck





**f**  
PREMIUM  
BY ASHIMARTAM







Tennis Court

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Skating Rink

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Squash Court

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Floor Games

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Gym

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Yoga Lawn

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Outdoor Gym

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Meditation Lawn

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Zumba Room

---

Cross-Fit Arena

---

Net Cricket

---

Multipurpose Court

---

Jogging Track

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# f•Arena



# f•Retreat

Herbal Garden

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Star Gazing Deck

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Hammock Plaza

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Board Games Room

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Swing Plaza

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Sculpture with Water Body

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Lawn Area

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Sand Pit

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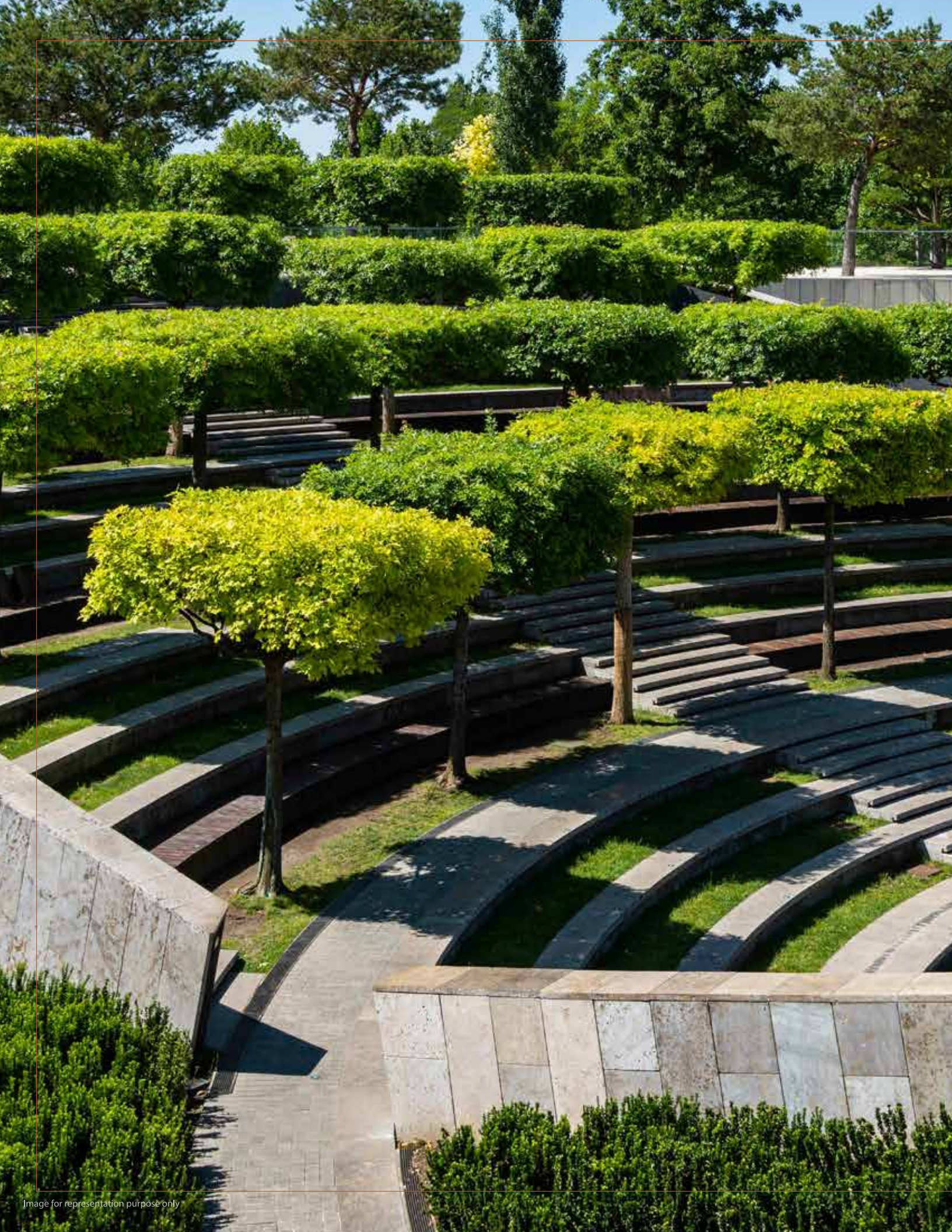
Children's Play Area













Cafeteria With Deck

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Outdoor Seating

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Food Plaza with Seating Counter

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Amphitheatre

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Campfire Area

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Community Hall

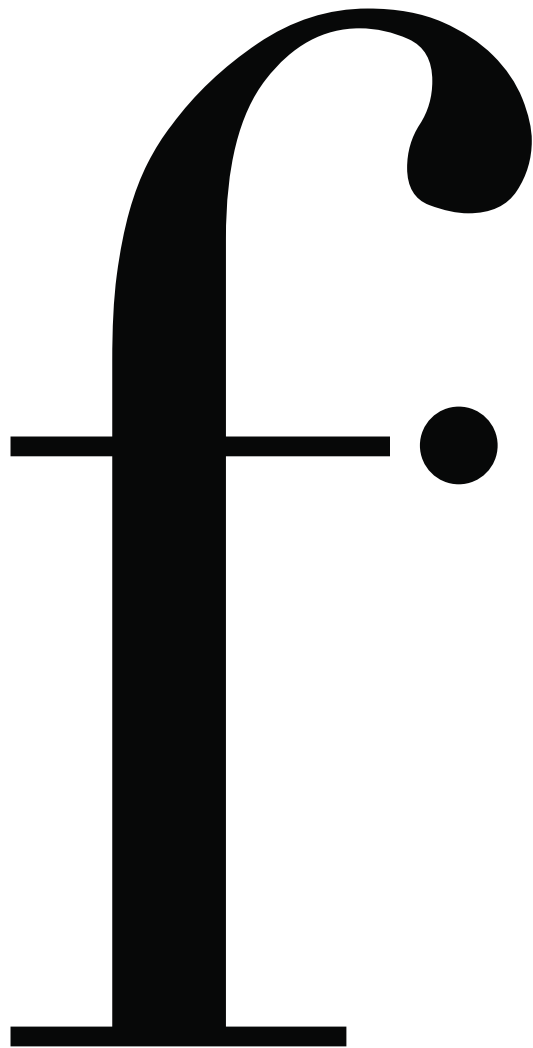
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Party Lawn with Stage

