

*DAMAC*

# ELEGANCE

TOWER  
DOWNTOWN  
DUBAI



BRANDED BY  
**ZUHAIR MURAD**

BRANDED BY ZUHAIR MURAD  
**ELEGANCE**  
TOWER



LOCATION  
AS *UNIQUE*  
AS *YOU*



*DOWNTOWN DUBAI* HAS  
A NEW CENTERPIECE.  
METERS AWAY FROM  
BURJ KHALIFA,  
BUSINESS BAY, DUBAI  
INTERNATIONAL  
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*.

*DOWNTOWN  
DUBAI*



A VIEW AS  
*DAZZLING*  
AS A FLASH

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*.



A LANDMARK  
AS *STYLISH*  
AS A DRESS

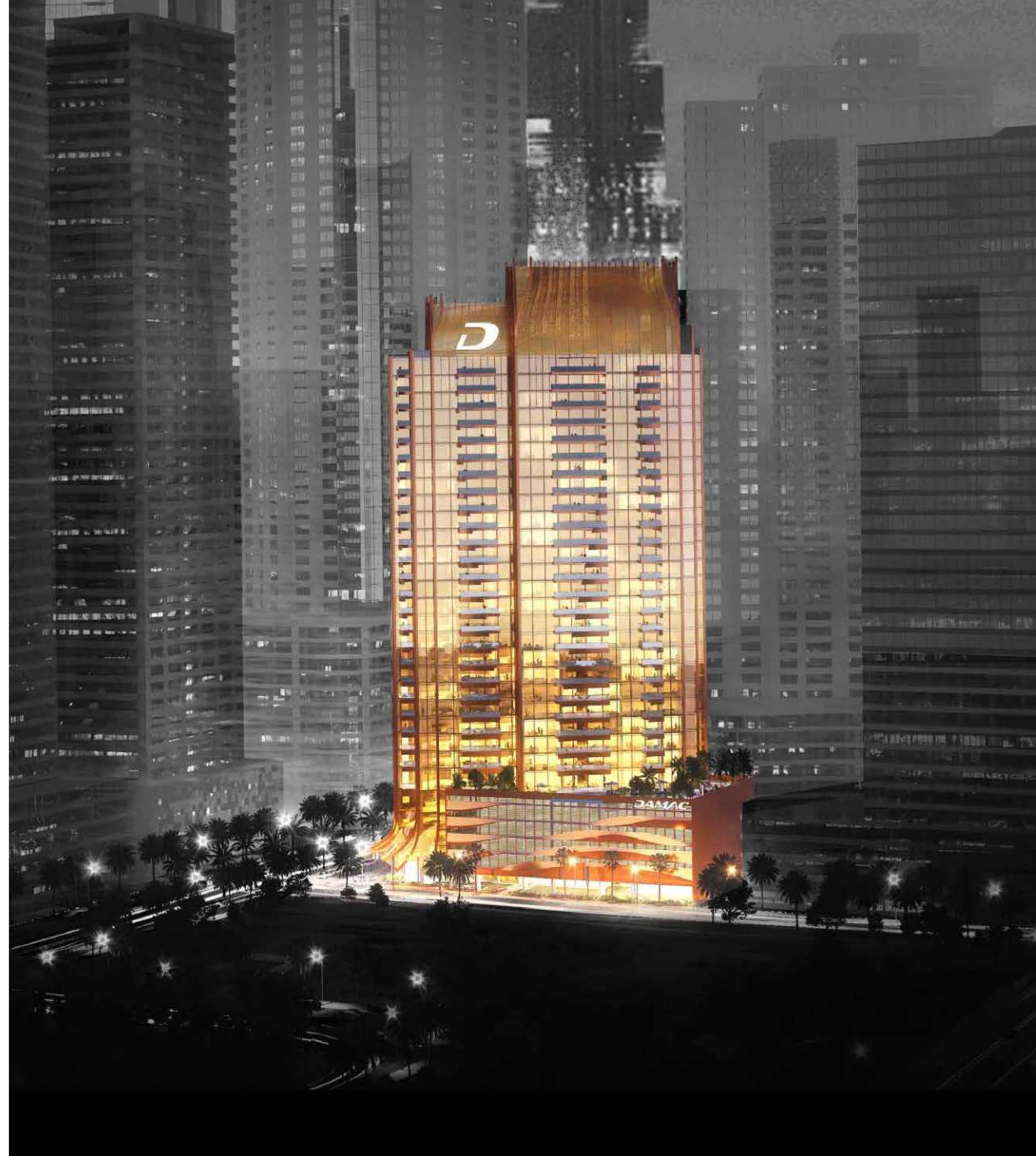








WITH ITS  
UNMISTAKABLE  
POISE AND SWEEPING  
TERRACES,  
THE EXTERIOR OF  
*ELEGANCE TOWER*  
EVOKES THE  
REFINEMENT OF A  
BESPOKE DRESS  
SHOWERED BY  
FLASHLIGHTS AS IT  
IS MODELED DOWN  
A FASHION RUNWAY.  
HERE, RESIDENTS  
LIVE WITH THE  
SAME PANACHE AS  
A SPRING/SUMMER  
COLLECTION.





AN  
ENTRANCE  
AS *FLOWING*  
AS A BREEZE



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 photograph of a modern, high-end lobby. The floor is highly reflective, mirroring the surrounding environment. In the center, a long, flowing purple gown is displayed on a small, dark, circular platform. The walls and ceiling are composed of large, irregular, reflective panels that create a complex, multi-faceted visual effect. The lighting is dramatic, with warm tones and highlights reflecting off the surfaces. A large, white, stylized letter 'A' is overlaid on the left side of the image, partially obscuring the text.

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.







