





DOWNTOWN DUBAI HAS A NEW CENTERPIECE. METERS AWAY FROM BURJ KHALIFA, BUSINESS BAY, DÚBAI INTERNATIÓNAL FINANCIAL CENTER, AND A 15 MINUTE DRIVE FROM DUBAI INTERNATIONAL AIRPORT, IT IS A LANDMARK WHICH STANDS OUT IN A CITY WHERE STANDING OUT IS THE RULE, RATHER THAN THE EXCEPTION. INTRODUCING *ELEGANCE TOWER*, CO-DESIGNED WITH WORLD **RENOWNED DESIGNER** ZUHAIR MURAD.





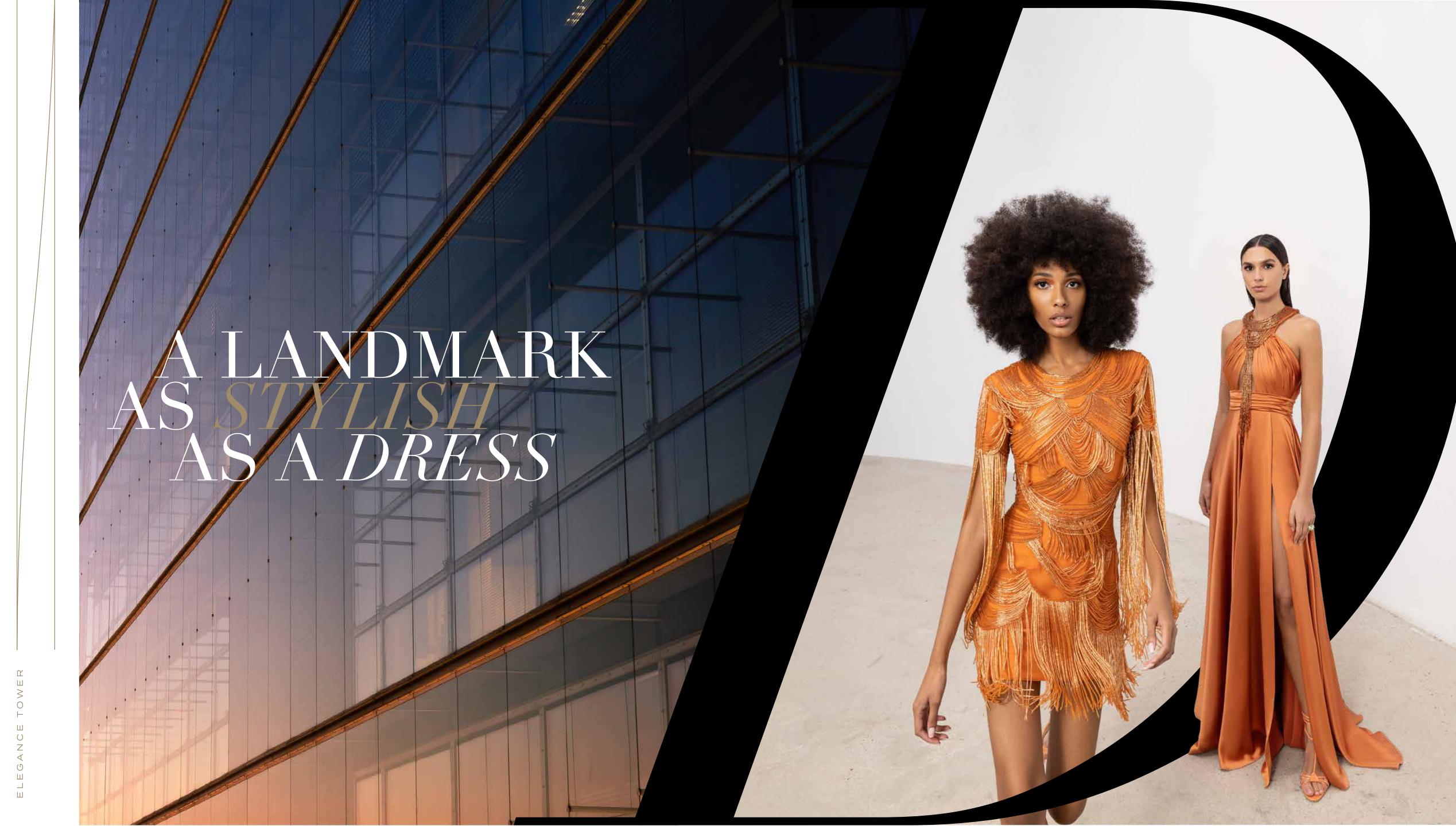


AVIEWAS DAZZIOG ASAFLASH



BOASTING PRIDE OF PLACE IN THE HEART OF DOWNTOWN, ELEGANCE TOWER OFFERS PICTURE PERFECT VIEWS OF THE CITY'S ARCHITECTURAL AND ENGINEERING MARVELS. EXPERIENCE PANORAMAS OF BURJ KHALIFA, THE WORLD'S TALLEST BUILDING, DOWNTOWN'S GLITTERING CITYSCAPE, THE GREENERY OF ZA'ABEEL PARK, AND THE SHIMMERING PLAY OF LIGHT ON THE SURFACE OF DUBAI'S CANAL.







