

SO/UP TOWN DUBAI

RESIDENCES

SO/ UPTOWN DUBAI
RESIDENCES

YOUR CHOICE FOR BRILLIANT DESIGN,
REFINED GLAMOUR AND A UNIQUE LIFESTYLE

Uptown Dubai is the scene for SO/ Uptown Dubai Hotel & Residences - an ingenious creation by internationally acclaimed architects, designers, and artists. Infused with the signature SO/ touch of French elegance and savoir faire, it exudes a refined art de vivre, offering an exciting and immersive new lifestyle experience. Every detail is carefully curated, reflecting the latest design trends. Every aspect is trendy and modern, created expressly to exhilarate and inspire intense living.

ARTISTIC AVANT-GARDE DESIGN AND
SEAMLESS SERVICE CREATE FOREVER MOMENTS
AND GENUINELY INNOVATIVE EXPERIENCES.

DMCC

**FEEL THE PULSE
OF DUBAI**

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UPTOWN DUBAI

AN ADVENTURE AWAITS

WELCOME TO THE WORLD OF UPTOWN DUBAI -
CREATIVE AND EXCITING. AN EVOLVING AND ENCHANTING
DESTINATION - THE PERFECT PLAYGROUND FOR FASCINATING
ADVENTURES, EXPERIENCES AND MEMORIES.

Uptown Dubai is the exciting new heart of Dubai, and a
stunning landmark, where you can live, work, play and thrive.

This innovative smart urban district is a world class hub for
pioneering businesses and industries, truly one-of-a-kind
luxury living, and the most amazing culinary, cultural,
entertainment and socialising experiences.



5 MINS

TO THE BEACH

DIRECT ACCESS
TO SHEIKH
ZAYED ROAD

20 MINS

TO DOWNTOWN

THE SOUTHERN GATEWAY

Uptown dubai is a historic project and brilliant landmark. Comprising 7 Medium towers and 2 high-rise towers, uptown tower is the first to rise above The Plaza, the pulse of the district.



