

*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*



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.



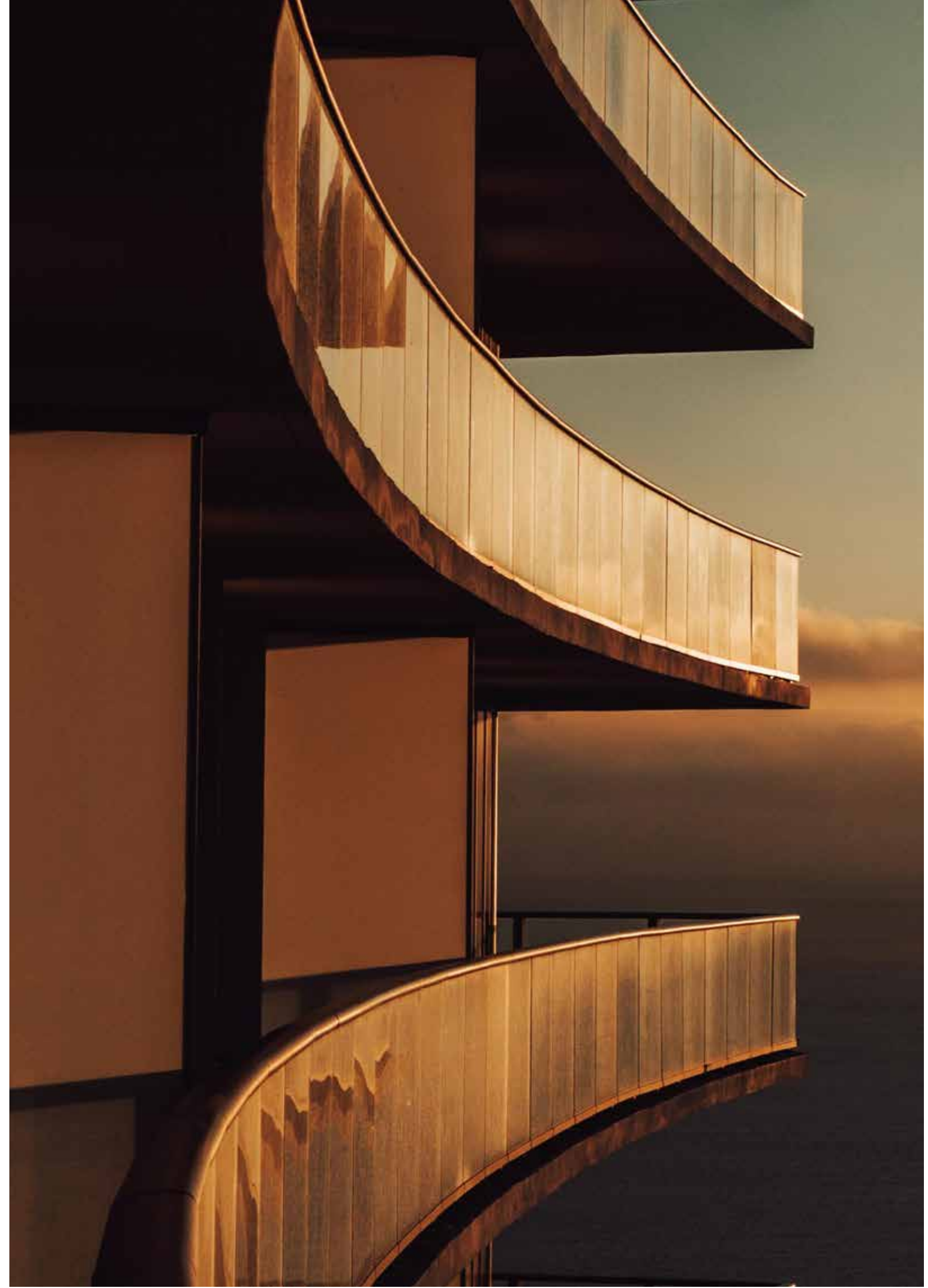


AN  
ENTRANCE  
AS *FLOWING*  
AS A BREEZE



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.





