

DAMAC

CHIC

TOWER

de GRISOGONO

GENEVE

An aerial photograph of the ocean's surface, showing intricate patterns of turquoise and emerald waves. The water's texture is highly detailed, with light reflecting off the crests and troughs. Centered horizontally across the middle of the image is the text "REAWAKEN LUXURY" in a clean, white, sans-serif font.

REAWAKEN LUXURY

DAMAC

REAWAKEN LUXURY

TURQUOISE, REIMAGINED.



Inspired by the healing properties of turquoise, Chic Tower is where wellness and opulence meet.

Here, the fabled fountain of youth is recast as a holistic lifestyle experience which brings together restorative baths, beauty treatments, state of the art gyms, residential luxury, and master-jeweler de Grisigono's unique interpretation of one of the world's most beloved gemstones.



REAWAKEN LUXURY

YOUTH,
RECLAIMED.



Why settle for being young at heart?
At Chic Tower, 7 revitalizing baths have been
designed to extract toxins from your body and
help your skin glow with the radiance of youth.

From hot baths and cold baths to salt baths and
mud baths, a unique tonic to life's wear and tear
awaits you each day of the week.



REAWAKEN LUXURY

VIEWS,
REDISCOVERED.

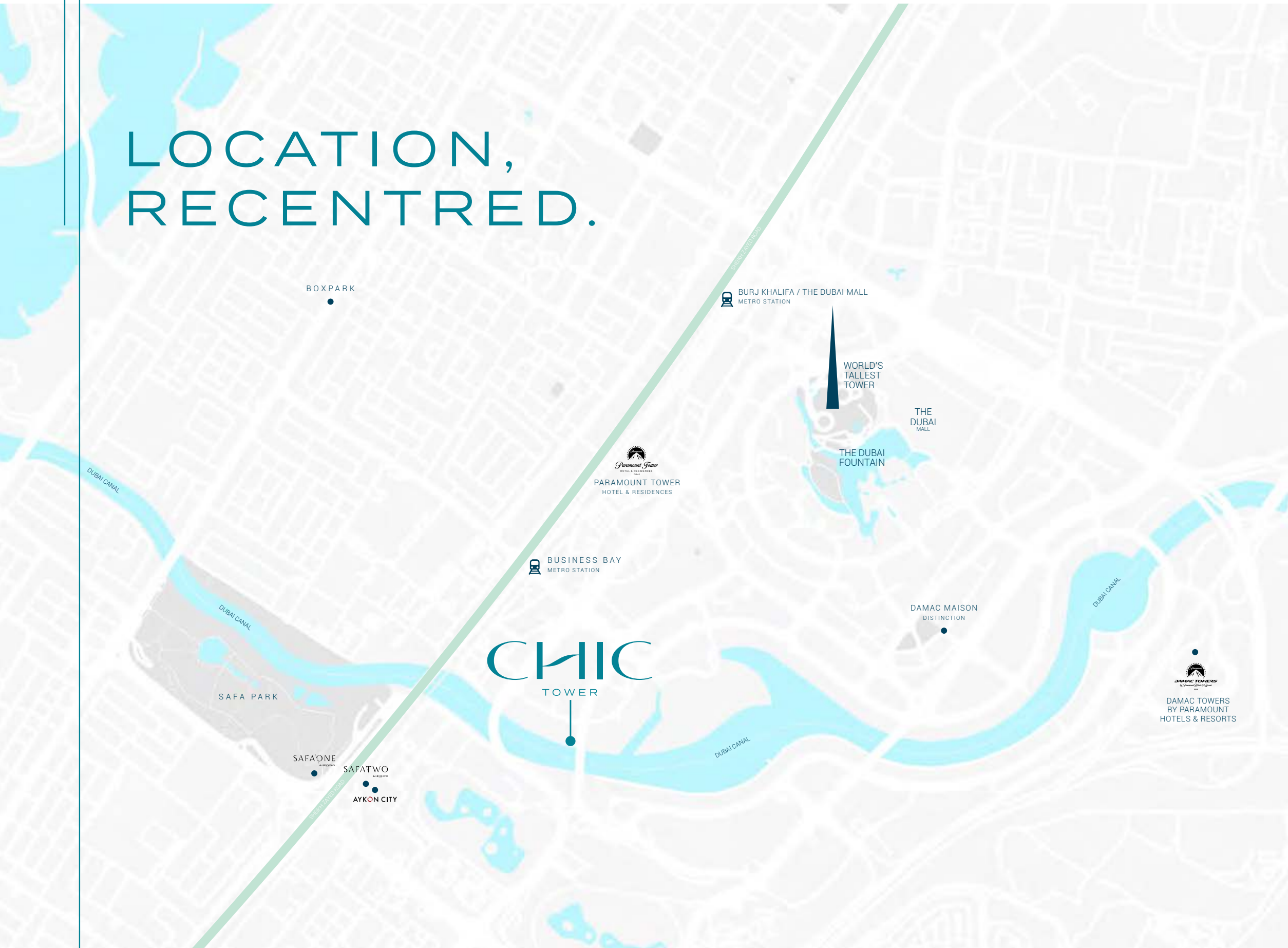


At Chic Tower, you meditate with your eyes closed. But you enjoy the view with eyes full of wonder. Your home boasts sweeping panoramas of Dubai's iconic Canal and beyond, allowing you to revitalize your perspective on life, every time you look out of your window.

