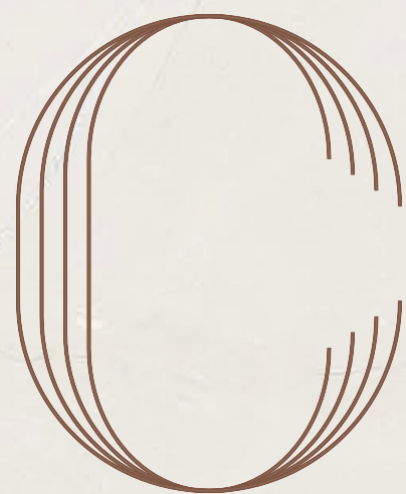




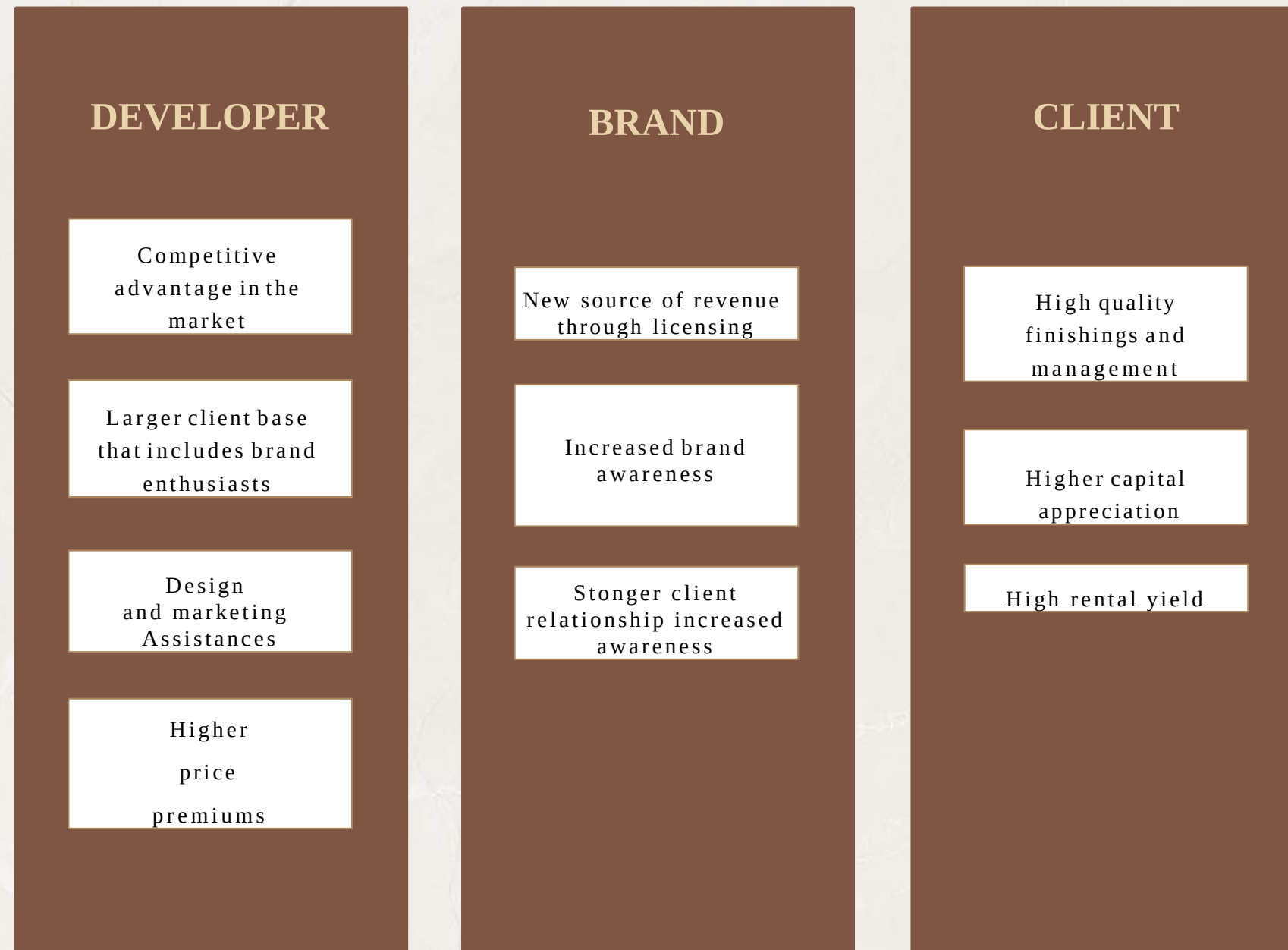
COUTURE

By Cavalli

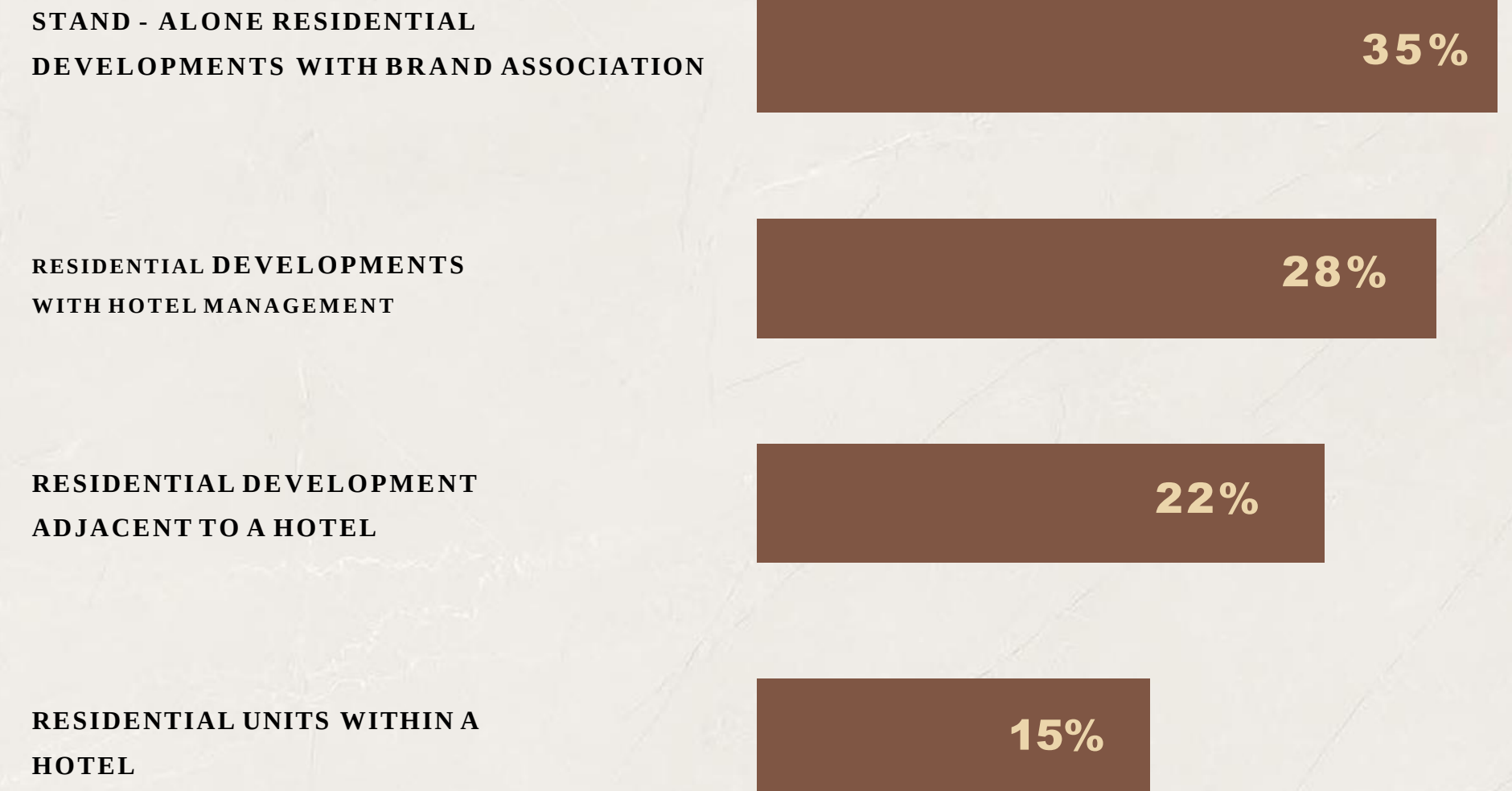


MARKET OVERVIEW BRANDED PROJECTS

TRIPLE WIN FORMULA



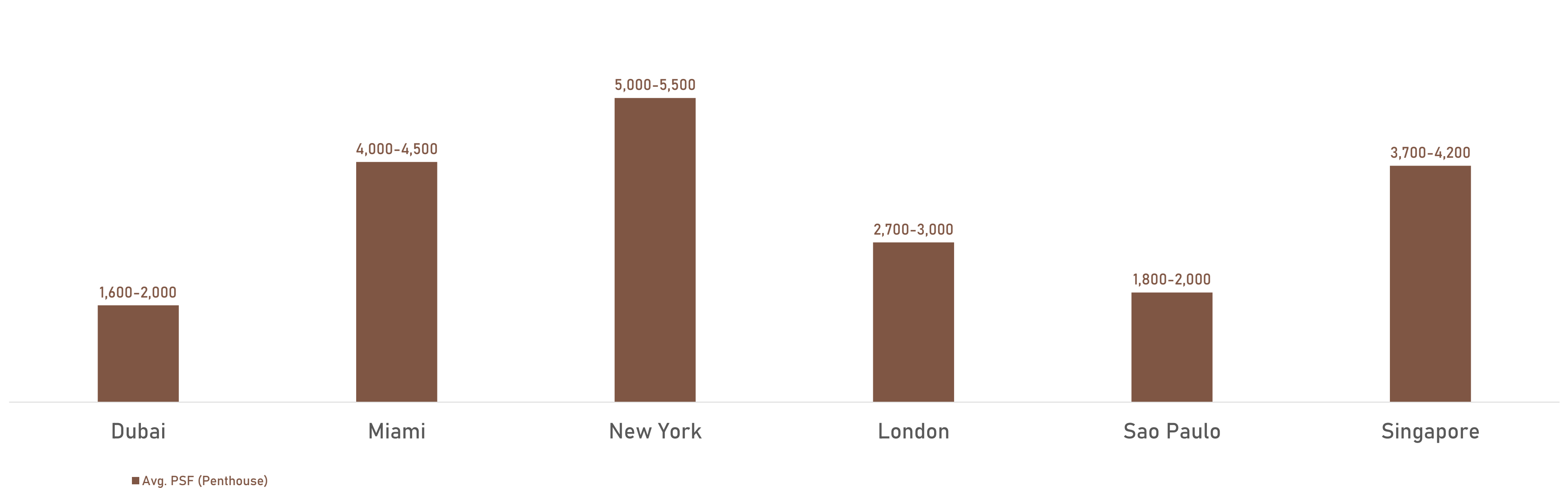
TYPES OF BRANDED RESIDENCES



Source: Branded Residences Report Dubai - H2 2023, Morgan's International Realty

TOP HOTSPOTS FOR PENTHOUSE RESIDENCES

Price Trend – World Hot Spots (USD PSF)



Sources: Savills spotlight on branded residences – 2023, Hot-spots and rising locations
Property finder, Savills, Knight Frank, Sotheby's, James edition and Boulevard.
Note: Prices are as per available market inventory, may vary as per availability.

PROMINENT SOCIAL INFRASTRUCTURE SNAPSHOT

Educational Institutions

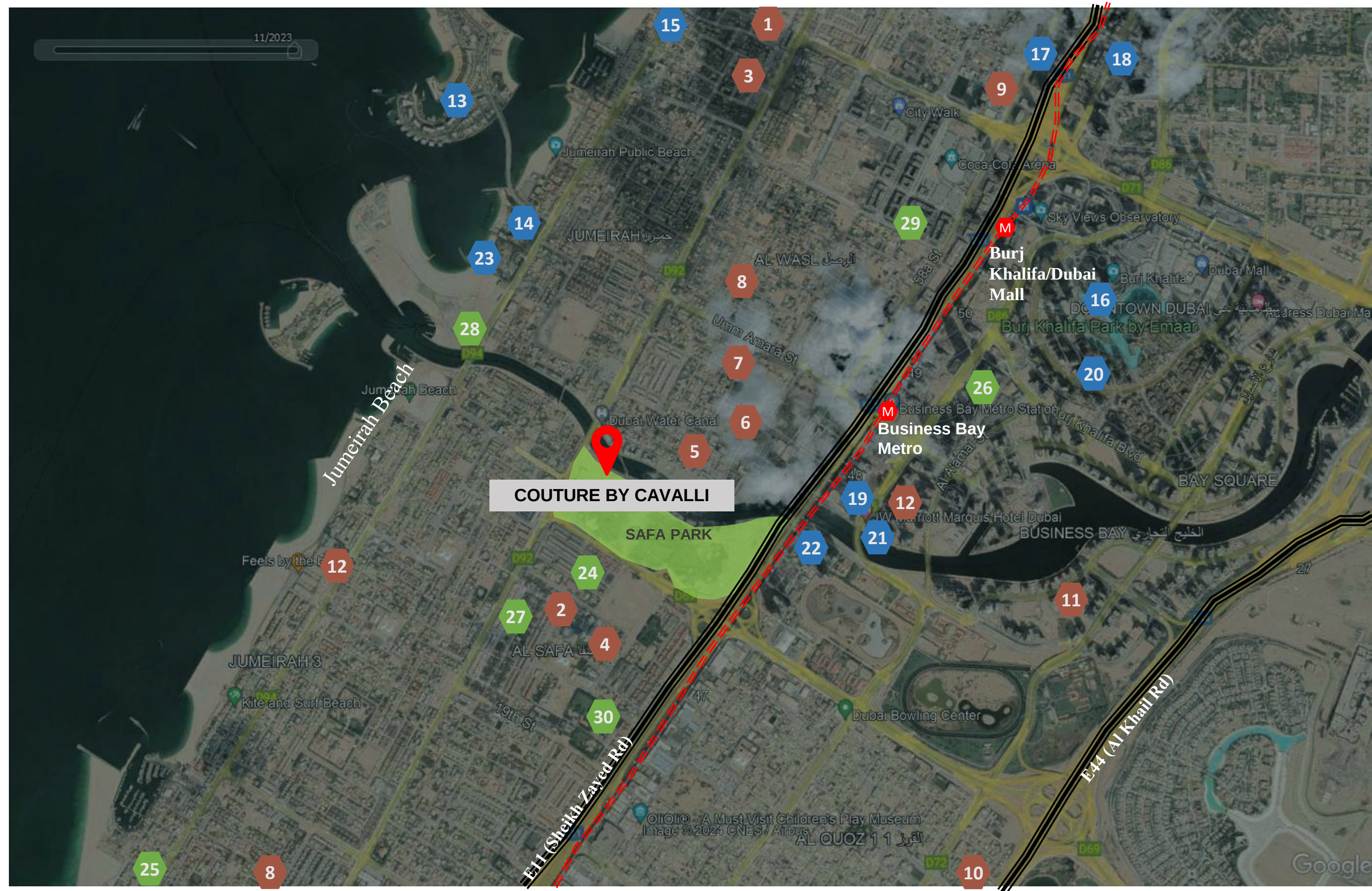
- | | |
|---------------------------------|-------------------------------------|
| 1. Jumeira Baccalaureate School | 7. Japanese School Dubai |
| 2. Al Ittihad Private School | 8. Collegiate International School |
| 3. Al Shuroog Private School | 9. Canadian University, Dubai |
| 4. Safa British School | Jumeira University |
| 5. Horizon English School Dubai | 10. Jumeira University |
| 6. JSS Private School | 11. International Horizons College |
| | 12. Cambridge Educational Institute |