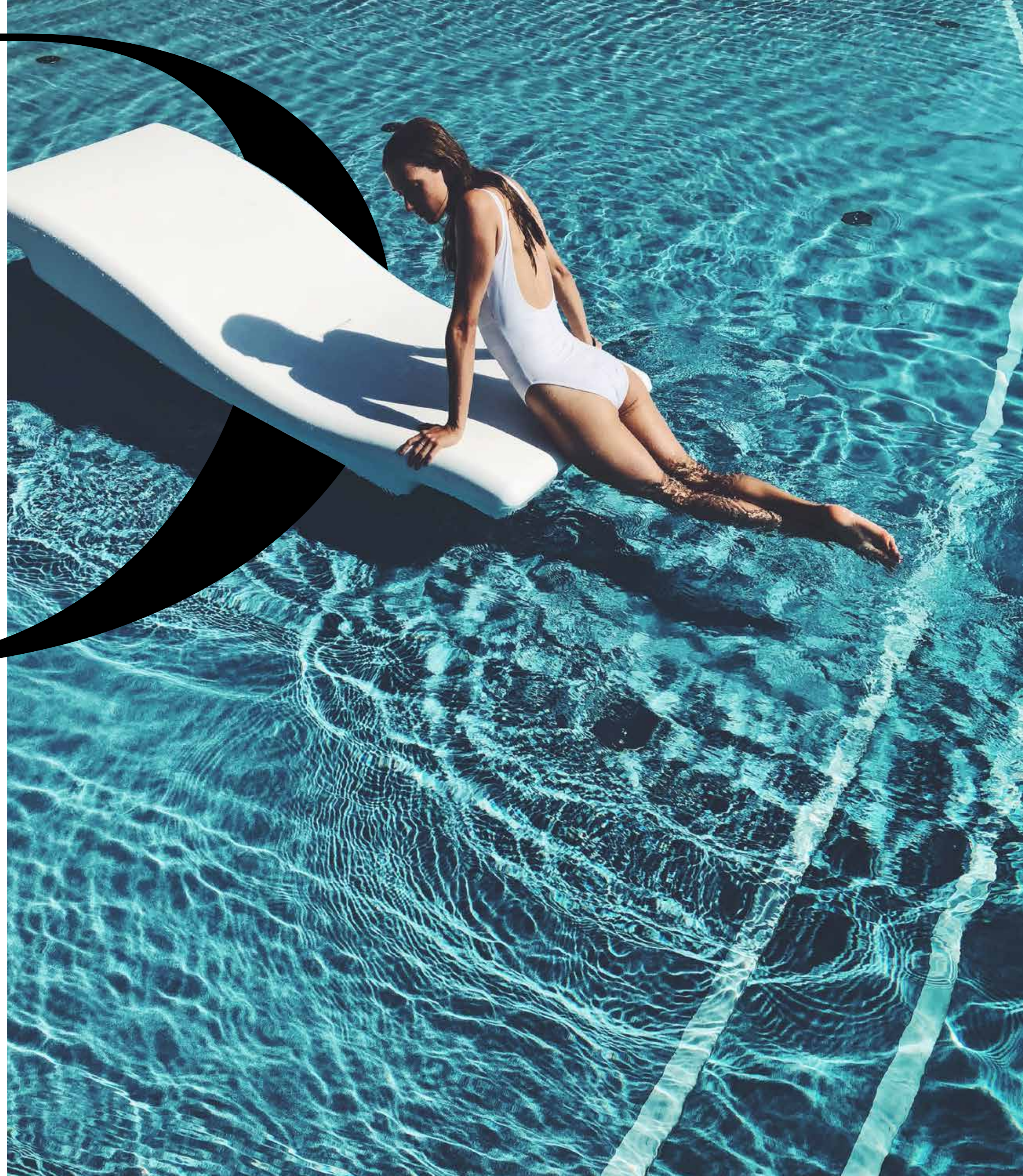
A DESIGN AS  
*GLAMOROUS*  
AS A STRUT



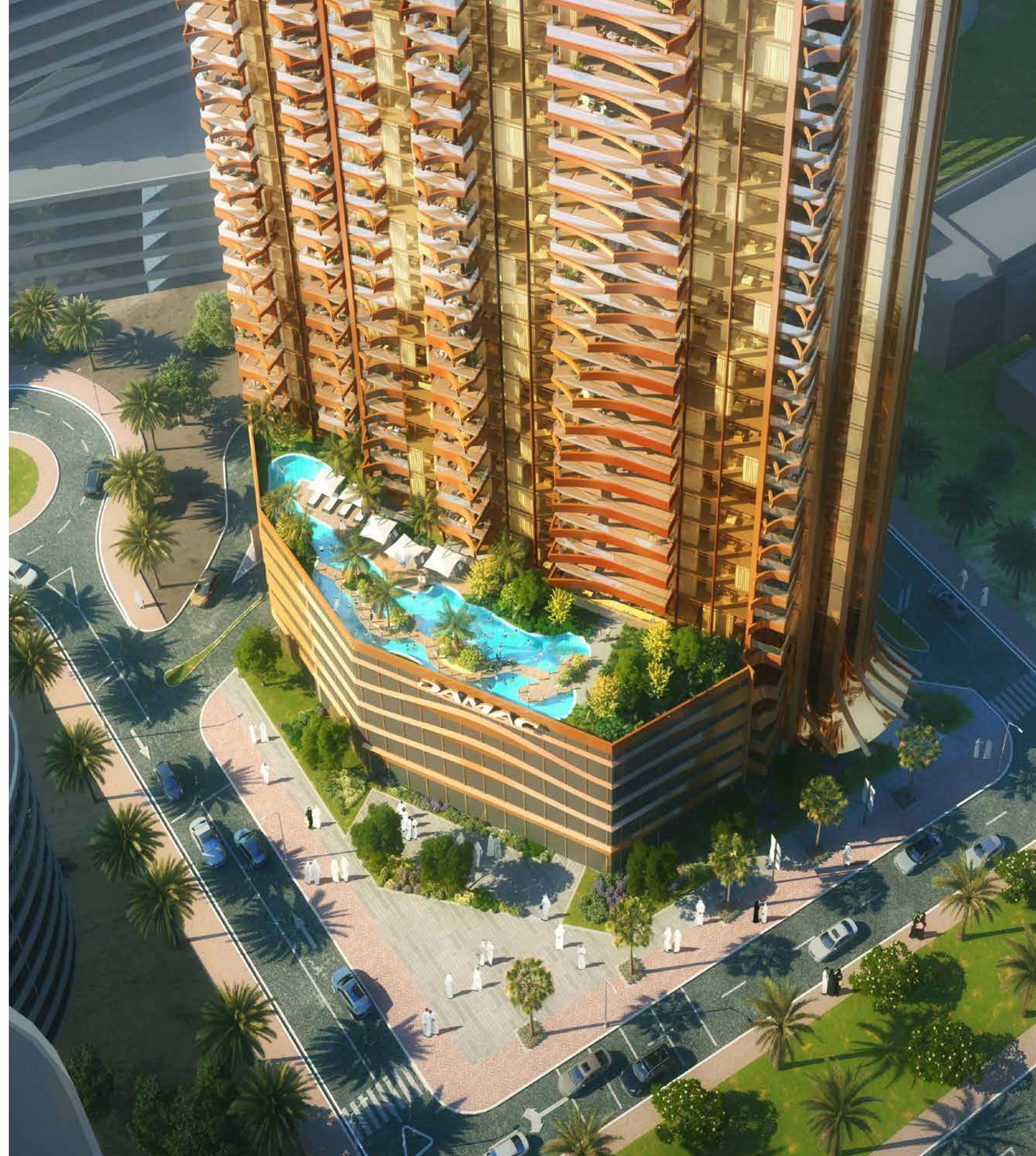
EVERY ASPECT OF  
*ELEGANCE TOWER'S*  
INTERIOR DESIGN  
IS WORTHY OF A  
MAGAZINE COVER.  
*ZUHAIR MURAD'S*  
INIMITABLE  
AESTHETIC INFORMS  
EVEN THE FINEST OF  
DETAILS, RESULTING  
IN A WHOLE WHICH  
OOZES CONFIDENCE  
AND FULLY REALIZES  
ITS OPPORTUNITY  
TO EMBRACE  
RESIDENTIAL LUXURY  
WITH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