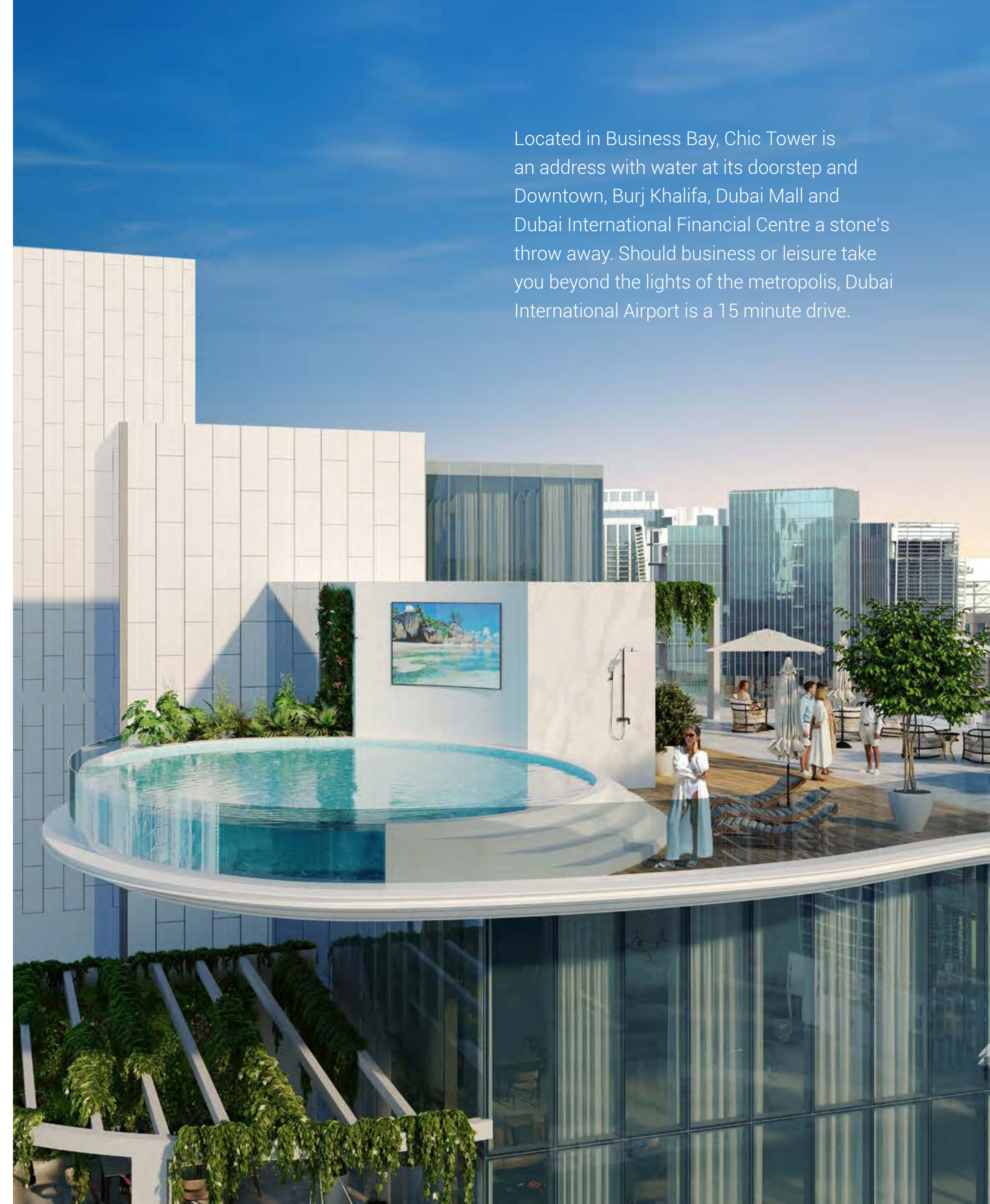


REAWAKEN LUXURY

LOCATION, RECENTRED.