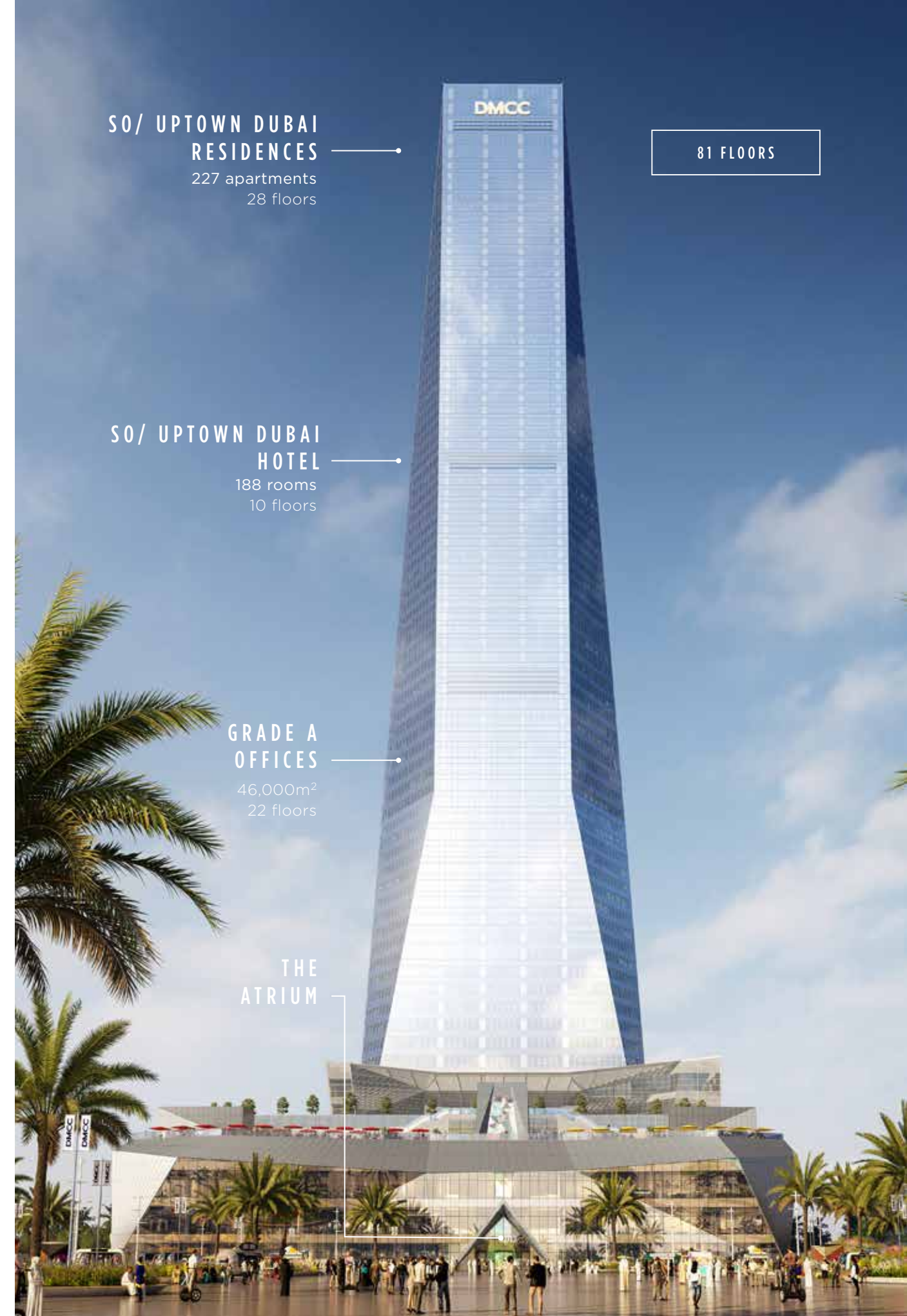
AT THE CORE

With innovative business industries, retail and food and beverage outlets, experiential living in residences, luxury hotels, tourist attractions, iconic landmarks, and a sustainable community centred around The Plaza, an interactive and multisensory arena that sparks curiosity and engages the senses, Uptown Dubai is the dynamic core of Dubai.

AN ARCHITECTURAL MARVEL



Inspired by diamonds in its design and brilliance, Uptown Tower has 81 floors. Starting with 22 floors that are comprised of 46,000m² GFA of Grade A office space. The swanky 5-star luxury SO/ Uptown Dubai Hotel, with 188 designer rooms, is spread over 10 floors. The top 28 floors are dedicated exclusively to 227 signature branded SO/ Uptown Dubai Residences. These sit alongside an array of amazing amenities, such as exciting F&B collection at the Atrium and beyond, heavenly health spas, state-of-the-art conference facilities and a myriad of ingenious residential features.



SO/ UPTOWN DUBAI
RESIDENCES
227 apartments
28 floors

81 FLOORS

SO/ UPTOWN DUBAI
HOTEL
188 rooms
10 floors

GRADE A
OFFICES
46,000m²
22 floors

THE
ATRIUM

IMMERSIVE LIVING

ESCAPE REALITY

DYNAMIC AND PASSIONATE

REINTERPRET YOURSELF

LOOK INSIDE

PLAYFUL AND UNCONVENTIONAL

BE THE
FIRST
TO SAY
SO/

UPTOWN DUBAI



SO/ UPTOWN DUBAI



SO/ AROUND THE WORLD



SO/ SINGAPORE



SO/ ST PETERSBURG



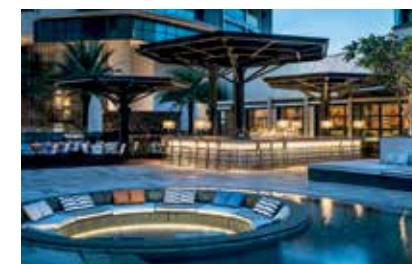
SO/ BANGKOK



SO/ VIENNA



SO/ MAURITIUS



SO/ KUALA LUMPUR



SO/ AUCKLAND



SO/ BERLIN



SO/ HUA-HIN

The SO/ brand is recognised around the world as being completely unique and different. The SO/ hotels and residences are strictly boutique and absolutely exclusive - they display powerfully the genius of renowned architects, designers and artists, including Christian Lacroix, Karl Lagerfeld, and Kenzo Takada.