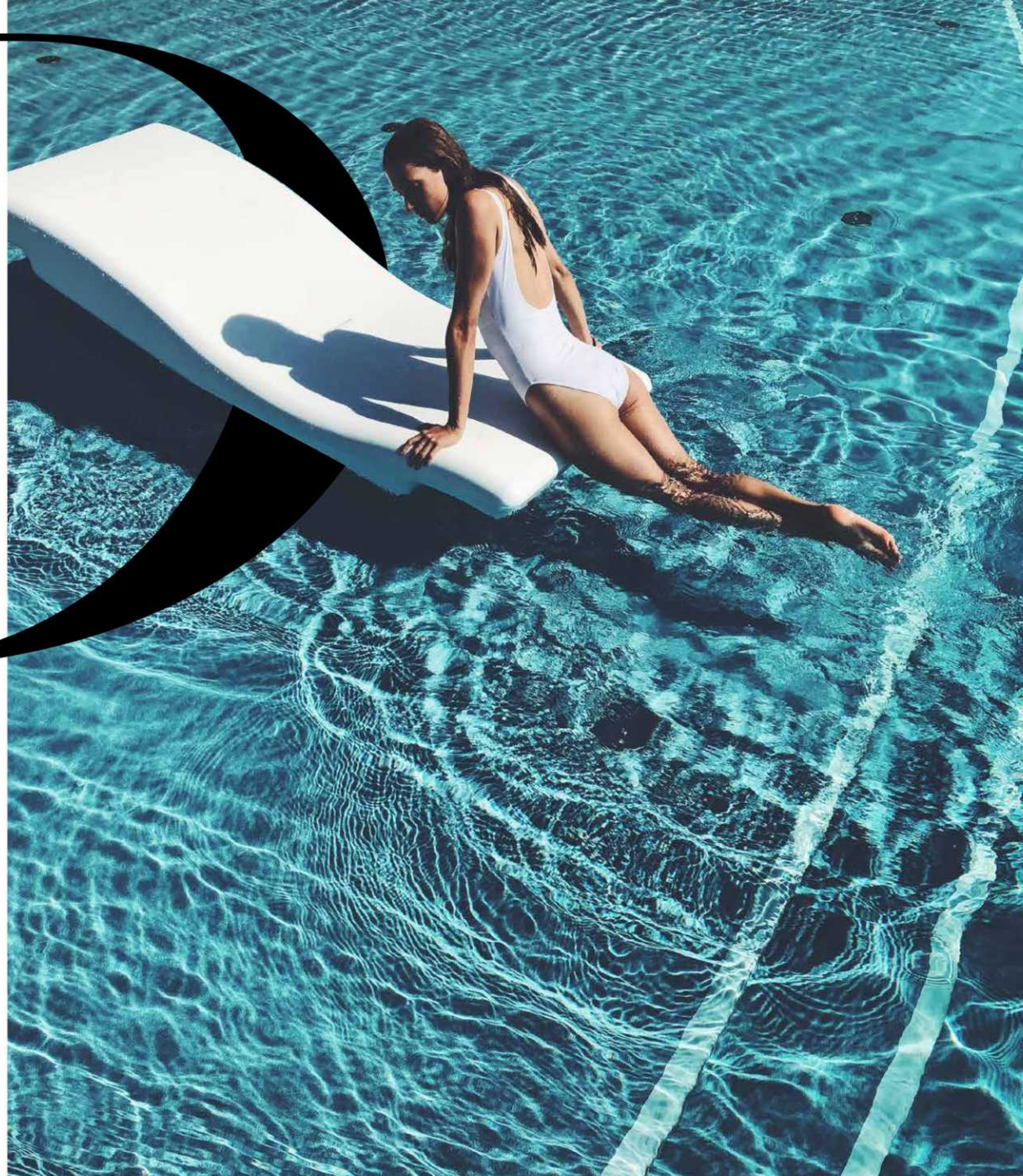
A DESIGN AS  
*GLAMOROUS*  
AS A STRUT



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



A POOL  
AS HIP  
AS A  
*CATWALK*



*THE PODIUM LEVEL,*  
WHERE EVEN THE  
WATER IS EN VOGUE,  
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.