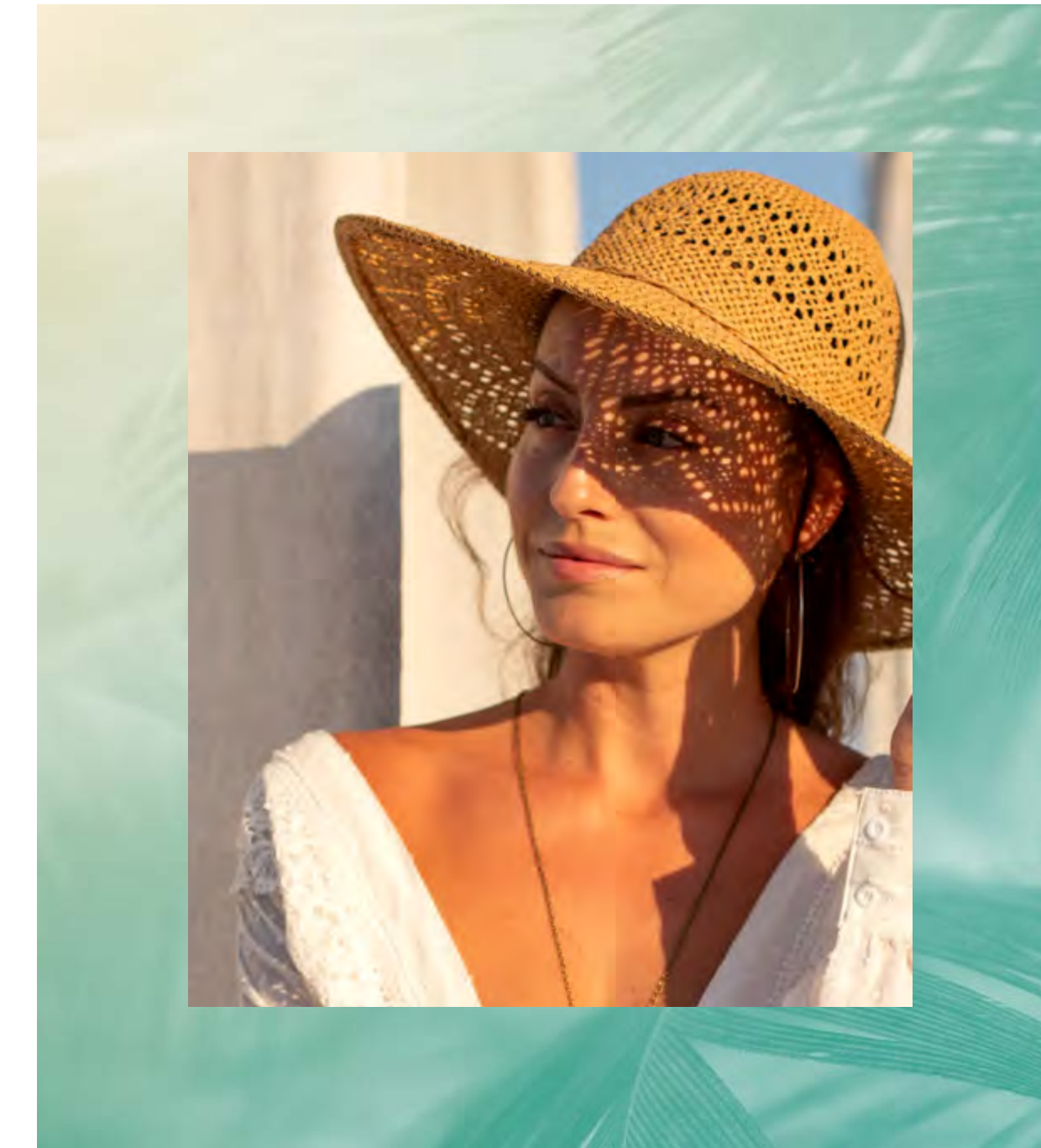


Located in Business Bay, Chic Tower is an address with water at its doorstep and Downtown, Burj Khalifa, Dubai Mall and Dubai International Financial Centre a stone's throw away. Should business or leisure take you beyond the lights of the metropolis, Dubai International Airport is a 15 minute drive.



REAWAKEN LUXURY

WELLNESS,
RESTORED.