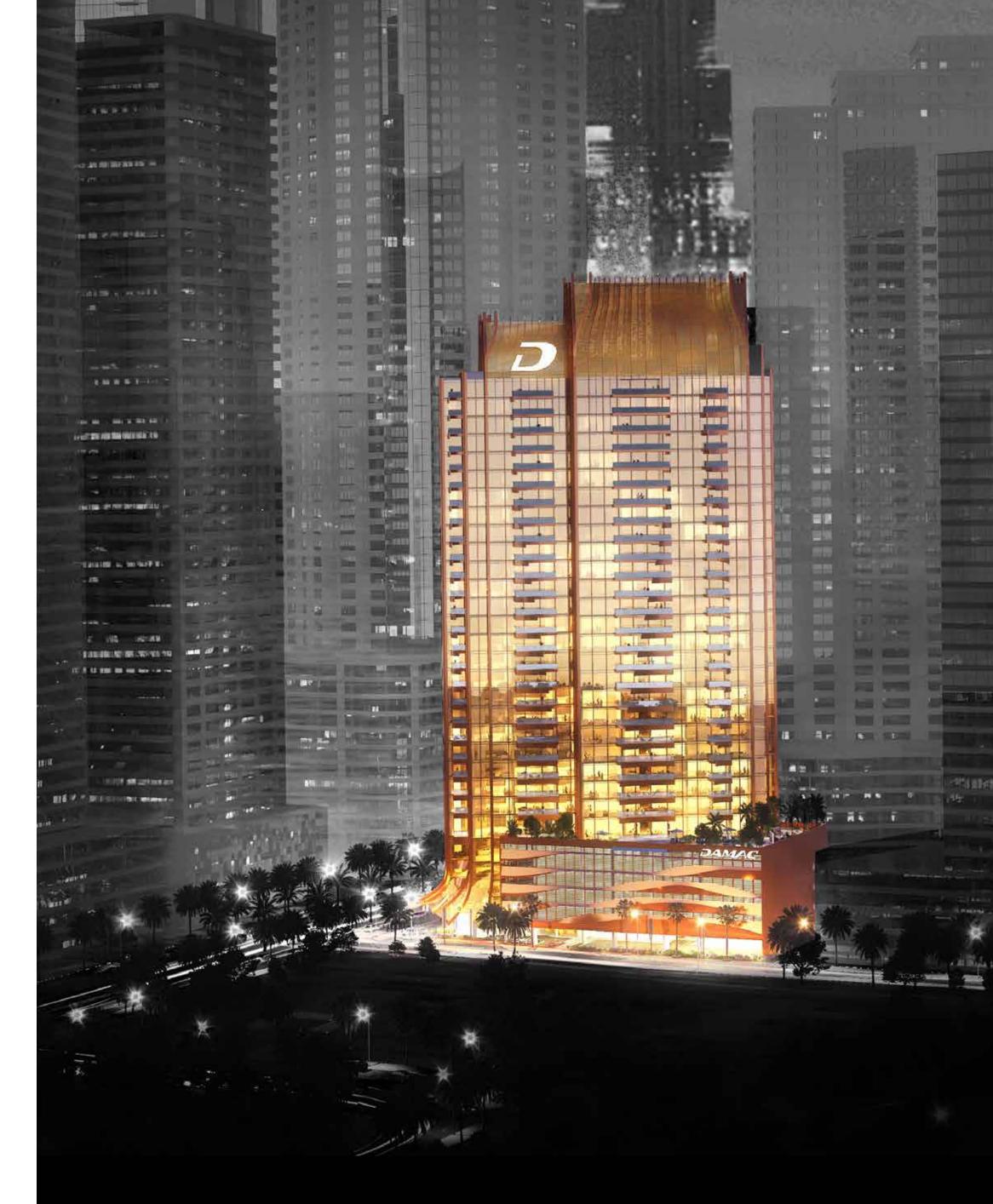






WITH ITS UNMISTAKABLE POISE AND SWEEPING TERRACES, THE EXTERIOR OF *ELEGANCE TOWER*

EVOKES THE REFINEMENT OF A BESPOKE DRESS SHOWERED BY FLASHLIGHTS AS IT IS MODELED DOWN A FASHION RUNWAY. HERE, RESIDENTS LIVE WITH THE SAME PANACHE AS A SPRING/SUMMER COLLECTION.