ZUHAIR MURAD

ZUHAIR MURAD

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ZUHAIR MURAD



ZUHAIR MURAD

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ZUHAIR MURAD



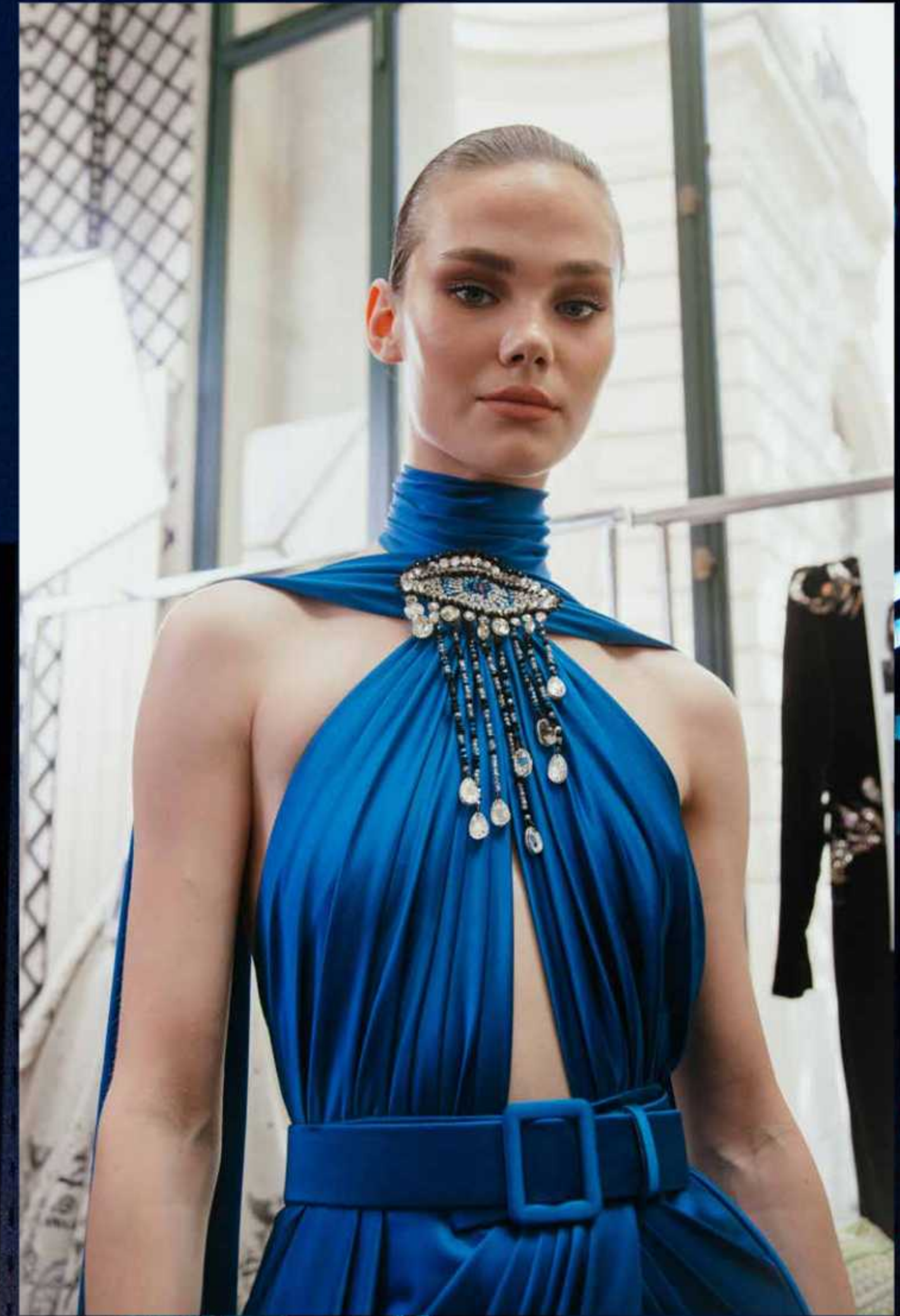


A HOME  
AS *STRIKING*  
AS A POSE

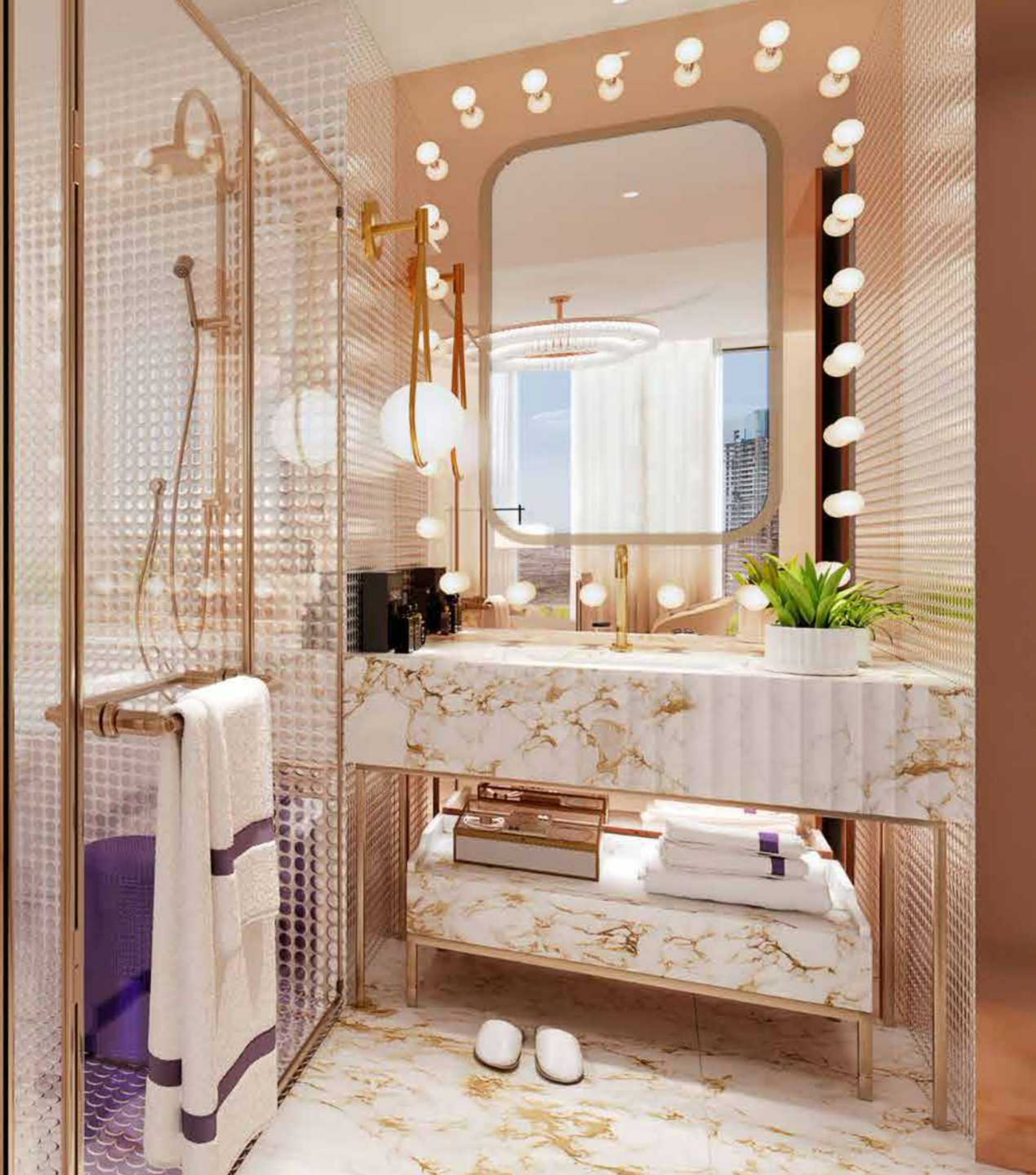




THE *1 AND 2 BED*  
RESIDENCES AT  
*ELEGANCE TOWER*  
ARE MODEL  
EXAMPLES OF URBAN  
SOPHISTICATION. IN  
A TOUR DE FORCE  
OF SUPER LUXURY  
LIVING, ALL UNITS NOT  
ONLY EXEMPLIFY THE  
HIGHEST STANDARDS  
OF QUALITY AND  
FINISHING. THEY  
ALSO EMBODY  
PLAYFULNESS, WITH  
A SECRET DOOR IN  
THE LIVING ROOM  
LEADING TO A  
PLUSHLY DECORATED  
BEDROOM.









A  
LIFESTYLE AS  
*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.