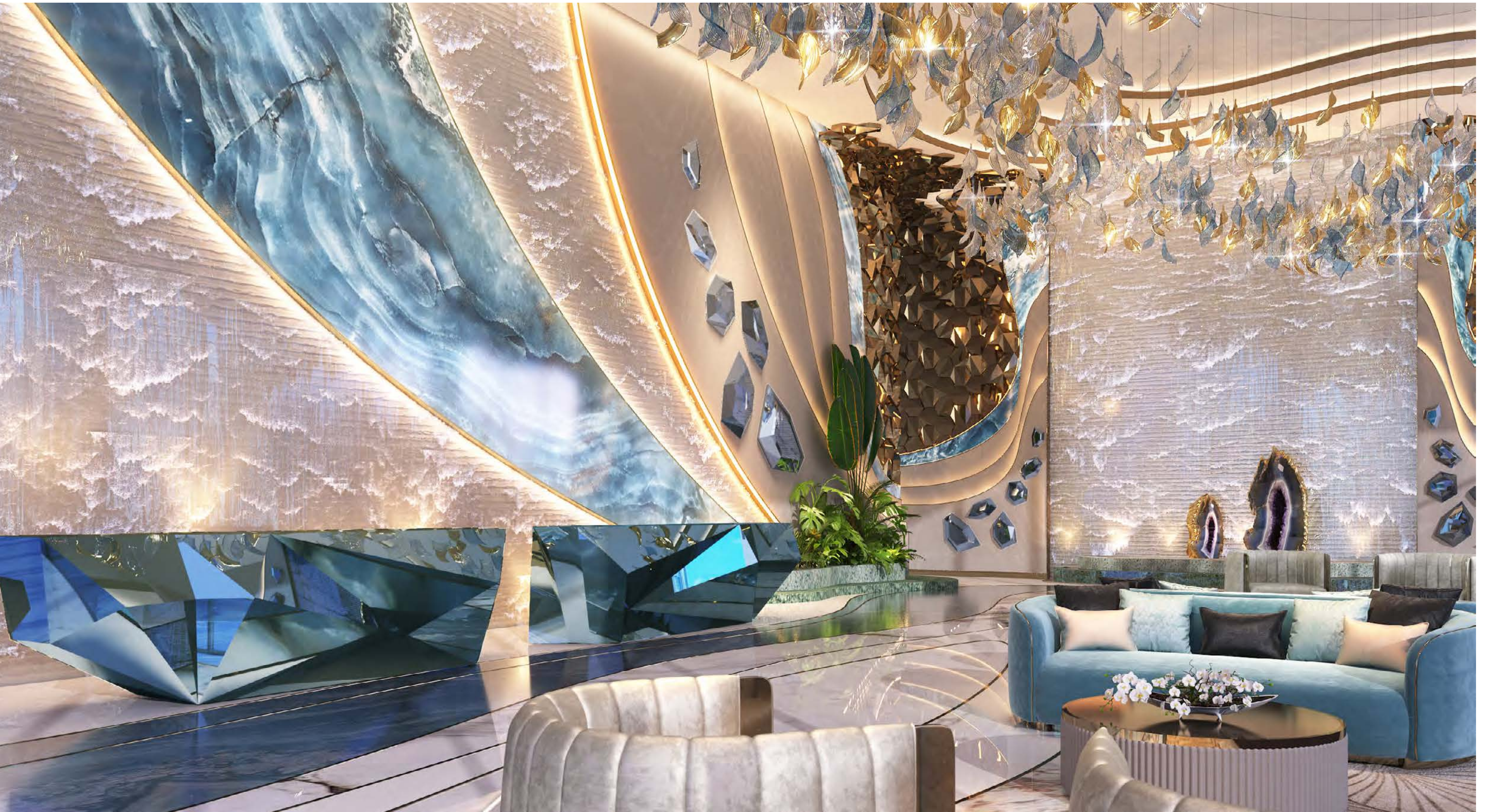


Chic Tower invites you to remain healthy from the moment you walk through the door, where the lobby greets you with workout benches and weights. On the Podium level, the main spa extends into an outdoor gym, designed to strengthen all muscle groups with calisthenic-focused equipment and training.

