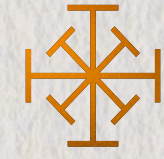




# IMPERIAL AVENUE

DOWNTOWN DUBAI



## Indulged *in* Luxury

Rare alchemy *of* opulence *and* legacy.  
A timeless icon *of* unrivalled splendour.  
*Of* ethereal quality.

*An* aesthetic rapture.

Resonating *the gilded* regal ages.

*An* Alluring mystique, Testifying *to* sumptuous luxury.

A place propelled *by* desire, *With* bespoke craftsmanship *to* revere.

A place *in* the heart *of the* pulsing city.

*In the* rarest downtown setting.

A place *with* a story; A story yet *to be* told.

IMPERIAL AVENUE

# BROCHURE *INDEX*

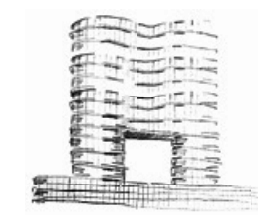
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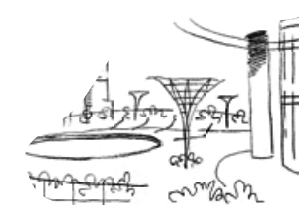
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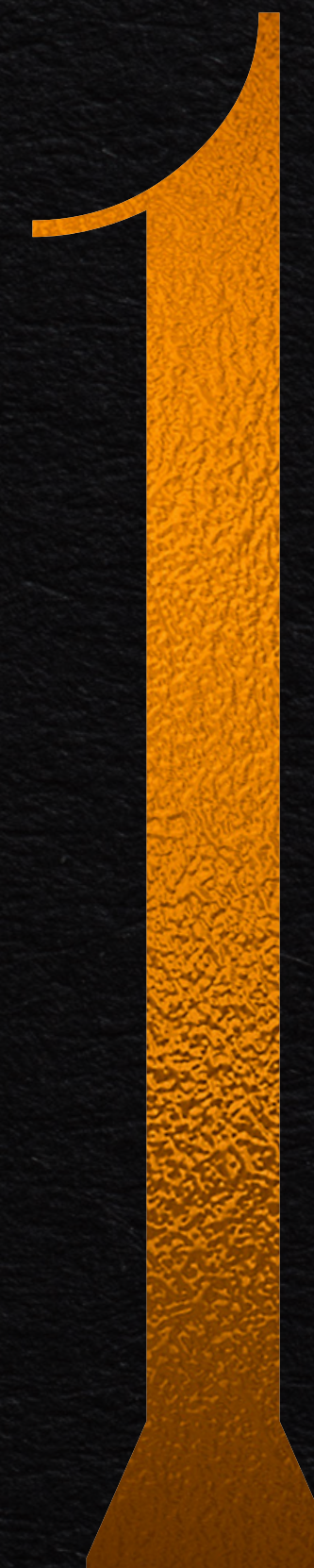


DEVELOPER

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Revel in the  
*Rhythm of Life*

IMPERIAL AVENUE



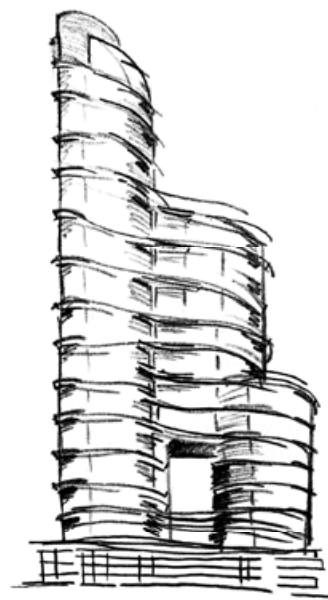


# A Testament to *Sumptuous Luxury.*

Soaring 45 storeys above the most eminent and sought-after enclave of Downtown Dubai, Imperial Avenue is flawlessly conceived to represent the epitome of elegance at an unprecedented scale.

With its decadently finished 1, 2, 3 & 4 bedroom residences, 4 and 5-bedroom podium villas with private pools, ground-level retail, and a 10,000 sq. ft. exquisite lobby with business center, this luxurious residential development has a quintessentially aristocratic atmosphere.

10



With 40 residential levels housing magnificent residences, 5 podium levels and 13 high-speed elevators,

# Imperial Avenue creates *a* sense *of* timeless sophistication with *its* fine craftsmanship *and* immaculately composed interiors.

11



# *The iconic architectural design is a manifestation of sheer opulence.*

With seamless connections and ease in accessibility, all that is chic and inspirational is at one's doorstep. The lifestyle exceeds one's expectations with the handsomely-appointed amenities spread across three levels.



# Experience *Luxury Living at Imperial Avenue.*

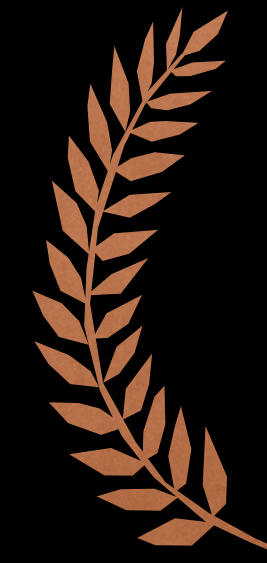
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## AN AWARD-WINNING DESTINATION.

The iconic landmark development in Downtown Dubai, Imperial Avenue by Shapoorji Pallonji, is renowned for its awards - including the prestigious Arabian Property Awards, Luxury Lifestyle Awards, and Best Sustainable Project Awards in recent years.

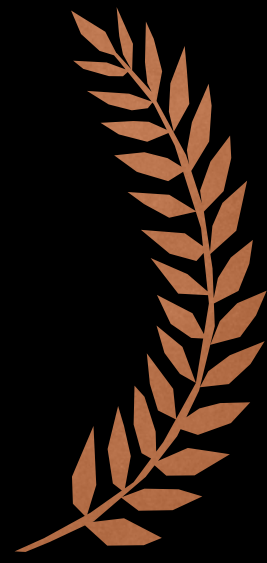
With a focus on sustainability and creating a sustainable future for generations to come, this extraordinary development won the International Sustainable Awards 2023.

The luxurious residences offer a lifestyle of ultimate comfort and elegance and have been recently awarded by Luxury Lifestyle Awards in the category of "The Best Luxury High Rise Living in Dubai." It provides luxurious high-rise living at its best with world-class amenities, excellent services, and unrivaled access to the bustling heart of Dubai.

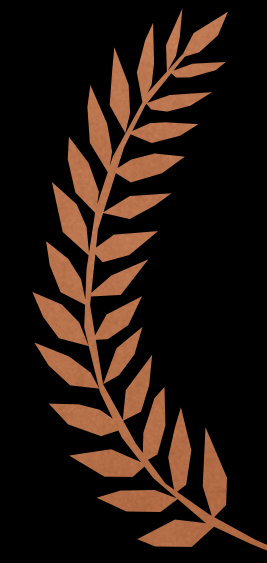


## Best Sustainable Residential Development *in Dubai*

2020-2021 African and Arabian  
Property Awards

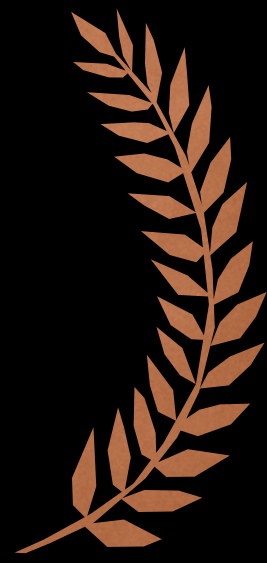


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## Best *Luxury High Rise Living*

