

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.

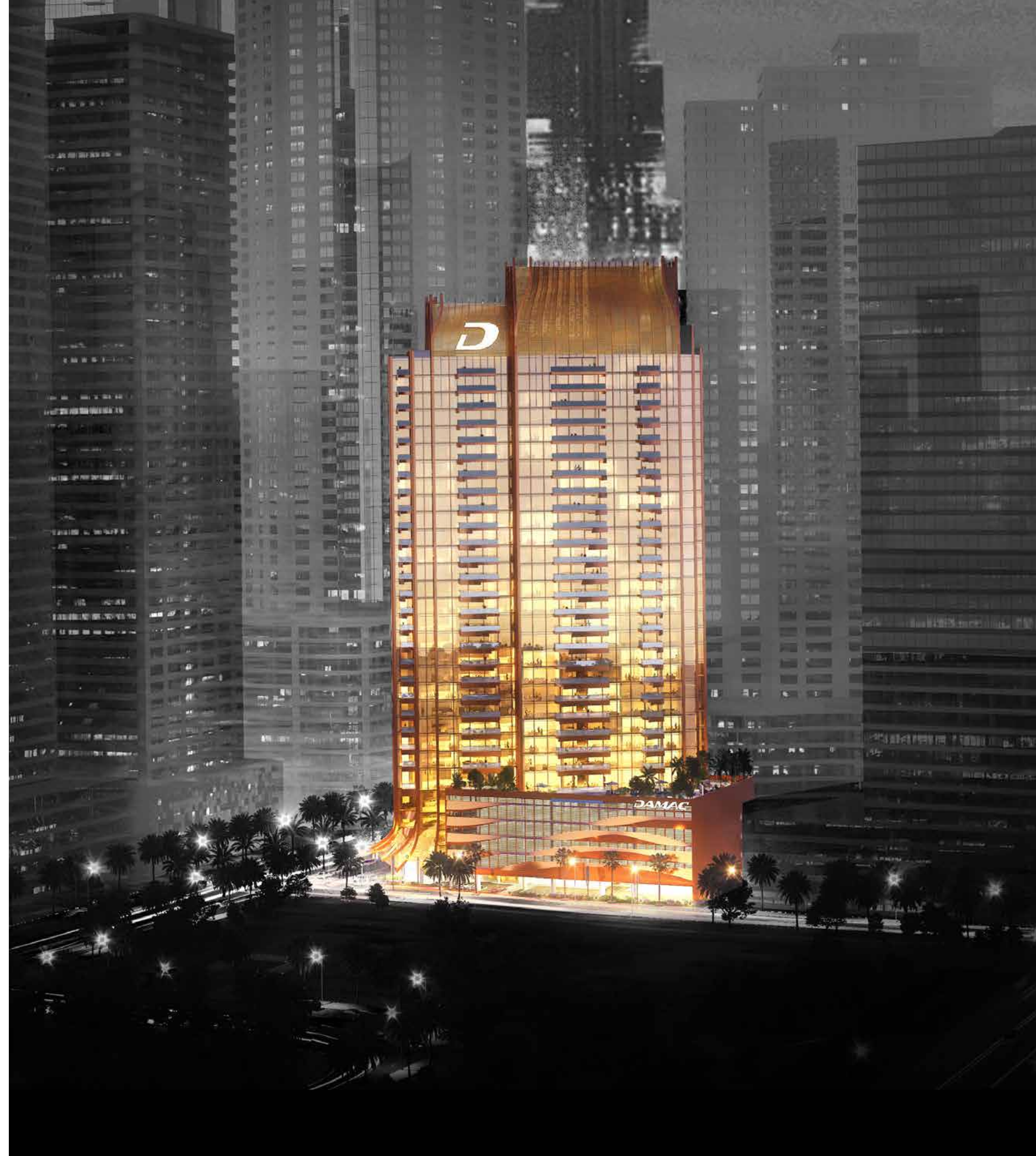
A LANDMARK
AS *STYLISH*
AS A DRESS







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.