R E A W A K E N

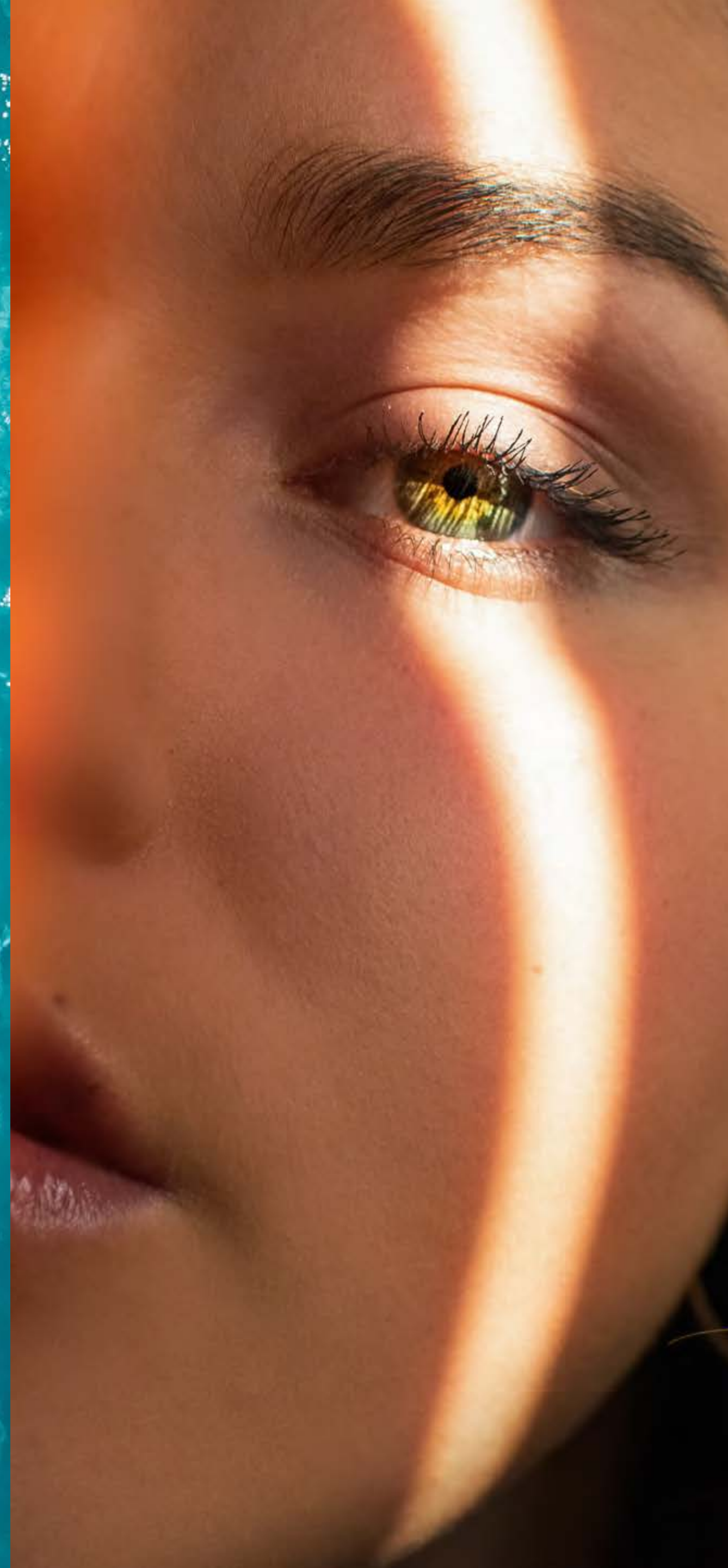


L U X U R Y



REAWAKEN LUXURY

BEAUTY,
REVIVED.



The secret to staying young continues at our beauty bar. A Dubai first, this is where custom made creams are developed by our beauty technicians to answer the specific needs of your skin type. At Chic Tower, the aura of youth which surrounds you is yours, and yours alone.



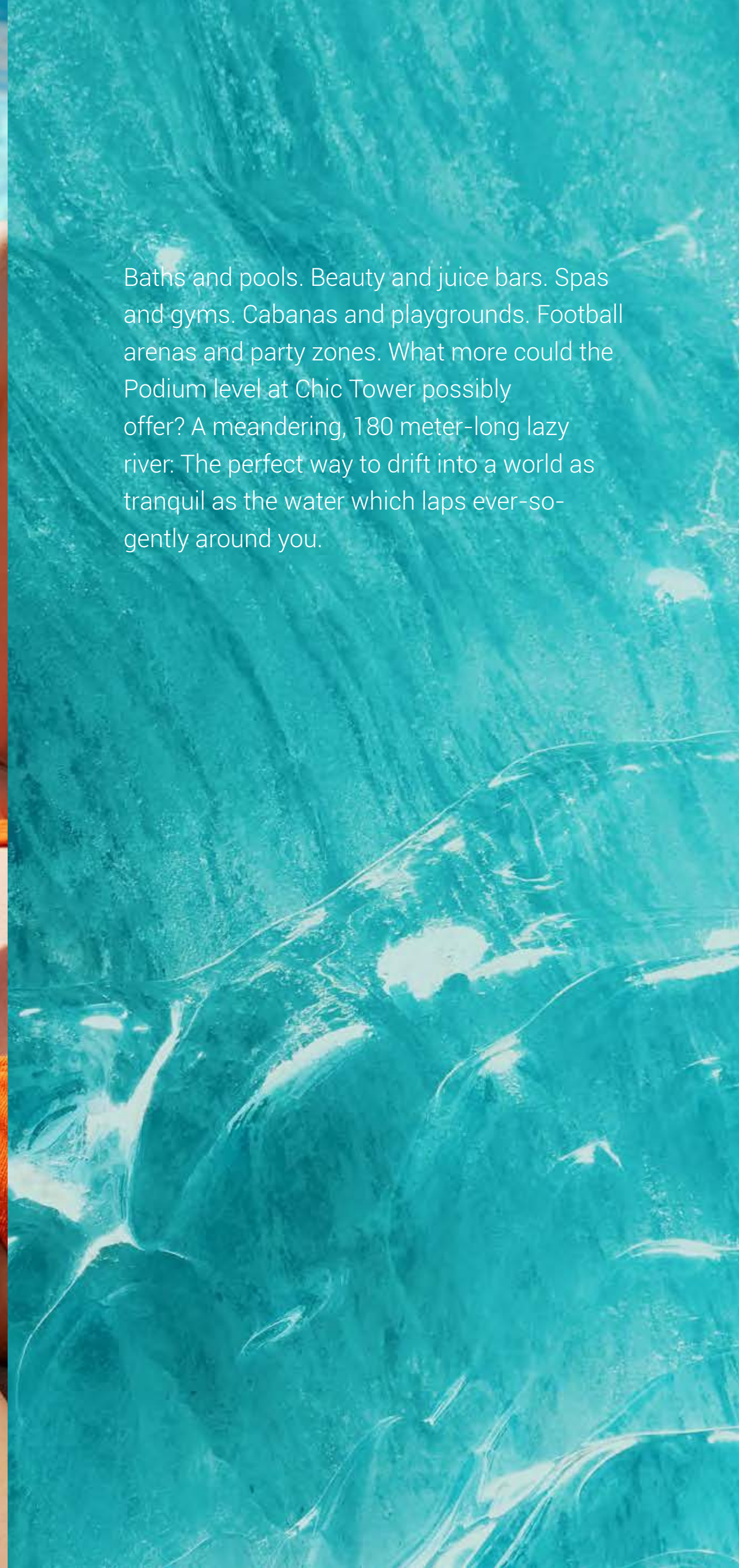
R E A W A K E N



L U X U R Y

REAWAKEN LUXURY

WATER,
REDEFINED.



