

DAMAC

ELEGANCE

TOWER
DOWNTOWN
DUBAI



BRANDED BY
ZUHAIR MURAD

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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*.



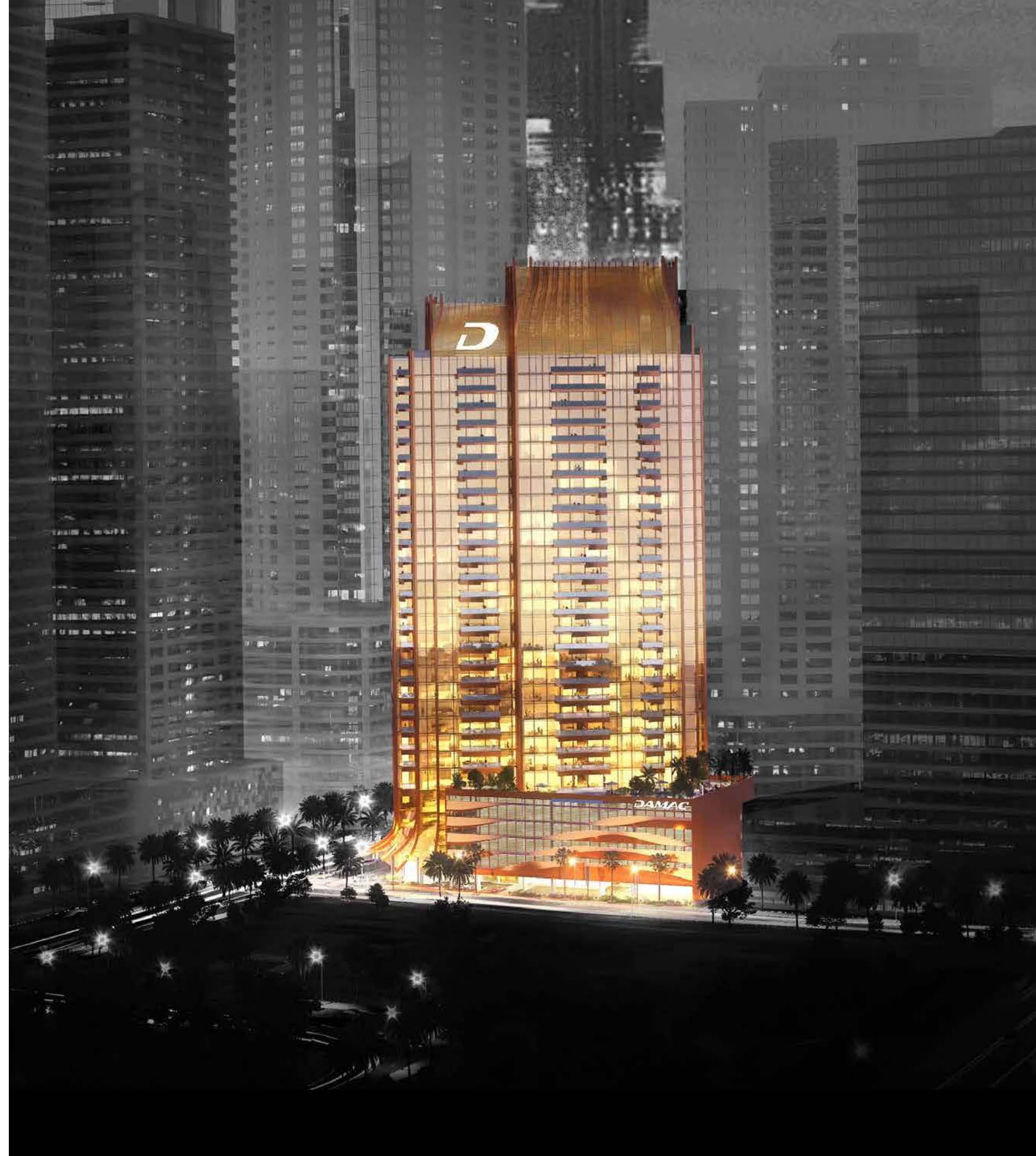
A LANDMARK
AS *STYLISH*
AS A DRESS







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.