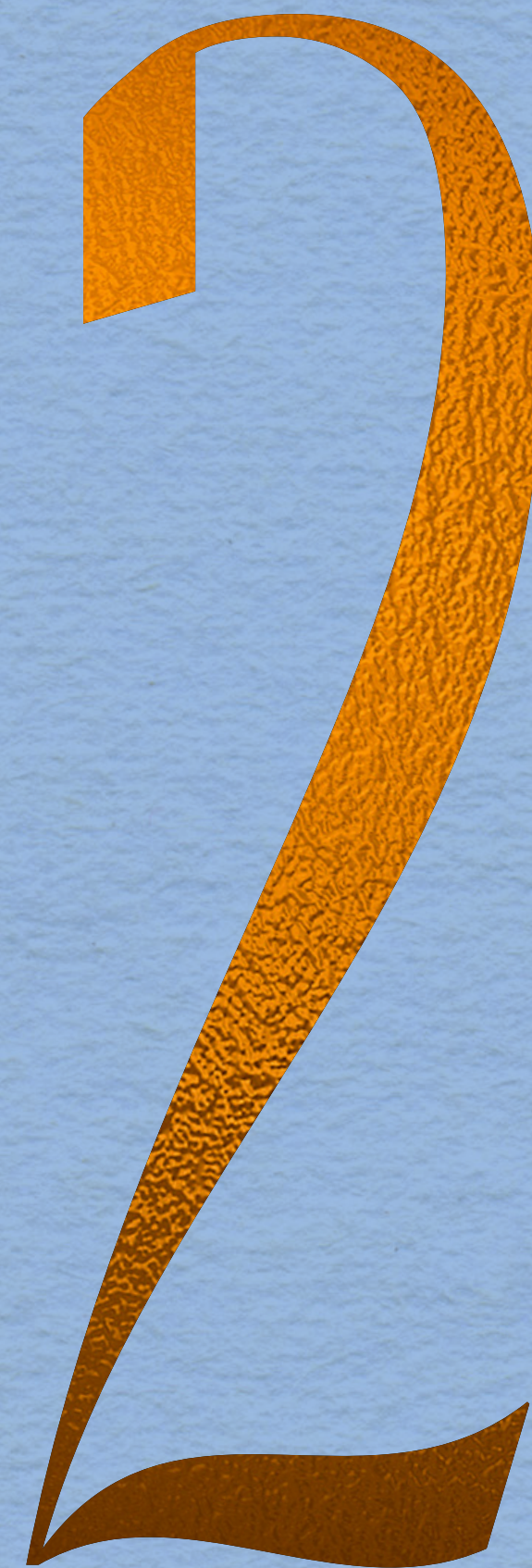
Luxury Lifestyle Awards 2021





Architecturally  
*Flawless.*

ARCHITECTURE







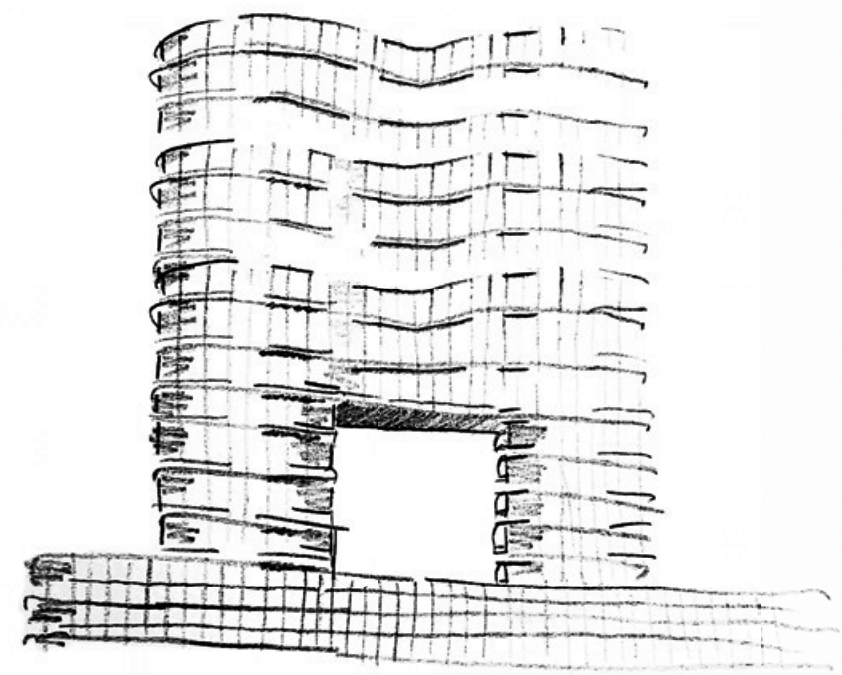
A SOPHISTICATED SILHOUETTE.

Imperial Avenue *is* an architectural masterpiece  
*that frames the* downtown location.

The striking facade is impressive from every angle, as this contemporary architectural treasure exudes an uncompromising quality.

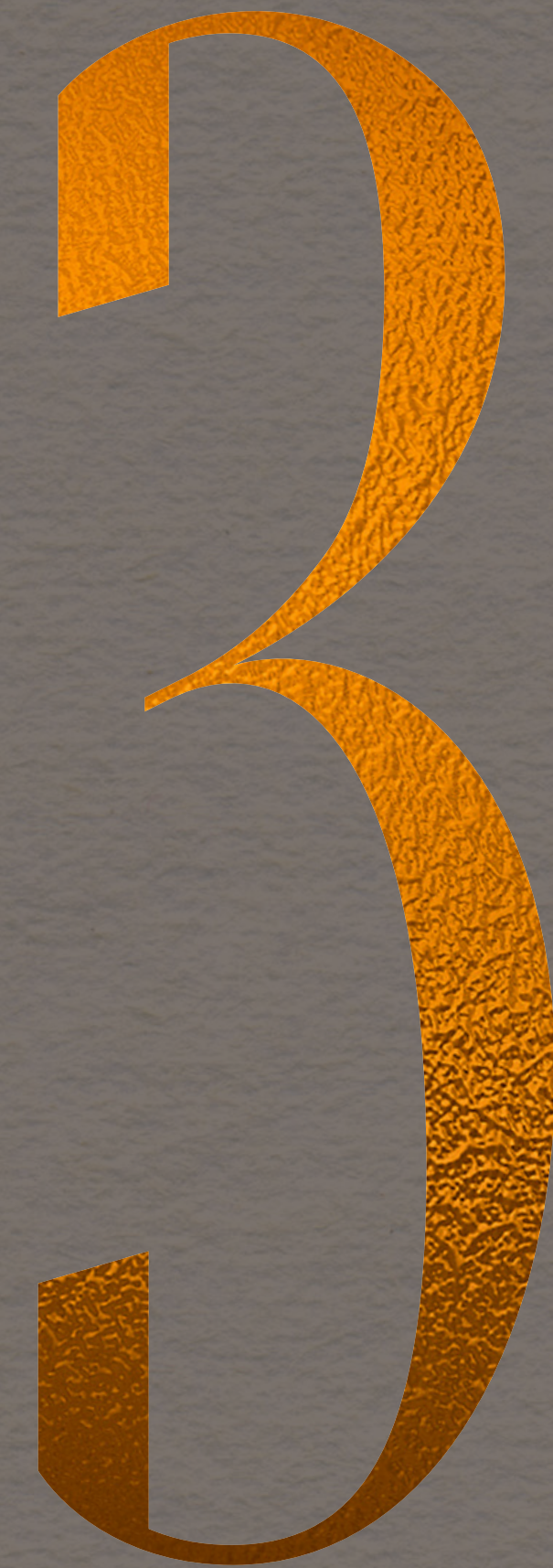
This astounding architectural wonder redefines proportional excellence with state-of-the-art design, sophisticated functionality and urban sustainability with modernist sensibilities.

The oversized windows, acoustic glazing features, unitised curtain wall system, spectacular open layouts and light-filled interiors are exquisitely crafted to become the ultimate sanctuary.



Live Life without  
*Compromise.*

LIFESTYLE





# Shaping a Rare Lifestyle.

28

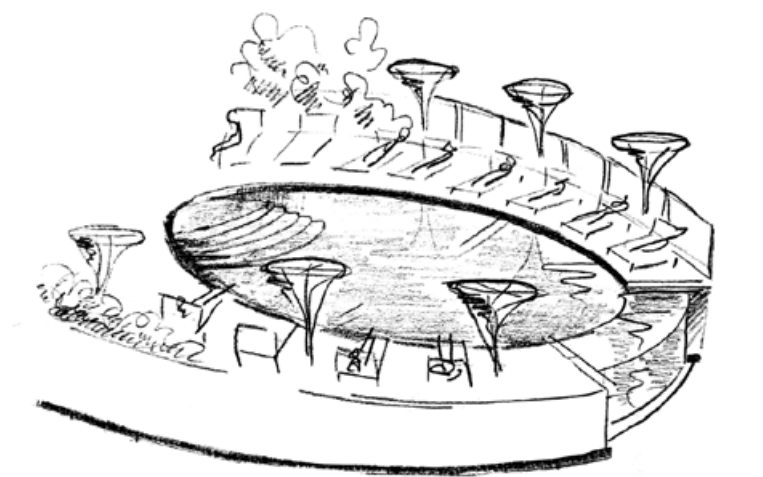


The lifestyle at Imperial Avenue is truly indulged in luxury. The vicinity brims with attractions and is a thriving urban lifestyle precinct infused with timeless wonder. With many disposable experiences, the lifestyle embodies the charisma of Downtown Living.



