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£10.7m Versace-Style London Penthouse Hits Luxury Property Market

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A luxury five-bedroom penthouse has entered the London property market with a price tag of £10,747,000. Located in Damac Tower, Nine Elms, the residence brings high-end fashion into the heart of South London through a first-of-its-kind collaboration with iconic Italian fashion house Versace.

Positioned between Vauxhall and Battersea, the property is part of a major redevelopment zone that aims to transform the area into a thriving residential and commercial district. With

billions of pounds invested into infrastructure and design, Nine Elms is quickly emerging as one of the capital's most sought-after neighbourhoods.

The penthouse occupies the top two floors of the 50-storey Damac Tower, which features an exterior of stone, terracotta, and glass. What sets this property apart, however, is its exclusive interior, styled by Donatella Versace herself as part of Versace Home's debut residential project in London.

The interiors showcase Versace's bold and distinctive aesthetic, from mosaic spa tiles inspired by the brand's iconography to Greek Key designs subtly woven into the fixtures. The collaboration represents a landmark moment in London's property scene, fusing luxury fashion with residential living.

Marketed by estate agency Chestertons, the penthouse offers a wide range of premium amenities. These include an indoor pool and jacuzzi with sweeping views of the city skyline, a state-of-the-art gym, and a children's play area designed in true Versace fashion. Shared facilities also comprise a private spa and steam room, an expansive 8,010-square-foot communal garden, a stylish residents' lounge, and a 24-hour concierge service.

A spokesperson for Damac Properties said: "In an exclusive partnership with Versace, the global symbol of glamour, Damac Tower Nine Elms London brings you the ultimate in branded living experience. This is the only London development where you can enjoy lavish interiors designed by Versace Home in the first collaboration between this luxury designer and a new residential property."

The tower's location offers excellent transport connectivity. Nearby, Vauxhall Cross provides railway and bus services, while the Northern Line extension and the new Crossrail (Elizabeth Line) project are set to further strengthen links across the city.

This property enters the market at a time when branded residences are becoming increasingly popular in London. With top-tier fashion labels entering the real estate space, buyers are being offered not just homes, but lifestyle statements backed by internationally recognised luxury names.

As Nine Elms transforms, developments like Damac Tower reflect the area's shift from industrial edge to high-end urban living. For those in the market for a unique property that

blends luxury, location, and brand prestige, this Versace-designed penthouse may offer just the statement they want to make.