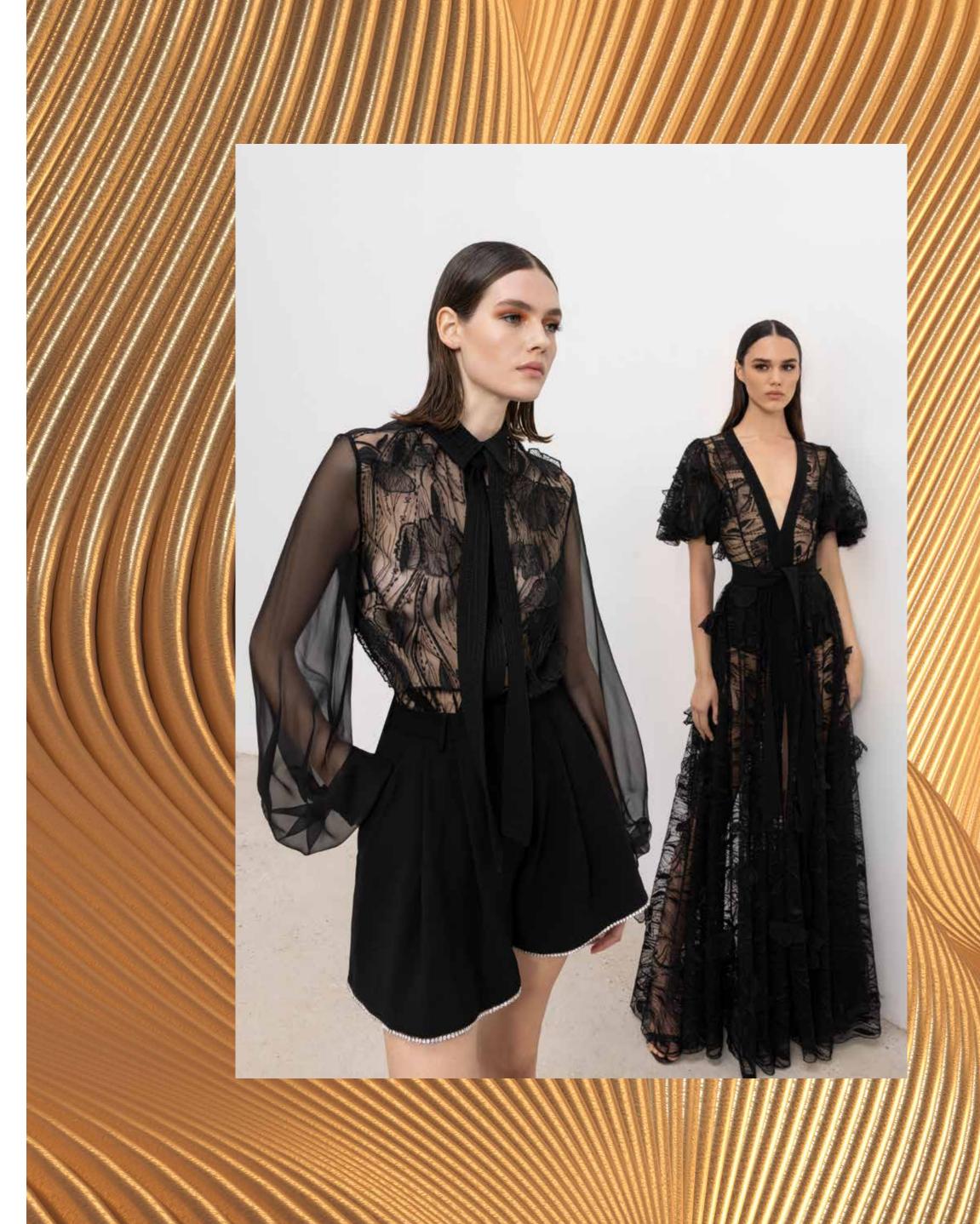




AN ENTRANCE AS*FLOWING* ASABREEZE

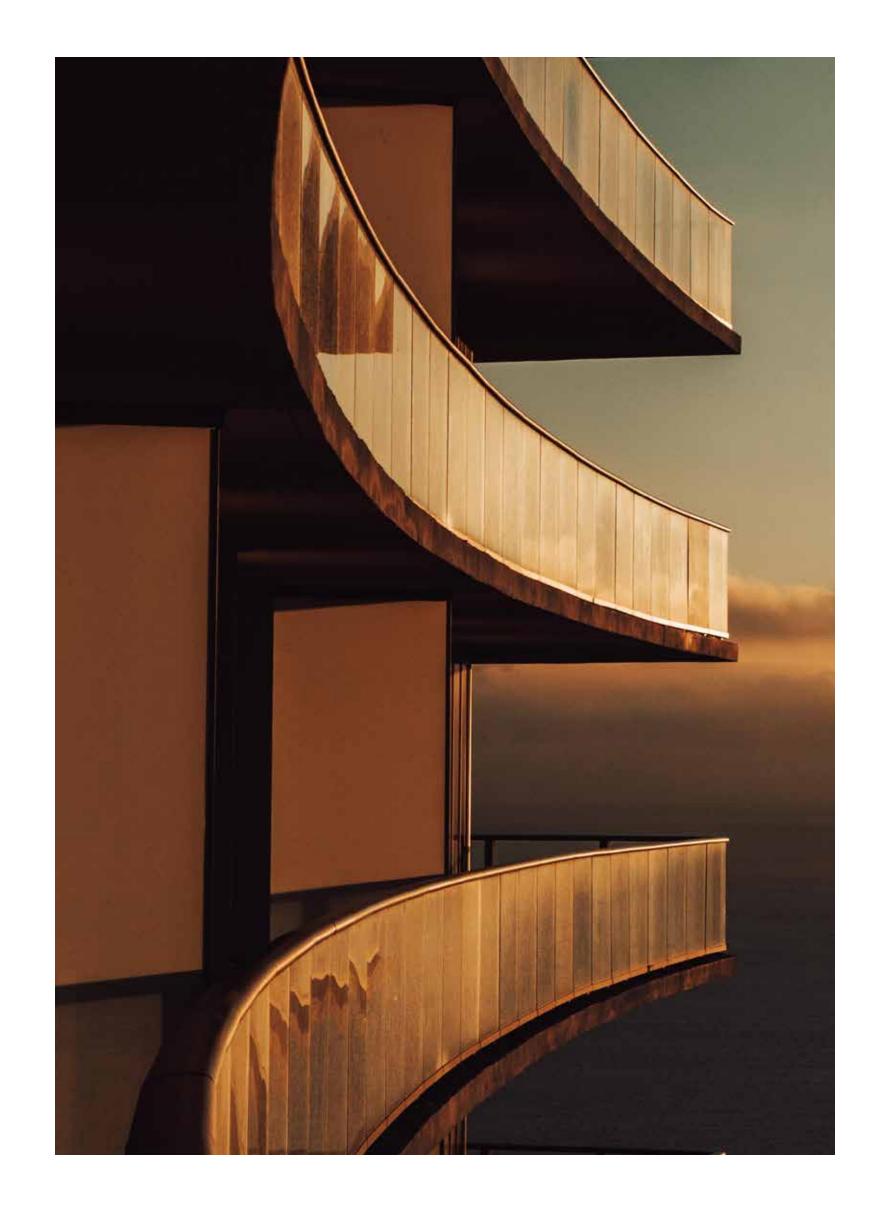


AT THE DOORS OF ELEGANCE TOWER, THE FASHION EXPERIENCE CONTINUES. THE AWNING GLIDES DOWN FROM THE CROWN OF THE BUILDING, SWAYING LIKE A PLEATED SKIRT IN A SUMMER BREEZE **BEFORE BILLOWING** OUTWARDS AND CASTING ITS SHADE OVER THE ENTRANCE.











