CYRELA conFIRMS EXCLUSIVE PARTNERSHIP WITH YOO

**June 2014**

Cyrela, one of the most admired companies in the country, has just signed an exclusive partnership with the British design firm, YOO. With the proposal to bring new features to the skyscrapers in Brazilian soils, the collective of designers and architects are responsible for traits of large enterprises worldwide. This is the first project of YOO in Brazil.

Cyrela and YOO signed an exclusive partnership to launch projects in the coming years. "Our mission is to bring the very best in the world for the domestic market, that’s why the partnership with YOO makes sense. We seek quality design and unique sensations for the customer.”, says Efraim Horn, co-president of Cyrela.

The idea is that companies develop together high standard residential projects. Two are already being developed in São Paulo, still with no date set for release.

The YOO was born from a partnership between John Hitchcox, real state entrepreneur, and the designer Philippe Starck. Since 1999, YOO has been working with international developers creating landmarks in the design of hotels and residences in Asia, Africa, Australia, Europe, South and North America and the Middle East.

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**About YOO**

A creative partnership between international property entrepreneur John Hitchcox and the world’s most prolific designer Philippe Starck, YOO is a design and lifestyle brand creating homes, hotels and products that help people to live better through extraordinary design. Since 1999, YOO has worked with the world’s most visionary designers and developers creating projects in 33 countries throughout Asia, Australia, Europe, Africa, North and South America and the Middle East.

[www.yoo.com](http://www.yoo.com)

**About Sussanne Khan**

Sussanne Khan has practised the art of design for 15 years. She is the founder of India’s leading conceptual interior design store, “The Charcoal Project”. The store came to life in 2011 and changed the meaning of curated interior design in India. Sussanne obtained an Associate Art Degree in Interior Design from Brooks College, Long Beach, California in the year 1995. Today, at thirty-eight, she straddles the world of fusion architecture, interior design play and original product design. All these disciplines always remain true to her foundation philosophy ‘It’s all in the details’.