Hotels / Gourmet Restaurants

- | | |
|---------------------------------|-------------------------|
| 13. Bulgari Hotel and Resort | 18. Ritz Carlton (DIFC) |
| 14. Four Seasons Jumeira | 19. Tong Thai |
| 15. Mandarin Oriental | 20. Jun's |
| 16. Armani Hotel (Burj Khalifa) | 21. Prime68 Steakhouse |
| 17. Shangri-La Hotel | 22. Summer Place Dubai |
| | 23. Mercury Rooftop |

Healthcare Institutions

- | |
|--|
| 24. Medcare Hospital Al Safa |
| 25. King's College Hospital London (Jumeirah Medical Centre) |
| 26. Aster Clinic Business Bay |
| 27. Prime Medical Centre Jumeirah |
| 28. Emirates Hospital |
| 29. Valiant Clinic & Hospital |
| 30. Salman Al Habib Clinic |



School Name	Curriculum	Grades	Year Established in Dubai	2022/23 DSIB Rating	2023/24 Enrollments
Al Ittihad Private School	American	Pre-Primary-G12	1998	Good	2,581
Al Shurooq Private School	Ministry of Education	KG1-G12	1986	Good	1,934
Horizons English School L.L.C	UK	FS1-Y6	1989	Outstanding	1,313
Japanese School	Japanese	Pre-primary-G9	1980	Good	171
JSS Private School L.L.C	Indian	Pre-Primary-G12	2011	Very good	2,083
Jumeira Baccalaureate School	International Baccalaureate	Pre-Primary-G12	2010	Very good	1,495
Jumeirah College	UK	Y7-Y13	2000	Outstanding	1,309
Jumeirah English Speaking School	UK	FS1-Y6	1976	Outstanding	750
Safa British School	UK	FS1-Y10	2005	Very good	1,464

BENCHMARK PROJECTS

- For the study, we chose six prominent projects with brand association and average selling prices above AED 10M, super-luxury apartments launched and sold between 2021 -2023.
- This benchmarking study also considered the waterfront apartment residences with unique value proposition during the same period.



Sr No	Residences	Developer	Ticket Price Range
1	Eden House, The Canal	H&H Investment and Development	AED 3.8M - AED 31M
2	The Rings	PMR Property	AED 60 M – AED 99M
3	Mr. C Residences	Alta Real Estate Developments	AED 30 M – AED 68M
4	Private Residences - Four Seasons Resort	H&H Investment and Development	AED 10M – AED 50M
5	Casa Canal	AHS Ventures	AED22.5M – AED135M
6	Dorchester Collection	Omniyat Properties	AED 16M – AED 53M
7	COUTURE By CAVALLI	DAMAC Properties	AED 17M – AED 121M

BENCHMARK - BRANDED PRICE DYNAMICS

Price Trend – Benchmark Projects (AED PSF)



***Note:** For Casa Canal & Couture By Cavalli, secondary prices are not available. The latest primary prices are used for H2 2023 and may vary for Q1 2024.
 For The Rings, secondary prices are not recorded since the last quarter.
 Quoted prices are taken from the online marketplace sites such as Property Finder, Bayut & other sites.
 Prices quoted above are average and may vary as per market conditions

- Launch Prices
- Secondary Prices
- Quoted Market Prices

EDEN HOUSE – THE CANAL

Project Snapshot

Location: Jumeirah 2

Key Associations

1. Global Partners (Fund Manager)
2. Sotheby’s International Realty (Exclusive - Broker)
3. Architecture - dxb-lab architecture

Tower Configuration
G+6+R

Launch: Q4 2022

Completion: Q1 2026

Launch Price: AED 5,000-6,000

Current Price Q4 2023: AED 5,219-6,496

Quoted Market Price: AED 6,400-6,600

Units Size – Configuration Wise

1 BEDROOM: 764 sf – 797 sf

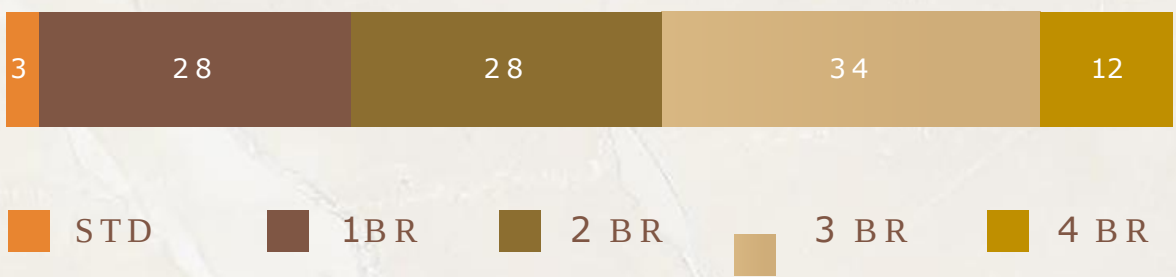
2 BEDROOM: 1,442 sf

3 BEDROOM: 2,271 sf

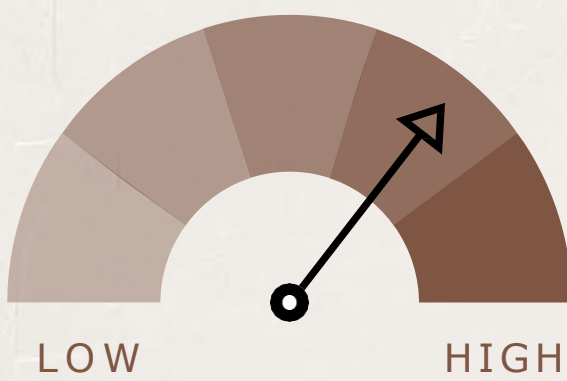
4 BEDROOM: 6,566sf



Configuration Mix



Sold Inventory



Sales Pitch

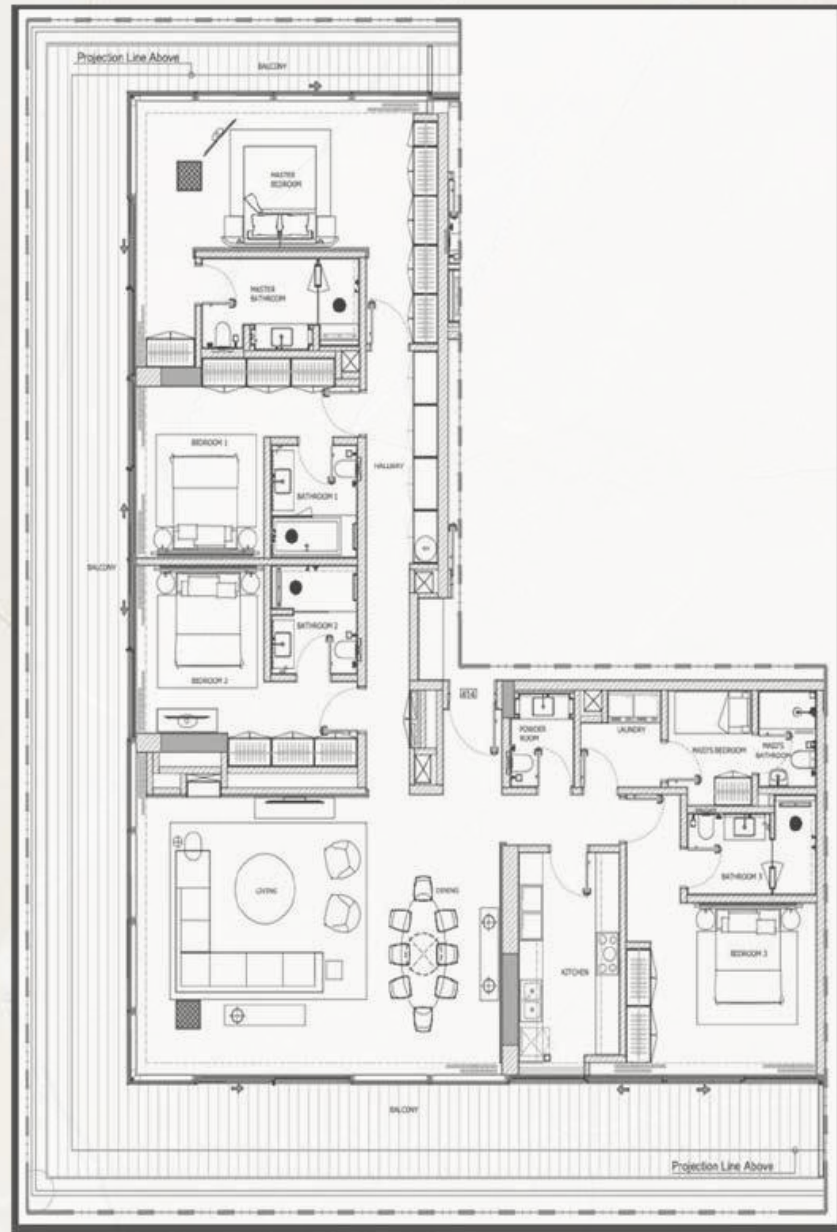
1. Exclusivity for the channel partner
2. Low Rise
3. Canal front living with views

Sales Strategy

Developer has associated with an European agency and fund house to work in collaboration to generate leads and position the project to elite end users.

EDEN HOUSE – THE CANAL

Comparison of layouts



Eden house 3 BR



Couture By Cavalli - 3 BR

Comparison -Analysis

1. Eden House has narrow/linear non-lit corridor.
2. Eden doesn't have a pool for all 3 BR units, however, Couture By Cavalli's smallest unit 3 BR has a private pool.
3. Eden doesn't have a walk-in closet, not even for the master bedroom.
4. However, Couture By Cavalli has dedicated walk-in closet for all bedrooms.
5. In Couture By Cavalli's, all washrooms are proportionally large in comparison to the master bedroom and walk-in closets.
6. Couture By Cavalli has free standing tubs. Our master bedroom walk-in closet is as big as the bedroom itself which is essential for a luxury project. This is missing in Eden House.

THE RINGS BY PMR

Project Snapshot

Location: Jumeirah 2

Key Associations

1. Architecture - Foster + Partners
2. Mattar Bin Lahej
3. Fittings by OBEGI, kitchens by Poliform, household appliances by Gaggenau and bathrooms by Antonio Lupi

Tower Configuration
G+4

Launch: Q4 2022

Completion: Q1 2025

Launch Price: AED 6,300-6,700 Current

Price: AED 6,300-6,700 Quoted Market

Price: AED 6,300-6,400

Units Size – Configuration

Wise Sky Mansion: 9,500 sf

Sky Palaces: 19,800 sf

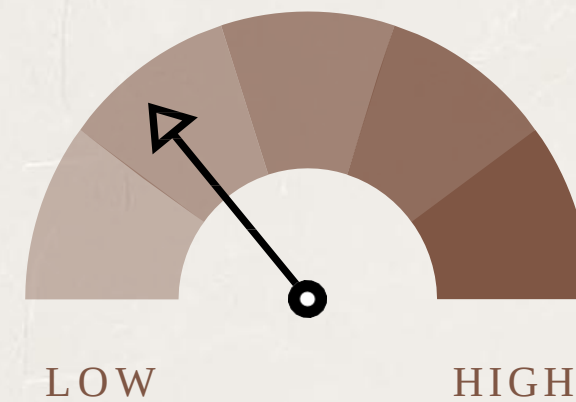


Configuration Mix



■ Sky Mansions ■ Sky Palaces

Sold Inventory



Sales Pitch

1. Exclusivity – 12 units
2. Integrate a modern architectural twist into this waterfront residence

Sales Strategy

Targeting European and GCC clients by leveraging remarkable track record of accomplishments of PMR in Europe since 2008.