SO/ UPTOWN DUBAI

A KALEIDOSCOPE OF ENERGY

SO/ UPTOWN DUBAI IS A VIVID COCKTAIL OF LUXURY,
SOPHISTICATION AND STYLE - AN AUDACIOUS BURST
OF DUBAI'S ENERGY, WITH A PLAYFUL TWIST

The spectacular SO/ Uptown Dubai Hotel is the visionary
embodiment of the boldly creative and fashion-inspired SO/
brand. This imaginative masterpiece has 188 keys.

The theme for SO/ 's debut in the Middle East is reminiscent of
the structure of diamonds and is inspired by their kaleidoscopic
brilliance. It is impressive to the core, with a playful mix of
French sophistication and stunning natural geometry.



MAKE AN IMPACT

The glamorous SO/ Uptown Dubai Hotel lobby features the kaleidoscopic view of nature and landscape, embodied through the use of natural colours that are mirrored and reflected in diamond inspired geometric shapes and elements.



JOURNEY OF DISCOVERY

The theme of myriad and vivid colours, shapes and elements continues in the corridors and public spaces, like an adventurous journey, with unexpected doors opening onto secret and exciting paths.



INSPIRING SPACES

The SO/ Uptown Dubai Hotel rooms and suites offer breathtaking views of Uptown Dubai and the city, magnified through the expansive glass walls. Innovative design expresses the kaleidoscope theme through an eclectic blend of artistic furnishings, inspirational details and playful accessories.





PERFECTLY CURATED DESIGN

The SO/ Uptown Dubai Hotel rooms feature a range of luxury amenities, state-of-the-art technology and the SO/ signature of carefully curated and thoughtful touches. Each room's design and personality emanate supreme luxury, innovation, the joy of little surprises, and unbridled energy. Add to that the artful "Just Say SO" hospitality and unparalleled five-star service, and you've got absolutely everything for comfort, relaxation and perfect tranquillity.



FOOD & BEVERAGE

THE ART OF STYLE





SO / CURIOUS

The SO/ brand is famous for its innovative, exciting entertainment and culinary offer, elevated to the ultimate level for SO/ Uptown Dubai Hotel & Residences. Preferred access and special pricing are included in the residents' benefits. Taking the concept of the thrilling dining entertainment experience a step further, Celeste is a one-of-a-kind dining theatre adventure. Exquisite dishes are combined with surprising, intriguing performances in a setting that is equally curious as the theatrical interpretation of social life.

THE ART OF MIXOLOGY

Whether you're a cocktail aficionado or a neat and straight up liquor connoisseur you'll inevitably love Savant - a visually stunning spectacle of copper and brass pipes that create an inventive mixology lab, where professional drink slingers perform the art and craft of creating the most distinctive and delightful concoctions for your sipping pleasure.



SAVOUR BOLD FLAVOURS AT THE CITRONELLE

Elevate your culinary journey even further at The Citronelle Club, where Pan-Asian flavours and imaginative cocktails await, all served with the utmost hospitality. With our collection of unique restaurants and bars, experience the finest dining and embark on an unforgettable gastronomic adventure at SO/.

A TASTE OF EUROPE AWAITS AT BRASSERIE UPTOWN

Delight in an unparalleled dining experience at Brasserie Uptown, where you'll discover the essence of modern European cuisine, from breakfast to dinner. Indulge in the retail component, featuring fresh pasta, sauces, olive oil, and spices, for an authentic taste of the Mediterranean.



HOTEL AMENITIES

T R U E

B L I S S



EXQUISITE EVENTS

The SO/ Uptown Dubai Hotel offers guests, residents and visitors inspired state-of-the-art facilities for the most amazing bespoke events; ranging from meetings, seminars and conferences, to celebrity events, award ceremonies, gala concerts and cool festivals. With premium technology, dedicated personnel, a solution centre and several different areas, the possibilities for creating unforgettable events are endless.