A LOBBY AS TAILORED AS A GOWN





WELCOME TO THE GRAND LOBBY OF *ELEGANCE TOWER*,

WITH ITS MESMERIZING COLLECTION OF MIRRORS, CRYSTALS, AND DISPLAYS SHOWCASING THE CREATIONS OF ZUHAIR MURAD. THE SPACE INVITES YOU INTO THE WORLD OF DUBAI HIGH FASHION, WHERE STYLE IS A WAY OF LIFE, AND THE SPOTLIGHT IS ALWAYS ON YOU.

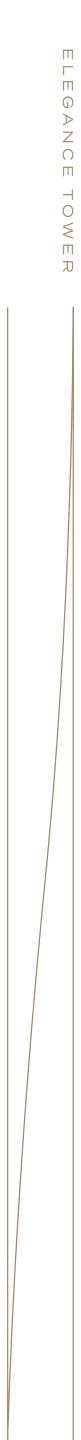






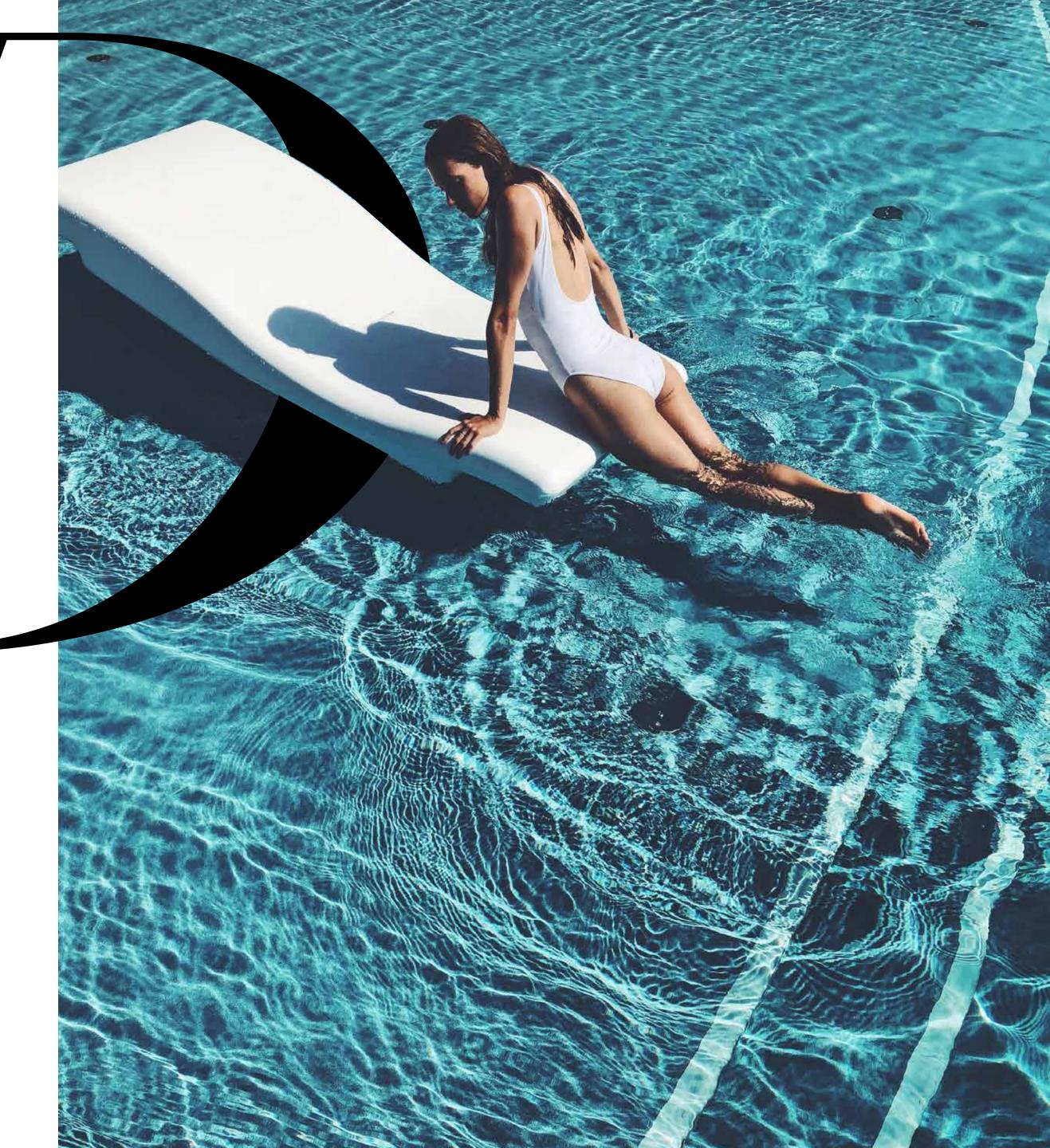


EVERY ASPECT OF ELEGANCE TOWER'S INTERIOR DESIGN IS WORTHY OF A MAGAZINE COVER. ZUHAIR MURAD'S INIMITABLE **AESTHETIC INFORMS** EVENTHE FINEST OF DETAILS, RESULTING IN A WHOLE WHICH **OOZES CONFIDENCE** AND FULLY REALIZES ITS OPPORTUNITY TO EMBRACE **RESIDENTIAL LUXURY** WITH A FLOURISH.