THE RINGS BY PMR

Comparison of layouts



The Rings - 5 BR



Couture By Cavalli - 5 BR

Comparison -Analysis

1. The Rings has long dark corridors, meaning that during day, the corridors must be lit.
2. PMR doesn't have walk-in closet for smaller bedrooms. However, Couture By Cavalli has for all the bedrooms.
3. In the Rings, only the curved corner balconies have views towards the canal and the Burj Khalifa.
4. In Couture By Cavalli, the full frontage of all living rooms and master bedrooms and all the major terraces have views towards the canal and the Burj Khalifa.
4. The orientation of the Rings is perpendicular to the canal, giving it narrow frontages, however Couture By Cavalli is parallel to the canal, giving it long frontages

MR.C RESIDENCES

Project Snapshot

Location: Jumeirah 2

Key Associations

1. Landscape – Cracknell
2. Architect - Bernardo Fort
Brescia of Arquitectonica
3. Interiors - Meyer Davis
4. Ignazio & Maggio Cipriani (fourth
generation of the Cipriani family)
(Hospitality)

Tower Configuration
G+6

Launch: Q2 2021

Completion: Q4 2023

Launch Price: AED 5,000-6,500

Current Price: AED 5,500-6,800

Quoted Market Price: AED 10,500 - 11,500

Units Size – Configuration Wise

3 BR: 764 sf – 3,080 sf

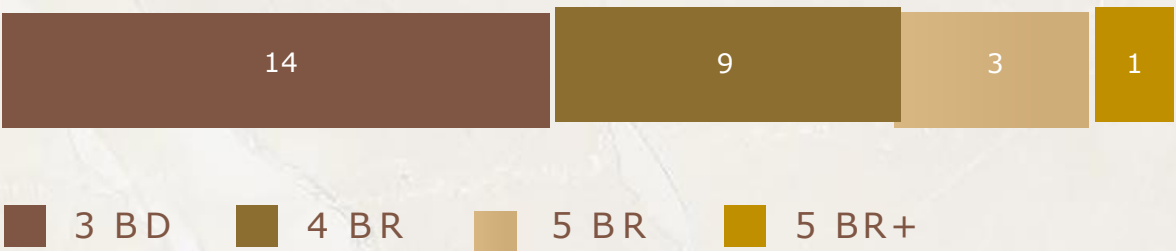
4 BR: 3,922 sf

5 BR: 11,328 sf

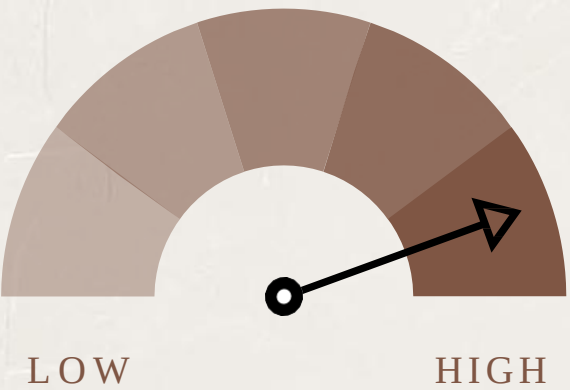
5 BR (Penthouse): 11,328 sf



Configuration Mix



Sold Inventory



Sales Pitch

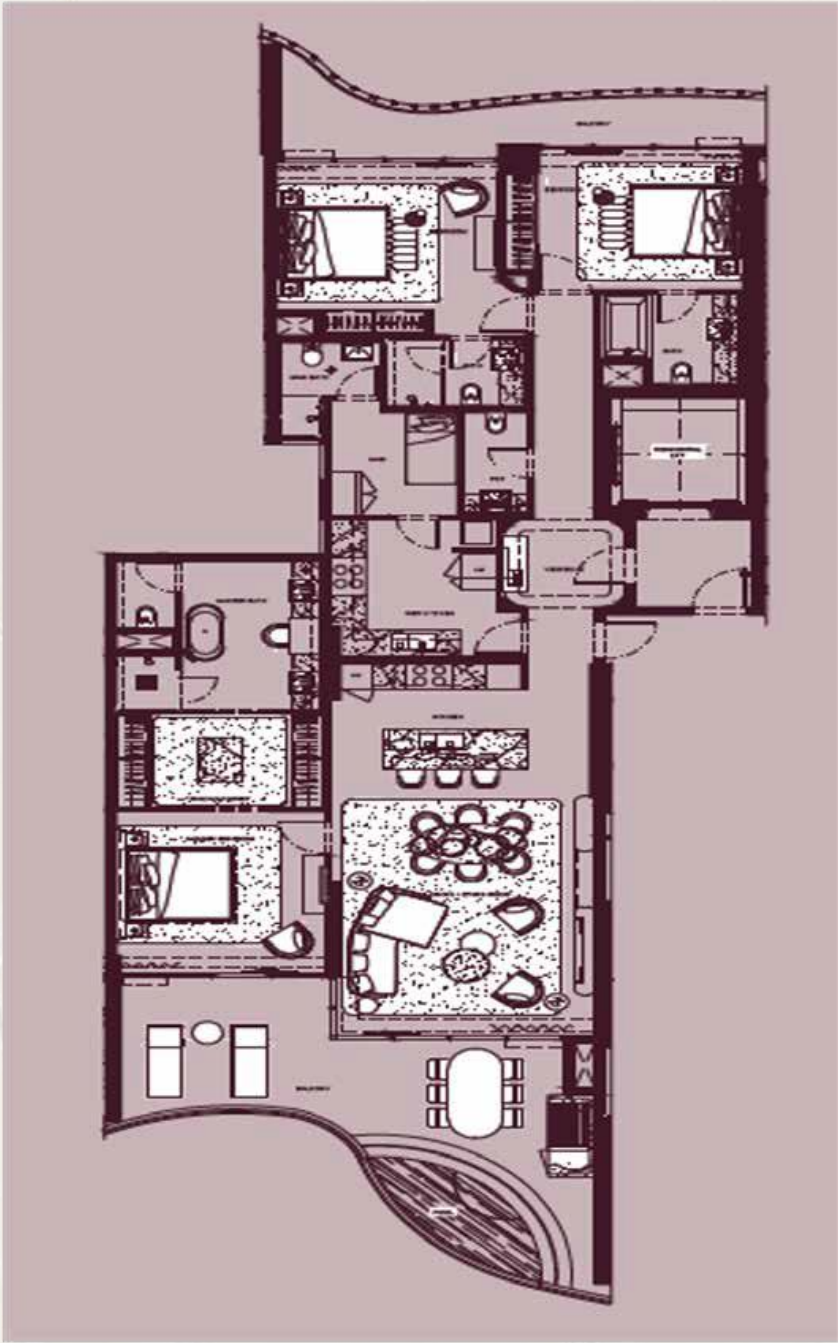
1. Canal front
2. Cipriani
3. Brand Associations

Sales Strategy

- European clients
- 44,000 sqm of signature millwork used
- Bellini café is serving authentic Italian directly to residents' homes and the pool deck

MR.C RESIDENCES

Comparison of layouts



MR.C Residences3 BR



Couture By Cavalli - 3 BR

Comparison -Analysis

1. Even the Mr. C Residences have long dark corridors, which Couture By Cavalli doesn't have.
2. In Mr. C residencies, 3 BR configurations doesn't come with walk-in closet and bathtub for smaller bedrooms.
3. However, in Couture By Cavalli, all bedrooms have walk-in closets.

PRIVATE RESIDENCES - FOUR SEASONS

Project Snapshot

Location: Jumeirah 2

Key Associations

1. Architect - Designed by French designer Sybille de Margerie & Hopkins Architecture
2. Venture between H&H Investment & Development, Bright Star & Four Seasons Hotels & Resorts

Tower Configuration
G+3

Launch: Q2 2019

Completion: Q4 2022

Launch Price: AED 4,200-5,500

Current Price: AED 9,500-10,800

Quoted Market Price:

AED 11,500 - 12,000

Units Size – Configuration Wise

2 BR: 2,388 sf - 2,474 sf

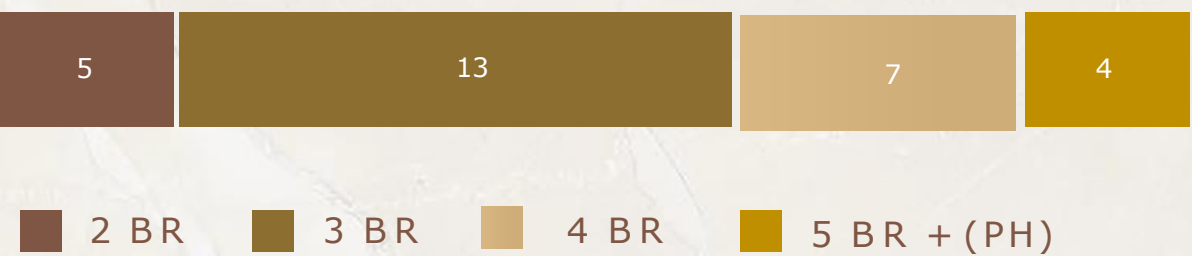
3 BR: 3,208 sf – 5,700 sf

4 BR: 4,736 sf – 9,473 sf

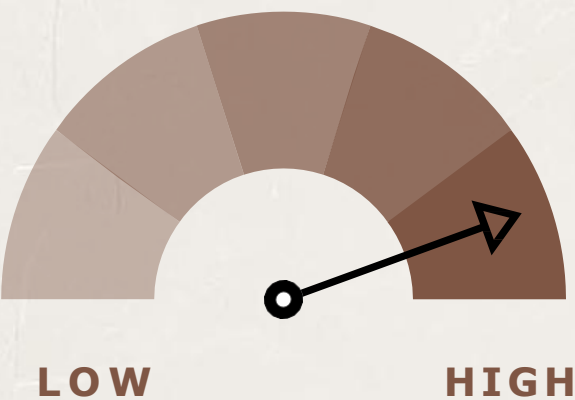
4 BR (Penthouse): 10,690 sf



Configuration Mix



Sold Inventory



Sales Pitch

1. Dubai Water Canal Front
2. Exclusivity as private residencies
3. Reputed hospitality brand
4. Association with local and global partners

Sales Strategy

- American VIP clients, local end users (Royalty, celebs among investors in new Dubai ultra-luxury residences. – Arabian Business)
- Global Investors from Bright Start
- Product differentiation with hospitality program “Lead With Care”, originated as a pandemic response and recovery initiative. (a health, safety, and security program)

PRIVATE RESIDENCES - FOUR SEASONS

Comparison of layouts



2 BR - 3 Bathroom



Couture By Cavalli - 3 BR

Comparison - Analysis

1. Four Seasons, 2 BR seems be an ordinary luxury unit, whereas all Couture By Cavalli units are super luxury units in design.
2. This is because, Private Residences by Four Seasons doesn't have private swimming pool.

DORCHESTER COLLECTION (VELA+LANA)

Project Snapshot

Location: Business Bay

Key Associations

1. Dorchester
2. Foster+Partners
3. Gilles & Boissier

Tower Configuration

Vela - 4B+31 Lana -
2B+G+32

Launch: Q2 2018 (LANA)
Q2 2023 (Vela)

Completion: Q2 2024 (LANA)
Q4 2026 (Vela)

Launch Price: AED 3,500-4,000

Current Price: AED 6,500-6,800

Quoted Market Price: AED 8,000 - 8,500

Units Size – Configuration Wise

2 BR: 3,743 sf

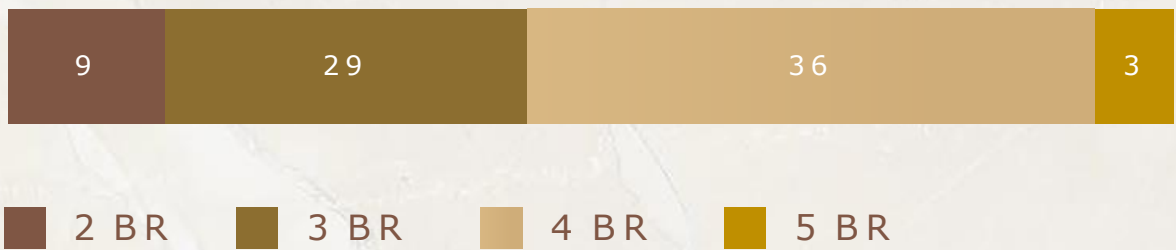
3 BR: 4,252 – 6,361 sf

4 BR: 7,262-8,462 – 11,727 sf

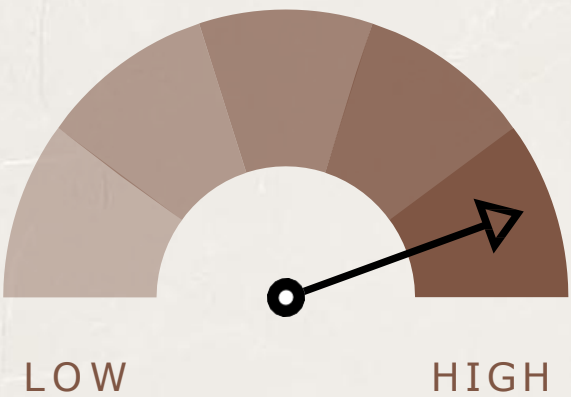
5 BR (Sky Palace): 22,992 sf



Configuration Mix



Sold Inventory



Sales Pitch

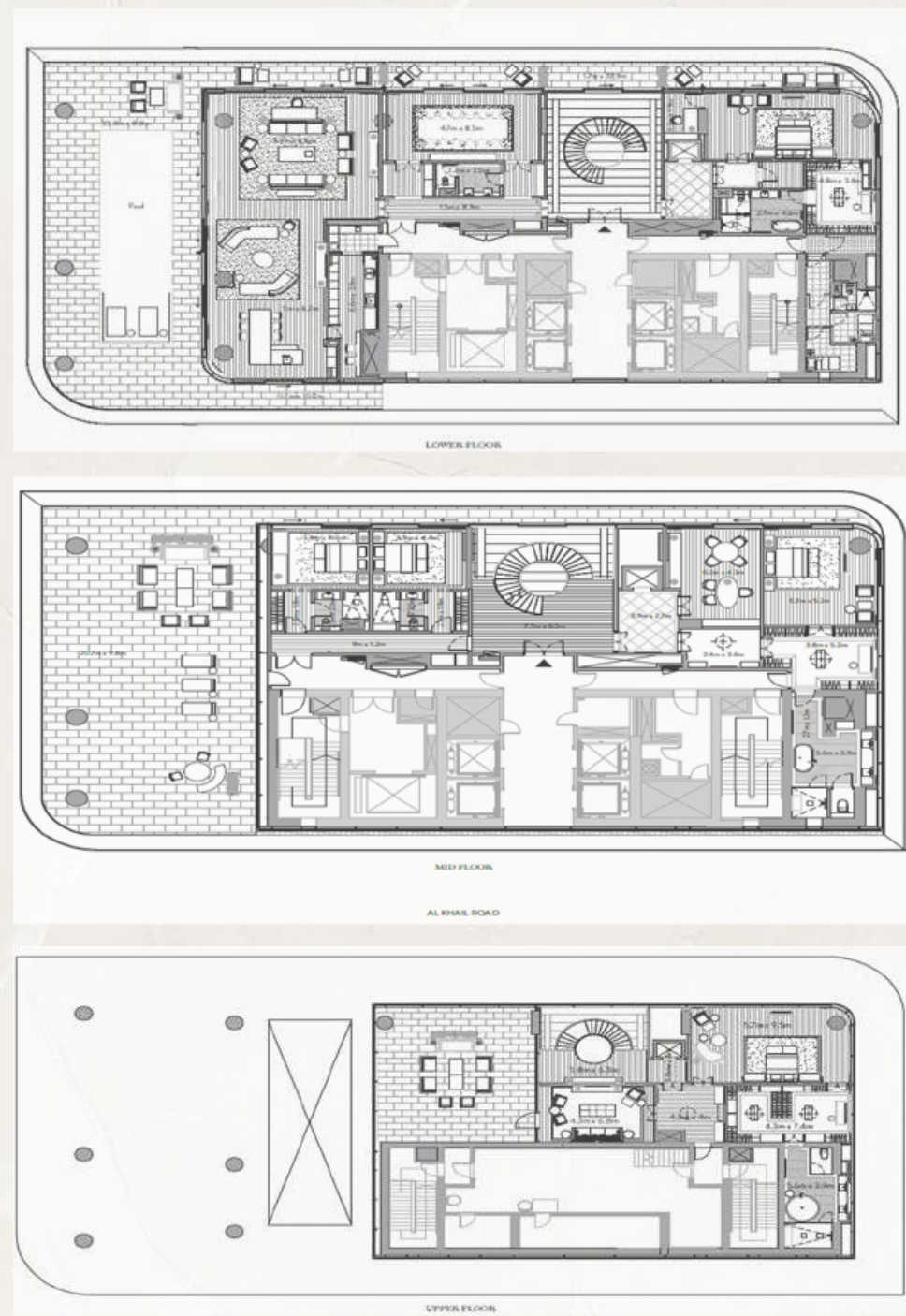
1. There are only 9 iconic hotels in the world
2. Unique value proposition
3. Integrate a modern architectural twist into this waterfront residence