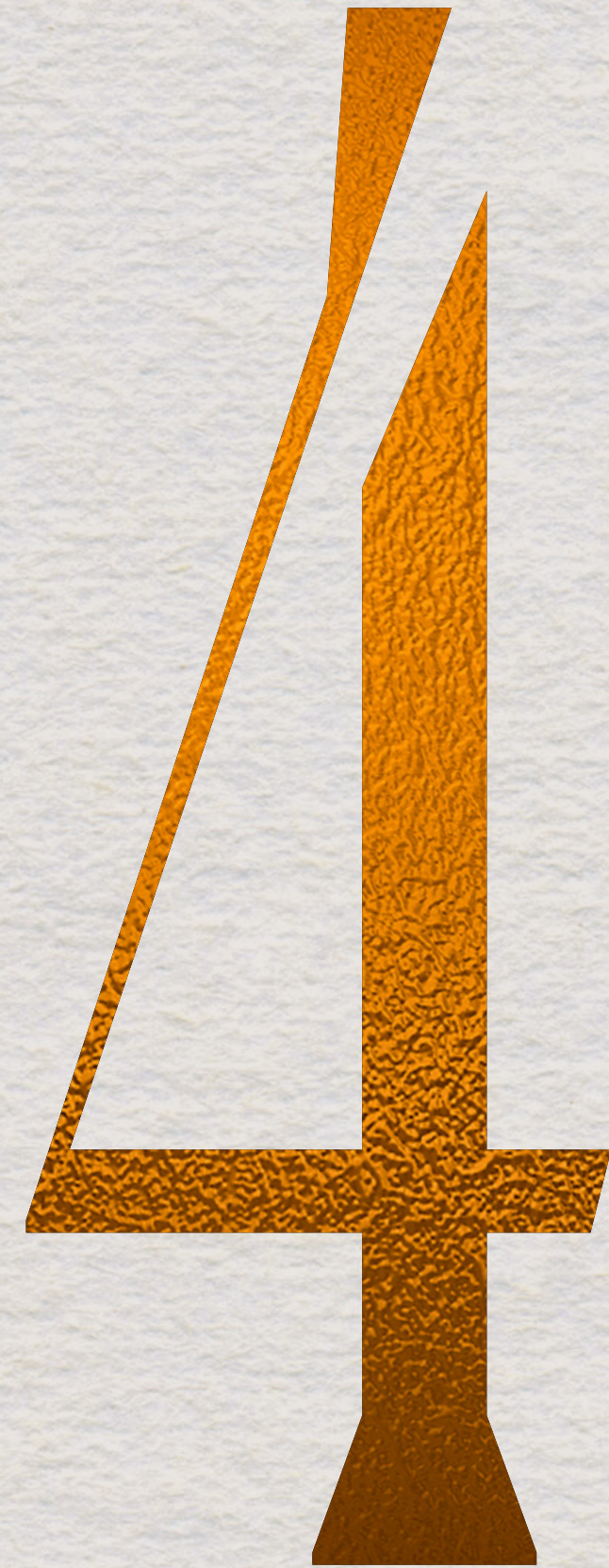
Every detail has been meticulously planned and expertly crafted to strike a balance in unrivalled living, including the spacious apartments, unencumbered city views, elegantly proportioned interiors, unparalleled building amenities, buzzing shopping promenades, trendy retailers and vibrant entertainment.

29



*Envision a Multi-  
Faceted Experience.*

AMENITIES





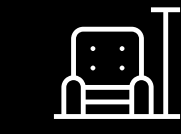
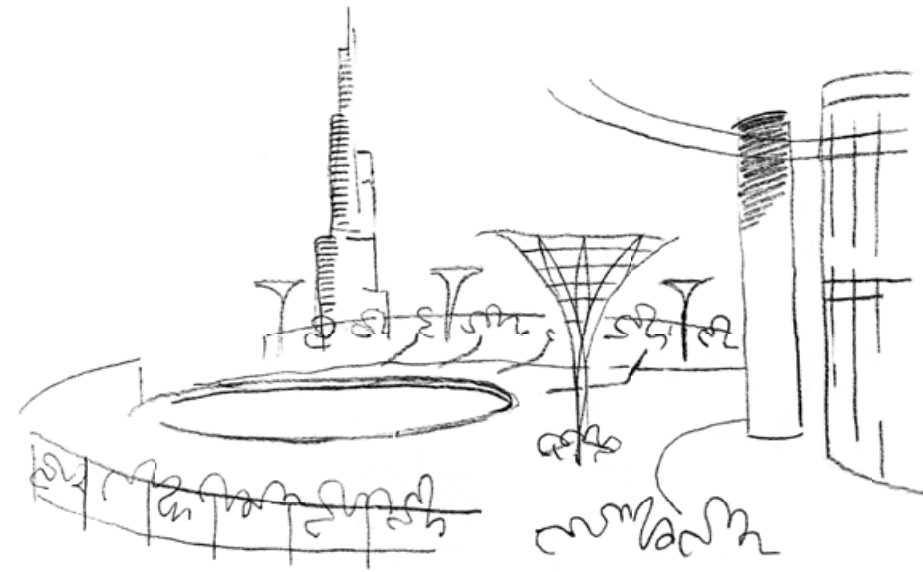
# More Life, Fewer Limits.

32

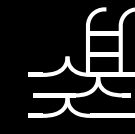


The amenities at Imperial Avenue represent the pinnacle of luxury living. The unsurpassed amenities are spread across three zones: the 26/27th level Sky-Level Lounge, 9th-level Euphoria Retreat and 6th-level Serene Crest, all meticulously crafted to stand the test of time. One can experience a feeling of discerning luxury from the outset.

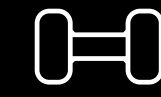
The amenities include two infinity pools at the 9th and 26th level, a games room, AV room, Multi-purpose hall, gymnasium, sauna and steam room, squash court, dedicated kids pool, indoor and outdoor kids play area, landscaped gardens, mini theatre and electric charging bays.



Lobby Lounge



Infinity Pool



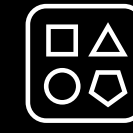
Gymnasium



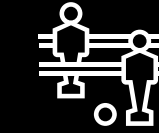
Steam Room



Squash Court



Games Room



Multi-purpose Hall

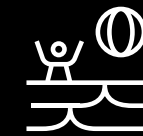


Family  
Infinity Pool

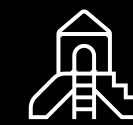


Reflection Pool

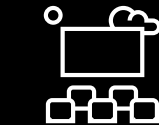
*These one-of-a-kind amenities allow the mind, body and soul to be in perfect harmony with one another.*



Dedicated  
Kids' Pool



Kids' Play Area  
(Indoor & Outdoor  
Sculptures)



Audio Visual Room



Seating Areas



Electric Car  
Charging Bays



Grand Landscaped  
Podium



Kid's Play Area  
(Indoor/Outdoor)



Yoga Event/  
Lawn Area



Sculptural  
Gardens



IMPERIAL  
AVENUE

# Arrival

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THE FIRST TASTE OF LUXURY.

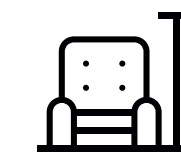
Welcomed by a splendid fountain fringed by tall canopied trees and high-ceilinged glass exteriors, one will immediately appreciate the harmonious blend of nature with luxury. One is greeted with a carnival of scents from the wreath of leaves and sounds of splashing water from the chorine-infused fountain.