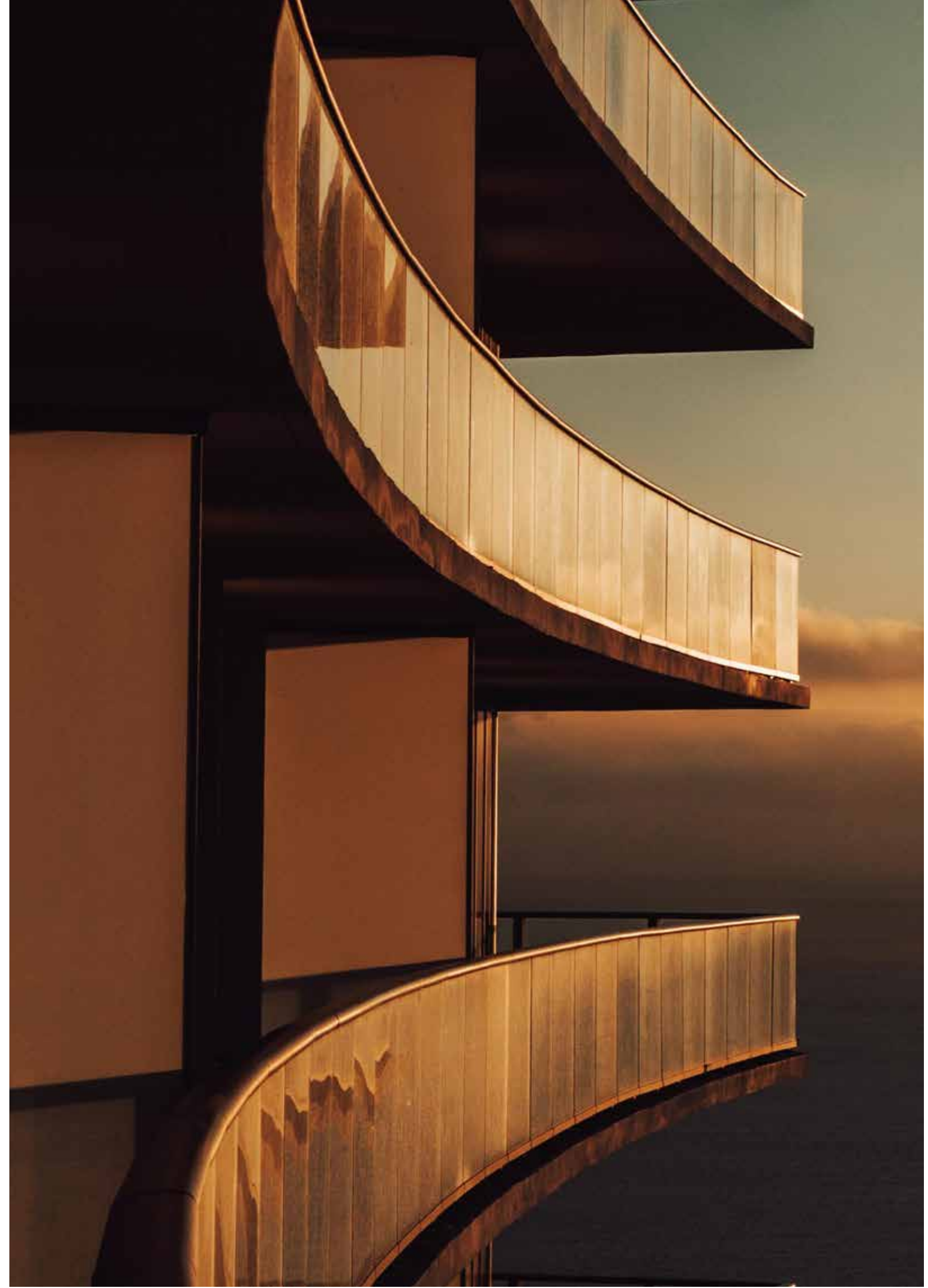


AN
ENTRANCE
AS *FLOWING*
AS A BREEZE



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.