Baths and pools. Beauty and juice bars. Spas and gyms. Cabanas and playgrounds. Football arenas and party zones. What more could the Podium level at Chic Tower possibly offer? A meandering, 180 meter-long lazy river. The perfect way to drift into a world as tranquil as the water which laps ever-so-gently around you.



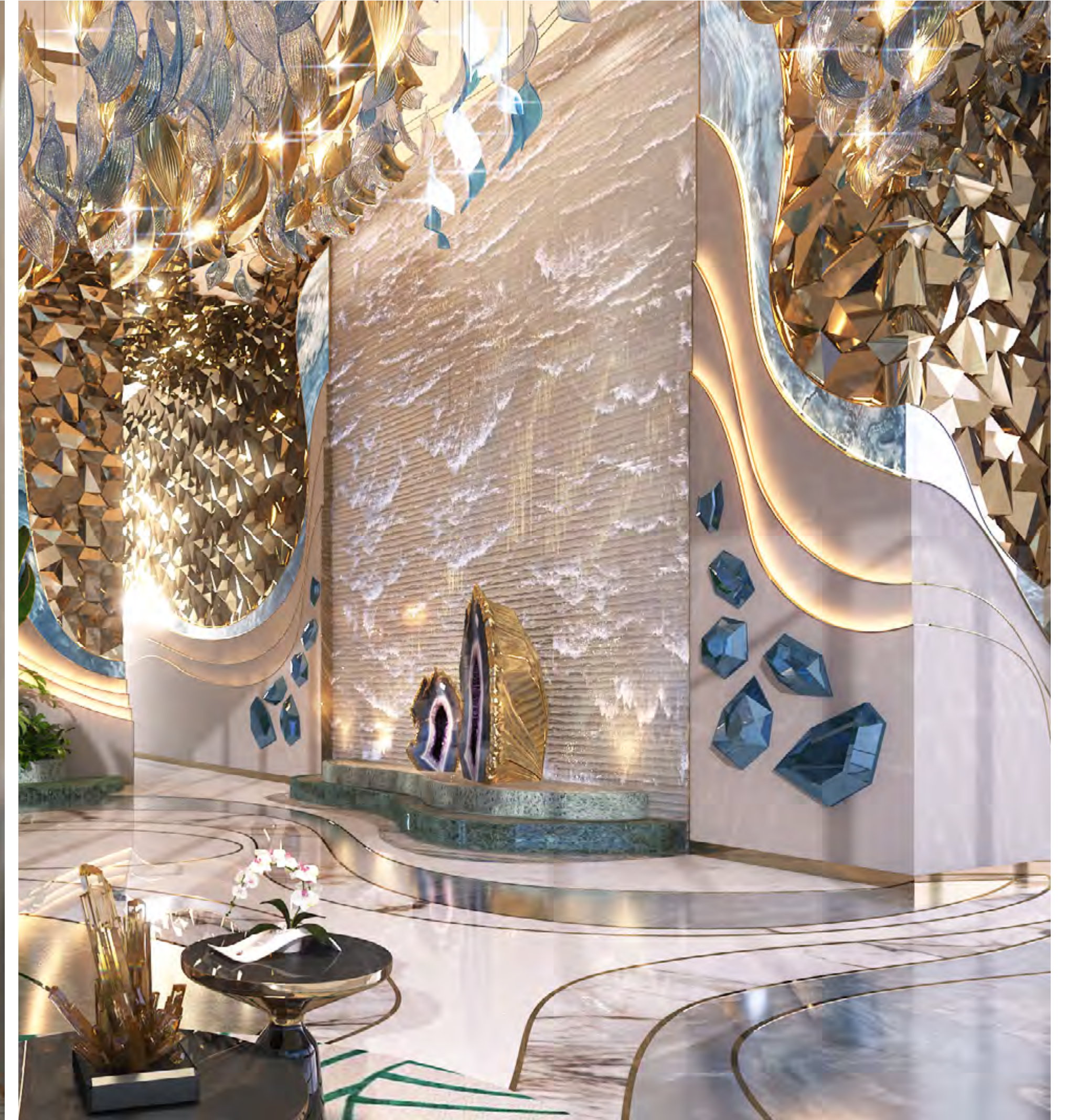
REAWAKEN LUXURY



WAVES, RECREATED.

Look up from the Podium and take in the full beauty of the Tower you now call home. A cascade of undulating terraces inspired by the waves of Dubai's Canal descend from the buildings crowning glory - A stepped roof which evokes layers of rock, where water trickles from one pool to another.

