

ELEGANCE

TOWER
DOWNTOWN
DUBAI

DAMAC



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.

A black and white photograph of a woman's profile, looking out over a city skyline at night. The woman has dark, wavy hair and is wearing a dark, sleeveless top. The city skyline is filled with tall buildings, some of which are illuminated. The Burj Khalifa is prominent on the right side of the skyline. The overall mood is sophisticated and elegant.

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 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.





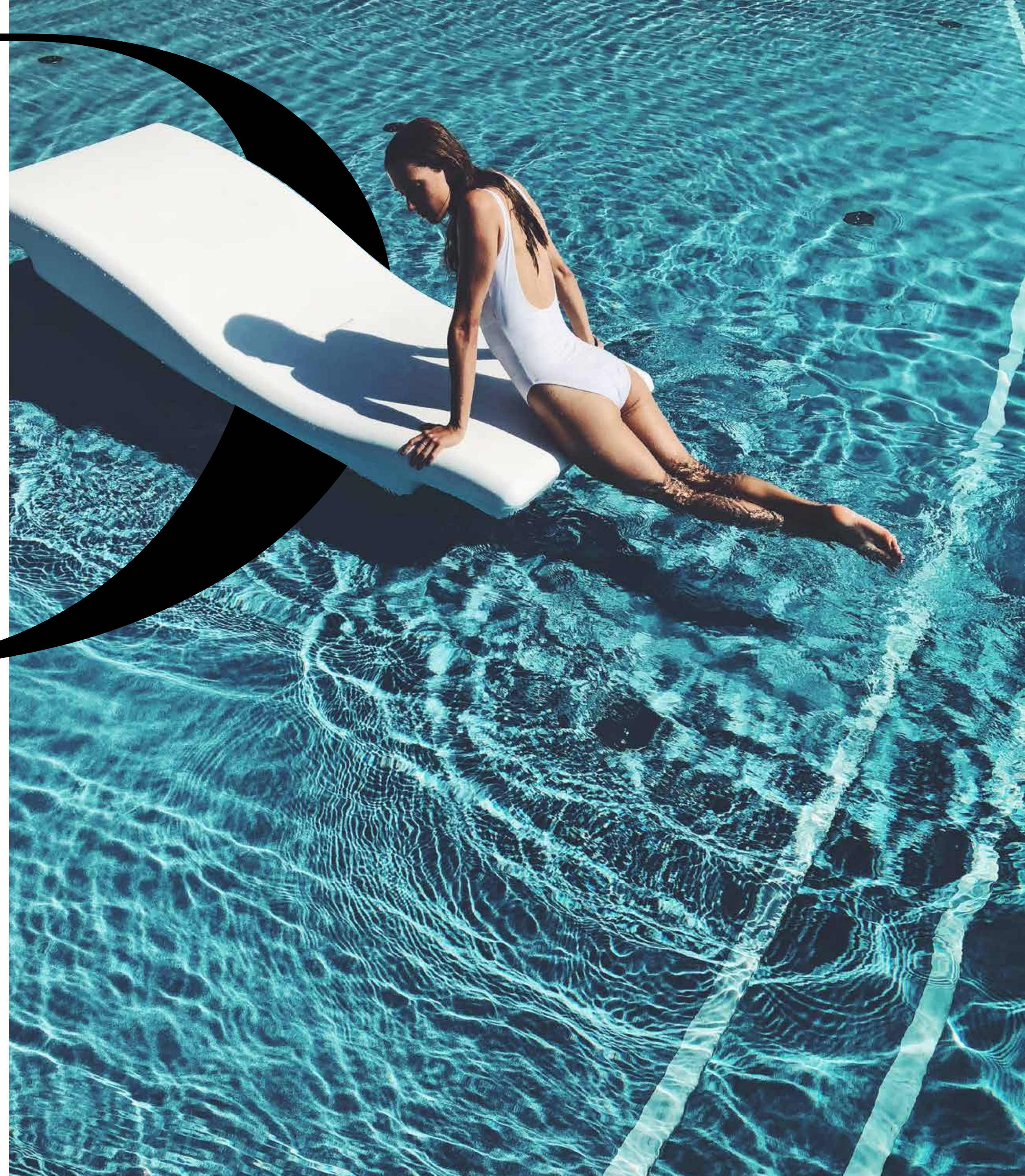
A DESIGN AS *GLAMOROUS* AS A STRUT



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.