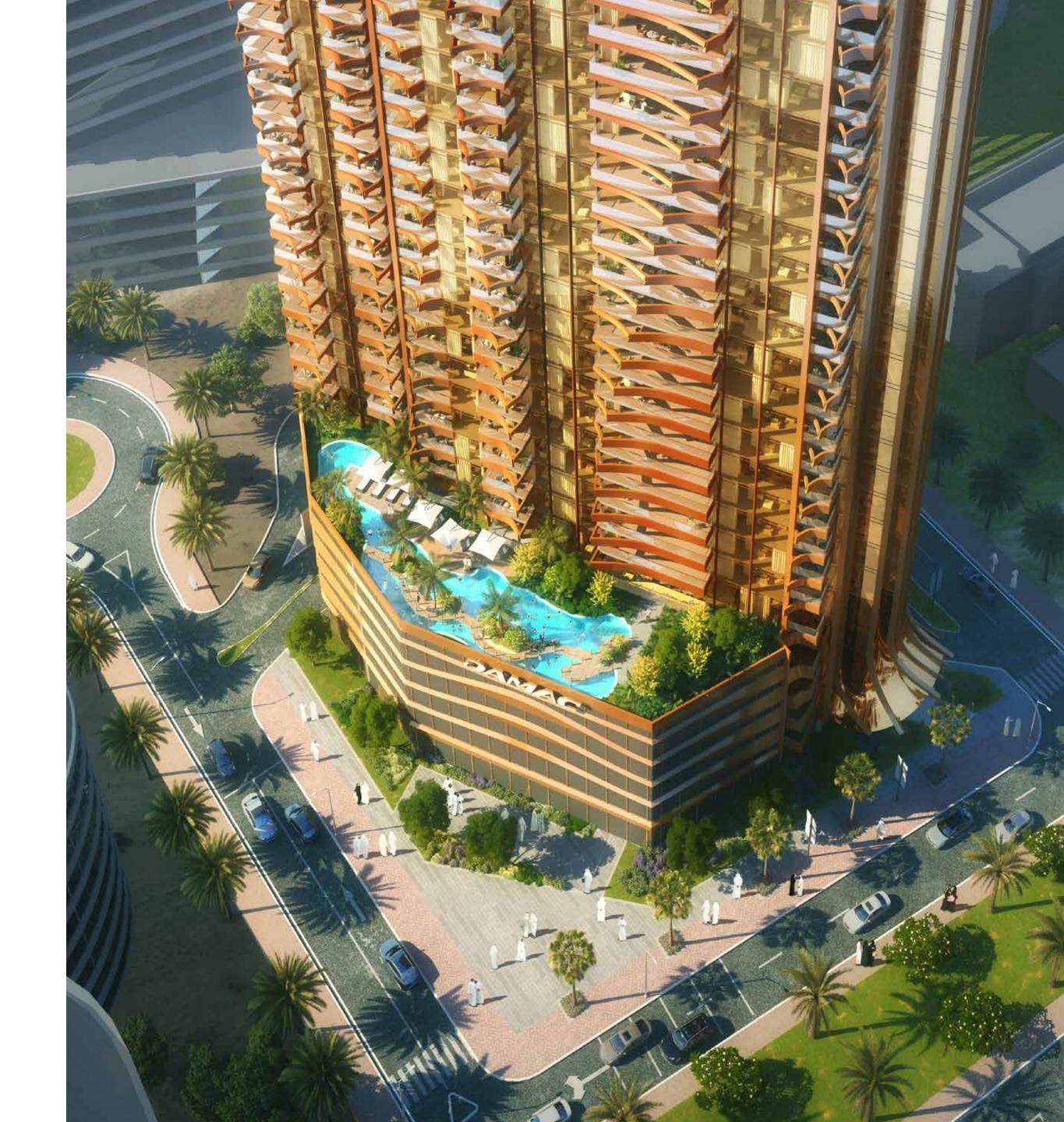








THE PODIUM LEVEL, WHERE EVEN THE WATER IS ENVOGUE, INVITES YOU TO RELAX. THE FIRST SIDE OF ITS EXPANSIVE POOL OFFERS TRANQUILITY IN THE MORNING, SCREENED ENTERTAINMENT BY DAY, AND A RECREATION *ZONE* COMPLETE WITH DJ AT NIGHT. THE OTHER SIDE, AN ELEGANT NETWORK OF WATERBORNE CATWALKS, LINKING ONE MANMADE ISLAND TO ANOTHER.







