





DEVELOPED BY:



UNVEILING A MODERN ICON
OF SOPHISTICATION AND STYLE



ELEVATE YOUR LIFE

INTRODUCING RIXOS FINANCIAL CENTER ROAD DUBAI RESIDENCES: EXCLUSIVITY AND SOPHISTICATION REDEFINED

Experience elegance and innovation in the heart of Dubai. Nestled against the iconic skyline, these exclusive residences offer a lifestyle beyond compare.

Finding the perfect home extends beyond merely finding a place to reside; it is about discovering a place to truly belong.

Rixos is renowned for delivering excellence in hospitality, founded on the principles of luxury and convenience, and boasting an international presence across Europe, the Middle East, and Africa, including Turkey, UAE, Egypt, and Russia.

Rixos Residences embody this spirit with thoughtfully designed spaces that foster a sense of community and unity, without compromising your need for privacy and tranquillity.





DOWNTOWN DUBAI



WHERE LUXURY LIVING MEETS COSMOPOLITAN CHIC

Indulge in refined city living in the vibrant heart of
Dubai, where every moment is an experience.



DOWNTOWN DUBAI

THE PERFECT BLEND OF LUXURY LIVING AND COMMUNITY LIFE

Welcome to Downtown Dubai - a neighbourhood that seamlessly combines entertainment, luxury, and culture.

Nestled at the foot of the iconic Burj Khalifa, this vibrant neighbourhood offers stunning views of architectural wonders and is just minutes away from the Dubai Fountain and Dubai Opera.

With convenient access to prestigious schools and healthcare facilities, Downtown Dubai caters to the diverse needs of families and professionals. The neighbourhood also offers serene parks and vibrant boulevards for families to create memories together.

Experience a life where world-class shopping, dining, and entertainment are at your doorstep.





DISCOVER RIXOS FINANCIAL CENTER ROAD DUBAI RESIDENCES



A MODERN ICON OF INNOVATION AND DESIGN

These exclusive residences provide more than just a living space; they offer a sense of belonging and connection for you and your family.



EXPERIENCE UNMATCHED LUXURY AND SOPHISTICATION

CATERING TO YOUR FAMILY'S EVERY NEED

Rixos Residences isn't just a luxury residence - it offers you and your family a lifestyle like no other.

Rooted in sophistication, indulgence, and personalised experiences, they go above and beyond to exceed the expectations of every family.

With 260 extraordinary residences and a wide range of dedicated amenities, they cater to your family's every need, ensuring an enviable lifestyle that embodies the true essence of Dubai's cosmopolitan charm.



UNRIVALLED VIEWS OF DOWNTOWN DUBAI

**STEP INTO A WORLD OF SHEER WONDER
AS YOU IMMERSE YOURSELF IN THE
UNPARALLELED VIEWS**

Awe-inspiring vistas of Dubai's iconic landmarks, the Downtown skyline, and the breathtaking Burj Khalifa await, delivering an extraordinary and immersive experience.

Indulge in moments of relaxation as you take in the serene canal views, creating a sense of serenity and a retreat from the bustling city.





East West

RIXOS
JUMAYYAH CENTRAL RESIDUAL
HOTEL

RIXOS

A SOARING TESTAMENT TO COSMOPOLITAN ELEGANCE

AN OASIS AMIDST THE BUSTLE OF COSMOPOLITAN LIVING

Experience a world of sophistication at Rixos Financial Center Road Dubai Residences.

Immerse yourself in the grand lobby, enjoy tranquillity in the café, and let the Rixos Residences attentive team cater to you. Thanks to the dedicated Residences concierge and management by Rixos, your family's needs will not just be met but anticipated, seamlessly and efficiently.

Discover the perfect blend of functionality and luxury in this elegant building.





EXPERIENCE THE ULTIMATE IN LUXURY LIVING

EMBRACE MODERN ELEGANCE

Experience luxury living at its finest. Choose from a range of 1, 2, 3, and 4 bedroom residences, as well as lavish penthouses of 4 bedroom and 5 bedroom duplex typologies.