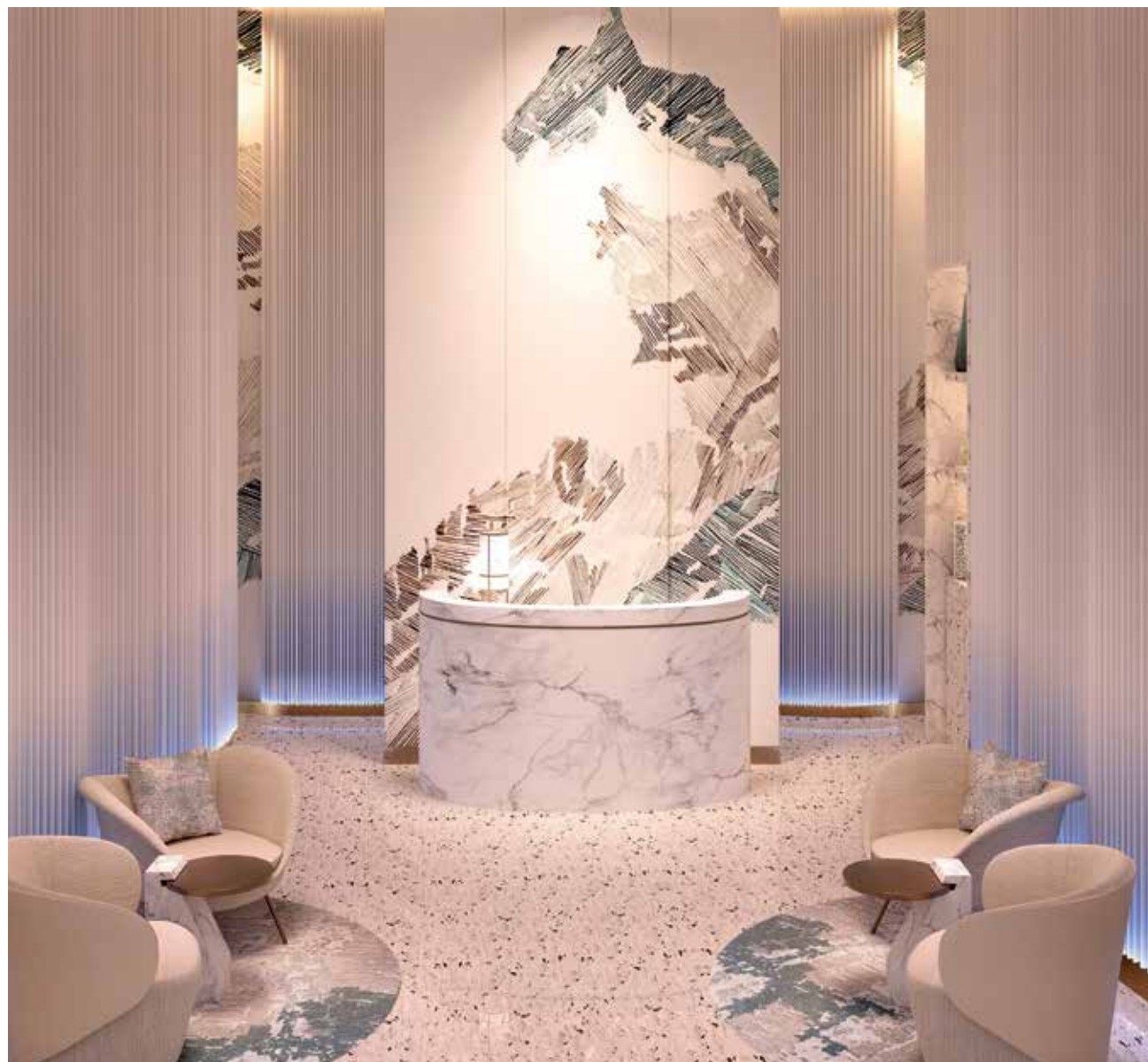




A SPECTACLE OF WELL-BEING

The SO/ Uptown Dubai Hotel pool and gym are spectacular spaces - inherently playful, bursting with energy, and audacious shapes and colours. Elegant, harmonious and delicate, they offer the perfect setting where you can lounge around and unwind, contemplate the small pleasures in life, or go to get your positive and creative energy flowing.





TREAT YOURSELF

When you enter the SO/ Uptown Dubai Hotel spa you're embarking on a profoundly luxurious journey, a transformative experience arising from head-to-toe pampering, complete indulgence and absolute rejuvenation. The innovative SO/ Spa concept comprises a splendid centre of well-being, some of the world's best French cosmetology treatments, zen inspired treatment rooms with en-suite facilities and a soothing reception area. Preferred access and special pricing for residents apply.



