

*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*

ELEGANCE TOWER



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.



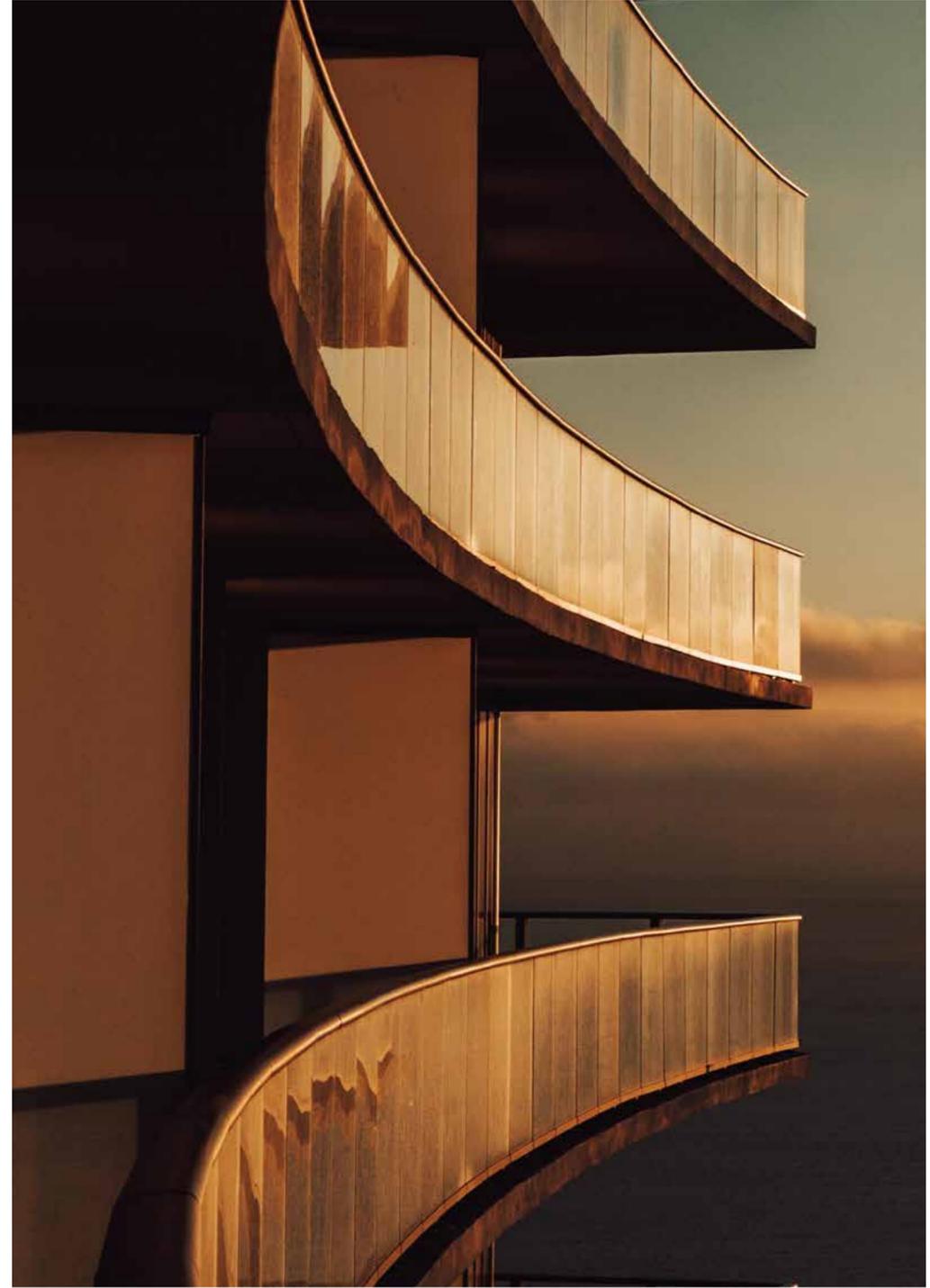


AN  
ENTRANCE  
AS *FLOWING*  
AS A BREEZE



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 lobby with a wall of large, irregularly shaped mirrors. The mirrors reflect the interior, creating a complex, multi-layered visual effect. In the center, a mannequin is dressed in a long, flowing purple gown. The floor is dark with some light-colored patterns. The overall atmosphere is elegant and sophisticated.

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.





