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 ÿ 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.

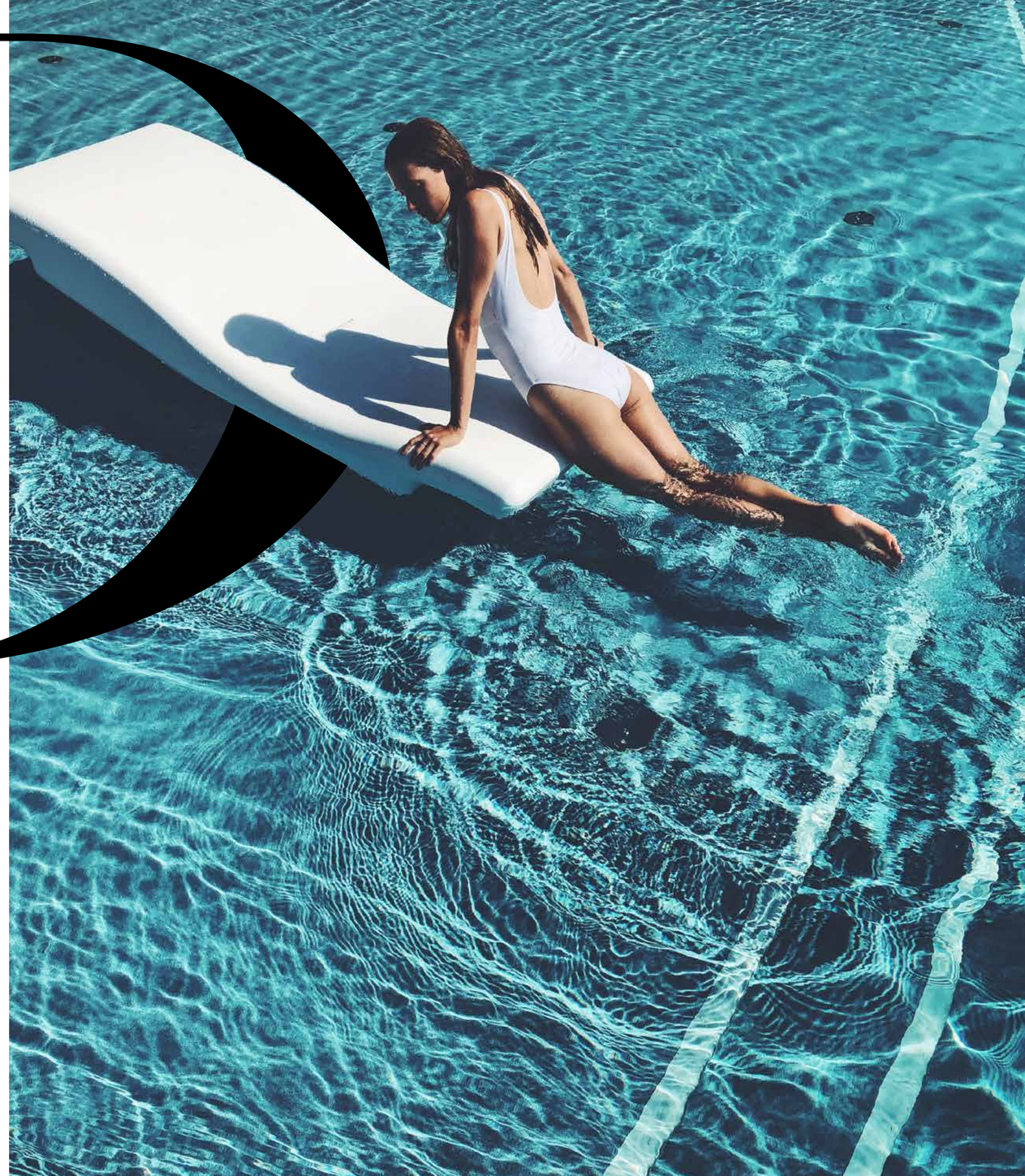
A LOBBY AS *TAILORED* AS A GOWN

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.