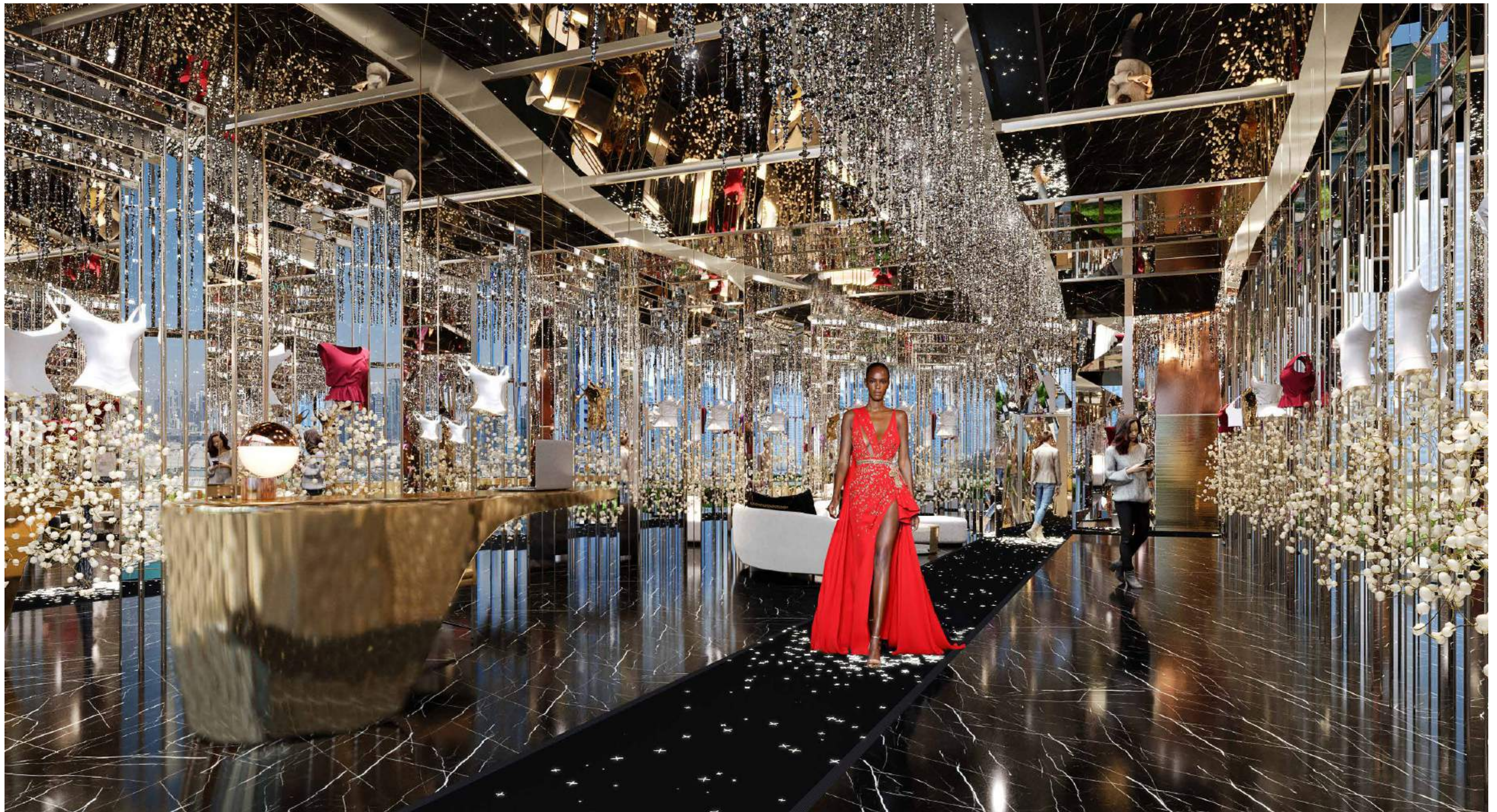


A photograph of a modern lobby with a highly reflective, faceted metallic ceiling and walls. The floor is dark and glossy, reflecting the surrounding environment. In the center, a long, flowing purple gown is displayed on a mannequin. The lighting is dramatic, with warm tones from the ceiling and cooler tones from the gown. A large white graphic element, resembling a stylized 'A' or a large letter, is overlaid on the image, framing the central scene.

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.