These residences feature carefully curated patterns and textures to enhance the living spaces, allowing natural light to flood in and create an airy atmosphere.



4-Bedroom Residence Master Bedroom

LOCATION AND COMMUNITY

-  **The Dubai Mall**
1 minute (150 m)
-  **Dubai Canal**
1 minute (150 m)
-  **Burj Khalifa**
2 minutes (800 m)
-  **Dubai Opera**
3 minutes (1.1 km)
-  **DIFC**
5 minutes (2 km)
-  **Dubai International Airport**
15 minutes (8 km)

Conveniently located in close proximity to mutiple private international schools, including:

- **The English College**
- **JSS Private School**
- **Safa British School**







































Residence Typical Bathroom



Duplex Penthouse Residence Master Walk-In Closet



THE ESSENTIALS

EXPERIENCE THE CONVENIENCE AND VALUE OF THE ESSENTIAL SERVICES

Enjoy access to residence concierge services, a doorman and valet to suit your convenience, around the clock security, and fully-staffed residential facilities.

Essential services are made available to all Residences owners and are included in the service charge assessed to each residence owner.



EXCLUSIVE À LA CARTE SERVICES

INDULGE IN THE ULTIMATE LUXURY SERVICES

A dedicated Residence Concierge is here to provide a seamless and personalised service, serving as your single point of contact for all À La Carte Services.

Experience the convenience and extravagance of **in-residence catering**, where a personal chef will tantalise your taste buds with exquisite culinary creations.

Take advantage of the **shopping services and personal assistant** to ensure that your every desire is fulfilled.

Enjoy peace of mind knowing that **childcare, dry cleaning, and laundry services** are readily available, making your life effortless and stress-free.

Travel in style with the **private transportation and limousine services**, designed to elevate your every journey.

Revel in the comfort of having **in-residence housekeeping and maintenance**, tailored to suit your preferences.

For those who frequently reside elsewhere, the **“While You Are Away” Maintenance Package** provides a comprehensive turnkey solution to ensure the upkeep of your residence.

Embrace a lifestyle of seamless luxury with customisable À La Carte Services, tailored to meet the demands of the discerning few. Unleash the true potential of luxurious living and have your expectations exceeded at every turn.

*À La Carte Services are optional and subject to additional charges.







DEDICATED RESIDENTIAL FACILITIES



WHERE LUXURY MEETS EASE

Discover a wealth of possibilities where you can prioritise self-care, connect with friends, cherish quality family moments, or simply indulge in moments of tranquillity.



SKY LOUNGE SWIMMING POOL

UNINTERRUPTED VIEWS OF DOWNTOWN DUBAI

Indulge in the ultimate luxury at the Sky Lounge Swimming Pool, located on the 65th floor, where magnificent views of Downtown Dubai unfold before your eyes.

The pool features an integrated Jacuzzi for the ultimate indulgence. With comfortable sun loungers surrounding the pool, bask in the warmth of the sun as you admire the breathtaking panorama.

Enhance your relaxation with the addition of a hydromassage platform, designed to soothe and revitalise. Dive into the crystal-clear waters and immerse yourself in a world of leisure.



PODIUM LEVEL SWIMMING POOL

DIVE INTO A WORLD OF AQUATIC BLISS

The perfect place for families to unwind, play, and create cherished memories that will last a lifetime.

In addition to the main pool, there is a dedicated children's swimming pool with a thrilling plunge play area and playground.

Families are given the opportunity to bond, interact, and enjoy quality time together. Whether relaxing under the sun on comfortable loungers or engaging in friendly water games, every moment spent here is an opportunity to connect on a deeper level.



WELLNESS CENTER

**INDULGE IN PURE BLISS AT THE LUXURY
RESIDENCE WELLNESS SPA**

Experience the ultimate relaxation as you immerse yourself in the serene ambience of your Turkish Hammam, unwind in the tranquil treatment rooms for rejuvenating massages, and revitalise your senses in the sauna and steam room.