Sales Strategy

- Each property unique as a fingerprint - Dorchester collection
- Dorchester London, Hotel BelAir- LA, The Beverly Hills, Hotel Eden, Rome, 45 Park Lane London, Le Maurice Paris, Coworthpark Ascot, Hotel Plaza Athene Paris

DORCHESTER COLLECTION (VELA+LANA)

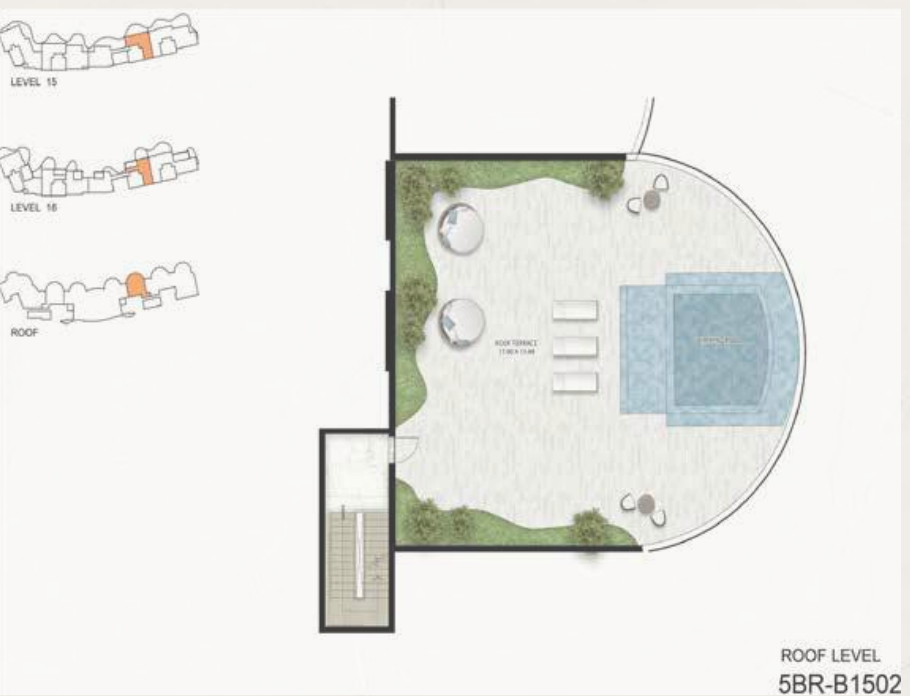
Comparison of layouts



LAYOUTS – LANA – 4 BR



COUTURE BY CAVALLI - 5 BR



Comparison -Analysis

1. The top floor premium unit of LANA doesn't have walk-in closet in the bedrooms.
2. This 4 BR configuration of Dorchester Lana doesn't have a maid's room, whereas, Couture By Cavalli's smallest 3 BR has a maid's room.
3. For Dorchester, the lift opens into the common lift lobby, the unit owner should cross the lift lobby and the corridor to reach the unit.
4. Couture By Cavalli has the direct access into the foyer, even this facility is not available in Dorchester's top unit.
5. Our project has a 20-seater cinema room, which Dorchester penthouse doesn't have it. Both of our penthouses have a large private party terrace which can host 100 – 150 guests. However, Dorchester doesn't have this facility.
5. Our penthouses have two infinity private pools overlooking the Burj Khalifa and canal views for each penthouse, however, Dorchester has one ordinary pool.

CASA CANAL – AHS

Project Snapshot

Location: SAFA Park

Key Associations

1. Brand – Fendi Casa
2. Architect - SHAUN KILLA
3. Design: HBA

Tower Configuration

G+13

Launch: Q2 2023

Completion: Q4 2025

Launch Price: AED 4,440-5,000

Current Price: AED 4,440-5,000

Quoted Market Price: AED 4,500 - 4,900

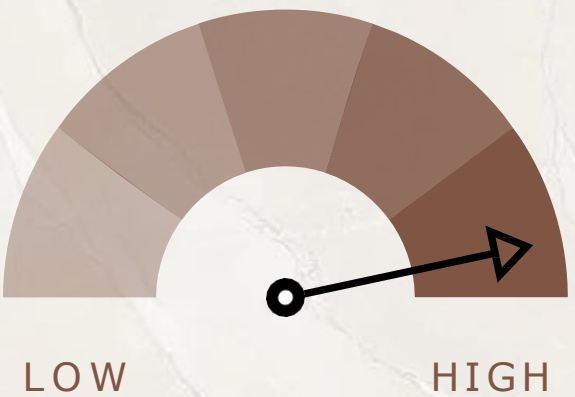
Units Size – Configuration Wise

3 BR (PH): 4,700 sf – 5,130 sf
4 BR (Sky Villa): 5,785 sf - 6,665 sf
5 BR (Sky Villa): 9,200 sf - 10,400 sf
6 BR (Sky Mansion): 12,661 sf – 13,020 sf
3 Sky Palace: 26,540 sf – 26,650 sf
Total Number of Units: 165*

*Note: Total Classification of the inventory not available



Sold Inventory



Sales Pitch

1. Penthouse & Sky villas (Product differentiation)
2. Water views & 24/7 Concierge

Sales Strategy

- Positioned the project as a meticulous construction of a quintessential lifestyle experience.
- The project is fully sold-out within record time from its launch in January 2023.

COUTURE BY CAVALLI - DAMAC

Project Snapshot

Location: SAFA Park

Key Associations

1. Brand – Roberto Cavalli, an Italian fashion, accessories and lifestyle brand
2. Concept – Fall Winter 2024 collection, “MARBLEOUS,”

Tower Configuration

2B+G+M+16+R

Launch: Q1 2023

Completion: Q1 2028

Launch Price: AED 3,733-4,095

Current Price: AED 4,696-5,479

Quoted Market Price: AED 5,555 - 6,000

Units Size – Configuration Wise

3 BR: 2,972 sf – 6,657 sf

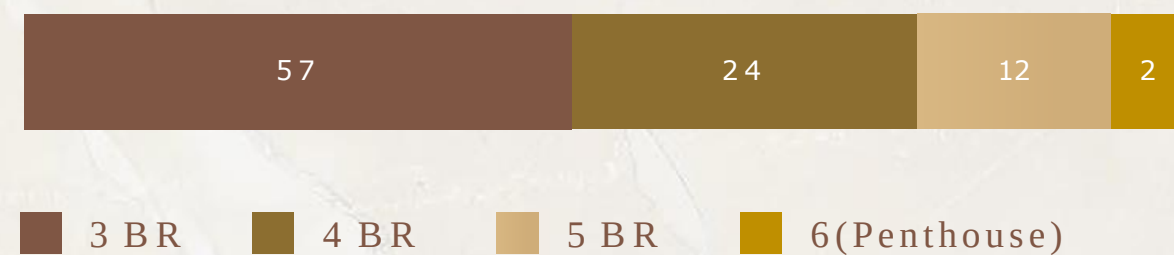
4 BR: 5,053 sf - 6,110 sf

5 BR: 7,632 sf - 11,597 sf

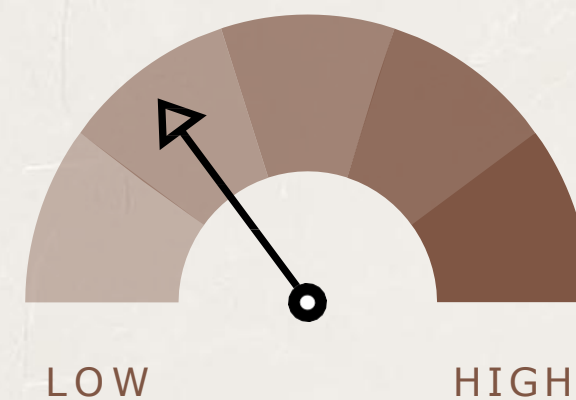
6 BR: 24,253 sf – 26,286 sf



Configuration Mix



Sold Inventory



Sales Pitch

1. Location, by the canal
2. View (every unit is facing the canal)
3. Jungle/Animal theme
4. Scores high on amenities

Sales Strategy

- Top private developer with proven track record
- CAVALLI branded apartments
- Large number of amenities and midrise apartment with views of Burj Khalifa and Burj Al Arab

COUTURE

By Cavalli

INTERNAL

EXTERNAL

BRAND ASSOCIATION

- Branded apartment have higher probability of capital value appreciation. The price parity between branded and non-branded apartments is around 96%*.
- Branded apartments are ideal for short term rentals.
- Scores high on quality in competitive advantage when compared to non-branded projects.
- As branded projects are perceived to have superior quality.
- Roberto Cavalli held the reputation of being a high-end luxury brand for 50+ years in European markets.
- Cavalli-branded spa, cigar lounge and a gym shall add higher branding element to the project.

PRICE ADVANTAGE

- The average branded units' price in Jumeirah 2 are between AED 6,500 – 10,000.
- Couture By Cavalli has the price advantage, by being very close to Jumeirah 2 and pricing between AED 4,700 – 5,500.

SALES PITCH

DESIGN AND ARCHITECTURE

- Executive valet circular drop off at level one - for chauffeur driven cars.
- Large pool (three times larger than an olympic swimming pool)
- Triple glazed (air gap is upto 18 mm) for high acoustics as normal buildings (14 mm air gap) will have double glazed.
- Every lift facilitates 14 apartments exclusively on its vertical. Each lift will lead to the car parking from the unit foyer (exclusivity).
- Efficiency is above 90% due to the presence of large terraces and large balconies.
- Penthouses have two private swimming pools each and large party terrace to host 100 guests.

VIEWS

- Few units in projects such as Rings by PMR and Eden House - The Canal have partial view to the iconic landmarks of Burj Khalifa or Burj Al Arab.
- On the other hand, Couture By Cavalli has the advantage of being low rise and enjoys the clear view of Burj Khalifa, Canal, Safa Park and Burj Al Arab.

TYPICAL FLOOR PLAN

VIEW ANALYSIS

● CANAL
VIEW
BURJ
● KHALI
FA

SAFA
PARK
VIEW
BURJ AL
ARAB



UNEQUALLED LOCATION

Couture by Cavalli is nestled along the 3.2km Dubai Canal that meanders from the Creek in Old Dubai to the Arabian Gulf. A true feat of human engineering, the canal is home to picturesque vantage points, iconic purple-hued bridge and boardwalk.

	Burj Khalifa 8 minutes
	Dubai International Financial Centre (DIFC) 12 minutes
	The Stables Dubai, Meydan 12 minutes
	MGM Resort Island 14 minutes
	Dubai International Airport (DXB) 16 minutes
	Dubai Harbour 16 minutes
	Dubai Creek Golf & Yacht Club 16 minutes
	Palm Jumeirah 18 minutes
	Jetex VIP Terminal 35 minutes





UNRIVALLED LEVELS OF LUXURY

96 Exceptional Residences

Private Infinity Pools & Terrace Gardens

Exclusive Sky Party Terrace

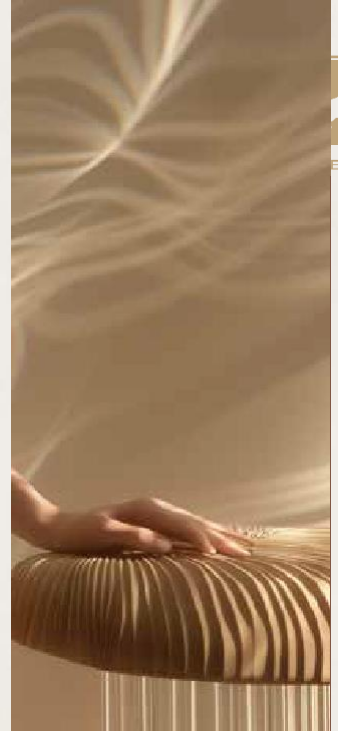
Longest Swimmable Lagoon in a Tower

Rooftop Pool Residents-Only Cinema

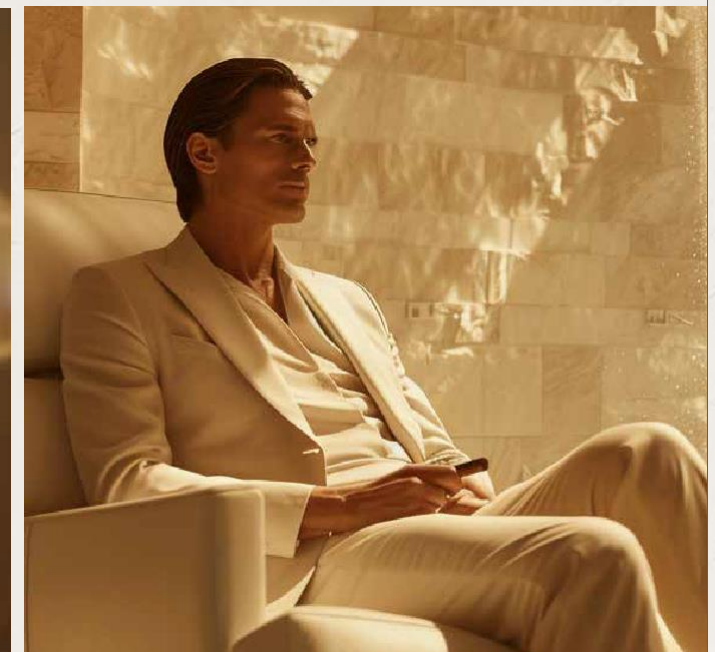
Cigar Lounge & Club Rooms

Floating Juice Bar

Gym & Spa with Floating Treatment Rooms



Couture by Cavalli



cavalli

Couture by Cavalli Interiors: A Symphony of Style

Creative Designer: Fausto Puglisi

DNA Fusion

Our collaboration with Roberto Cavalli goes beyond badging; it's an immersion of design teams and ethos.