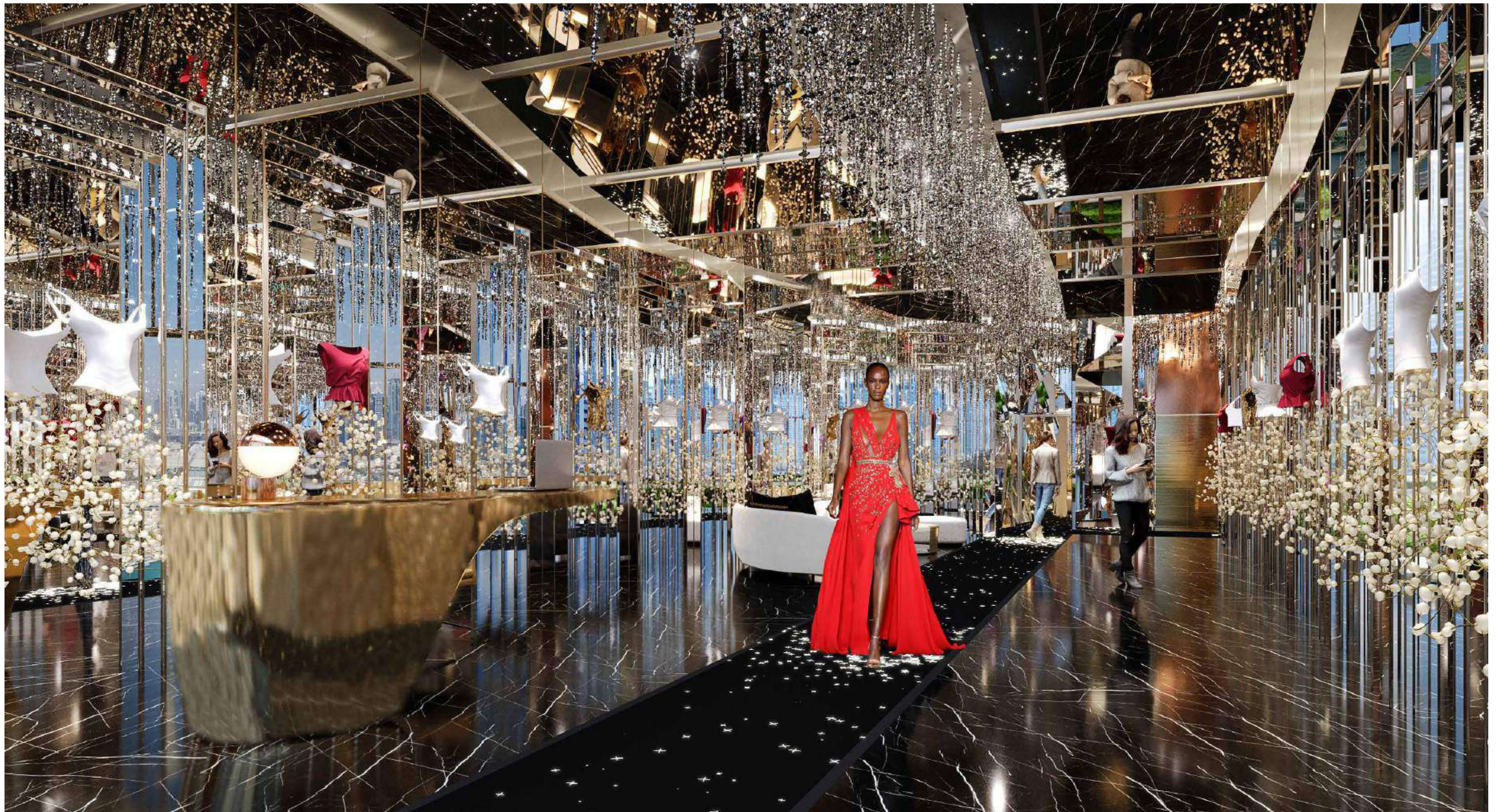


AN
ENTRANCE
AS *FLOWING*
AS A BREEZE





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

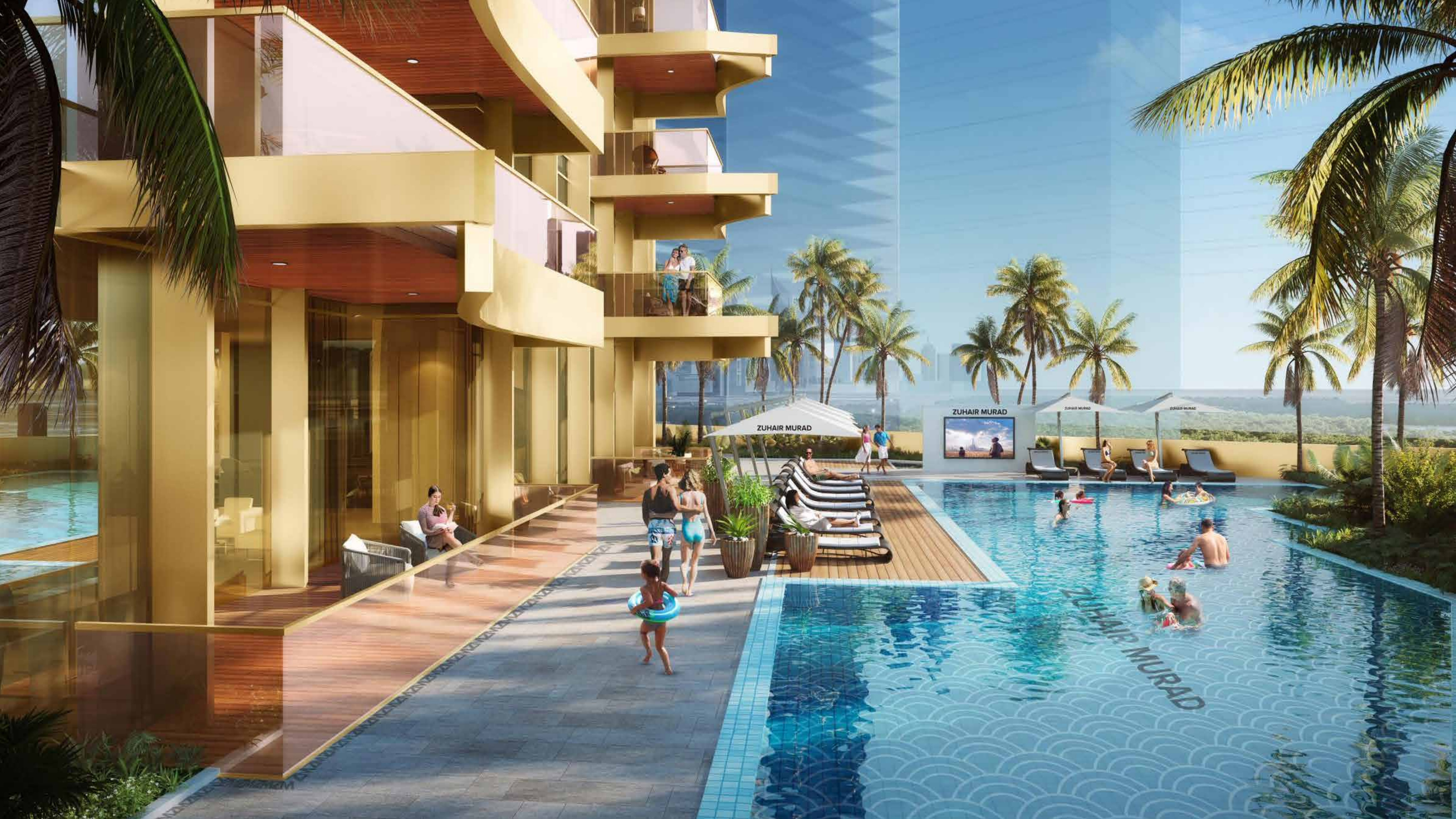


EVERY ASPECT OF
ELEGANCE TOWER'S
INTERIOR DESIGN
IS WORTHY OF A
MAGAZINE COVER.
ZUHAIR MURAD'S
INIMITABLE
AESTHETIC INFORMS
EVEN THE FINEST OF
DETAILS, RESULTING
IN A WHOLE WHICH
OOZES CONFIDENCE
AND FULLY REALIZES
ITS OPPORTUNITY
TO EMBRACE
RESIDENTIAL LUXURY
WITH A FLOURISH.



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.





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