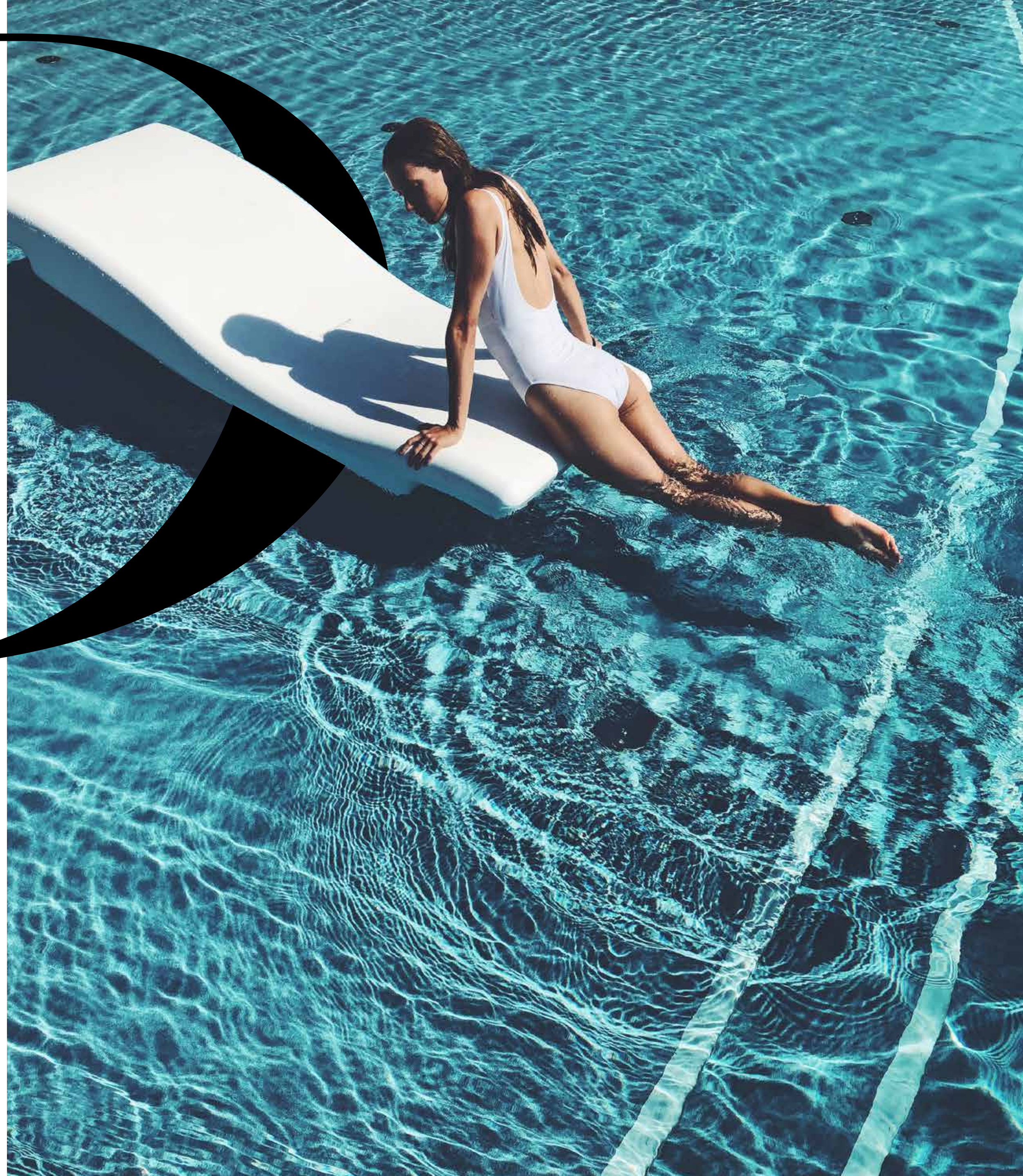
A DESIGN AS
GLAMOROUS
AS A STRUT



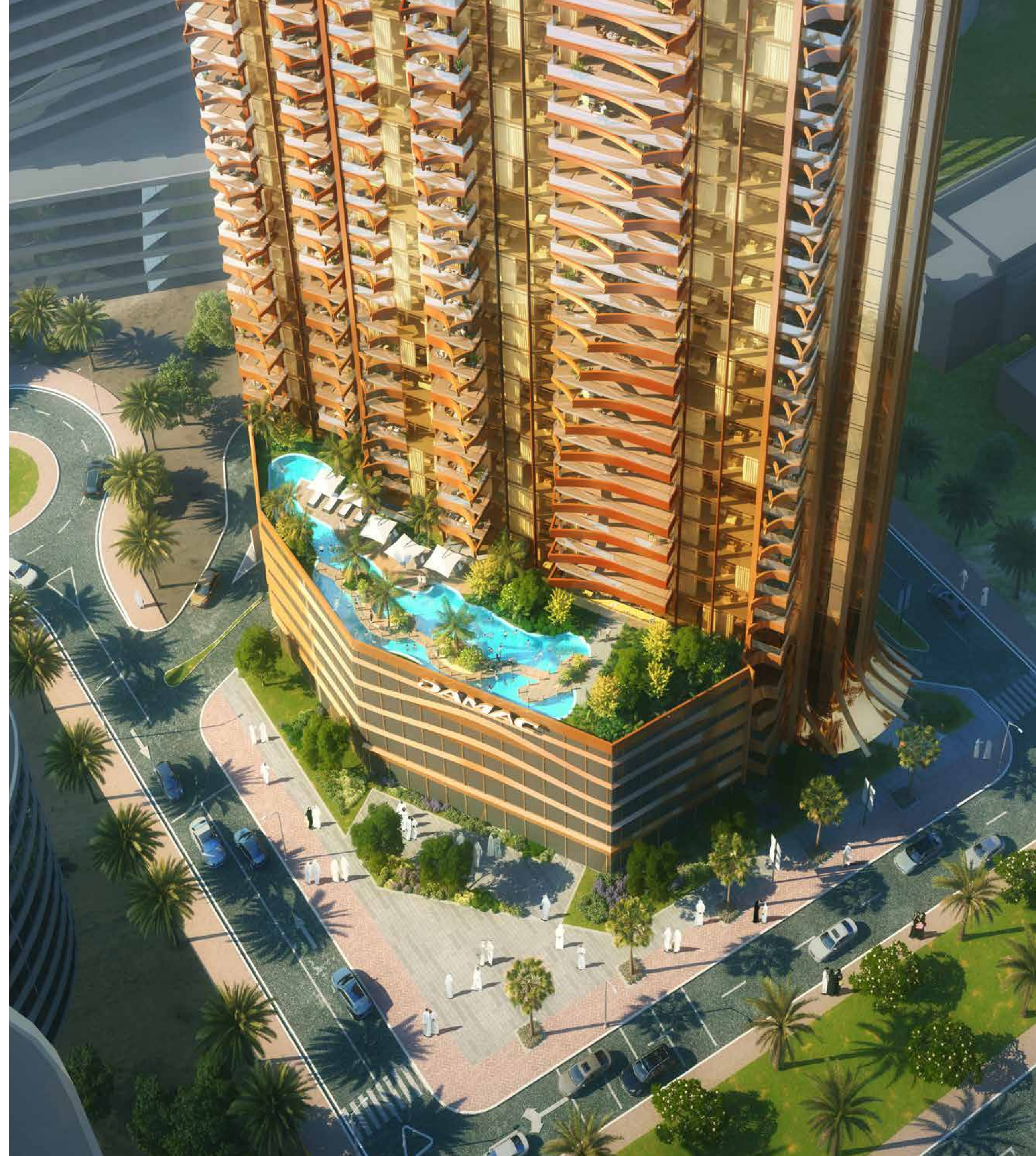
EVERY ASPECT OF
ELEGANCE TOWER'S
INTERIOR DESIGN
IS WORTHY OF A
MAGAZINE COVER.
ZUHAIR MURAD'S
INIMITABLE
AESTHETIC INFORMS
EVEN THE FINEST OF
DETAILS, RESULTING
IN A WHOLE WHICH
OOZES CONFIDENCE
AND FULLY REALIZES
ITS OPPORTUNITY
TO EMBRACE
RESIDENTIAL LUXURY
WITH A FLOURISH.



