

QUBE
DEVELOPMENT

ELIRE

MANAGED BY LUX*

BEYOND IMAGINATION



LUX* denotes The Lux Collective Ltd.

IN THE HEART OF THE BOULEVARD, AMONG ICONS



ELIRE

Burj Khalifa Blvd
Al Aamal St

25h DUBAI
HEIMAT BY FIVE HOURS

Al Tahani St

Sheikh Mohammed Bin Rashid Blvd.

FAIRMONT
RESIDENCES

Emaar Blvd.

The Opus Designed
by Zaha Hadid

BUGATTI
RESIDENCES
BY BINGHATTI

WALDORF ASTORIA
RESIDENCES

KEY LOCATIONS

The Opus Designed by Zaha Hadid	03 Min.
Dubai Opera	05 Min.
Burj Khalifa	06 Min.
The Dubai Mall	06 Min.
Emaar Square	09 Min.
Museum of the Future	09 Min.
City Walk	11 Min.
North London Collegiate School	13 Min.
Trade Centre	14 Min.
Swiss International Scientific School	14 Min.
Dubai Healthcare City	15 Min.
DIFC	16 Min.
American Hospital	17 Min.

Dubai International Airport	16 Min.
J1 Beach	16 Min.
Al Fahidi Historical Neighbourhood	18 Min.
Burj Al Arab	19 Min.
Palm Jumeirah	22 Min.



100 RESIDENCES WITH LUX* SIGNATURE LIVING

A COLLABORATION OF EXCELLENCE

LUX*

The Lux Collective, the visionary hospitality group born on the pristine shores of Mauritius, proudly unveils its iconic luxury flagship brand, LUX*, in the Middle East with its first residences through the exclusive launch of 'ELIRE Managed By LUX*'. Nestled in the vibrant heart of Dubai, this debut marks a new chapter in refined living and timeless elegance.

Driven by the purpose to make each moment matter, TLC blends thoughtful design, people-first values, and a commitment to sustainability. Its signature groupwide initiative, Tread Lightly, and partnership with CO2 experts Altruistiq reflect its dedication to responsible hospitality. TLC currently operates 18 properties across Mauritius, the Maldives, Réunion, China, and Tanzania, with 12 more in the pipeline across Africa, Asia, and the Middle East.

NÖFER ARCHITEKTEN

Based in Berlin and led by Tobias Nöfer, Noefer Architekten is founded on the belief that beauty endures when architecture resonates with both tradition and time. The studio's work combines classical form with contemporary function: elegant, measured, and deeply attuned to its surroundings.

Every project is guided by context, crafted on a human scale, and shaped to honor the city's evolving story. With a focus on permanence, they build with integrity: robust materials, timeless facades, and quiet restraint. From civic buildings to residential quarters, their architecture is not just seen — it is felt, remembered, and designed to last.

ARNAUD BEHZADI ARCHITECTURES

Arnaud Behzadi Architectures is a Paris-based architecture and design studio that creates poetic, emotionally resonant spaces that blend context, culture, and timeless aesthetics. With studios in Paris and Dubai, their work spans Europe, the Middle East, and Africa, reflecting a sensitivity to both place and purpose.

The studio's signature approach blends natural materials, sensory richness, and narrative-driven design to evoke depth and a sense of connection. Guided by a boutique philosophy, they engage in selective, high-concept projects, ensuring precision, intentionality, and lasting quality. Each space is designed to tell a story; one that lingers, inspires, and elevates the everyday through thoughtful, beautifully restrained design.

WHERE EVERY LEVEL TELLS A STORY

Floor Plans & Sizes

- 1-bedroom apartments – 612–1,076 sq ft
- 2-bedroom apartments – 1,445–1,564 sq ft
- 3-bedroom apartments – 2,417–2,610 sq ft
- 3-bedroom duplex apartments – 3,829 sq ft
- 4-bedroom duplex apartments – 5,305–5,349 sq ft

Third Floor

- 1-bedroom apartments - 9
- 2-bedroom apartments - 2

4th to 11th Floor

- 1-bedroom apartments - 4
- 2-bedroom apartments - 2
- 3-bedroom apartments - 2

12th to 23rd Floor

- 4-bedroom duplex apartments - 4

THE CONTEMPLATION GARDEN

25TH - FLOOR

UPPER ROOF AMENITIES

4-BEDROOM DUPLEX RESIDENCES

12TH - 23RD FLOOR

1, 2, AND 3-BEDROOM RESIDENCES

2ND - 11TH FLOOR

THE GATHERING RETREAT & 3-BEDROOM DUPLEX RESIDENCE

1ST FLOOR

PARKING

BASEMENT & PODIUM FLOORS

3RD PODIUM FLOOR

2ND PODIUM FLOOR

1ST PODIUM FLOOR

GROUND FLOOR

BASEMENT - B1

The 100 ELIRE Residences



EXTERIOR



Designed by Nöfer Architekten, ELIRE’s façade blends tradition with innovation; a modern interpretation of Middle Eastern heritage.