FITNESS FACILITIES

UNLEASH YOUR FULL POTENTIAL AT THE STATE-OF-THE-ART FITNESS FACILITY

With both an indoor and outdoor area, the private gym at Rixos Financial Center Road Dubai Residences offers the perfect setting to elevate your fitness journey and embrace a balanced, active lifestyle.

Reach new heights, both physically and mentally, at your fitness facility. Discover a community of like-minded individuals who share your passion for wellness, motivating and encouraging you every step of the way.



PADEL

ELEVATE YOUR GAME AND COMPETITIVE SPIRIT

Nestled within the luxurious confines of your residences, the Padel Court allows you to experience the thrill of this fast-paced, dynamic sport in a setting designed to elevate your game and ignite your passion for competition.

Discover the perfect space to challenge your skills, improve your technique, and engage in exhilarating matches with friends, family, and neighbours.



RUNNING TRACK

**DESIGNED FOR FITNESS ENTHUSIASTS,
OFFERING THE PERFECT ENVIRONMENT
FOR YOUR DAILY RUNS**

Surrounded by elegant landscaping and scenic views, the private Running Track for residence owners offers a serene and inspiring setting to elevate your performance. Embrace a healthy lifestyle and enjoy the convenience of an exclusive running track right at your doorstep.



YOGA DECK

MAKE TIME TO NURTURE YOUR MIND, BODY AND SOUL

Step into tranquillity and embrace the serene ambience of the Yoga Deck, nestled within the luxurious residences. This idyllic space is designed to nurture your mind, body, and soul, offering a sanctuary for relaxation and rejuvenation.



GOLF SIMULATOR

PERFECT YOUR SWING, AND LOSE YOURSELF IN THE GAME YOU LOVE

Experience the thrill of the greens, all within the comfort of your own residences, with the Golf Simulator Room. Learn to play, teach your children, perfect your swing, practice your putt, and play rounds on some of the most prestigious courses from around the world.

With cutting-edge technology and realistic gameplay, you can enjoy the game you love without leaving your home.

Tee up and let the game begin!

RIXY KIDS CLUB

WHERE YOUNG ADVENTURERS EMBARK ON A JOURNEY OF IMAGINATION AND CREATIVITY

Child-friendly design ensures a safe and joyful space for children to explore, learn, and play. Fueling young minds, the workshop ateliers offer engaging activities that spark curiosity and innovation. With both indoor and outdoor playgrounds, little ones can enjoy boundless fun while being surrounded by lush greenery.

Dedicated storage for toys keeps the space organised, while a thoughtfully designed children's WC, complete with child-friendly dimensions, caters to their needs. Rixy Kids Club is more than just a space – it's a hub of wonderment where children's imaginations take flight.





RIXOS
FINANCIAL CENTER ROAD
RESIDENCES

GAMES ROOM

SPARK THE IMAGINATION, CONNECT AND BUILD MEMORABLE MOMENTS WITH LOVED ONES

This vibrant and dynamic space is designed for families and friends to connect, unwind, and have fun together.

Enter a realm of entertainment and excitement, where laughter and friendly competition fill the air. Gather with loved ones, challenge each other to a game, and create lasting memories in a setting designed for enjoyment and relaxation.



PRIVATE SCREENING ROOM

EXPERIENCE THE EPITOME OF CINEMATIC LUXURY

Where entertainment takes centre stage in the exclusive screening room.

Your very own personal theatre awaits, complete with cutting-edge technology and plush seating that ensures an unparalleled viewing experience. At Rixos Residences, the world of entertainment is reimagined to cater to your every desire, setting new standards for residential living.





Café and Lounge

CAFÉ & LOUNGE

**UNWIND IN THE INVITING ATMOSPHERE
OF THE CAFÉ LOCATED ON THE GROUND
FLOOR**

From freshly brewed coffee to artisanal pastries and gourmet treats, every sip and bite tantalises the taste buds.

The serene lounge area provides a haven for families to gather, connect, and bask in the tranquillity of luxury.