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

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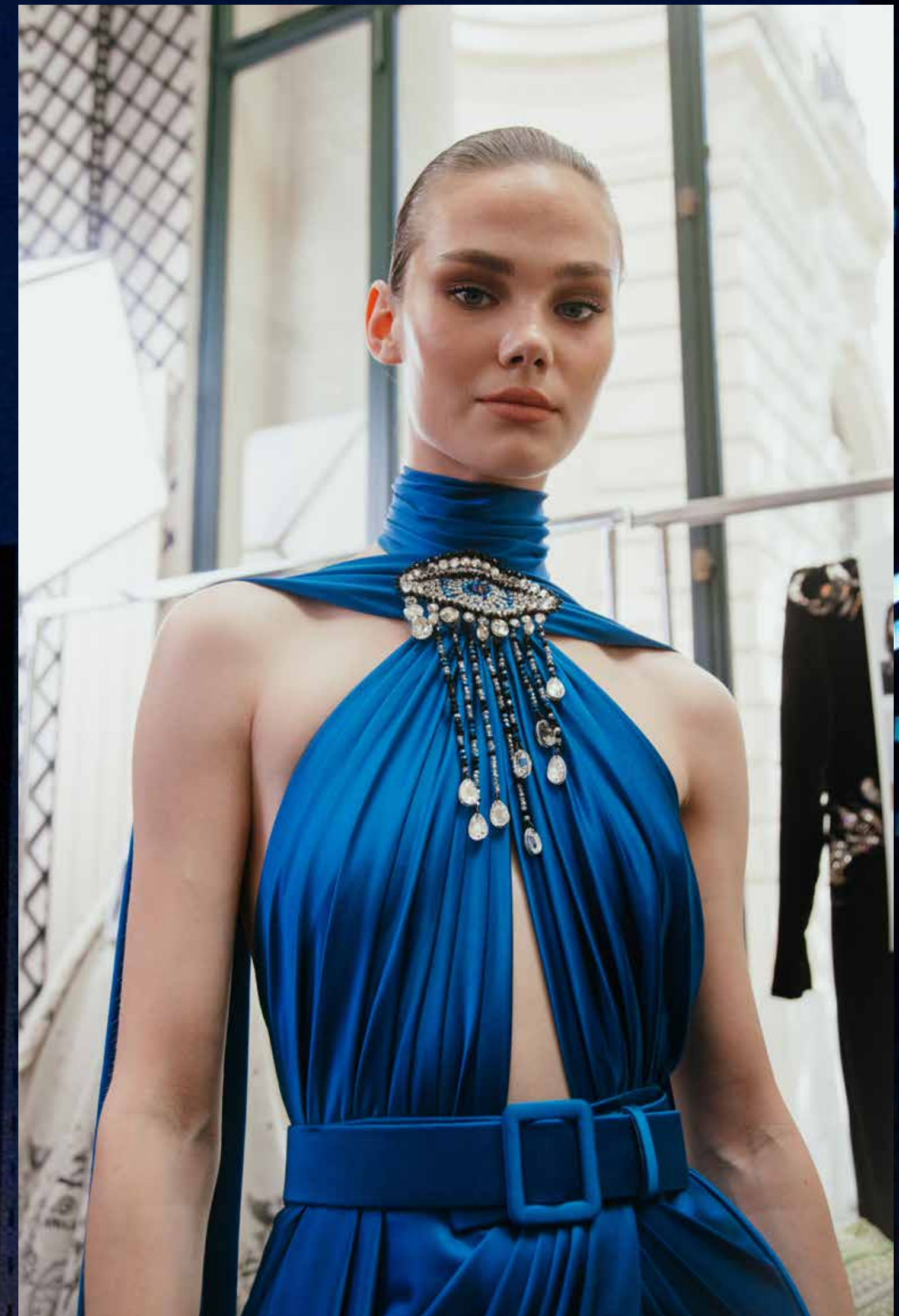