R E A W A K E N



L U X U R Y

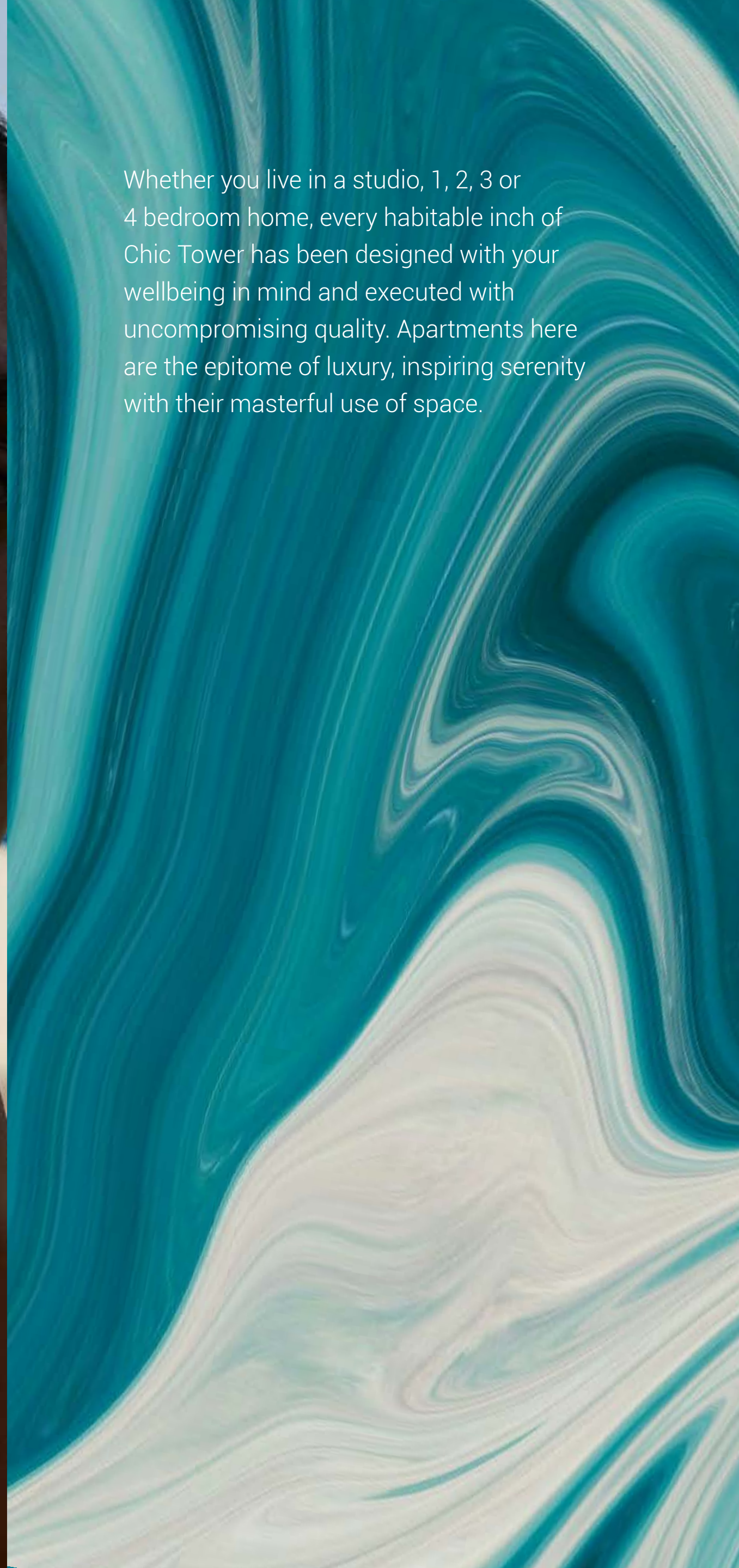


REAWAKEN LUXURY

HOME,
REINVENTED.



Whether you live in a studio, 1, 2, 3 or 4 bedroom home, every habitable inch of Chic Tower has been designed with your wellbeing in mind and executed with uncompromising quality. Apartments here are the epitome of luxury, inspiring serenity with their masterful use of space.