Whether for a quick morning coffee or a light afternoon bite, the café and lounge area is a sanctuary where families can create memories and savour the finer things in life.



SKY LOUNGE

INDULGE IN UNPARALLELED LUXURY, AN OASIS OF ELEGANCE PERCHED ON THE UPPER FLOORS

Located 280 meters above ground level, on the 65th floor, the Sky Lounge gives you panoramic vistas of Dubai's iconic skyline that serve as the backdrop to your cherished moments. Whether you're relishing a cocktail beneath the starry night or creating lasting memories with friends, the Sky Lounge offers an awe-inspiring setting.





RESIDENCES LOUNGE

DISCOVER A HAVEN OF ELEGANCE AND SOPHISTICATION

Welcome to the Residences Lounge, located on the second Podium level.

This exquisite space offers stylish and comfortable lounge-style furnishings, creating the perfect environment for hosting private dinners for friends and family, complete with catering provided as an à la carte service.

Whether you're celebrating a special occasion or collaborating on a project, the lounge is the ideal setting for memorable moments.



BOARDROOM

DESIGNED WITH METICULOUS ATTENTION TO DETAIL

Welcome to the exclusive Boardroom - this private, sophisticated space provides the perfect setting for important meetings, strategic discussions, and executive presentations.

This boardroom allows you to conduct meetings in a professional and elegant setting, surrounded by luxurious furnishings and modern aesthetics.

It is a place where ideas take shape, decisions are made, and success is cultivated.

RIXOS OWNERSHIP DELIVERS GLOBAL VVIP BENEFITS

**AS A PRIVILEGED OWNER OF A RIXOS
RESIDENCE, YOU GAIN EXCLUSIVE ACCESS
TO AN ARRAY OF EXCEPTIONAL GLOBAL
BENEFITS**

Elevate your status as you become part of an elite club, seamlessly intertwining you with the esteemed Rixos brand. As a cherished customer, you are embraced with the highest level of care and attention, evident throughout your entire journey within the esteemed Accor global network.



PRIVILEGE AND RECOGNITION - AT HOME AND AROUND THE WORLD

Residence Owners at Rixos Financial Center Road Dubai Residences are eligible to participate in the Accor Ownership Benefits Program*, affording you VVIP status on a global basis.

Exclusive invitation to join Diamond status in Accor Live Limitless (ALL), Accor's loyalty programme.

VIP reservation desk to support travel planning across Accor's global network of hotels, resorts and related hospitality offerings.

Automatic upgrades on arrival across more than 5,500 hotels and resorts worldwide (subject to availability).**

20% off best available rate worldwide at participating Accor hotels and resorts.

* Eligibility continues for as long as Purchaser owns Rixos branded real estate, subject to inclusion of the annual Residence Ownership Benefits Fee being included in the property service charge assessed to all Residence Owners.

** At participating Accor brands and properties.





RIXOS
FINANCIAL CENTER ROAD
DUBAI RESIDENCES



Rixos Financial Center Road Dubai Residences

East & West

Properties

Welcome to East and West Properties (EWP), where luxury real estate in Dubai takes center stage. Since 1993, our legacy of excellence has been synonymous with opulence, offering a discreet haven for those with refined tastes.

Our journey began with a steadfast commitment to quality, as we meticulously crafted exquisite villas. Over time, we've seamlessly adapted to Dubai's ever-evolving real estate landscape, where luxury effortlessly intertwines with innovation.

Behind the scenes, our seasoned professionals navigate the complexities of intricate development projects, ensuring efficiency and timely delivery of exceptional results. Sustainability is deeply woven into our values, paving the way for a more environmentally conscious future.

Within this distinguished real estate powerhouse lies an exclusive gateway to explore EWP's most prestigious projects in Dubai, worth over AED 6 Billion. Crafted with the astute investor in mind, it offers a glimpse into a world of unparalleled luxury and innovation. Some of our remarkable developments include Peninsula 5 - The Signature Collection, The 25hours Heimat Downtown Dubai, The St. Regis Residences - Financial Center Road Dubai, The Edge, and Six Senses Residences - The Palm, Dubai.