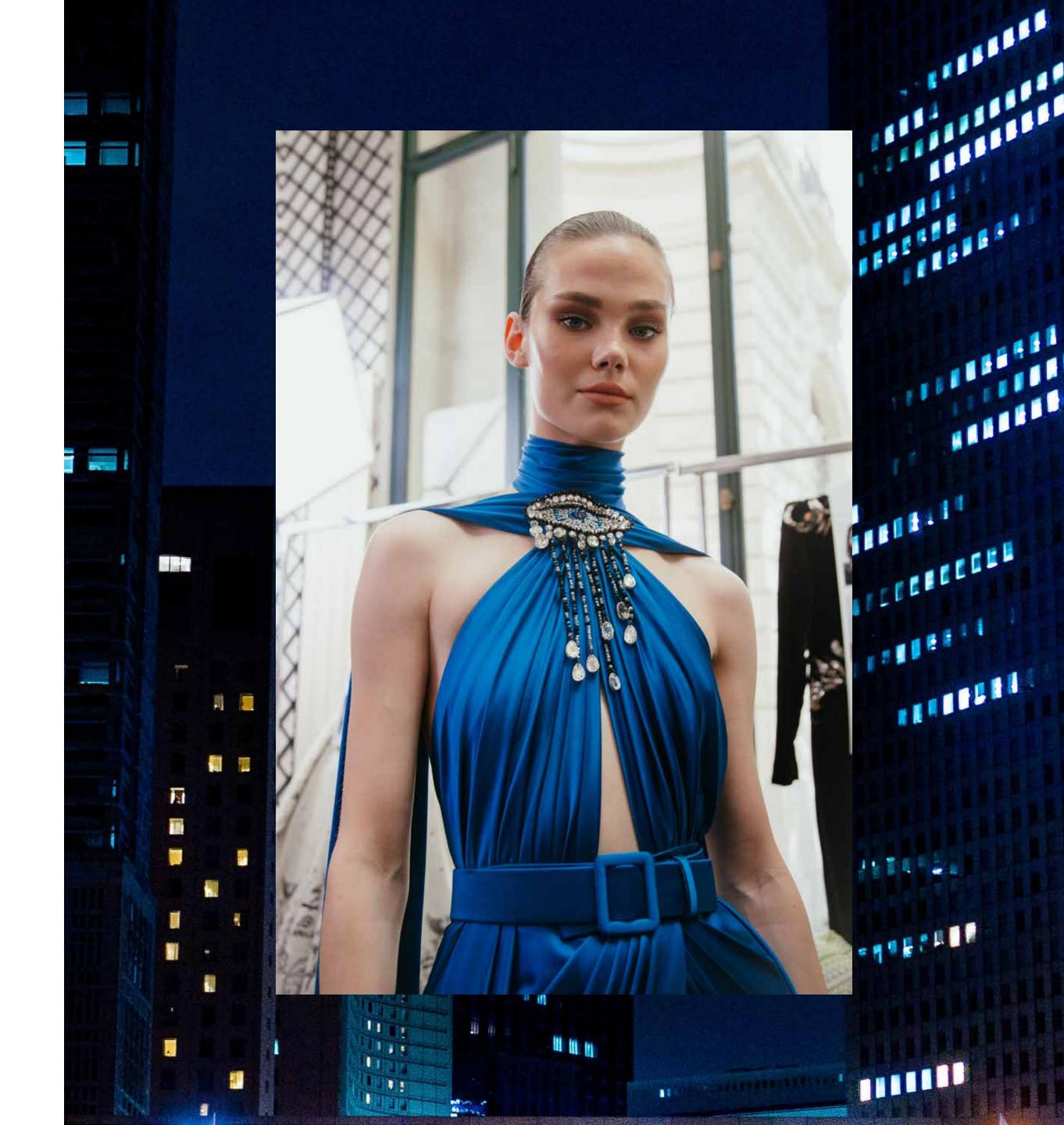
ASSTRIKING ASSAPOSE





THE 1 AND 2 BED RESIDENCES AT ELEGANCE TOWER

ARE MODEL EXAMPLES OF URBAN SOPHISTICATION. IN A TOUR DE FORCE OF SUPER LUXURY LIVING, ALL UNITS NOT **ONLY EXEMPLIFY THE** HIGHEST STANDARDS OF QUALITY AND FINISHING. THEY ALSO EMBODY PLAYFULNESS, WITH A SECRET DOOR IN THE LIVING ROOM LEADING TO A PLUSHLY DECORATED BEDROOM.









LIFESTYLEAS FLAMBOYANT AS A SHOW





IN ADDITION TO SECRET DOORS, ELEGANCE TOWER'S TOP THREE ULTRA LUXURY FLOORS HAVE ANOTHER SHOW-STOPPING SURPRISE. THESE TRANSFORMATIVE SPACES CONTAIN **DROP-DOWN BEDS** BUILT INTO THEIR CEILINGS, ALLOWING YOU TO MAGICALLY **REMODEL YOUR** LIVING SPACE WITH THE INTRODUCTION OF A SECOND SLEEPING UNIT AT ANY TIME YOU WISH.























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2 BED TYPE A6











DAMAC PROPERTIES

LIVE THE LUXURY

DAMAC Properties has been at the forefront of the Middle East's luxury real estate market since 2002, delivering award-winning residential, commercial and leisure properties across the region, including the UAE, Saudi Arabia, Qatar, Jordan, Lebanon, Iraq, Maldives, Canada, the United States, as well as the United Kingdom. Since then, the company has delivered approximately 42,000 homes, with a development portfolio of more than 28,000 at various stages of planning and progress.*

