

DOLCE



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Studio 93 Inc's newly built 4,500-square-foot custom home in Oakville, just west of Toronto, has the feel of a five-star hotel

THE NEW APPROACH TO LUXURY HOMES

As customers advocate for maximizing value, Studio 93 Inc is bringing a creative approach to the international market for luxury custom-home design and builds

In any transaction, there is comfort in knowing you received full value for your money, and in life's biggest transaction — real estate — this is more important than ever, which means the timing may just be right for the new brand in the luxury custom-home marketplace, Toronto-based Studio 93 Inc.

Principals Hussein Amer and Steve Shak, both veterans, are bringing to market a new concept for high-end custom-built and -designed homes. The Studio 93 Inc brand's value proposition is to design and build luxury custom homes with efficient and cost-effective budgets, resulting in a \$5-million product appearing and feeling much more valuable.

"We've identified a niche market for multimillion-dollar homes for homeowners who want the feel and experience of, for example, a C\$50-million home," says Shak. "Many people who have the resources to build a high-end custom home may

approach a superstar designer who simply does not operate in their price range. Studio 93 Inc is inspired by those multimillion-dollar homes, and, with our experience, we know what these clients are looking for and what we can achieve from a design and quality point of view to execute within their budget."

By observing the high-end custom home market, the positioning strategy for Studio 93 Inc was to focus on distinctive world-class design, married with the finest in quality and finishes in order to create a fusion of both form and function in a beautiful home.

"That's how we achieve the luxury experience. We can create the value to make a home appear a lot more valuable than it cost to build. You feel you're in a C\$20-million home from a design and finishes point of view, but, in reality, it costs much less. Flow and understanding true luxury are what clients will receive from Studio 93 Inc."

An example of the Studio 93 Inc difference can be found in a newly built approx. 4,500-square-foot custom home in Oakville, Ont., just west of Toronto. The four-bedroom home is more like a high-end five-star hotel, backing onto a private oasis of perpetual green space.

"It is in the transitional style, which is traditional with a modern approach, as we listened to the client and made his dreams come true in creating a timeless atmosphere," says Shak. "We started this project from scratch, with a grand sense of arrival entering the home with 22-foot-high ceilings, leading into a relaxing and welcoming family room, breakfast area and kitchen. It is very open and very functional, but every moment in one of our homes must excite you and be created for every individual's lifestyle and taste, as they all have their own dreams and visions. And that's what makes Studio 93 Inc different. We're currently working in another home under

PHOTOS COURTESY OF STUDIO 93 INC



Studio 93 Inc's approach to scale and detail in the great room expresses an almost stately elegance reminiscent of the grand hotels



mer (above) and
ign and build luxury
with efficient and
udgets

PHOTO BY JESSE MILNE



Studio 93 Inc's strategy is to focus on distinctive world-class design, married with the finest in quality and finishes, resulting in the creation of a beautiful home

“OUR BRAND IS REPRESENTED BY THE LUXURY EXPERIENCE,” SAYS AMER. “WE CAN CREATE A DISTINCTIVE ‘AH HA’ MOMENT WITH EVERY SINGLE UNIQUE PROJECT, THROUGH DESIGN-FLOW PLANNING AND EVERY SINGLE LAYER OF THE PROJECT

— Hussein Amer

project through design-flow planning and every single layer of the project. That's how we achieve the luxury experience. We can create the value to make a home appear a lot more valuable than it cost to build. You feel you're in a \$20-million home from a design and finishes point of view, but, in reality, it costs much less. Flow and understanding true luxury are what clients will receive from Studio 93 Inc.”

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