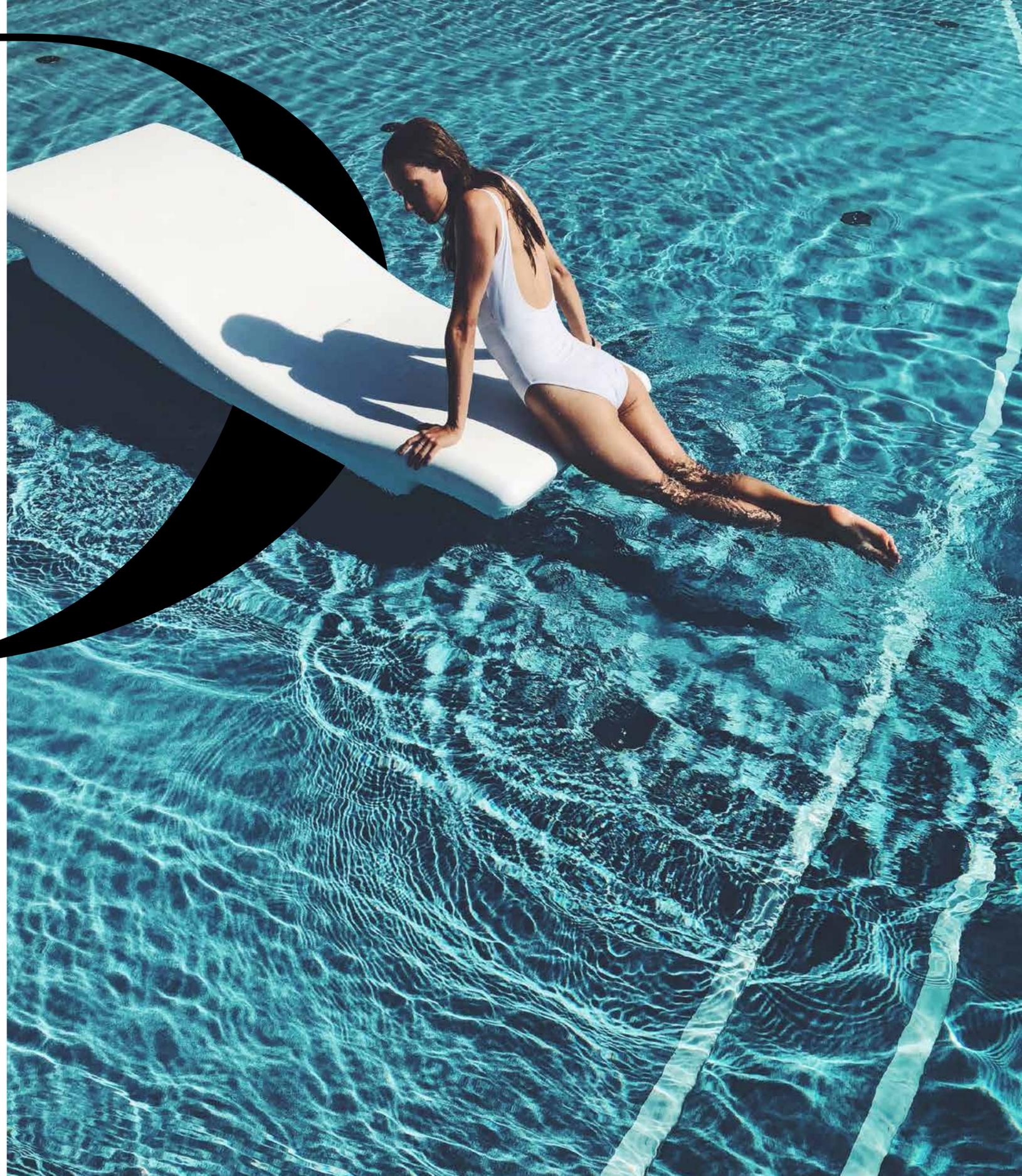
A DESIGN AS  
*GLAMOROUS*  
AS A STRUT



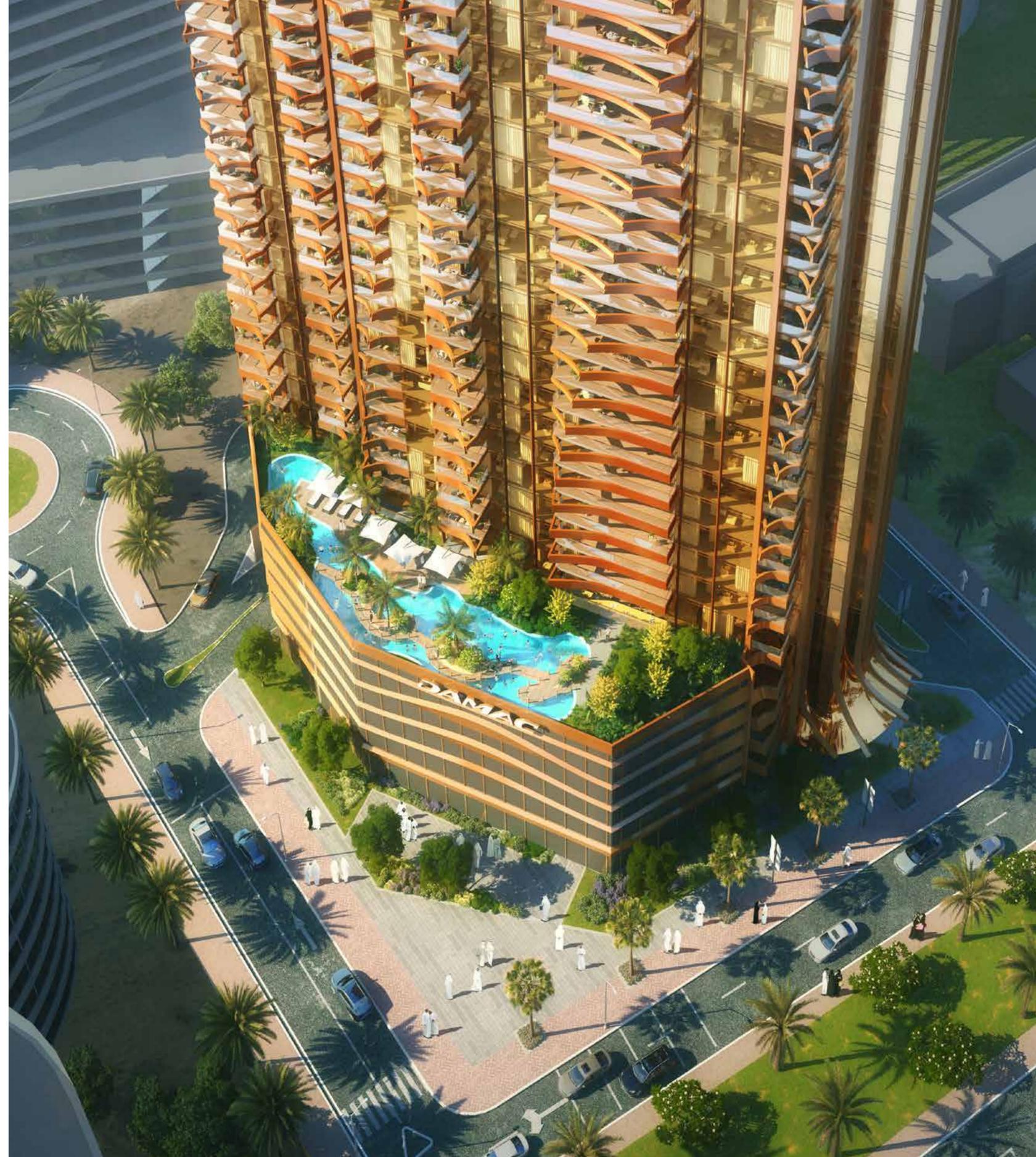
EVERY ASPECT OF  
*ELEGANCE TOWER'S*  
INTERIOR DESIGN  
IS WORTHY OF A  
MAGAZINE COVER.  
*ZUHAIR MURAD'S*  
INIMITABLE  
AESTHETIC INFORMS  
EVEN THE FINEST OF  
DETAILS, RESULTING  
IN A WHOLE WHICH  
OOZES CONFIDENCE  
AND FULLY REALIZES  
ITS OPPORTUNITY  
TO EMBRACE  
RESIDENTIAL LUXURY  
WITH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