A HOME
AS *STRIKING*
AS A POSE

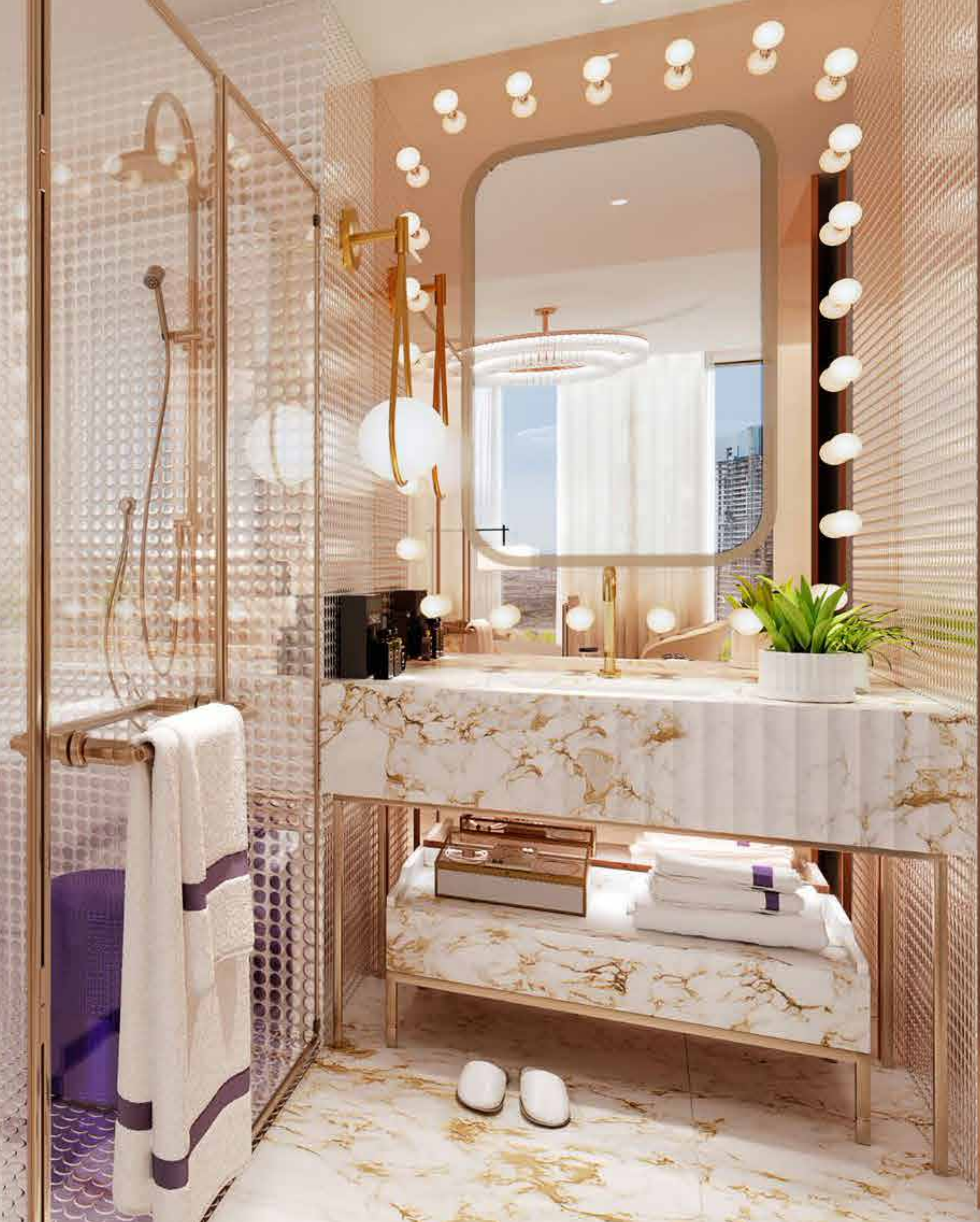




THE *1 AND 2 BED*
RESIDENCES AT
ELEGANCE TOWER
ARE MODEL
EXAMPLES OF URBAN
SOPHISTICATION. IN
A TOUR DE FORCE
OF SUPER LUXURY
LIVING, ALL UNITS NOT
ONLY EXEMPLIFY THE
HIGHEST STANDARDS
OF QUALITY AND
FINISHING. THEY
ALSO EMBODY
PLAYFULNESS, WITH
A SECRET DOOR IN
THE LIVING ROOM
LEADING TO A
PLUSHLY DECORATED
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 30th June 2022.

LUXURY BY APPOINTMENT

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