Join us on this extraordinary journey, where excellence is our silent companion.

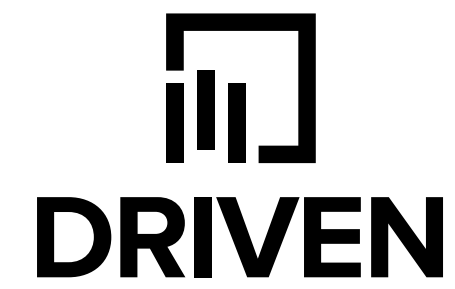


Ennismore is a global collective of entrepreneurial and founder-built brands with purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding.

Ennismore is made up of three business units, a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment led by Rixos, and iconic luxury venues pioneering the art of French hospitality by Paris Society. Ennismore has an unrivalled ecosystem of 18 brands with over 140 operating hotels, resorts, and branded residences, with 160+ in the pipeline, 76 iconic venues, and over 300 restaurants and nightlife destinations. Ennismore has over two decades of branded residential experience, with 11 operating residences and 30 under development.

Ennismore operates hotels in 35 countries with a total of 30,000 team members. Ennismore has four dedicated in-house studios, including Carte Blanchée, F&B concepts; AIME Studios, interior & graphic design; a Digital Product & Tech Innovation Lab; and the Partnerships Studio. Dis-Loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home.





Driven Properties is an award-winning real estate brokerage and property management company headquartered in Dubai. Since its inception in 2012, the company has been raising standards for the industry and has grown into one of the leading full-service real estate consultancies in the region.

As a multi-faceted company, Driven Properties offers in-house asset management, property management, and market advice in addition to property sale and leasing services – a real one-stop shop.

Driven Properties is now an exclusive member of Forbes Global Properties, an invitation only consortium of leading luxury real estate firms, reserved for only the 100 most elite brokerages in the world.

refine

Refine Development Management is founded by a group of seasoned property developers and market experts on a mission to consolidate and refine the property development ecosystem. Refine pioneers a smart solution - Daas (Development-as-a-Service), a full turnkey life cycle development management solution for property developers and investors.

Leveraging on the expertise of the team, Refine creates its value proposition by delivering products that are in demand and future-proof with optimal efficiency, while maintaining minimum overheads during and post-construction periods by utilising its centralised management system for its clients.





Ennismore - A Joint Venture with Accor

Ennismore partnered with Accor in 2021 to establish a new independent company, with Accor as the majority shareholder. This joint venture combines Ennismore's expertise in brand building, storytelling, design, and authentic experiences with Accor's extensive knowledge in growth, distribution, and scale.

In 2022, Ennismore expanded its presence in the lifestyle and leisure segments by incorporating Rixos, a luxury all-inclusive brand, and Paris Society, a distinguished operator of luxury restaurants and entertainment venues. These additions have created three distinct business units within Ennismore's existing lifestyle collective.

Together, Ennismore and Accor are redefining the concept of luxurious living with the opening of Rixos Financial Center Road Dubai Residences—a place where luxury meets practicality, elevating the lives of its residents and nurturing family connections. Accor is a global leader in branded residences, with over 40 operating residences and over 100 under development.



DISCLAIMER

Rixos Financial Center Road Dubai Residences ("Project") is not owned, developed, or sold by Rixos Consultancy FZE or its affiliates. East & West Properties ("Licensee"), is independently owned and operated and is solely responsible for the ownership, development, and operation of the Project.

Licensee uses the "Rixos" Brand and certain trademarks pursuant to a limited, non-exclusive, non-transferable and non sub-licensable license from Rixos Consultancy FZE. Under certain circumstances, the license may be terminated or revoked according to its terms in which case neither the individual residential units ("Units") nor any part of the Project will be identified as a "Rixos" branded project or have any rights to use the "Rixos" trademarks. Rixos Consultancy FZE does not make any representations or guarantees with respect to the Units or the Project and is not responsible for Licensee's marketing practices, advertising, and sales representations.