ZUHAIR MURAD

ZUHAIR MURAD

ZUHAIR MURAD

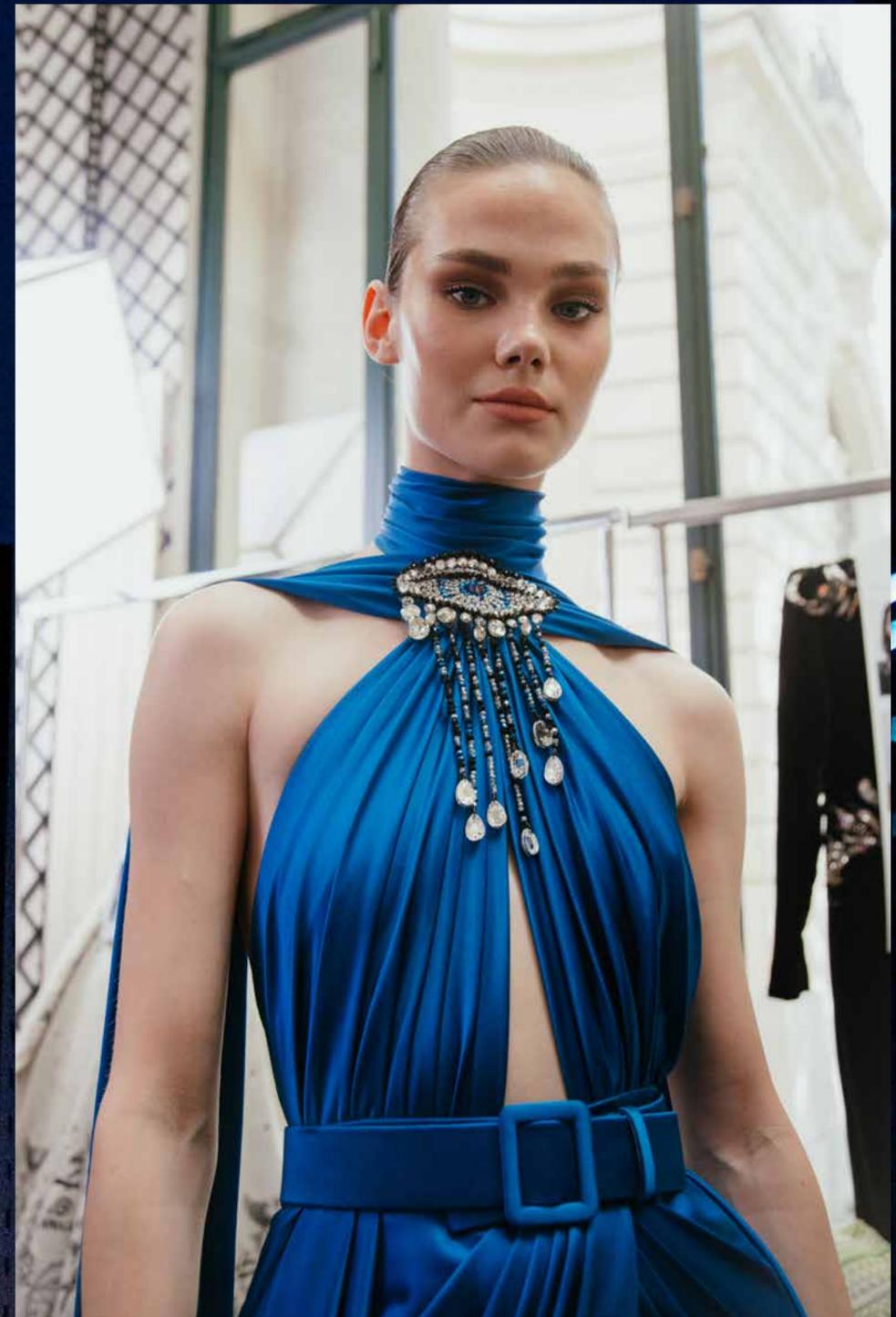


A HOME  
AS *STRIKING*  
AS A POSE

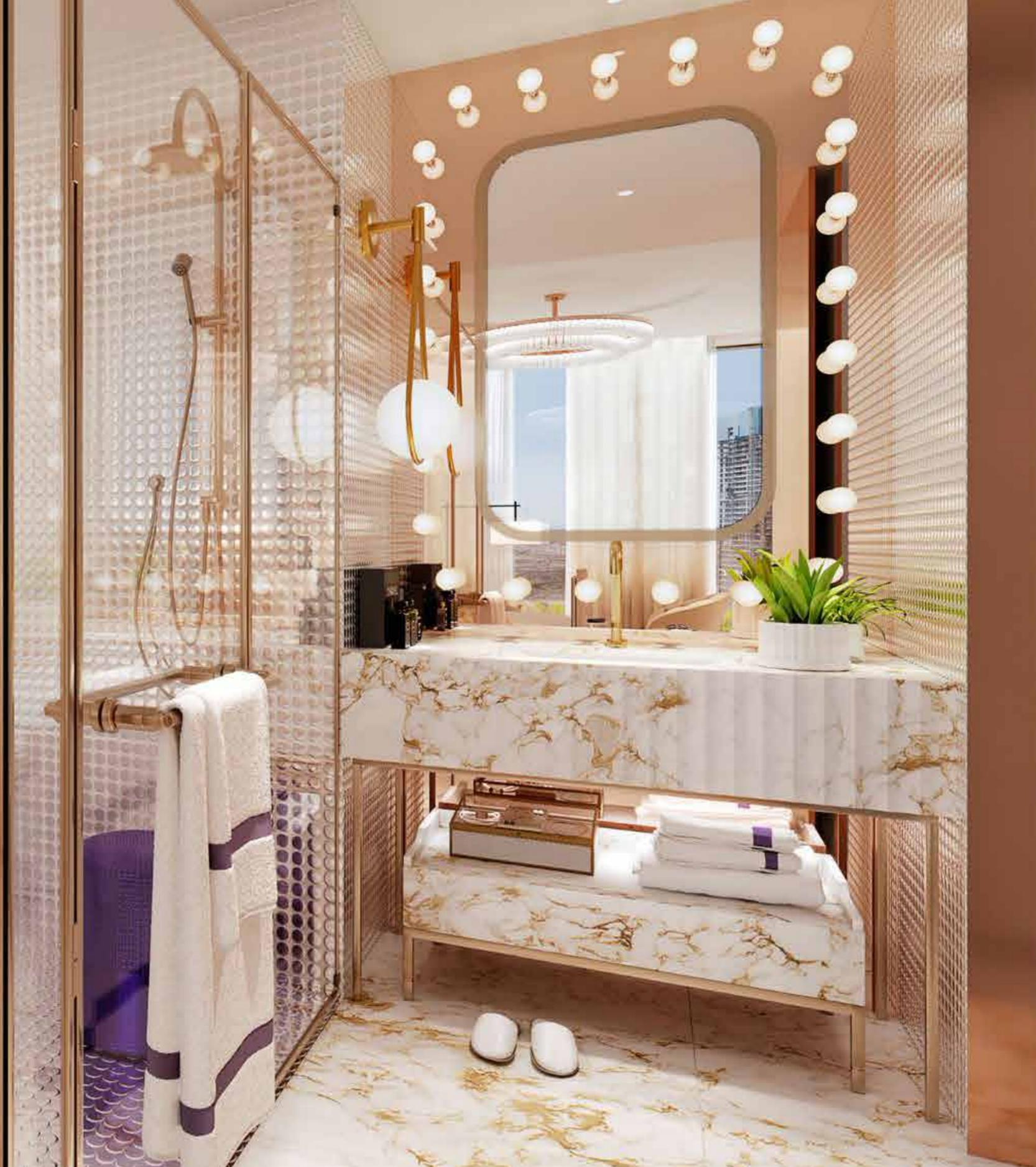




THE *1 AND 2 BED*  
RESIDENCES AT  
*ELEGANCE TOWER*  
ARE MODEL  
EXAMPLES OF URBAN  
SOPHISTICATION. IN  
A TOUR DE FORCE  
OF SUPER LUXURY  
LIVING, ALL UNITS NOT  
ONLY EXEMPLIFY THE  
HIGHEST STANDARDS  
OF QUALITY AND  
FINISHING. THEY  
ALSO EMBODY  
PLAYFULNESS, WITH  
A SECRET DOOR IN  
THE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

## UNITED ARAB EMIRATES

Dubai  
Tel: 800-DAMAC (800-32622)  
E-mail: dubai@damacgroup.com

Park Towers – Sales Centre  
Dubai International Financial Centre

AYKON City – Sales Centre  
Floor 63, Sheikh Zayed Road

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

## QATAR

Building 90, New Solta Area  
Ali bin Abi Talib Street  
Next to Omar bin Al Khattab Health Centre  
Tel: +974 44 666 986  