GLAMOUR & STYLE

SO/ Uptown Dubai prides itself on bringing innovations to the luxury hospitality offer, like the absolutely chic and stylish Glow Bar. Here you can drop in for expert advice from in-house and celebrity stylists, pick the perfect outfit, get the trendiest hairstyle, indulge in a range of beauty and aesthetic treatments.

SO/ UPTOWN DUBAI
RESIDENCES

LIVE THE HIGH LIFE

THE RENOWNED SO/ UPTOWN DUBAI RESIDENCES FUSE TOGETHER FUTURISTIC ENERGY AND MOMENTOUS DESIGN WITH THE SIGNATURE SO/ FRENCH ELEGANCE, A TOUCH OF HUMOUR AND UNBRIDLED JOIE DE VIVRE.

The 227 ultra-exclusive branded SO/ Uptown Dubai Residences dominate the top 28 floors of the magnificent Uptown Tower. The residences are perfectly designed to embody kaleidoscopic movement, energy and transformation in time. Each unit integrates the typically French glamour and elegance of the SO/ brand, with a progressive, future-oriented design that surprises and invigorates. The impeccable five-star service ensures that everything is above and beyond expected standards.



YOU'VE ARRIVED

SO/ UPTOWN DUBAI RESIDENCES

Feel the renowned five-star SO/ welcome permeate through the surroundings, creating a truly exclusive arrival to your exquisite home - an experience where the novelty will never wear off but will always be an occasion to look forward to.



AT THE SUMMIT

The positioning of the SO/ Uptown Dubai Residences at the uppermost floors of the Uptown Tower ensures breathtaking views of the city, while also symbolising the character and spirit of the residences - the pinnacle of modern luxury living and the fascinating, always evolving SO/ lifestyle.

The prestigious branded residences come in one, two, and three-bedroom models, along with duplexes and penthouses fusing together futuristic energy and momentous design with the signature SO/ French elegance and unbridled joie de vivre.

FREE TO BE YOU



Step into a world of refined living with our exquisite one-bedroom residence where the open floorplan seamlessly connects living spaces and invites natural light to showcase our nature-inspired furnishings, creating a playfully sophisticated atmosphere. The floor-to-ceiling windows offer stunning panoramic views capturing the natural beauty of the surrounding area in all its splendour. Each detail of this residence has been thoughtfully designed to exude luxury, from the high-end finishes to the impeccable amenities, offering a perfect retreat for those seeking a life of refined elegance.

UNMATCHED SOPHISTICATION

The two bedroom residence is charismatically languid with its open floorplans, geometric yet nature-inspired shapes for furnishings, artistic accents, and playful splashes of contrasting, dynamic colours. The expansive glass walls provide views that speak of freedom, unlimited possibilities, and infinity.





Immerse yourself in the epitome of sophistication with our stunning two-bedroom duplexes. The harmonious balance of modern architecture and natural elements creates a truly unique living experience. With their spacious layout, these duplexes provide ample room for comfortable living and entertaining, while still maintaining a sense of privacy and exclusivity. Each unit features high-end finishes, luxurious amenities, and refined design, offering an unparalleled urban retreat for those with a discerning taste for lavish living. Revel in the breathtaking panoramic views that speak of endless possibilities and infinite potential, through the expansive glass walls that bring in the beauty of the surroundings.

ELEVATE YOUR
LIFESTYLE



SO / UPTOWN DUBAI



OPULENT BEAUTY

The three bedroom residence presents a sprawling, lavish personification of inspired and surprising beauty, marrying the glamour of top-class luxury living with a stunning design theme. Unbelievable 360-degree views provide an even greater sense of depth, liberty and imagination. Coming home to SO/ will always be a moment you cherish.



Because life at Uptown Dubai is always playful, inspiring and energising, the SO/ Uptown Dubai Residences are bursting with delightful surprises, unexpected details, engaging artwork and an energy that celebrates the accomplishments of life.

A close-up portrait of a woman with light skin and blue eyes, looking slightly down and to the side. Her face is adorned with shimmering, glittery makeup, particularly on her forehead and cheeks. The background is a soft, out-of-focus bokeh of warm, golden-yellow and green lights, suggesting a festive or nighttime setting. The overall mood is elegant and sophisticated.