MARBLEOU inspiration: Drawing from Cavalli's Fall Winter collection, our interiors feature the finest Italian marble, including White Statuaries and lush green accents.

Global Presence of Cavalli Stores

Boutique Stores: 18 worldwide, including prestigious locations like London, Miami, Monte Carlo, Cannes, and Saint Tropez.

Outlet Stores: 20 strategically placed globally.

Online Flagship: Explore the world of Cavalli at [Robertocavalli.com](https://robertocavalli.com).



Roberto Cavalli | Fall Winter 2024/2025

Roberto Cavalli's Product Portfolio

Couture & Ready to Wear: Synonymous with women's couture and ready-to-wear lines.

Accessories Galore: Leather goods, footwear, and home wear lines.

Celebrity Stamp: Adorning influential women like Jennifer Lopez, Zendaya, and Taylor Swift.

Comparative Luxe Landscape

Unique Positioning: Closest competitors – Versace and Dolce & Gabbana.

Bespoke Handmade Luxury: Rooted in Couture, offering exuberant luxury to a discerning clientele.

The Pinnacle of Luxury: Couture Line

Handmade Bespoke Creations: Each piece takes hundreds of hours to produce.

Price of Craftsmanship: Reflecting the hours and exquisite materials/jewels used.

Global Appeal

Market Reach: Significant markets in the USA, UK, Italy, and France.

A Universal Allure: Attracting a diverse clientele seeking the epitome of luxury.

Plot size : 80,291 sq. ft. (7,462 sq. meters)

Lifts : Tower A - 4, Tower B – 4, Service Lifts: 2 per tower (2 Hour Fire Rated)

Car Parking : 3BR–2, 4BR-3, 5BR-4, 6BR-5

2B+G+M+16+R

THE ROOF

- Individual Private Sky Gardens for Penthouses
- Private Sky Party Terrace with Infinity Pools
- Direct Private Access from Each Penthouse

LEVELS 1 TO 16

- 3BR, 4BR & 5BR Apartments
- 6BR Penthouses
- Private Infinity Pools
- Limited to 96 Units
- Design - Marbleous, Fall Winter 2024 Collection

PODIUM AMENITIES

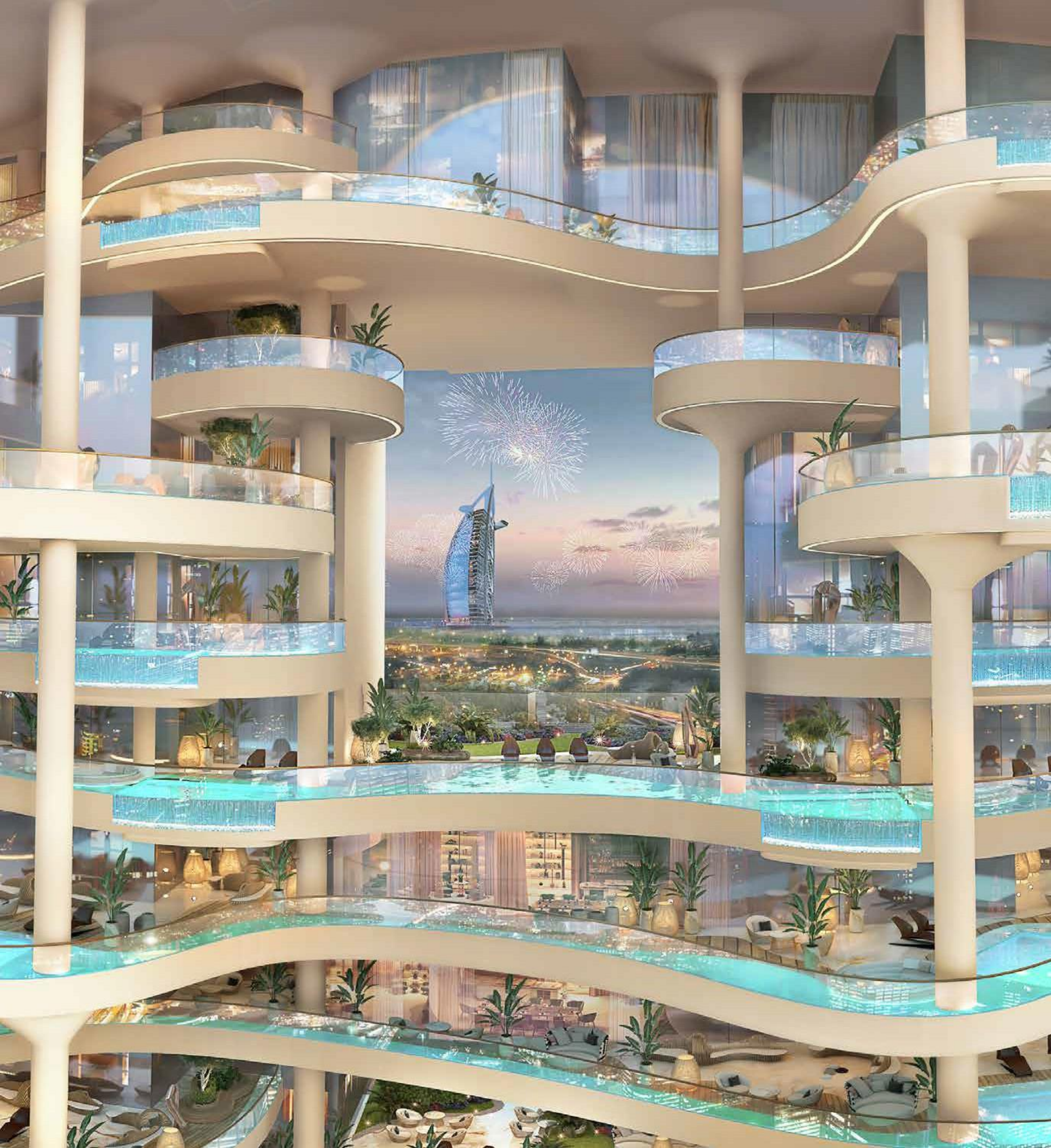
- Dubai-First: Lagoon on Podium
- Gym/Spa with Floating Treatment Rooms
- Cigar Lounge, Club Rooms, Floating Juice Bar & Cabanas
- Lush Tropical Gardens
- Grand Cavalli-Branded Lobby



TOWER CONFIGURATION

C

92 metres



FLOORWISE UNIT CONFIGURATION

TOWER A

Penthouse 6 BR (Total Units – 1)	
Level 15 + Level 16 + private roof access	1 Unit Duplex
5 BR (Total Units – 6)	
13 + 14 Floor	4 Units Duplex
16 + 15 + Roof Floor	1 Unit Duplex with private roof access
16 + 15 Floor no roof access	1 Unit duplex
4 BR (Total Units – 12)	
7, 8, 9, 10 Floor	3 Units each floor
3 BR (Total Units – 28)	
2, 3, 4, 5, 6, 11, 12 Floor	4 Units each floor

TOWER B

Penthouse 6 BR (Total Units – 1)	
Level 15 + Level 16 + private roof access	1 Unit Duplex
5 BR (Total Units – 6)	
13 + 14 Floor	4 Units Duplex
16 + 15 + Roof Floor	1 Unit Duplex with private roof access
16 + 15 Floor no roof access	1 Unit duplex
4 BR (Total Units – 12)	
7, 8, 9, 10 Floor	3 Units each floor
3 BR (Total Units – 28)	
2, 3, 4, 5, 6, 11, 12 Floor	4 Units each floor



IMPECCABLY CRAFTED



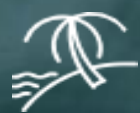
I N T E R I O R D E S I G N B Y **XBD**

XBD Collective is an award-winning international Architecture & Interior Design Consultancy Group, focused on materializing unique and innovative designs into inspiring physical spaces of any complexity. Recipient of 90+ awards from National and International awarding bodies.

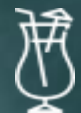


UNBELIEVABLE

Couture by Cavalli is a playground for contemporary, urban aesthetes who love nature. From the podium lagoon to the rooftop pools, leisure and entertainment spaces and lush foliage throughout, every detail ensures exquisite living.



SWIMMABLE
LAGOON



FLOATING
JUICE BAR



SIGNATURE
RESTAURANT



GYM & SPA



SKY PARTY
TERRACE

EXPERIENCES



UNTOUCHED BLISS

World class SPA





L O B B Y

Area - 300 SQM

**Lifts : Tower A - 4, Tower B – 4,
Service Lifts: 2 per tower (2 Hour Fire Rated)**



L O B B Y – Materials Used

1. Travertine Marble - Flooring.
2. Costa Esmeralda Marble. - Flooring.
3. Customized GRG Panel - Feature Column.
4. White Translucent Alabaster - Feature Column.
5. Champagne Metal Trim - Partition Framing & General Details.
6. Translucent Polycarbonate Resin Panels - Partition Walls.
7. Textured Frosted Glass - Screen
8. Tinted Glass - Ceiling Feature
9. Paint - General Ceiling





L O B B Y – Materials Used

TOP BENEFITS

Travertine Marble

- Offers timeless durability & easy maintenance
- Natural cooling effect and compatibility

Costa Esmeralda Marble

- Offers durability, cooling properties,
- Unique green hues and intricate veining

Customized GRG Panel

- Durable and resistant to wear and tear
- Gypsum, the primary component of GRG, has inherent fire-resistant properties

White Translucent Alabaster

- Allows for soft, diffused lighting
- Durable material, ensuring the longevity of the feature column

Champagne Metal

- An aesthetic and functional element in dividing spaces
- Offers durability and support to the dividing elements within a space

Translucent Polycarbonate

- Allow natural light to pass through, creating a well-lit and open feel in interior spaces
- Durability and impact resistance, ensuring the longevity and structural integrity

Textured frosted glass

- Easy to clean and maintain, ensuring the longevity of its aesthetic and functional qualities
- Diffuses natural light, creating a soft and inviting ambiance without compromising on privacy

Tinted Glass

- Offers durability, cooling properties,
- Unique green hues and intricate veining



C

PENTHOUSE

FORMAL LIVING

Couture by Cavalli



FORMAL LIVING - Materials Used

1. Textured paint to Columns
2. Statuario Marble – Bar shelving
3. Ghiaccio Ice Marble - Flooring
4. Bronze Metal - Detailing
5. Green Anasian Marble – Bar Top
6. Fluted Statuario - Bar Front





FORMAL LIVING

TOP MATERIAL BENEFITS

Statuario Marble

- Natural resistant to bacteria and allergens, contributing to a cleaner and more hygienic environment
- Withstand the wear and tear associated with a bustling and dynamic environment

Ghiaccio Ice Marble

- Durability, making it suitable for high-traffic areas
- Naturally stays cool, enhancing comfort in warmer climates

Green Anasian marble

- Distinctive color and pattern provide versatility
- Known for its durability, making it suitable for a high-traffic area like a bar top

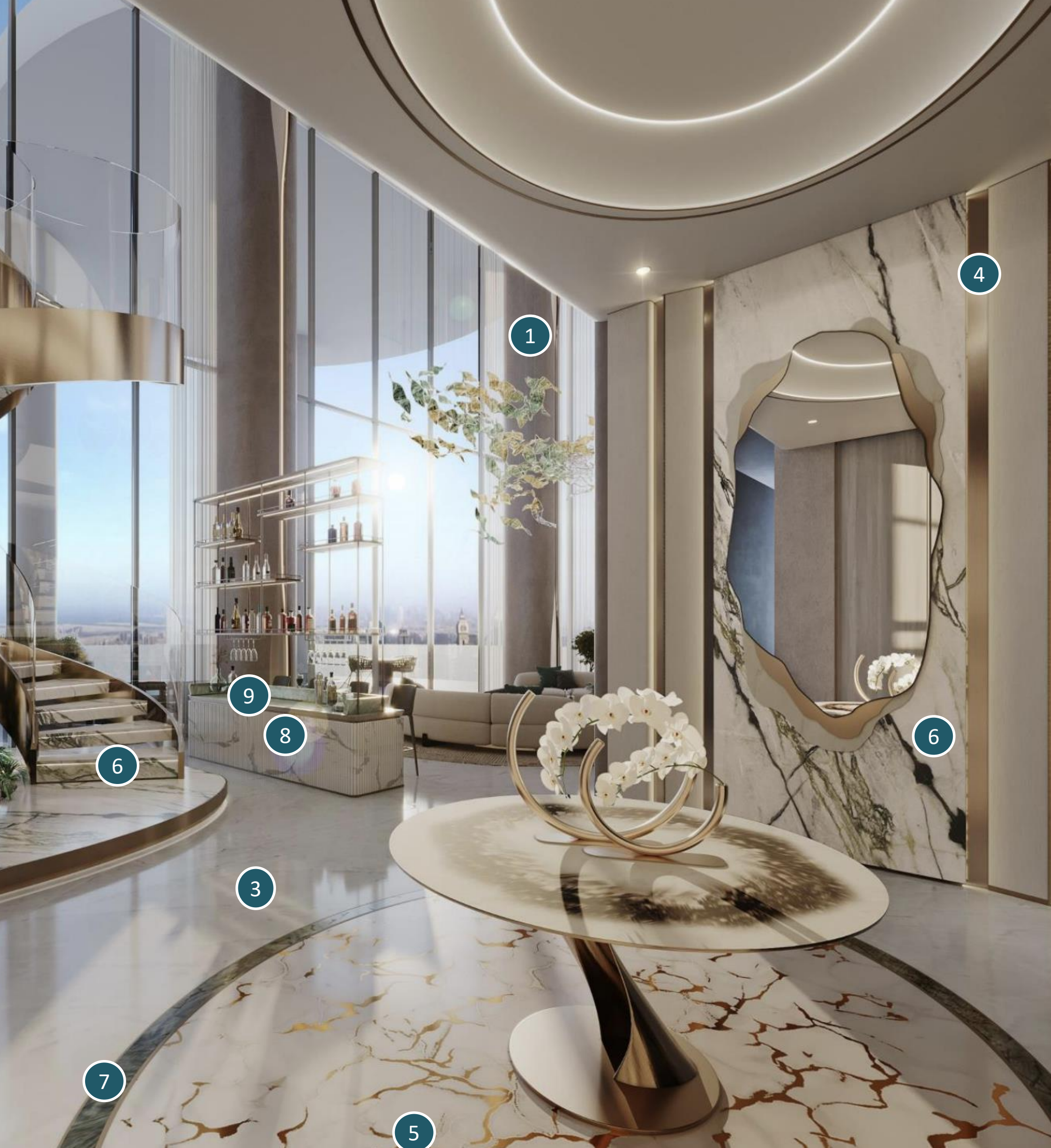
Fluted Statuario

- Creates a visually captivating and distinctive focal point
- Offers longevity and resilience