The high ceilings, landscaped paths, lush foliage and cascading fountain create an incredible sense of grandeur. The aura of elegance seeps into the extravagant lobby, designed with utmost excellence.





# Lobby



**AN UNDENIABLE  
SENSE OF GRANDEUR.**

Grand in scale and design, the 10,000 sq. ft. lobby is celebrated in every aspect. Inspiration weaves in every thread as this is the largest lobby in the GCC. One can experience an authentic sense of timelessness and expansiveness from the moment of arrival.

The soaring double-height ceilings, sumptuous interiors, exquisite materials and splendid finishings are bold, opulent and sublimely elegant. The lobby itself is a world of impeccable style and refinement. The 13 high-speed elevators are soundless and serene, thus making an elegant statement of their own.



Business Center

SKY LOUNGE - 26TH/27TH FLOOR

# *An Awe-Inspiring Grandeur*

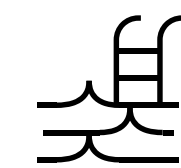
Deemed as one of the most refined and luxurious developments in Downtown Dubai, the Sky Lounge combines sheer opulence with carefully-considered amenities to provide an effortless lifestyle. These resort-style amenities tick all the luxury boxes. And are tastefully curated to provide residents with an immersive experience. The 26th/27th-levels Sky-Level Lounge flawlessly captures the soul of Downtown Dubai and transports one to a place of ultimate indulgence. One can savour the balmy weather and revel in the dynamic contours of the city—all the while relishing the scenic vistas, magnificent backdrop and diverse experiences.

04 Amenities

Digital Brochure

Imperial Avenue

## Infinity Pool



LUXURY HAS A NEW HOME.

Amid the breathtaking backdrop of Burj Khalifa and mesmerising views of Downtown and the Dubai skyline, one can relish an awe-inspiring sunset experience at the 9th and 26th level infinity pools.

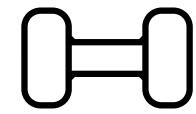
This sensationally serene paradise allows one to nurture themselves, and this extraordinary everyday pleasure is exclusively available to the select few.

Infinity Pool



# Gymnasium

46



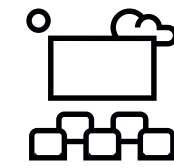
## STATE-OF-THE-ART GYMNASIUM

One can invigorate their mind, body and soul in the well-equipped gymnasium amid the scintillating views of Downtown Dubai. The amenity boasts state-of-the-art machinery, including an extensive range of cardiovascular machines and weights.



# Audio Visual Room

47



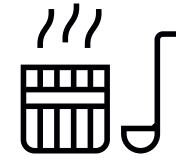
## LUXURY UNDER THE SKY.

The audio-visual room is a tucked-away spot equipped with advanced audio and visual technology, including high-quality speakers, microphones, projectors, and screens, to facilitate presentations, lectures, or performances. One can indulge in a learning experience in this well-designed room.



# Steam Room

48



**INDULGE THE SENSES.**

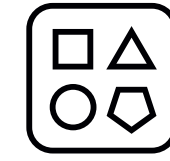
Along with the other lifestyle opportunities, the steam room is one of the few little luxuries offering a holistic ritual at Imperial Avenue.

The refreshingly refined and soothing steam room creates a sense of endlessness with its rejuvenating and spa-like ambience. It aligns the senses and helps one find their true equilibrium.



# Games Room

49

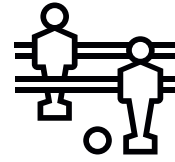


**A SENSE OF ADVENTURE.**

The games room is another spectacular addition to the diverse range of amenities. One can congregate with friends, relish enjoyable moments and create wonderful memories in the games room.

# Multipurpose Hall

50



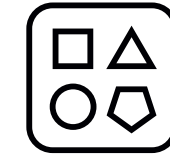
A TOUCH OF ZEN.

The multi-purpose hall is filled with possibilities. Whether it's an intimate event or a social gathering, the versatility of the multi-purpose hall allows one to live life their way. What makes it unique is its flexibility which enriches the space and optimises the spatial experience. Beautifully designed to exude class, this multi-purpose room successfully marries functionality and durability with elegance.



# Squash Court

51



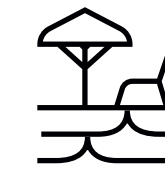
A SENSE OF ADVENTURE.

The games room is another spectacular addition to the diverse range of amenities. One can congregate with friends, relish enjoyable moments and create wonderful memories in the games room.

EUPHORIA RETREAT 9TH FLOOR

High Amenity  
*Precinct.*

# Family Infinity Pool



## PERCHED PARADISE.

The family infinity pool offers a quintessential family experience where one can soak up the summer breeze whilst relishing the stunning vistas.

This tranquil and refreshingly contemporary spot is an immaculately composed sanctuary for the senses and is a blank canvas for viewing magical sunsets and star-studded skies. It's the ideal place for comfort, relaxation and reflection. This is an excellent luxurious site for one to end their day.

Family Infinity Pool







# Sculptural Gardens

59



SUMPTUOUS  
LUXURY.

Meticulously designed with utmost sophistication, these sculptural gardens sublimely capture the sun's glow and offer both luxury and privacy. Distinct in character, these gardens have the most inspiring setting for a perfect summer escape.

One can enhance idle days and soak in the sun-drenched gardens. The seamless integration of the indoors and outdoors transforms the gardens into a genuinely idyllic place to unwind and relax. The choices here are endless.

SERENE CREST - 6TH LEVEL PODIUM

# Where Wellness Matters.

The Serene Crest at the 6th Level Podium is a place of tranquillity complemented by a series of curated experiences. With unprecedented privileges, this compelling space exudes an air of wellness and well-being as it allows one to experience the extraordinary. The amenities and interior spaces are designed with streamlined sophistication. Thus, this is a truly idyllic place to spend time relishing the indoors and the outdoors.

## Grand Landscaped Podium



AN ARTISAN'S STROKE.

The exquisitely landscaped podium embodies tranquillity and evokes a reverence for beauty and natural wonders. The architectural symmetry and well-defined spaces personify the true sensation of craftsmanship where there is a seamless connection with the earth, sky and land.

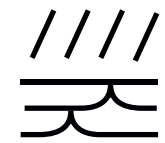
There is an immediate sense of allure where the building beautifully embraces the silver horizons. The juxtaposition of soft and hard elements evokes a sense of richness with ample seating areas and carefully planted trees.





# Reflection Pool

64



A ROMANTIC HIDEOUT.

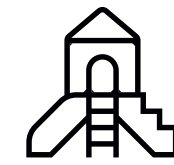
The gleaming glass and soaring facades reflect the beauty of Downtown Dubai, and the reflection pool captures the resplendence at its core. This shimmering expanse of water, purely for aesthetics and decorative purposes, stretches on forever, mirroring Imperial Avenue's elegance with exquisite symmetry, creating a splendid display of light and color.



# Dedicated Kids Play Area

INDOOR /OUTDOOR

65

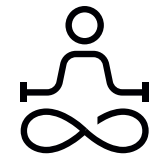


A KIDS' WONDERLAND.

Filled with toys, games, and activities, the stimulating indoor area entertains children round-the-clock on days with changeable weather. And the outdoor space with a dedicated pool allows for exploration and interaction in a more natural setting. Together, they provide a versatile play experience, fostering creativity and physical development in a nurturing environment.