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# f• Social





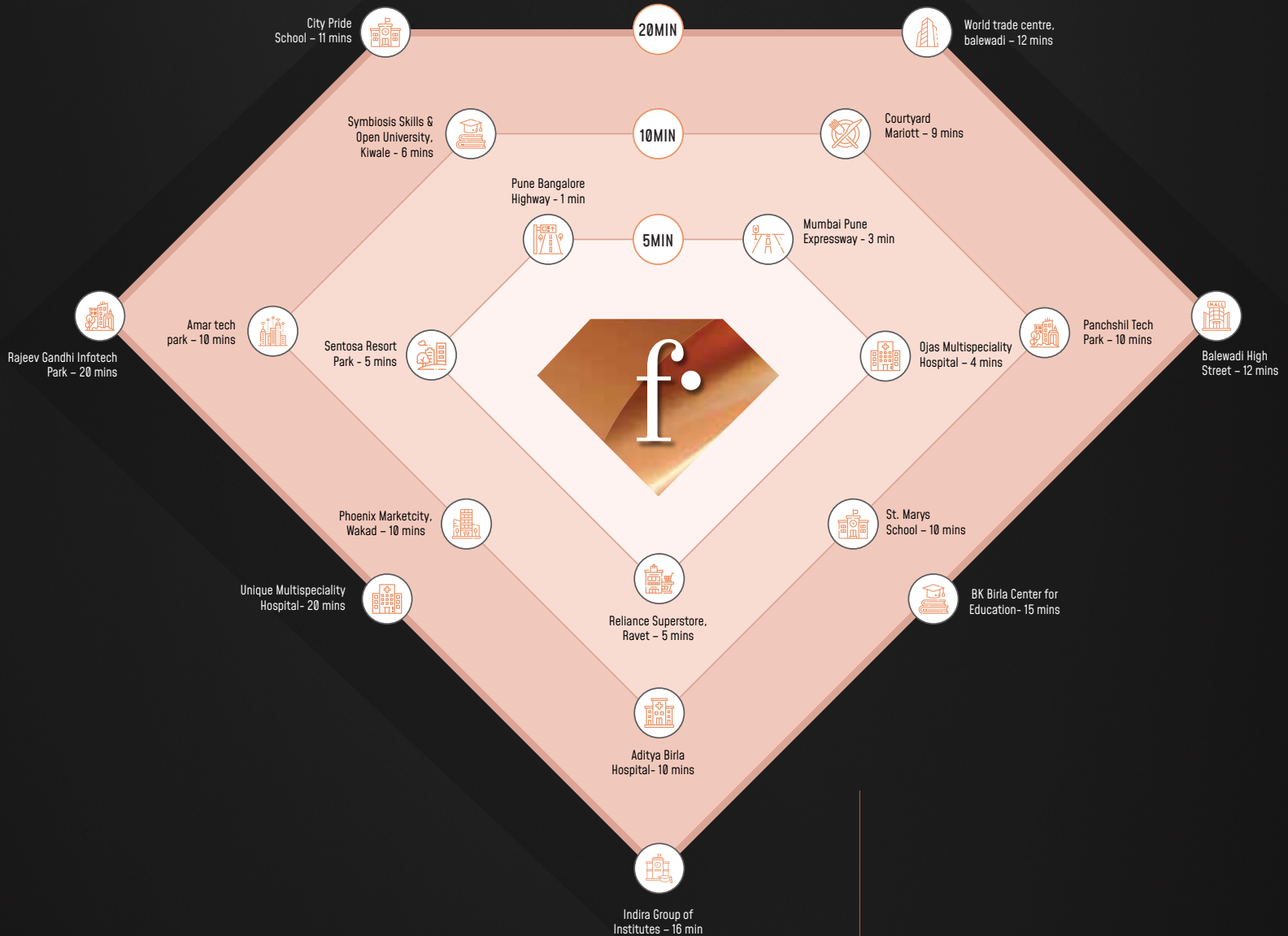
## Address

### West Pune's Golden Quadrilateral

Every twist and turn leads to the runway of enchanting residences at F-Premium. Meticulously intertwined with the fashionable landscape of West Pune's infrastructure, this stylish marvel is only moments away from Pune-Bengaluru Highway, Aundh-BRTS Ravet Road, 18M DP Road, and Bhumkar Chowk-Dange Chowk Road. The integrated commercial tower at F-Premium is designed to infuse a sense of panache into the locale.



# West Pune's New High Street



**Nexus** of Connectivity


18 M DP Road: 0 m

Pune Bengaluru Highway: 200 m

Aundh Ravet BRTS Road: 400 m

Bhumkar Chowk-Dange Chowk Road: 1.5 Km





It's time to *live*  
#fPremiumForever