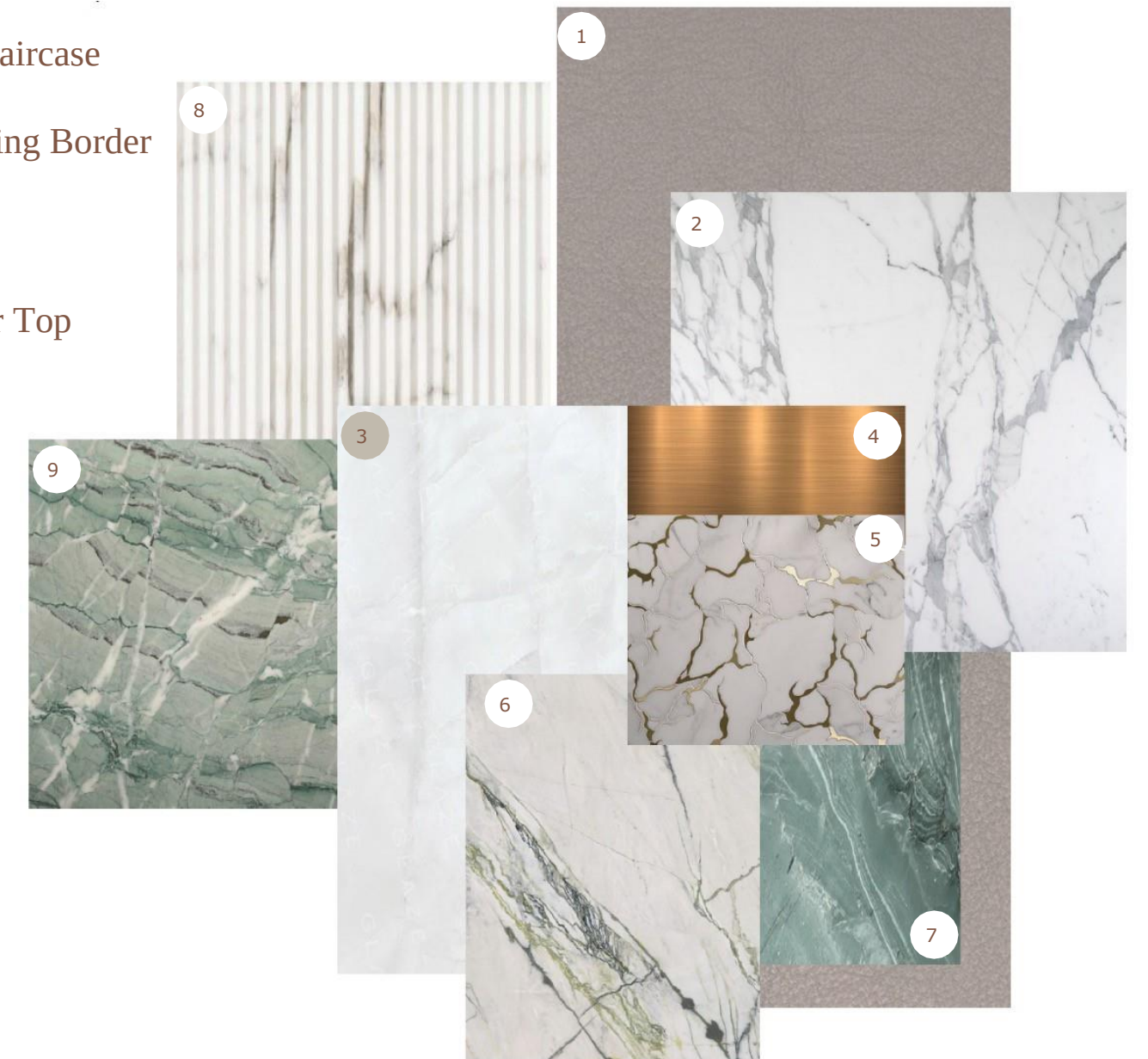
P E N T H O U S E

ENTRANCE



E N T R A N C E - Materials Used

1. Leather Effect Wallpaper
2. Statuario Marble
3. Ghiaccio Ice Marble – Flooring
4. Bronze Metal – Detailing
5. Ghiaccio Ice Marble + Metal Inlay
6. Accent Marble – Walls & Staircase
7. Vivid Green Marble – Flooring Border
8. Fluted Statuario – Bar Front
9. Green Anasian Marble – Bar Top





ENTRANCE

TOP MATERIAL BENEFITS

Statuario Marble

- Natural resistant to bacteria and allergens, contributing to a cleaner and more hygienic environment
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Accent Marble

- Distinctive colour and pattern provide versatility
- Known for its durability, making it suitable for a high-traffic area like a bar top

Vivid Green Marble

- Resistance to wear and tear
- Naturally heat resistant

Green Anasian marble

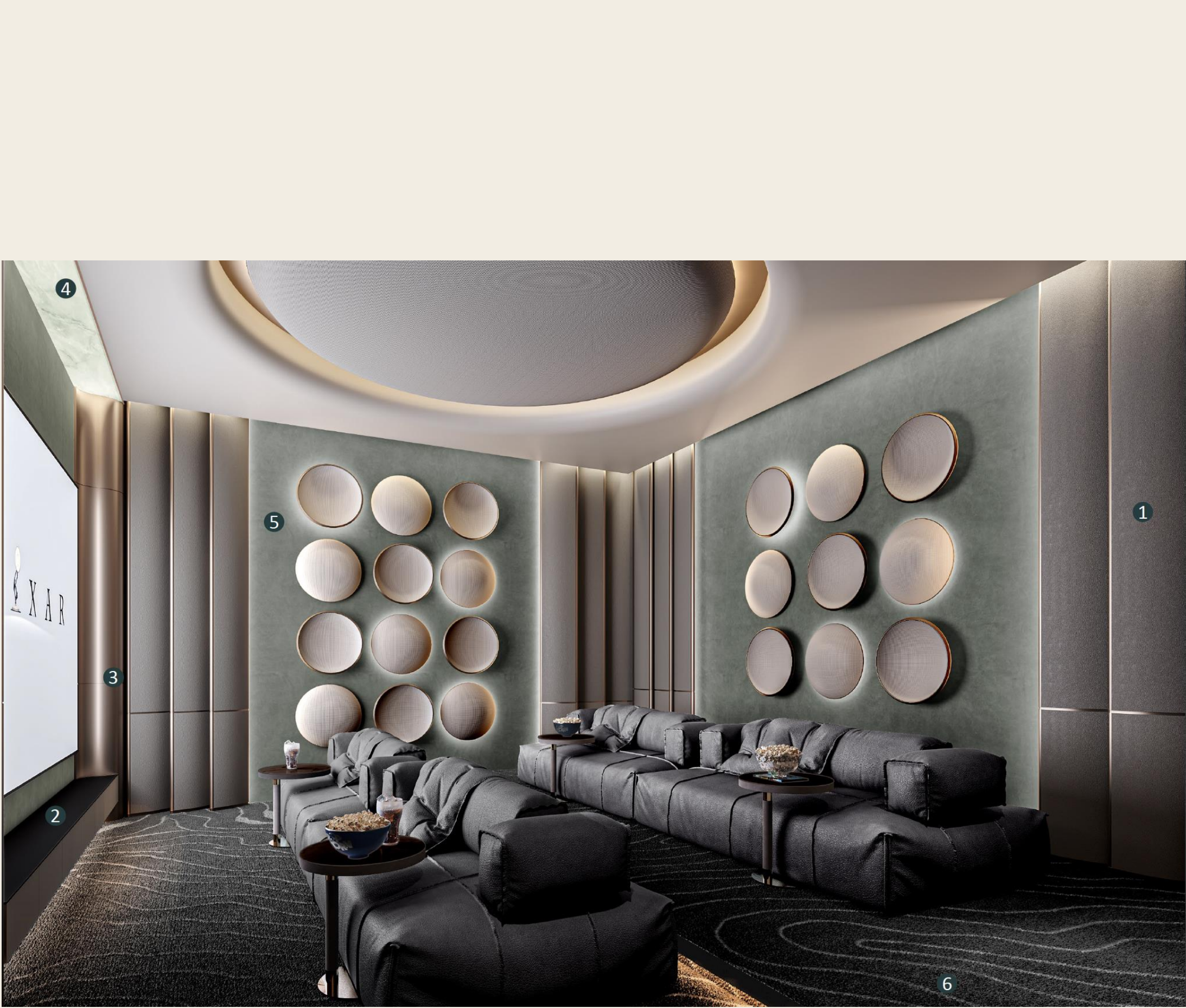
- Distinctive colour and pattern provide versatility
- Known for its durability, making it suitable for a high-traffic area like a bar top



P E N T H O U S E

CINEMA

Couture by Cavalli



C I N E M A - Materials Used

1. Acoustic Fabric – Wall Panelling

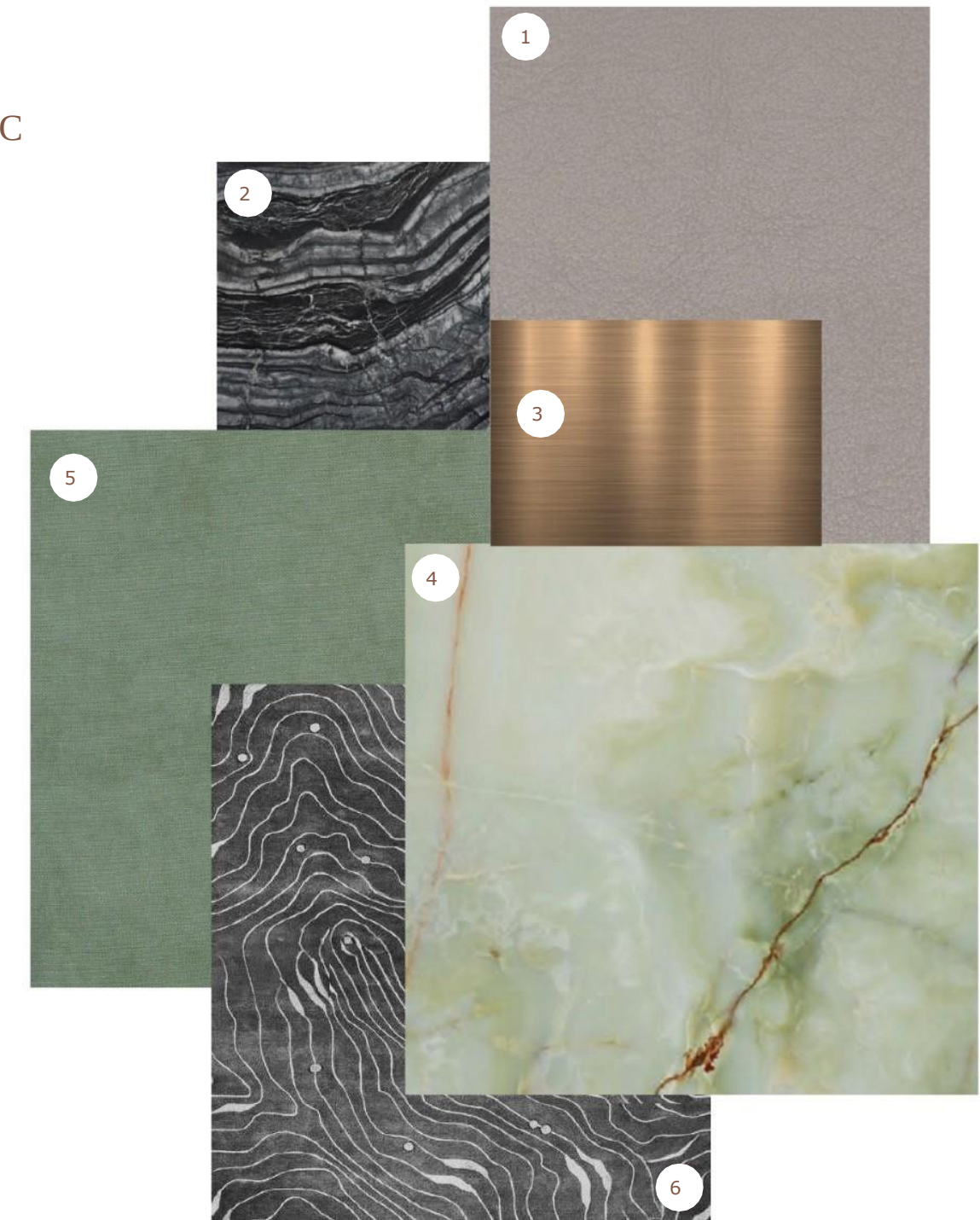
2. Silver Wave Marble – Joinery Inlay

3. Bronze Metal – Detailing

4. Green Onyx

5. Faux Suede – Wall

6. Bamboo Silk Fitted C



C I N E M A

TOP MATERIAL BENEFITS



Acoustic Fabric

- Natural resistant to bacteria and allergens, contributing to a cleaner and more hygienic environment
- Withstand the wear and tear associated with a bustling and dynamic environment