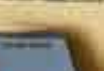


ZUHAIR MURAD

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ZUHAIR MURAD

ZUHAIR MURAD



A HOME  
AS *STRIKING*  
AS A POSE

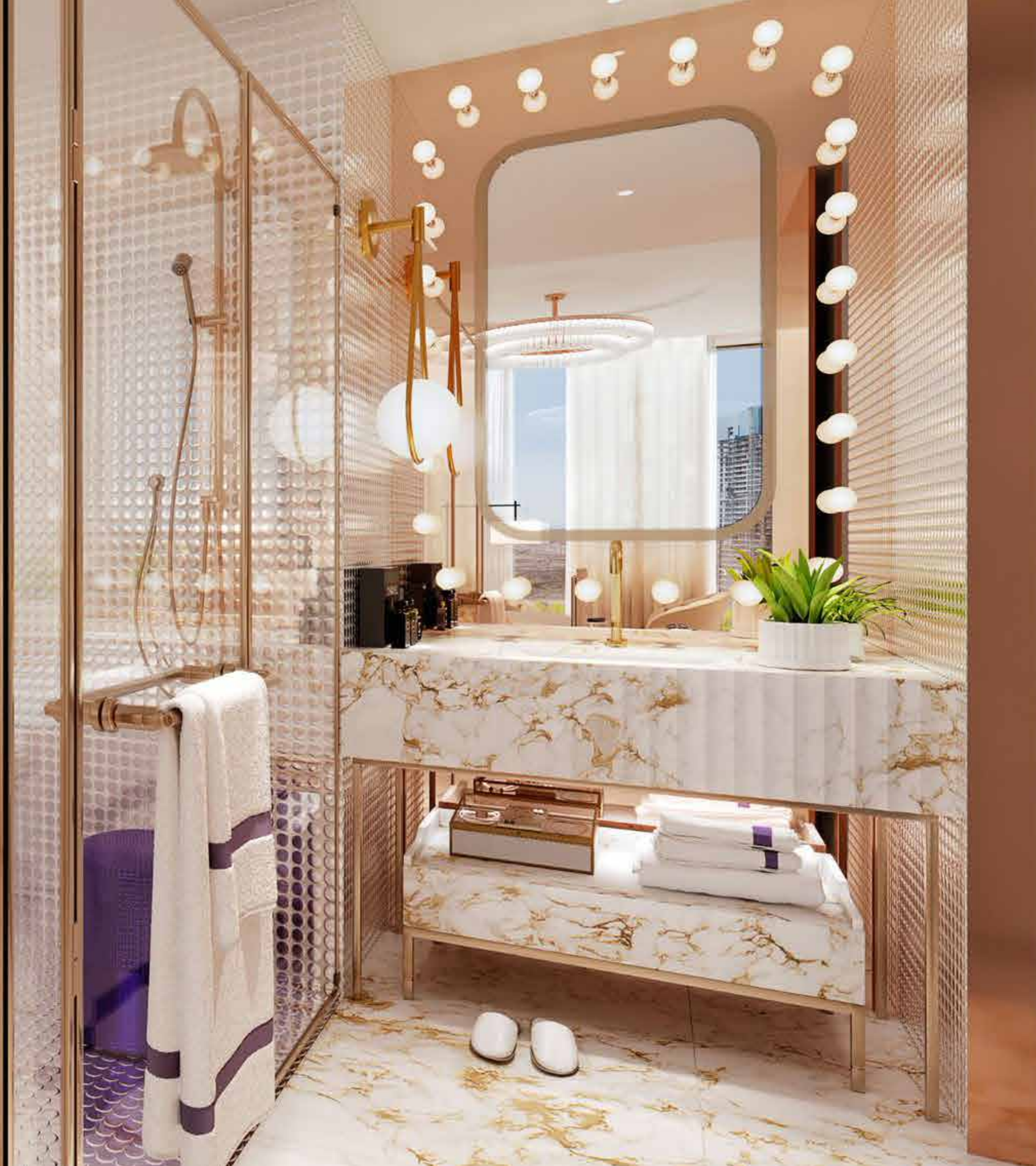




THE *1 AND 2 BED*  
RESIDENCES AT  
*ELEGANCE TOWER*  
ARE MODEL  
EXAMPLES OF URBAN  
SOPHISTICATION. IN  
A TOUR DE FORCE  
OF SUPER LUXURY  
LIVING, ALL UNITS NOT  
ONLY EXEMPLIFY THE  
HIGHEST STANDARDS  
OF QUALITY AND  
FINISHING. THEY  
ALSO EMBODY  
PLAYFULNESS, WITH  
A SECRET DOOR IN  
THE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