**1 BED**  
*TYPE A*



**1 BED**  
*TYPE B*



**1 BED**  
*TYPE C*



**1 BED**  
*TYPE D*



**1 BED**  
*TYPE E*



**1 BED**  
*TYPE F*



**2 BED**  
*TYPE A*



**2 BED**  
*TYPE A1*



**2 BED**  
*TYPE A2*



**2 BED**  
*TYPE A3*



**2 BED**  
*TYPE A4*



**2 BED**  
*TYPE A5*



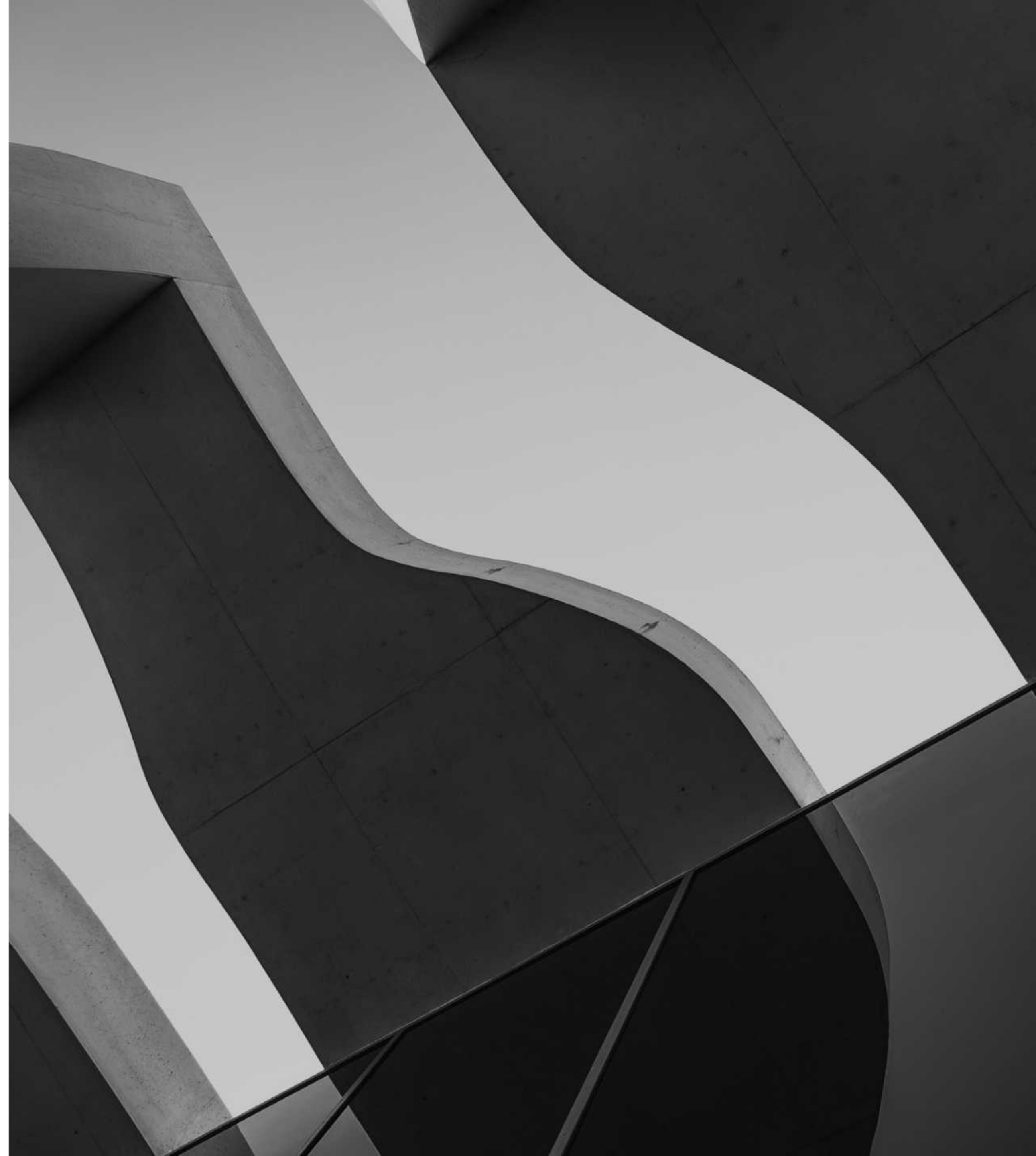
**2 BED**  
*TYPE A6*



**2 BED**  
*TYPE B*



**2 BED**  
*TYPE C*





# 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 30<sup>th</sup> June 2022.

# LUXURY BY APPOINTMENT

CONTACT US AT ANY OF OUR OFFICES OR VISIT  
DAMACPROPERTIES.COM

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DAMAC Hills – Sales Centre  
Sheikh Zayed bin Hamdan Al Nahyan Street

DAMAC Hills – Sales Centre  
Golf Veduta, Townhouse TH2

DAMAC Hills – Sales Centre  
Bellavista (Carson Building)

DAMAC Hills 2 – Sales Centre  
Amazonia Cluster, Villa 333

DAMAC Hills 2 – Sales Centre  
Water Town

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