Silver Wave Marble

- Durability, making it suitable for high-traffic areas
- Naturally stays cool, enhancing comfort in warmer climates

Green Onyx

- Translucency allows light, creating a captivating visual effect that adds depth and allure to surfaces
- Exotic and elegant touch to interior spaces

Faux Suede

- Provides a soft and touchable texture, creating a warm and inviting atmosphere
- Faux suede has sound-absorbing properties, reducing echoes and contributing to a quieter and more serene ambiance



PENTHOUSE

MASTER BEDROOM

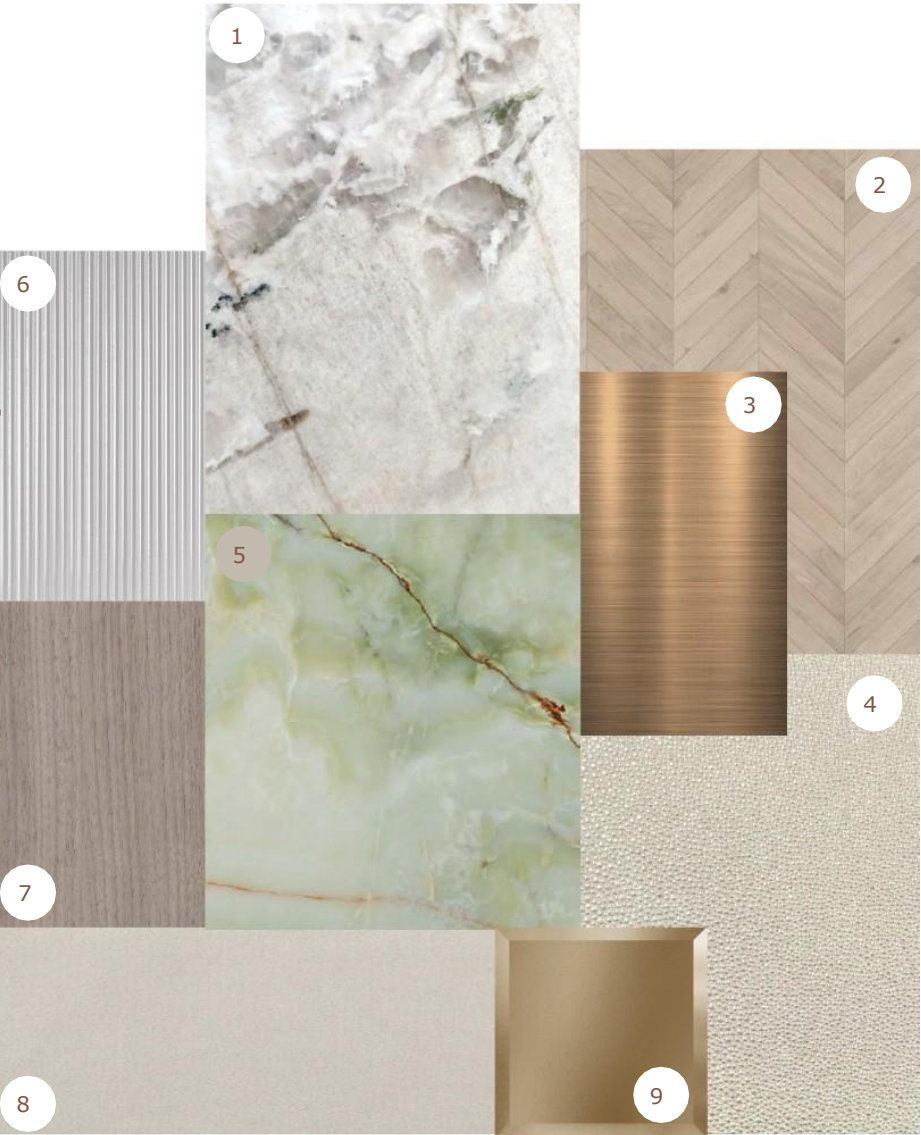
Couture by Cavalli





M A S T E R B E D R O O M - Materials Used

- 1.Alpinus Marble – Flooring
- 2.Herringbone Parquet – Flooring
- 3.Bronze Metal - Detailing
- 4.Shagreen Leather – Headboard Wall
- 5.Green Onyx - Wall
- 6.Fluted Glass – Wall
- 7.Timber Veneer – Doors
- 8.Suede Effect Wallpaper – Not visible on render
- 9.Tinted Bonze Mirror – Headboard Wall





MASTER BEDROOM

TOP MATERIAL BENEFITS

Alpinus Marble

- Durability & Cooling Properties
- Low Maintenance

Herringbone Parquet

- Design versatility
- Offers durability and resilience, ensuring a long-lasting and high-quality

Fluted Glass

- Creates visual texture and depth that enhances the overall design.
- Natural Light Optimization

Shagreen Leather

- Unique and exquisite texture, creates a tactile and luxurious experience
- Provides longevity and resistance to wear.

Green Onyx

- Translucency allows light, creating a captivating visual effect that adds depth and allure to surfaces
- Exotic and elegant touch to interior spaces

Timber Veneer

- Durability and stability
- Offers consistent quality and appearance



C

MASTER

ENSUITE

Couture by Cavalli



Couture by Cavalli



MASTER ENSUITE - Materials Used

1. Alpinus Marble –Flooring and Walls

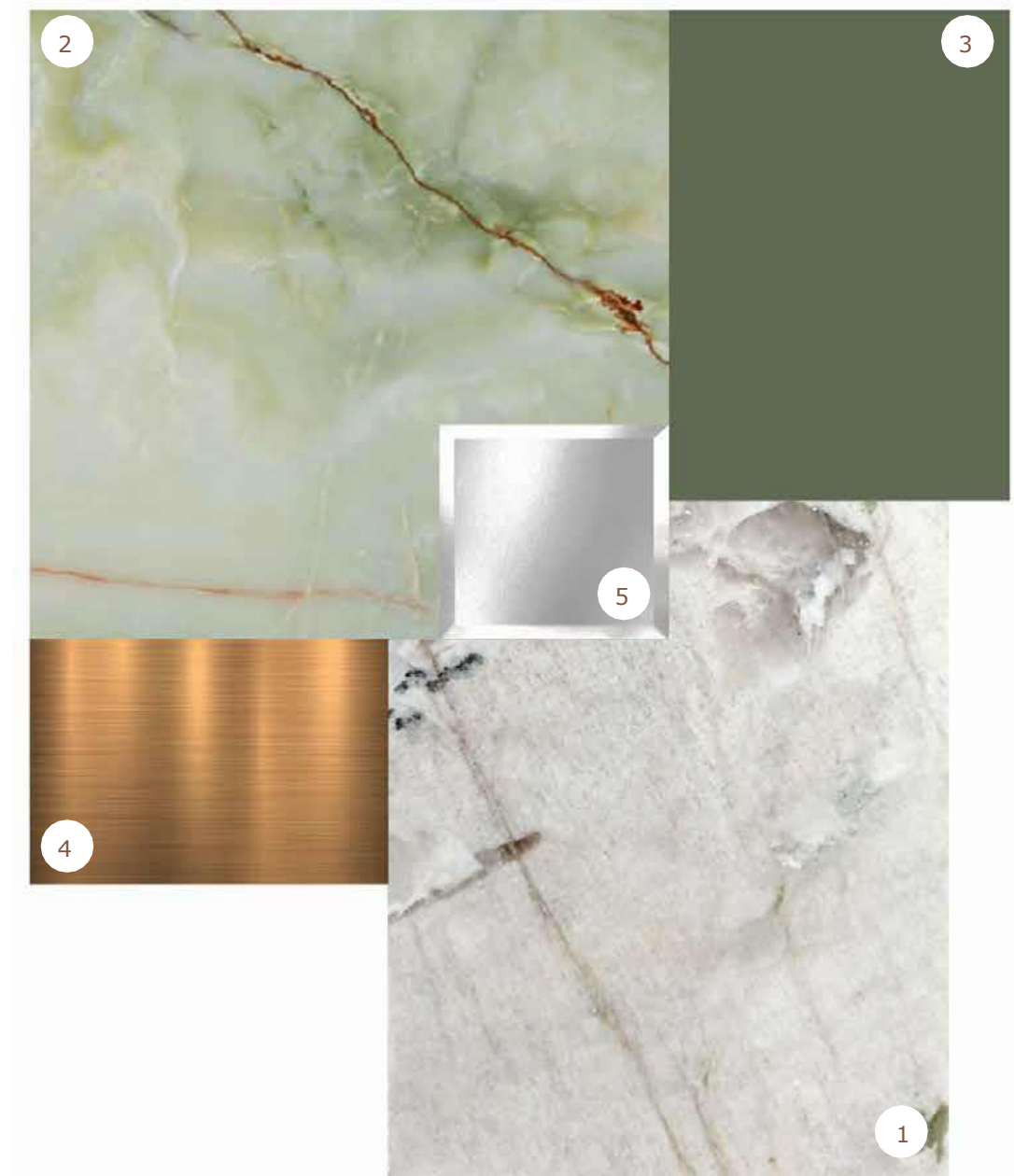
2. Green Onyx

3. Green Lacquer - Vanity

4. Bronze Metal - Detailing

5. Silver Mirror

6.6. Clear Tempered Glass - Doors





MASTER ENSUITE

TOP MATERIAL BENEFITS

Alpinus Marble

- Durability & Cooling Properties
- Low Maintenance

Silver Mirror

- Light Enhancement
- Elegant Reflection

Green Onyx

- Translucency allows light, creating a captivating visual effect that adds depth and allure to surfaces
- Exotic and elegant touch to interior spaces

Green Lacquer

- Improving indoor air quality
- Superior durability



MASTER WALKIN WARDROBE

F L O O R P L A N S

COUTURE

By Cavalli

PENTHOUSE



THE WORLD
ISLANDS VIEWS

BURJ AL ARAB
& SUNSET VIEWS

SAFA PARK
VIEWS

DUBAI CANAL

BUSINESS BAY
VIEW

DAMAC
ACADEMY

Couture by Cavalli

PENTHOUSE

UNIT PH-1



LEVEL 15

LOWER LEVEL



LEVEL 16

UPPER LEVEL



ROOF

ROOF LEVEL

FLOOR TYPE	SQ. FT.	FEATURES	
Unit Area	6169.92	ENTRANCE/ LIFT LOBBY	HOME THEATRE
Balcony Area	2437.29	FOYER	POWDER ROOM
TOTAL AREA	8607.22	FORMAL LIVING AREA	ENSUITE GUEST BEDROOM + WALK IN
		DINING AREA	ENSUITE NANNY ROOM + WALK IN
		TERRACE	ENSUITE MAID'S ROOM
		SWIMMING POOL	KITCHEN
		FAMILY LIVING AREA + PANTRY	SERVICE ENTRANCE
		TV ROOM	STOREROOM
		GAMES ROOM	LAUNDRY

FLOOR TYPE	SQ. FT.	FEATURES
Unit Area	5273.93	LIFT LOBBY (2)
Balcony Area	2413.40	ENSUITE MASTER BEDROOM +
TOTAL AREA	7687.33	ENSUITE BEDROOM + WALK IN (2)
		SUITE + WALK-IN + TERRACE
		ENSUITE BEDROOM (2)
		FAMILY ROOM
		LIVING ROOM
		TERRACE

FLOOR TYPE	SQ. FT.	FEATURES
Unit Area	211.62	SWIMMING POOL
Balcony Area	7600.03	TERRACE
TOTAL AREA	7811.65	

F L O O R P L A N S

COUTURE

By Cavalli

5

B E D R O O M S



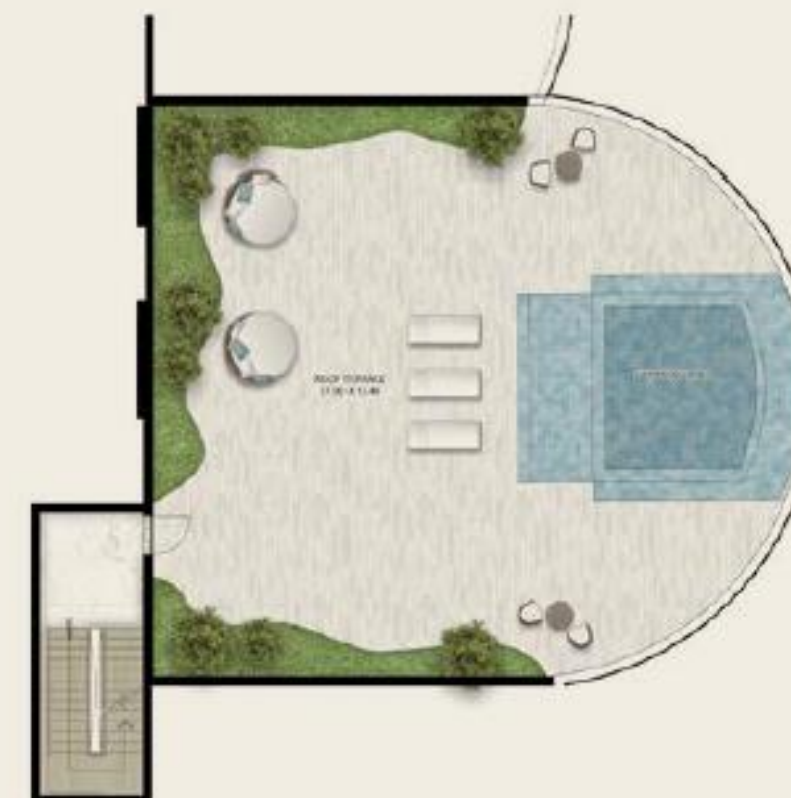


Couture by Cavalli

5-BEDROOM

5BR-B1502

FLOOR TYPE	SQM	SQFT
LOWER LEVEL	406.2	4732.3
UPPER LEVEL	323.8	3485.4
ROOF DECK	281.4	3028.4
TOTAL AREA	1011.4	10886.1



LOWER LEVEL



LEVEL 15

FEATURES

- ENTRANCE FOYER
- LIVING & DINING AREA
- ENSUITE BEDROOM (2)
- TERRACE
- SWIMMING POOL
- SHOW KITCHEN
- KITCHEN
- BATHROOM
- UTILITY ROOM
- LAUNDRY