Fax: +974 44 554 576  
E-mail: doha@damacgroup.com

## KINGDOM OF SAUDI ARABIA

DAMAC Towers Riyadh  
South Tower  
Olaya District  
King Fahd Road  
PO Box 102460  
Tel: +966 11 835 0300  
E-mail: ksa@damacgroup.com

## TURKEY

Levazım, Mah. Koru Sk. Zorlu Centre No. 2  
IC Kapi No. 347, Beşiktaş/İstanbul  
Turkey  
Tel: +90 212 892 0327  
Fax: +90 212 890 7184  
E-mail: turkey.office@damacgroup.com

## LEBANON

Unit 1801, 18th Floor  
DAMAC Tower  
Omar Daouk Street  
Mina El Hosn, Beirut Central District  
Tel: +961 81 647 200  
E-mail: beirut@damacgroup.com

## JORDAN

Opposite Abdali Mall Gate #1  
Al Istithmar Street  
Abdali Project, Amman  
Tel: +962 6 510 7000  
Fax: +962 6 565 7896  
E-mail: amman@damacgroup.com

## UNITED KINGDOM

4th Floor, 100 Brompton Road  
Opposite Harrods  
Knightsbridge, London  
SW3 1ER, United Kingdom  
Tel: +44 (0) 207 590 8050  
E-mail: sales@damactower.co.uk



***DAMAC***