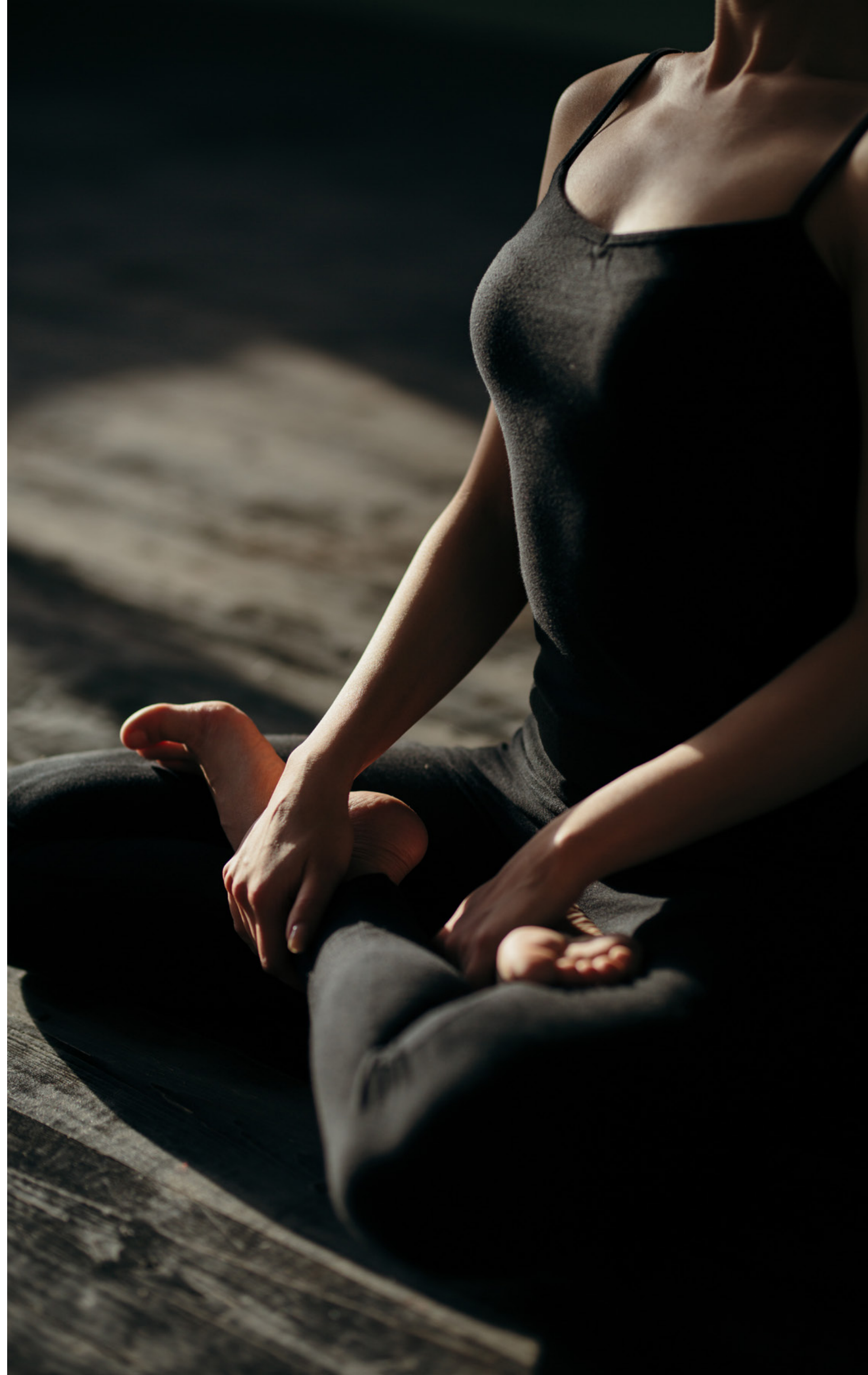
# Yoga / Event Space

66



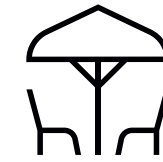
TRANQUILITY AT  
YOUR DOORSTEP.

The dedicated yoga and event space offers an unsurpassed experience and is a timeless addition to the suite of amenities. This inspiring Zen energises and allows one to disconnect and reconnect, leaving a tangible impression.



# Seating Areas

67



CURATED COMFORT.

Amid the meticulously landscaped gardens and carefully planned spaces, the seating area provides a cool respite after a long day. The comfortable seats embellish the luxurious private oasis, along with green topiaries, and lush plants, providing a natural feel. The exceptionally well-appointed seats planned across the prestigious development allows one to meditate or mingle.



Residences *Exemplifying*  
*A Timeless Quality.*

RESIDENCES

5

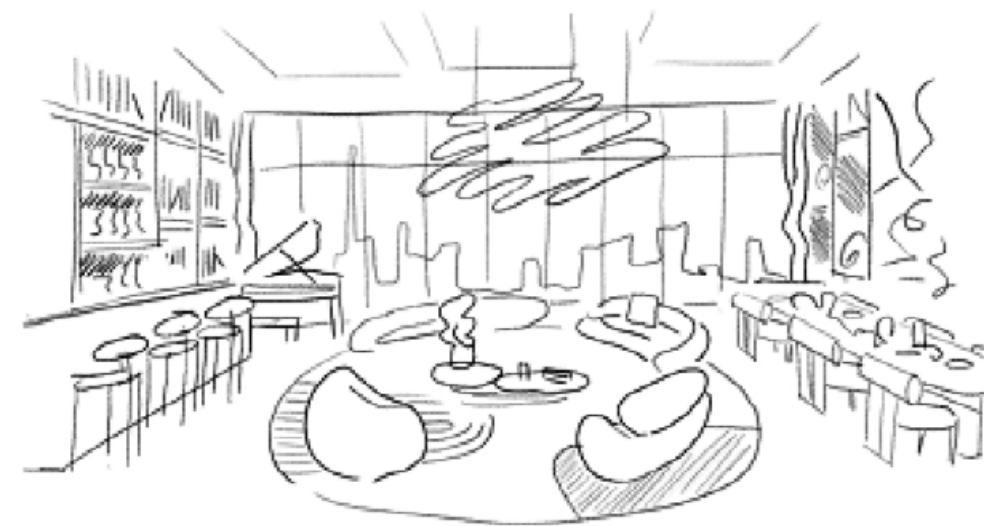


# *Exquisite. Inspiring. And unrivalled.*



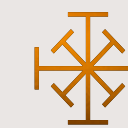
The impeccably-crafted residences beautifully juxtapose against the stunning Downtown Backdrop. They beckon the chic urbanists with their elevated allure, careful orientation and expansive living spaces.

The 1, 2, 3 and 4 bedroom residences and 4 and 5-bedroom podium villas with private pools are a testament to contemporary design.



Moreover, the 4 and 5 bedroom penthouses are elite luxury homes that embody a distinct and thoughtful composition.

# They are carefully tailored to optimise natural light and the sweeping vistas of the Dubai skyline.



LIVING ROOMS

# *Polished, Set, and Exquisitely Refined.*

Inspired by the grandeur of Downtown Dubai, the living rooms are a stunning addition to the residences at Imperial Avenue with their bespoke features and copious and well-ventilated interiors.

The authentic aesthetics exude a warmth that welcomes one to their urban sanctuary.





Living Room



# An inimitable Contemporary *Glamour.*

The bedrooms are an artisan's appeal to modern-luxurious living with expansive spaces and oversized windows that allow natural light to flood the interiors. The en-suite bathrooms with modern fixtures are carefully calibrated for ultimate ease and comfort.





Master Bedroom

KITCHENS

# *Functional Kitchens.*

The chef-inspired and exceptional kitchens are crafted with excellence that pays meticulous attention to form and functionality. Embellished with contemporary-power-saving kitchen appliances, including a gas-fueled cooktop, one can savour an enjoyable life with higher energy savings and lower life cycle costs.



BATHROOMS

# *Crafted Beyond All Compromise.*

The exquisitely crafted bathrooms are designed with an outstanding level of finish throughout. They subtly blend elegance and sustainability with large soaking tubs and glass-walled showers.

In addition, these en-suite bathrooms have modern installations like aerators in faucets and showers, which rejuvenates the mind, body and soul, and saves more water.