REAWAKEN LUXURY

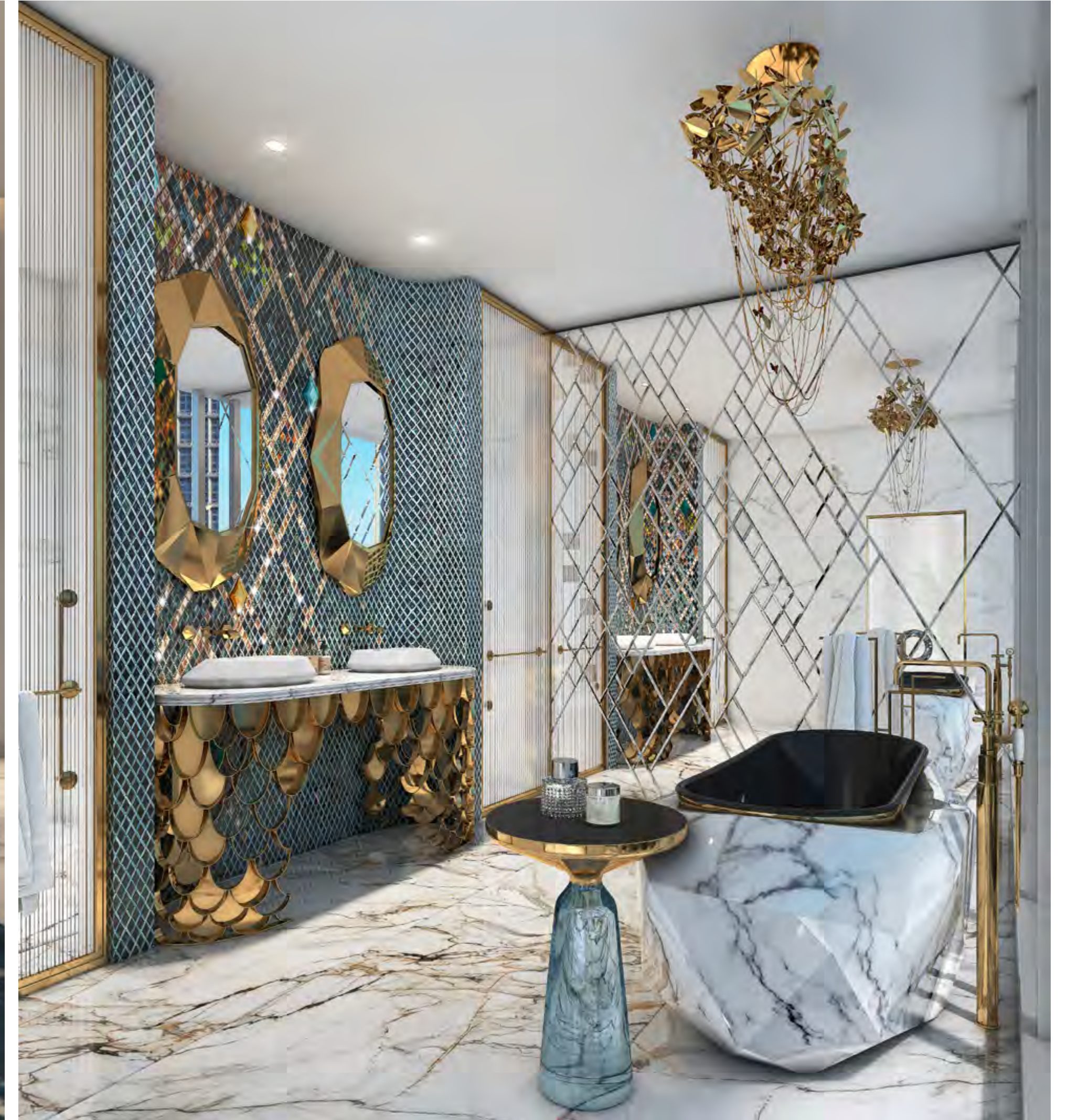
OPULENCE,
RENEWED.



Reach the heights of our 3 and 4 bedroom super luxury units to discover a new interpretation of elegance, with every apartment boasting a terrace full of flowers, plants, infinity pool, personal gym, and projection screen on which to enjoy your favorite films and sporting events.



R E A W A K E N



L U X U R Y

DAMAC PROPERTIES

LIVE THE LUXURY

DAMAC Properties has been at the forefront of the Middle East's luxury real estate market since 2002, delivering award-winning residential, commercial and leisure properties across the region, including the UAE, Saudi Arabia, Qatar, Jordan, Lebanon, Iraq, the Maldives, Canada, the United States, as well as the United Kingdom. Since then, the company has delivered approximately 42,000 homes, with a development portfolio of more than 28,000 at various stages of planning and progress.*

Joining forces with some of the world's most eminent fashion and lifestyle brands, DAMAC has brought new and exciting living concepts to the market in collaborations that include a golf course managed by The Trump Organization, and luxury homes in association with Versace, Cavalli, Just Cavalli, de GRISOGONO, Paramount Hotels & Resorts, Rotana and the Radisson Hotel Group. With a consistent vision, and strong momentum, DAMAC Properties is building the next generation of Middle Eastern luxury living.

DAMAC places a great emphasis on philanthropy and corporate social responsibility. The Hussain Sajwani – DAMAC Foundation, a joint initiative between the DAMAC Group and Hussain Sajwani, recently announced the launch of the 'Fresh Slate' in collaboration with the Dubai Police General Headquarters, aimed at aiding detainees in Dubai's Punitive and Correctional Institutions who have been charged with petty offences.

The HSDF has also pledged AED 5 million for the 1 Billion Meals initiative launched by Vice President and Prime Minister of the UAE, and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, at the start of Ramadan 2022, aimed at providing meals to underprivileged communities in 50 countries across the world.

DAMAC also supported the vision of Sheikh Mohammed to train one million Arab coders in creating an empowered society through learning and skills development, an initiative that successfully wrapped up in May 2022.

*As of 31st December 2021