A HOME
AS *STRIKING*
AS A POSE

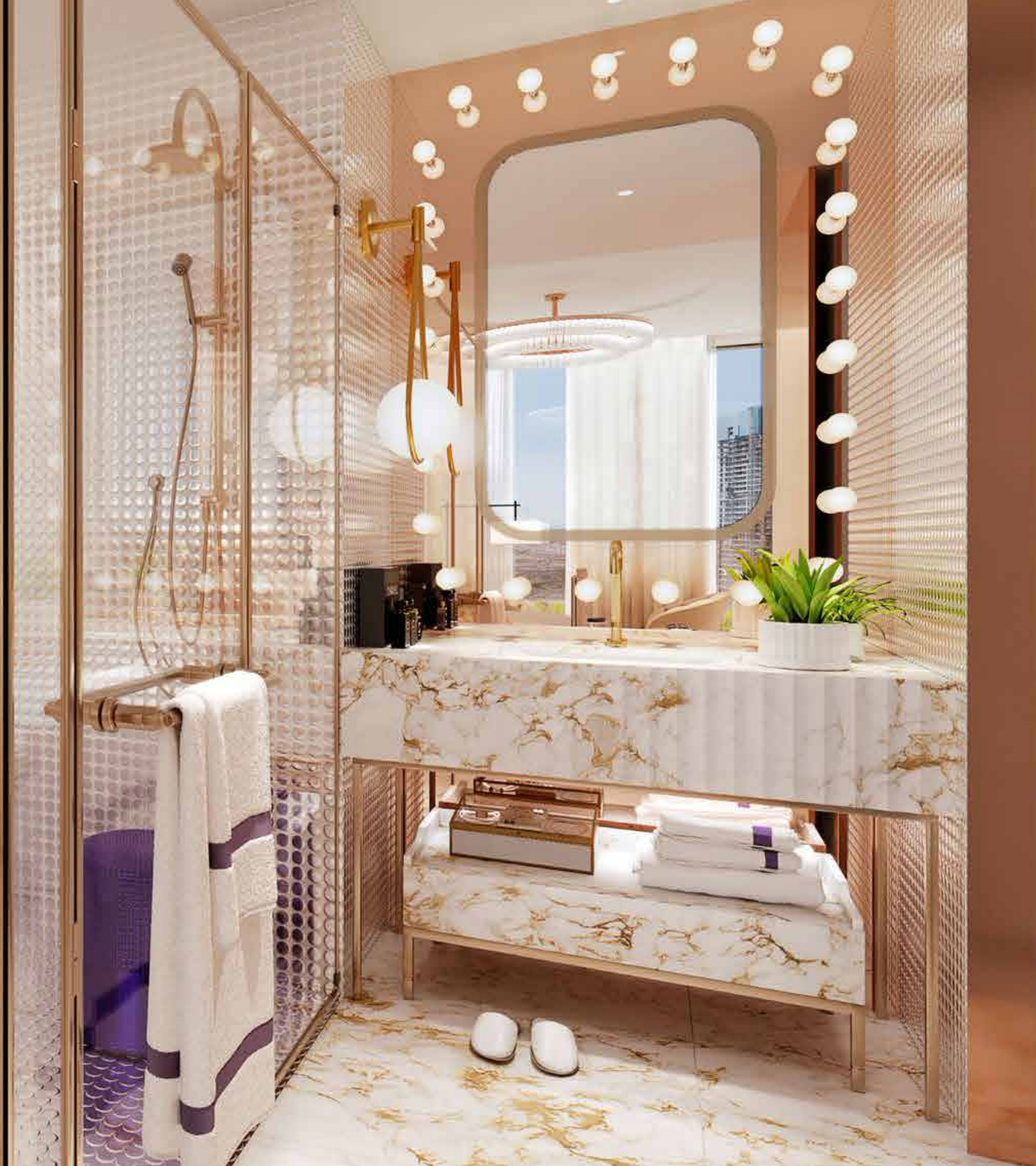




THE *1 AND 2 BED*
RESIDENCES AT
ELEGANCE TOWER
ARE MODEL
EXAMPLES OF URBAN
SOPHISTICATION. IN
A TOUR DE FORCE
OF SUPER LUXURY
LIVING, ALL UNITS NOT
ONLY EXEMPLIFY THE
HIGHEST STANDARDS
OF QUALITY AND
FINISHING. THEY
ALSO EMBODY
PLAYFULNESS, WITH
A SECRET DOOR IN
THE LIVING ROOM
LEADING TO A
PLUSHLY DECORATED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