*A Place for  
Everything.*

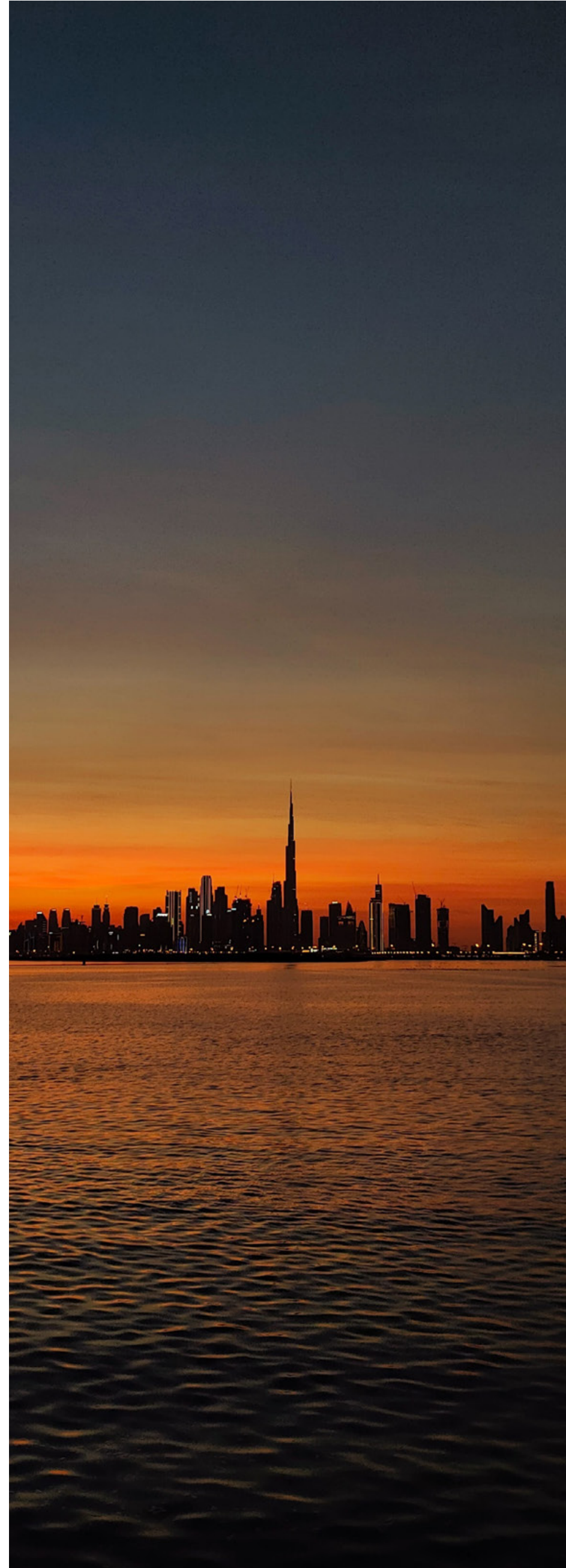
LOCATION

6

# Dubai, a True Icon.

Over the years, the UAE has become a melting pot of culture, diversity, creativity and sustainability.

Under the Dubai 2040 Urban Master Plan, the UAE Centennial 2071, and the UAE Green Agenda 2015-2030, the UAE has made significant efforts to advance sustainability. As a result, the UAE aspires to become the world's innovation and sustainable capital in the next ten years.



Dubai is a sophisticated global gateway metropolis that unquestionably grows at a breakneck pace. With unrivalled commercial prospects, cutting-edge attractions, pandemic preparedness, innovative new visa efforts, and successful economic reforms, it has emerged as the preferred location for investment, residence, and entertainment.



Numbeo has ranked this alpha plus city as one of the safest worldwide cities, with a high score in the quality of life index. It is the ideal choice for modern living and a secure environment.

DOWNTOWN DUBAI / A PRIZED LOCALE.

# *A Sophisticated Cosmopolitan Haven.*

Imbued with a sense of opulence, community and belonging, Downtown is the uncontested jewel of Dubai, where luxury, lifestyle and convenience converge.

The precinct is flanked by exquisite dining delights, outstandingly elegant cultural institutions, eclectic streetscape, vibrant eateries, high-end retail, and a plethora of entertainment venues. In addition, the majestic tree-lined promenades and contemporary art installations fringed by monumental facades never lose their appeal. It is, without doubt, a world unto itself.



Home to Burj Khalifa, the world's tallest building, the precinct is a fascinating and emblematic world of wonders that create a lasting impact. The extensive luxury offerings of Dubai Mall, Burj Park, Burj Plaza, Dubai Fountain and the Dubai Opera enable Downtown Dubai to offer an idyllic lifestyle with impeccable privacy.

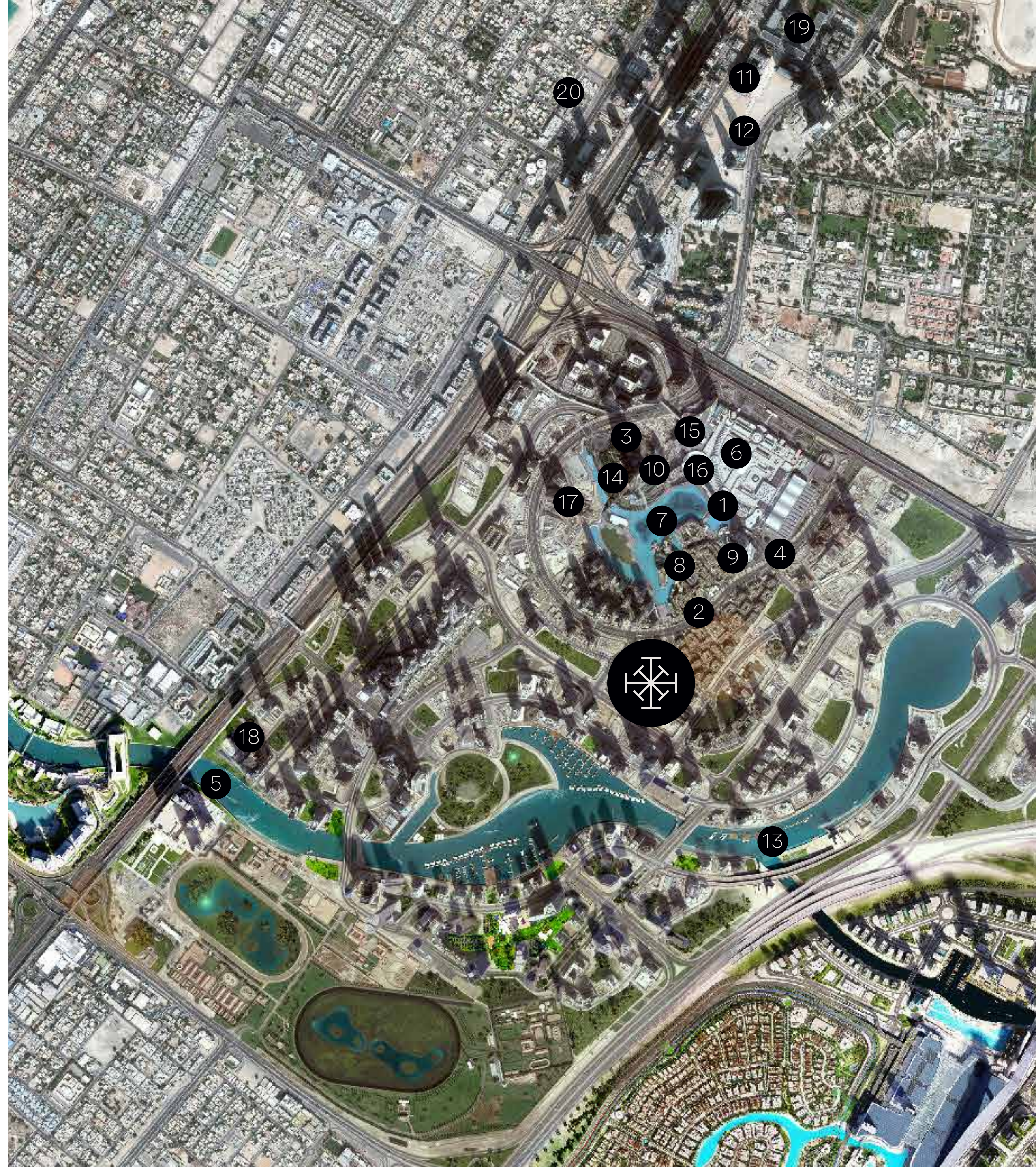


NEIGHBOURHOOD / THE CENTRE OF ATTENTION.

# Here to Exceed *Expectations.*

As Dubai's most cherished vicinity, Downtown Dubai is a fitting neighbour to the exclusive business precincts of DIFC and Business Bay, art and culture like Dubai Design District, hospitals like Medicare Hospital and Mediclinic, and prestigious educational institutions like Gems Wellington Primary School and Cambridge International School. It offers a refreshingly urban lifestyle only for the privileged few.