RESIDENCES AMENITIES

R E S E T Y O U R S E L F

THE SO/ UPTOWN DUBAI RESIDENCES COME WITH WORLD-FAMOUS AMENITIES
THAT FUSE FASHION AND LIFESTYLE WITH THE UNIQUE SO/SOCIABLE VIBE.

U N W I N D

The SO/ Uptown Dubai Residences lounge is a glamorous, sophisticated bar, looking out onto the throbbing cityscape - a chill-out environment for social butterflies to feel the pulse of Uptown Dubai, with exclusive and stylish parties, special guests and curated playlists.



MOVIE-STAR LIFESTYLE

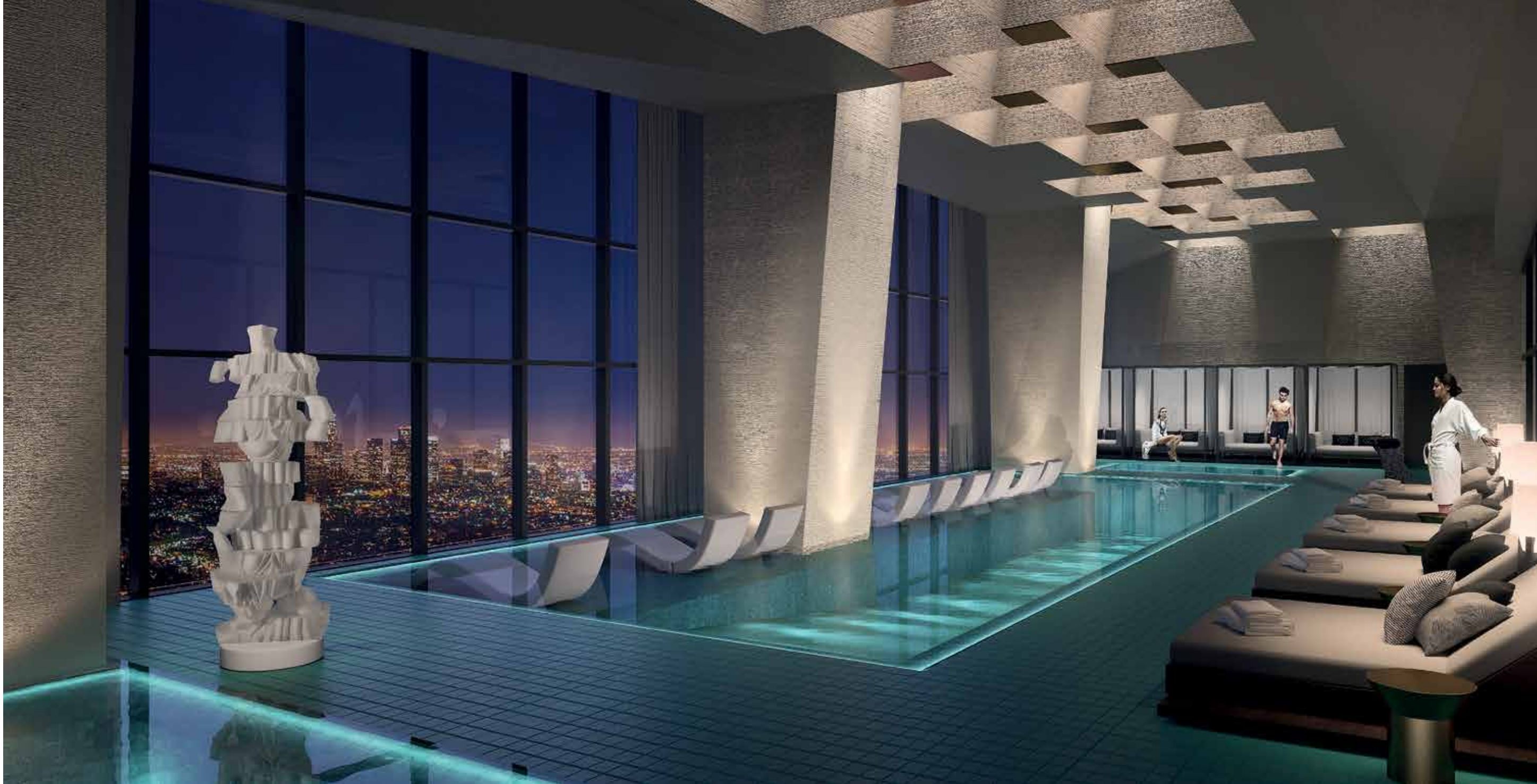
The sleek cinema room can take the movie-watching experience to new heights and can also be transformed into a versatile multi-purpose events hall, perfect for corporate presentations, seminars, and private functions.