Mashrabiya Shutters

Natural Shading

Ventilation

Enhanced Privacy

Material	Aluminum
Manually Operated	1BR, 2BR, 3BR, and lower floors of duplexes
Automatically Operated	Upper floors of 3BR and 4BR duplexes (double-height areas)
Colour	Sahara brown finish
Podium Blend	Light beige

Selective operability: In 6-panel setups, only 4 middle panels

BEYOND WELLNESS AND WONDER

ELIRE



QUBE LUX*

PODIUM FLOOR AMENITIES

ELIRE

Total Area: 23,195 sq ft

Gym 1,420 sq ft

Sauna 129 sq ft

Steam Rooms 112 sq ft

Indoor Kids' Area 1,464 sq ft

Outdoor Kids' Area 3,554 sq ft

Yoga Reformer Pilates Studio 211 sq ft

Indoor Lounge 406 sq ft

Outdoor Lounge 309 sq ft

Landscaped Seating Areas 13,564 sq ft

Shared Kitchen (By Booking) 285 sq ft

Meeting Rooms (By Booking) 508 sq ft

Majlis Lounge 431 sq ft

Teen Zone 579 sq ft

BBQ Lounge 1,434 sq ft

Outdoor Sports Zone 3,140 sq ft



The landscape showcases 19 unique types of plantations, with over 2,300 green plants in total—25% of which are trees and palm trees.























ROOFTOP FLOOR AMENITIES

Total Area:	10,050 sq ft
Infinity Pool	2,282 sq ft
Kids' Pool	2,282 sq ft
Pool Bar	285 sq ft
Turkish Hammam	337 sq ft
Massage Rooms	401 sq ft
Treatment Rooms	155 sq ft
Beauty Salon	535 sq ft
Spa	557 sq ft
Changing Rooms & Washrooms	821 sq ft
Sun Terrace	1,759 sq ft
Landscaped Terrace	4,493 sq ft



The landscape features over 650 green plantations, including more than 70 palm trees and 10 unique plant varieties.















UPPER ROOF AMENITIES

Total Area:	6,934 sq ft
Padel Court	2,351 sq ft
Semi-Basketball Court	987 sq ft
Landscaped Terrace	3,596 sq ft







A LIFESTYLE CURATED BY LUX*



Lux* Member Discount:

- 30% Discount on Best Available Rates of Hotels
- 15% Discount on F&B

CORE SERVICES:

Residence Concierge
Valet
Around-the-Clock Security
Clubhouse Staff
Common Area Housekeeping & Maintenance

Dry Cleaning & Laundry Service
Private Transportation / Limousine Services
In-Residence Housekeeping & Maintenance
“While You Are Away” Maintenance Package
Turnkey Maintenance Solution

A LA CARTE SERVICES:

In-Residence Dining, Catering and Personal Chef
Personal Shopping Services
Childcare

Private Boat Rental
Personal Trainer
In-House Porter Service
Driver-Accompanied Car Hire



THE DUPLEX COLLECTION: TOWNHOUSES IN THE SKY



Total Residences:

3-Bedroom:	1 × 3 Bedroom Duplex - 3,829 sq ft
4-Bedroom:	24 × 4 Bedroom Duplexes - 5,305 To 5,349 sq ft



THREE BEDROOM DUPLEX APARTMENT

Total Area: 3,829 sq ft

Master Bedroom 369 sq ft

Living Space 1,086 sq ft

Kitchen 245 sq ft

Master Bathroom 208 sq ft







FOUR BEDROOM, DUPLIX APARTMENT

ELIRE

Total Area: 5,305 – 5,349 sq ft

Master Bedroom 452 To 461 Sq Ft

Living Space 1,269 To 1,440 Sq Ft

Kitchen 377 To 514 Sq Ft

Master Bathroom 141 To 148 Sq Ft

Loggia 1,162 To 1,186 Sq Ft



LOWER



UPPER









WHERE DESIGN MEETS PERSONAL LUXURY

Private Entrances

Double-Height Ceiling With Automated Mashrabiya Shutters

Large Loggias (up to 1,186 sq ft) Blending Indoor & Outdoor Living

Home Cinema Room (4-Bedroom Duplexes Only)

Show Kitchen + Back Kitchen (4-Bedroom Duplexes Only)

Annex Room With Dedicated Bathroom

Custom Vanity Centerpiece In Every Residence



FEEL THE QUALITY
IN EVERY FINISH

ELIRE IMMERSIVE TOUR



interior three sixty

Interior Three Sixty is one of the largest contract furniture suppliers in the UAE, having delivered over 1,000 hospitality projects across the GCC region.

Projects:

Jumeirah Saadiyat Island Resort, Abu Dhabi, UAE

Domes Miramare Marriott, Corfu, Greece

Cloud 22, Atlantis the Royal, Dubai, UAE

Scorpios Beach Club, Mykonos, Greece

Movenpick, Ras Al Khaimah, UAE



PRICES AND PAYMENT PLAN



Pricing

3-Bedroom Duplex Residence:	AED 15.48m
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4-Bedroom Duplex Residences:	Starting from AED 22.32m, up to AED 27.79m
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Payment Plan

Pre-Launch (10 June to 20 July)	30/70
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Post-Launch (21 July onwards)	45/55
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A development by:

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