## NEIGHBOURHOOD MAP

# Where Luxury Meets Charismatic Charm.

With elevated art galleries like Gallery One and MB&F M.A.D. Gallery, contemporary museums like Museum of the Future, runway fashions at Burj Plaza, designer boutiques like Armani Prive and enticing stores at the Dubai Mall. World-renowned hotels like Palace Downtown, Address Downtown, and Armani Hotel Dubai are just moments away from Imperial Avenue.

**LIFESTYLE & LEISURE:**

1. Dubai Mall
2. Burj Plaza
3. Armani Prive
4. Sheikh Mohammed bin Rashid Boulevard
5. Dubai Water Canal
6. Dubai Aquarium & Underwater Zoo
7. Dubai Fountain

**HOSPITALITY:**

8. Palace Downtown
9. Address Downtown
10. Armani Hotel Dubai
11. Ritz Carlton DIFC

**BUSINESS:**

12. Dubai International Financial Center
13. Business Bay

**ART GALLERIES:**

14. Majestic Arts
15. MB&F M.A.D. Gallery

**HOSPITALS:**

16. Mediclinic

**ART AND CULTURAL PRECINCTS:**

17. Dubai Opera
18. La Perle by Dragone
19. Museum of the Future

**EDUCATIONAL INSTITUTIONS:**

20. Gems Wellington Primary School



CONNECTIVITY / PERFECTLY POSITIONED.

# *Easily Accessible.*

The neighbourhood effortlessly embraces urban conveniences and modern connectivity with the Sheikh Zayed Road and Al Khail Road nearby.

As a result, one's everyday needs are well served with various transportation options ranging from electric scooters to the Dubai Trolley, from RTA metro stations to buses and taxis. Furthermore, being only 15 minutes from Dubai International Airport and 40 minutes from Dubai World Central, commuting around isn't a problem.



**CONNECTIVITY MAP**

**HOTELS:**

- 1. Shangri-La Hotel
- 2. Four Seasons (DIFC)
- 3. J.W. Marriott Marquis

**EDUCATION:**

- 4. Canadian University Dubai
- 5. Maktoum Bin Hamdan Dental University College
- 6. JSS Private School
- 7. American University in Dubai

**HEALTHCARE:**

- 8. Dubai Healthcare City
- 9. Emirates Hospital Jumeirah
- 10. Mediclinic Dubai Mall
- 11. Medicare Women & Children Hospital

**LEISURE & MALLS:**

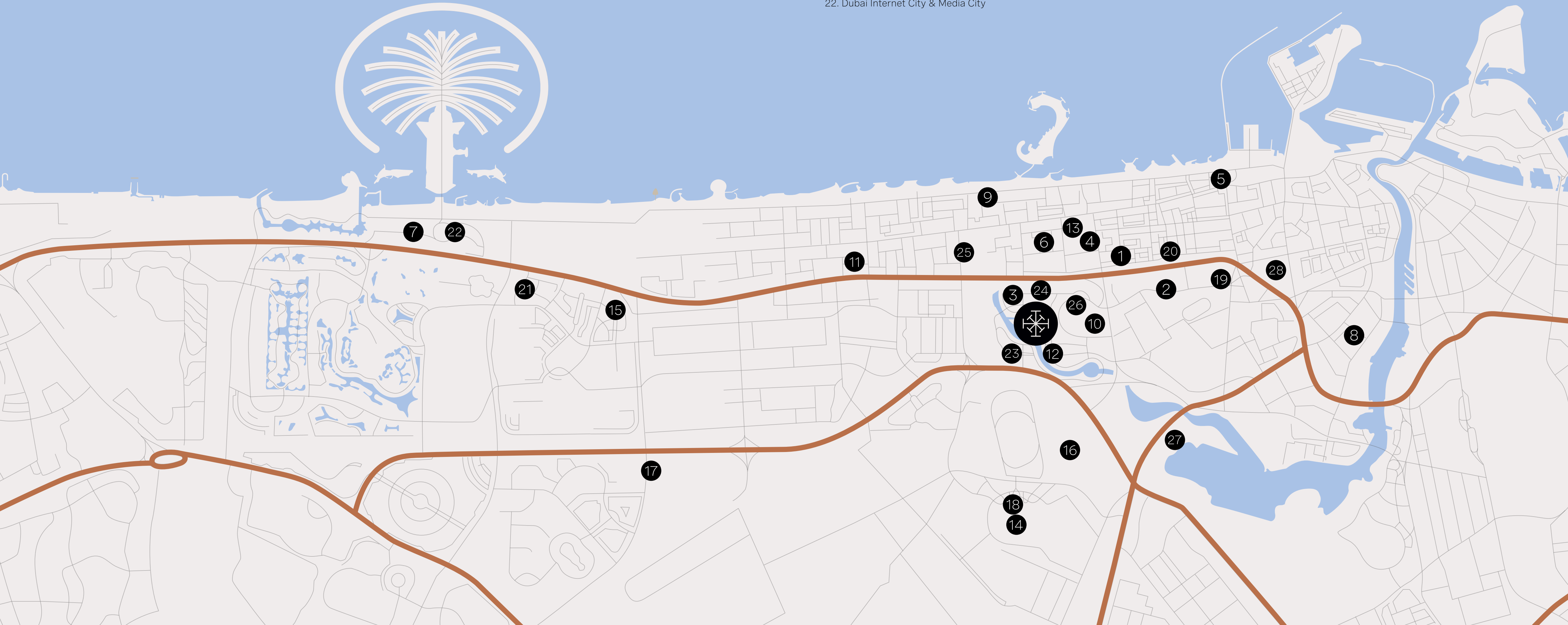
- 12. Marasi Business Bay
- 13. City Walk & Box Park
- 14. Meydan Grand Stand
- 15. Mall of the Emirates
- 16. Meydan One Mall
- 17. Dubai Hills Mall
- 18. Meydan Racecourse

**PARKS:**

- 23. Marasi Park
- 24. Business Bay Skate Park
- 25. Safa Park
- 26. Burj Park
- 27. Ras Al Khor Wild Life Sanctuary
- 28. Zabeel Park

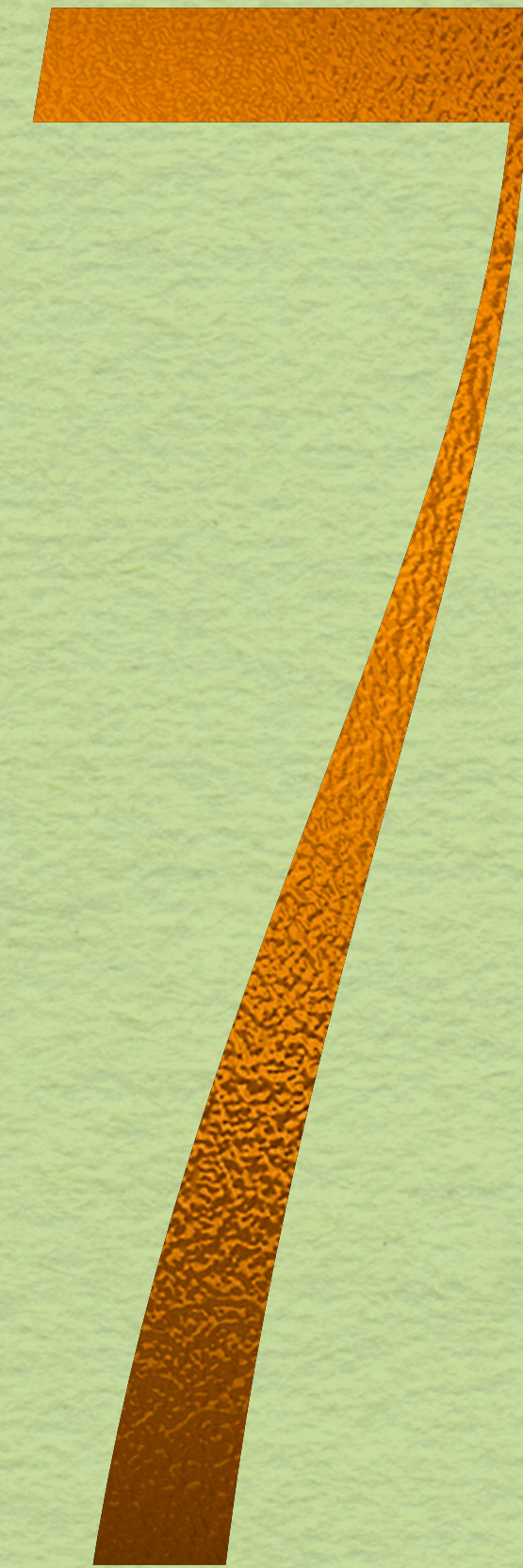
**COMMERCIAL:**

- 19. Dubai World Trade Center & Exhibition
- 20. Sheikh Zayed Road Commercial Towers
- 21. Tecom
- 22. Dubai Internet City & Media City