With the fusion of the latest audio-visual technology, elegant yet cosy seating, and a stunning backdrop of Dubai's myriad lights, this space provides a unique and unforgettable setting for any event.

MOTIVATED

Achieve your health, balance, energy and fitness goals in the most effective and rewarding way possible. At the SO/ Fit you'll find a spectacular full-service fitness centre with innovative high quality Technogym fitness equipment, aerobics, pilates and kinesis machine.





PRISTINE BEAUTY

The shimmer of the pure emerald water, the sparkle of the Dubai skyline, the softness of each luxurious lounge, the soothing soundtrack - it all comes together in a harmony of refined beauty that replenishes all the senses and is a privilege available only for SO/ Uptown Dubai Residences home-owners.

EVERYTHING YOU WANT

OWNER PRIVILEGES

SIGNATURE SO/ SERVICES FOR
THE EXCLUSIVE SO/ LIFESTYLE



LUXURY LIFESTYLE SERVICES

The SO/ Uptown Dubai Residences come with a myriad splendid and thoughtful benefits and privileges, designed to meet the demands, needs, wishes and desires of creative and dynamic globe-trotting luxury-living connoisseurs. The extraordinary array of services ranges from essential, included in the standard service charge and delivered by an attentive yet discreet management team, to on-demand, a-la-carte, where additional charges may apply.

ESSENTIAL SERVICES

- 24-hour residence concierge (arrangements for dining, entertainment, fitness, sports, golf, spa and more)
- Bell / doorman services
- Housekeeping, maintenance and utilities and property insurance (base building & common areas)
- Valet parking
- Dedicated Owner Services Team delivering highly personalized service (includes resident DJ)
- Free Wi-Fi in common areas
- 24-hour common area security
- Top Tier status in Accor Live Limitless loyalty program, including but not limited to:
 - Automatic upgrades (subject to availability)
 - VIP Desk
 - Preferred rates, with 20% off best available rate
 - And many more

BENEFITS & PRIVILEGES

- 10% discount on spa, retail, F&B, in-residence dining, biz solutions, private transportation via SO/ Uptown Dubai Hotel
- Preferred access and special rates for SO/ Uptown Dubai Hotel amenities
- Priority access, special rates, and preferred seating for select SO/ Uptown Dubai Hotel venues and events, including the ultra popular and always packed SO/ Pool Party.
- Fashion endorser preferred pricing and priority access/invites to VIP events locally and internationally
- Preferred rates on setting up a DMCC company
- Best available lease rate for occupying commercial office space or Business Center (T&C apply)
- Access to DMCC Networking Events

SIGNATURE SERVICES

RESIDENCES' PRIVATE FACILITIES

- Dedicated residences' entrance and lobby
- Residents' Lounge
- Private cinema
- Multi-functional space for private functions
- Indoor swimming pool, with kids' pool and relaxation cabanas
- SO/ Fit residence fitness club
- SO/ Kids club
- Dedicated parking for each apartment
- Electric vehicle charging stations
- Bicycle parking
- Motorcycle parking

A LA CARTE SERVICES

- In-residence dining & in-residence catering and delivery (options include private chef, catered events)
- Residents' Lounge mixologist - cocktails prepared for special events
- Cinema screenings or special events with chef or catering, DJ, mixologist and more.
- In-residence SO/ Spa treatments (subject to availability)
- SO/ Spa Suite - a day use luxury spa suite exclusively available only for residents
- Business centre - discounted rates on scanning, printing, secretarial / administrative services, including SO/ Uptown Dubai Hotel meeting room bookings
- SO/ Fit Programs - personal trainer, wellness consultant & SO/ Yoga classes
- Personal assistant & shopping service
- In-residence and/or SO/ Kids childcare (subject to availability), parties and entertainment
- In-residence maintenance

PARTNERS

HEART AND SOUL

THE SO/ UPTOWN DUBAI HOTEL & RESIDENCES, DOMINATING THE MAGNIFICENT UPTOWN TOWER, ARE THE MASTERFUL CREATION OF DMCC AND INTERNATIONALLY RENOWNED PARTNERS - WATG, AS+GG, ACCOR AND ENNISMORE.