Joining forces with some of the world's most eminent fashion and lifestyle brands, DAMAC has brought new and exciting living concepts to the market in collaborations that include a golf course managed by The Trump Organization, and luxury homes in association with Versace, Cavalli, Just Cavalli, de GRISOGONO, Paramount Hotels & Resorts, Rotana and the Radisson Hotel Group. With a consistent vision, and strong momentum, DAMAC Properties is building the next generation of Middle Eastern luxury living.

DAMAC places a great emphasis on philanthropy and corporate social responsibility. The Hussain Sajwani – DAMAC Foundation, a joint initiative between DAMAC Group and Hussain Sajwani, recently announced the launch of the 'Fresh Slate' in collaboration with the Dubai Police General Headquarters, aimed at aiding detainees in Dubai's Punitive and Correctional Institutions who have been charged with petty offences.

The HSDF has also pledged AED 5 million for the 1 Billion Meals initiative launched by Vice President and Prime Minister of the UAE, and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, at the start of Ramadan 2022, aimed at providing meals to underprivileged communities in 50 countries across the world.

DAMAC has also supported the vision of Sheikh Mohammed to train one million Arab coders in creating an empowered society through learning and skills development, an initiative that successfully wrapped up in May 2022.

*As of 30th June 2022.

LUXURY BY APPOINTMENT

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