A Classical Blend of  
*Sustainability and Elegance.*

SUSTAINABILITY



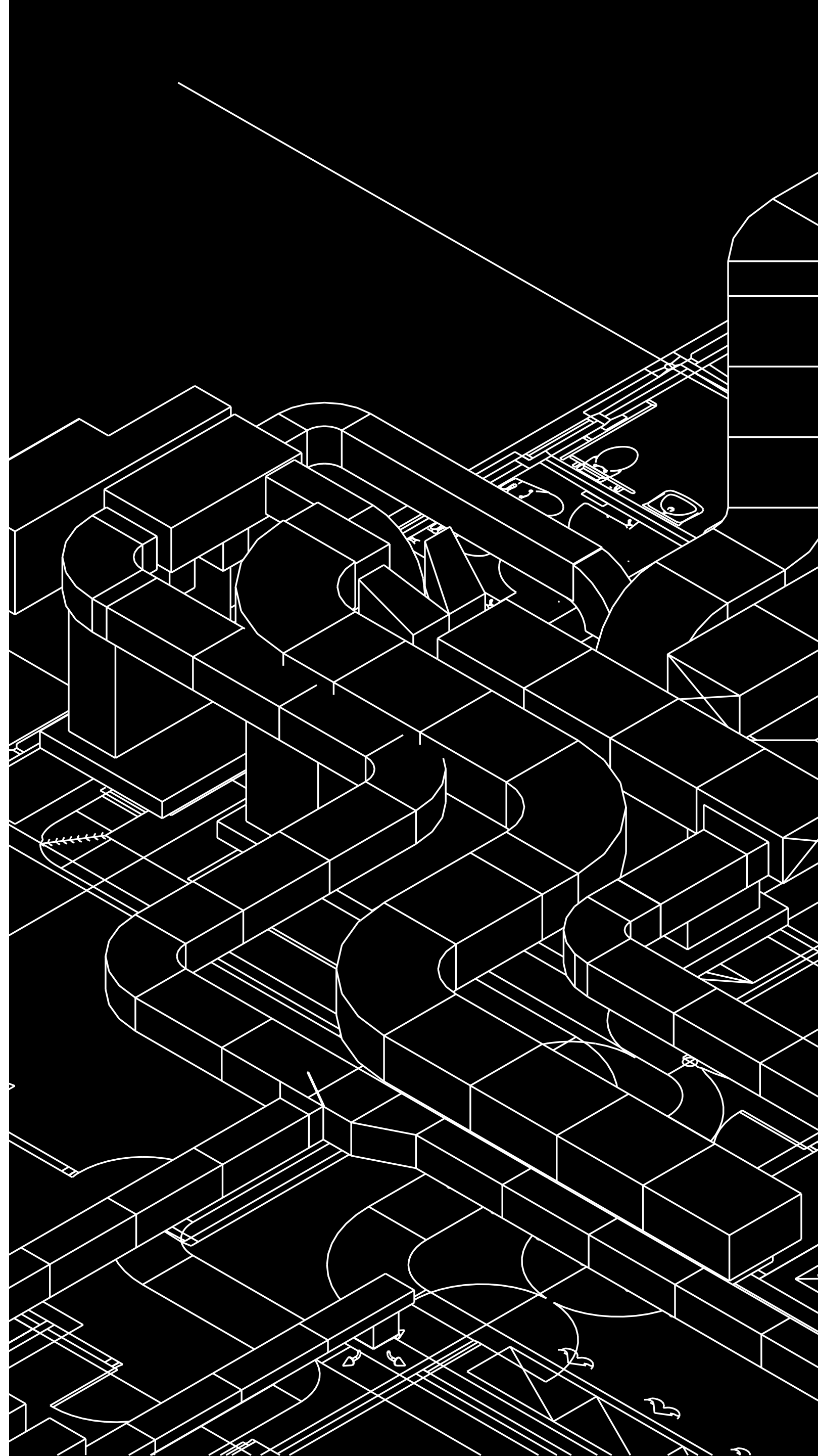
# A Masterpiece with *Unrestrained Luxury.*

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Awarded as the best sustainable residential development in Dubai by the 2020-2021 African and Arabian Property Awards, the most accomplished artisans have crafted this property.

Designed for those with a penchant for the finer things in life, this eco-friendly development has the lowest maintenance costs amongst luxury residences in Downtown.



## 6D BIM TECHNOLOGY

Imperial Avenue is a one-of-a-kind residential building that has implemented a building image model processing for the first time in the MEA region. This game-changing technology lowers maintenance costs.

Here, individual 3D components are linked with all parts of project cycle management information in 6D building information modelling. As a result, it leads to faster and more accurate construction estimation, precise rectification costs, and higher quality post-handover.

In addition, by providing quick integrated access to data, 6D BIM aids in the optimisation of asset performance over its entire life cycle.

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**ACOUSTIC PROPERTIES**

To suit all tastes, the residences at Imperial Avenue have acoustic underlays with Autoclave Aerated Concrete (AAC) Blocks installed for impact resistance. In addition, double glazed units, i.e., two layers of glass and a centre-insulated air gap, have also been established for enhanced acoustic performance.

The sustainable features are breathtakingly elaborate at Imperial Avenue. The service doors have been acoustically treated, improving noise management in corridors and common areas. Moreover, the fire-rated entry doors include acoustic qualities to regulate sound transmission and improve occupant comfort—lastly, insulated HVAC ducts aid in reducing reverberation.



**ELECTRIC CAR CHARGING BAYS**

Harmonious Blend of Sustainability and Luxury. Imbued with discerning features, imperial Avenue seamlessly blends sustainability, beauty and luxury. One can whizz away into the future with charging bays of electric vehicles, a characteristic only found on this unrivalled address.

**GREYWATER TREATMENT**

Imperial Avenue is the first residential building in Dubai to employ Greywater treatment plants. This is a sustainable water source for gardens, shared spaces, vehicle washes, and toilet cisterns.

**WATER PURIFIERS**

Imperial Avenue was crafted with passionate attention to detail. For the first time in Dubai, the residences are equipped with water purifiers that enable one to consume tap water, significantly reducing living costs.

**UNITISED CURTAIN WALL SYSTEM**

As the facades are braced with a unitised curtain wall system, i.e., with a U-value, the thermal performance and HVAC performance would undeniably be enhanced with lower energy consumption. This connotes lower life cycle costs and greatly contributes to sustainable living in Dubai.

**SOLAR PANELS**

Residing at Imperial Avenue would indeed be a pleasure with reduced overall electricity and maintenance costs as solar panels have been installed on the roof for centrally-heated water supply.

**LPG CONNECTION**

By seamlessly blending functionality, sustainability and elegance, every residence is equipped with an LPG connection that allows residents to reduce costs by moving away from the traditional electric cooking range.

# Inspired *Visionaries.*

DEVELOPER





# An Internationally *Acclaimed Developer.*

Shapoorji Pallonji Real Estate is a prestigious name in the Indian real estate sector. With cutting-edge innovations, superior designs and flawless execution combined with trust, the group has consistently created milestones across India.

Shapoorji Pallonji was the first Indian construction company to enter the Middle East in 1971 when it won the global tender for the Palace of Sultan Qaboos of Oman. Since then, the company has grown multifold and participated in numerous high-profile projects in countries including the UAE, Saudi Arabia, Qatar, Kuwait, Iraq, Oman, Sri Lanka, Malta, Algeria, Ghana, Gambia, Togo, Sierra Leone and Nigeria, to name a few.





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