Heralding the next set of bold visions for Dubai's future with the aim of creating an efficient and amazing world-class urban business, commercial, residential and tourist destination, DMCC partnered with: WATG, the world's leading destination creation consultancies; Adrian Smith + Gordon Gill Architecture (AS+GG), renowned supertall skyscraper and Accor Hotels and Resorts, the largest hotel group in the world.





AS+GG

Adrian Smith + Gordon Gill Architecture (AS+GG) is famous for the design and development of energy-efficient and sustainable architecture, with work ranging from buildings to entire cities and masterplans. As renowned supertall specialists, they are responsible for a number of the world's most ambitious, high-reaching projects, including the kilometer tall Jeddah Tower, and the iconic Burj Khalifa. Other significant projects include the Chicago Architecture Centre, the Astana Expo City 2017, and the Central Park Tower in New York City, currently the highest roof in the Western Hemisphere. AS+GG also created the master planning, urban design and architectural design for World Expo 2020 in Dubai, including the spectacular Al-Wasl Plaza.



WATG

With over 70 years of design expertise Wimberly, Allison, Tong & Goo (WATG) has become the world's leading design consultant company in the hospitality industry. Renowned for integrated design solutions for urban, tourism and resort destinations, the firm has designed a variety of stunning projects in 160 countries, across 6 continents, creating a powerful legacy of destination design and pioneering the art of placemaking. Their innovative projects have set the pace for originality, style and progressive design, and include The Ritz Carlton in Sanya (China), Grand Hyatt Aman, the Hilton in Mauritius, the Four Seasons Dubai Jumeirah Beach, the Venetian in Las Vegas, and many others. WATG was awarded the Aga Khan Award for Architecture for its Tanjong Jara Beach Hotel and Rantau Abang Visitor Centre in Terengganu, Malaysia.

ENNISMORE & ACCOR

Ennismore is the global leader in lifestyle and luxury hospitality as exemplified by the ground-breaking SO/ brand. Ennismore is a joint-venture with Accor, bringing together Ennismore's know how in building brands with purpose through creative storytelling, design and authentic experiences, with Accor's wealth of knowledge in delivering scale, network growth and distribution". Accor owns, manages and franchises 38 brands of luxury hotels, resorts and vacation properties in 100 countries, operating more than 4,800 hotels. The SO/ brand is recognised around the world as being completely unique. SO/ Hotels and Residences are strictly boutique and absolutely exclusive - they display genius of renowned architects, designers and artists, including Christian Lacroix, Karl Lagerfeld, and Kenzo Takada.



THE DEVELOPER

DMCC

THE WORLD'S LEADING FREE ZONE DRIVING
GLOBAL TRADE THROUGH DUBAI

DMCC (Dubai Multi Commodities Centre) is a dynamic business hub and a destination for pioneers.

Located in the heart of Dubai, and at the crossroads of the world, DMCC is home to global industry players that embrace innovation and technology to shape the future.

Access to markets, state-of-the-art infrastructure and world-class business services on offer through DMCC set it in a class of its own.

As the driving force behind the Uptown Dubai development, DMCC is creating a new destination in Dubai, and gateway to international trade.



LEADING THE WAY

DMCC (Dubai Multi Commodities Centre) is the world's flagship Free Zone and Government of Dubai Authority for commodities trade and enterprise.

Established in 2002 by Royal Decree, DMCC is an award winning free zone and provides the physical market and financial infrastructure required to establish the emirate as a leading international trade hub for global commodities trade.



TRAILBLAZING PIONEERS

DMCC is reputed for its visionary projects, undisputed expertise, and impeccable track record of developing large-scale developments of great importance for Dubai and its future. DMCC connects more than 22,000 businesses with world-class services, leading infrastructure and a vibrant community. The headquarters are located in the iconic Almas Tower, in Jumeirah Lakes Towers (JLT) - the award winning and master development created by DMCC.



100,000
PEOPLE IN OUR COMMUNITY

87
RESIDENTIAL
& COMMERCIAL TOWERS

600+
RETAIL OUTLETS