UPPER LEVEL

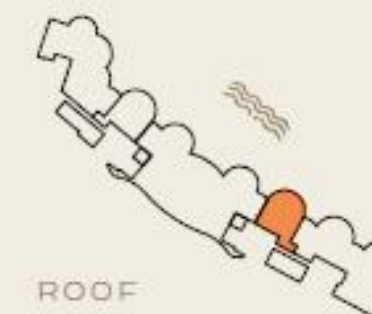


LEVEL 16

FEATURES

- ENTRANCE FOYER
- FAMILY AREA
- ENSUITE MASTER BEDROOM + WALK-IN +
- TERRACE
- ENSUITE BEDROOM (2)

ROOF LEVEL



ROOF

FEATURES

- SWIMMING POOL
- TERRACE

5-BEDROOM

5BR-A1302

LIVING ROOM
17'6" x 17'0"

DINING ROOM
12'0" x 12'0"

KITCHEN
8'6" x 9'0"

UTILITY ROOM
2'0" x 1'10"

BATHROOM

LAUNDRY

POWDER ROOM

BATHROOM #2
5'0" x 7'0"

FAMILY ROOM
9'10" x 14'0"

MASTER BEDROOM
11'0" x 14'0"

BED ROOM #2
8'0" x 11'0"

BATHROOM
5'0" x 7'0"

ENTRANCE Foyer
8'7" x 12'0"

TERRACE
9'0" x 9'0"

SWIMMING POOL

FEATURES
ENTRANCE FOYER
FAMILY ROOM
LIVING & DINING AREA
ENSUITE BEDROOM + WALK-IN (2)
TERRACE
SWIMMING POOL
SHOW KITCHEN
KITCHEN
POWDER ROOM
BATHROOM
UTILITY ROOM
LAUNDRY



FEATURES

FAMILY AREA

ENSUITE MASTER BEDROOM + WALK-IN + TERRACE

ENSUITE BEDROOM + WALK-IN (2)



F L O O R P L A N S

COUTURE

By Cavalli

4

B E D R O O M S



Couture by Cavalli

4-BEDROOM

4BR-B901



FLOOR TYPE	SQ. FT.
Unit Area	4050.92
Balcony Area	1612.23
TOTAL AREA	5663.16

LEVEL 9

FLOOR TYPE	SQ. FT.	FEATURES
Unit Area	4050.92	LIFT LOBBY LOBBY
Balcony Area	1612.23	LIVING AREA DINING AREA
TOTAL AREA	5663.16	TERRACE SWIMMING POOL POCKET GARDEN ENSUITE MASTER BEDROOM + WALK IN

ENSUITE BEDROOM + WALK IN (3)
SHOW KITCHEN
KITCHEN
ENSUITE MAID'S ROOM
POWDER ROOM
LAUNDRY

4BR-B902



LEVEL 9

FLOOR TYPE	SQ. FT.	FEATURES
Unit Area	4467.81	LIFT LOBBY ENTRANCE FOYER
Balcony Area	1623.00	LIVING AREA DINING AREA
TOTAL AREA	6090.81	TERRACE SWIMMING POOL POCKET GARDEN ENSUITE MASTER BEDROOM + WALK IN

ENSUITE BEDROOM + WALK IN (3)
SHOW KITCHEN
KITCHEN
ENSUITE MAID'S ROOM
POWDER ROOM
LAUNDRY



BUSINESS BAY
VIEW

F L O O R P L A N S

COUTURE

By Cavalli

3

B E D R O O M S



Couture by Cavalli

3-BEDROOM

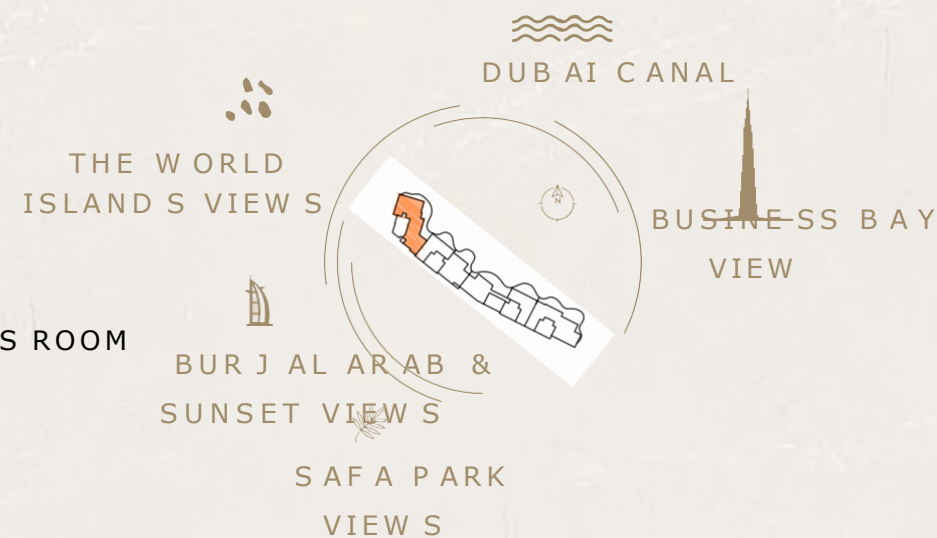
3BR-B101



LEVEL 1

FLOOR TYPE	SQ. FT.
Unit Area	3176.78
Balcony Area	2372.60
TOTAL AREA	5549.38

FLOOR TYPE	SQ. FT.	FEATURES
Unit Area	3176.78	ENTRANCE FOYER DINING AREA
Balcony Area	2372.60	LIVING AREA ENSUITE MASTER BEDROOM + WALK IN ENSUITE BEDROOM + WALK IN (2) TERRACE
TOTAL AREA	5549.38	KITCHEN ENSUITE MAID'S ROOM POWDER ROOM LAUNDRY



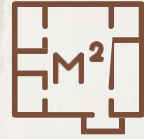
3BR-B201



LEVEL 2

FLOOR TYPE	SQ. FT.	FEATURES
Unit Area	3244.46	ENTRANCE FOYER DINING AREA
Balcony Area	1434.20	LIVING AREA ENSUITE MASTER BEDROOM + WALK IN ENSUITE BEDROOM + WALK IN (2) TERRACE
TOTAL AREA	4678.68	SWIMMING POOL KITCHEN ENSUITE MAID'S ROOM POWDER ROOM LAUNDRY

FEATURES & AMENITIES



Apartment features:

- Private swimming pool at terrace as applicable
- Spacious terraces as applicable
- Access to elevator from each unit
- All rooms feature triple glazed windows



Living and Dining:

- Marble flooring
- Painted walls
- Feature Wallpaper on selected walls



Bedrooms:

- Marble flooring
- Wardrobes in all bedrooms
- Painted walls
- Feature Wallpaper on selected walls



Kitchen:

- Kitchens fitted with cabinets and stone countertop (Kitchen appliances including Cooker, Kitchen hood, Refrigerator, washing machine and dishwasher)
- Marble flooring
- Painted walls
- Stainless steel sink with quality taps and mixers



Bathroom Features:

- Marble flooring and wall cladding
- Marble vanity top in all bathroom
- Elegant Sanitary ware/s with fittings and accessories
- Mirror in all bathroom
- Shower enclosure and bathtub in Master Bath with Rain shower within shower enclosure



Amenities in the building:

- Grand drop-off surrounded with landscape
- Concierge desk
- Club room, Gymnasium and outdoor areas
- Resident's swimming pool

* Unless stated above, all accessories and external/internal finishes like Wardrobes, Wall cladding /paper, Chandeliers, Furniture, Electronics, White Goods, Curtains, hard and soft landscaping, waterbodies / Jacuzzi, special/boutique designer features/elements, artwork & sculptures, swimming pool etc. displayed in the brochure or renderings or within the show apartment, are not part of the Standard Unit and are exhibited for illustration purposes only.



UNMATCHED



SOPHISTICATION

EXTERIOR DESIGN

INSPIRATION

TO CREATE A SKY VILLA FOR EVERY APARTMENT





SWIMMING POOL

OVER 128
METERS LENGTH
& 18 METERS IN WIDTH

ELEVATED VIEW FROM LEVEL- 1 TRIPLE GLAZING

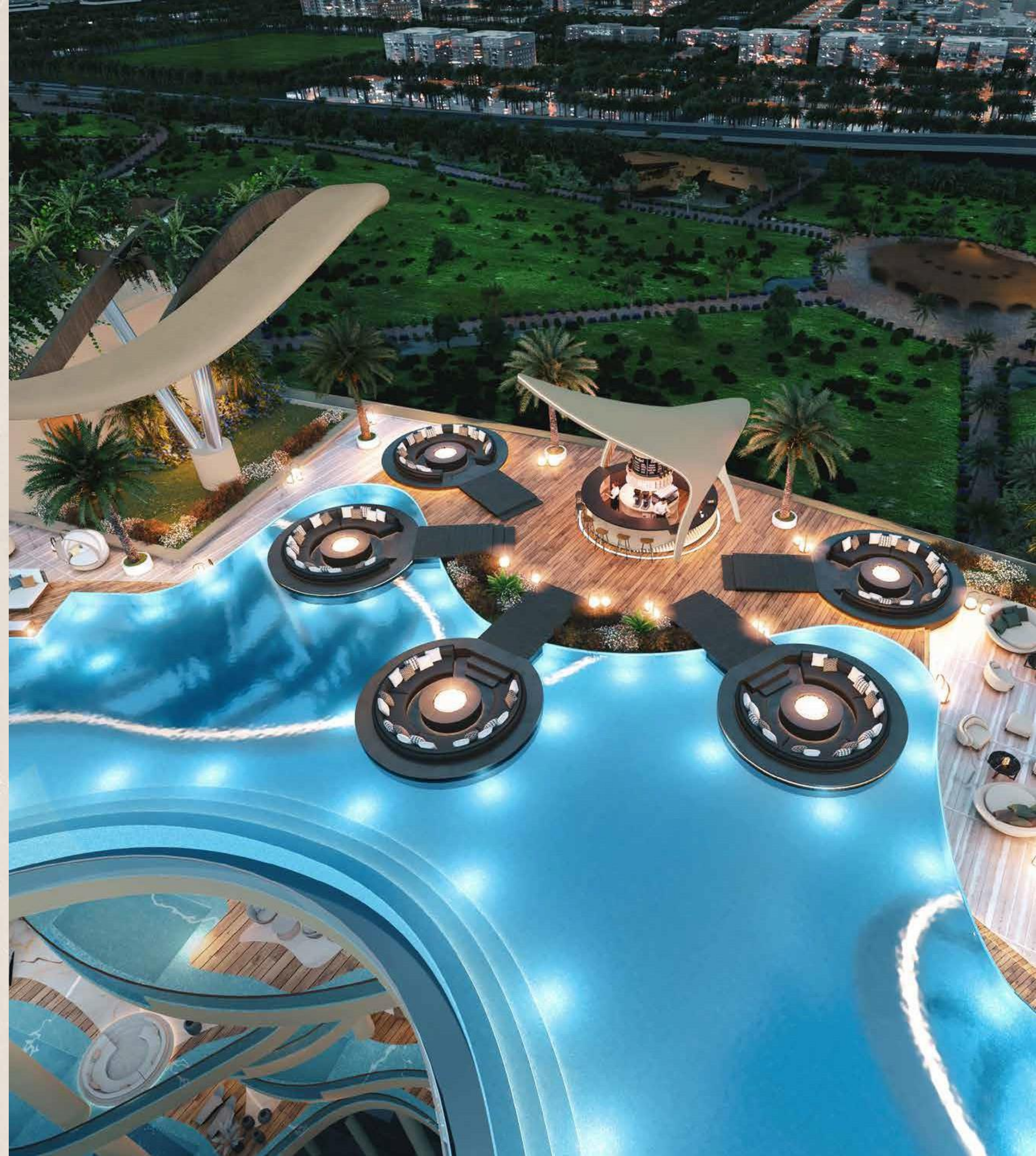
Couture by Cavalli



UNDISCOVERED

Explore the lagoons on the podium level for an utterly distinct experience with an archipelago of islands. Visit the first for the gym, the second for an indulgent spa experience and the third to savor fine dining just steps from your home. or, simply escape into a fantasy of your own device at the tower's private cinema.

ISLANDS





COUTURE

By Cavalli

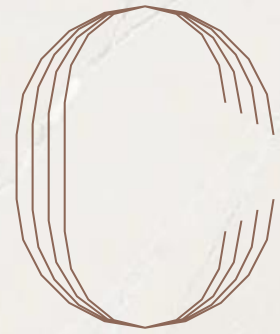
AVAILABLE INVENTORIES (20th Feb 2024)

Available Inventories	Available Units	Minimum SFT	Maximum SFT	Minimum Price (AED)	Maximum Price (AED)	Average PSF (AED)
3 Bedroom	57	2,972	6,657	17,387,000	30,485,000	5,479
4 Bedroom	24	5,053	6,110	27,296,000	33,345,000	5,250
5 Bedroom	12	7,632	11,597	41,515,000	57,061,000	5,116
6 Bedroom	2	24,253	26,286	115,467,000	121,726,000	4,696

COMMERCIAL TERMS & PAYMENT PLAN

ACD – Q1 2028

PAYMENT PLAN		
Description	Percent	Milestone Event
DEPOSIT	24	Immediate
1st INSTALLMENT	4	Within 3 month(s) of Sale Date
2nd INSTALLMENT	4	Within 6 month(s) of Sale Date
3rd INSTALLMENT	4	Within 9 month(s) of Sale Date
4th INSTALLMENT	4	Within 12 month(s) of Sale Date
5th INSTALLMENT	4	Within 15 month(s) of Sale Date
6th INSTALLMENT	4	Within 18 month(s) of Sale Date
7th INSTALLMENT	4	Within 21 month(s) of Sale Date
8th INSTALLMENT	4	Within 24 month(s) of Sale Date
9th INSTALLMENT	4	Within 27 month(s) of Sale Date
10th INSTALLMENT	4	Within 30 month(s) of Sale Date
11thINSTALLMENT	40	On Completion



“ THE INDUSTRIAL
DIRECTION IS SOMETIMES
TOO MUCH. WE SHOULD
THINK MORE ABOUT
FANTASY”

ROBERTO CAVALLI

