DAMAC

Paramount

DAMAC TOWERS

by Paramount Hotels & Resorts

DUBAI

DAMAC

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, Canada and the Maldives, as well as the United Kingdom.

Since then, the Company has delivered close to 35,000 homes, with a development portfolio of more than 33,000 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, Fendi Casa, Just Cavalli, Paramount Hotels & Resorts, Rotana and 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. As such, the Hussain Sajwani – DAMAC Foundation, a joint initiative between DAMAC Group and its Chairman, Hussain Sajwani, is supporting the One Million Arab Coders Initiative. The programme was launched by Vice President and Prime Minister of the UAE, and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, and is focused on creating an empowered society through learning and skills development.

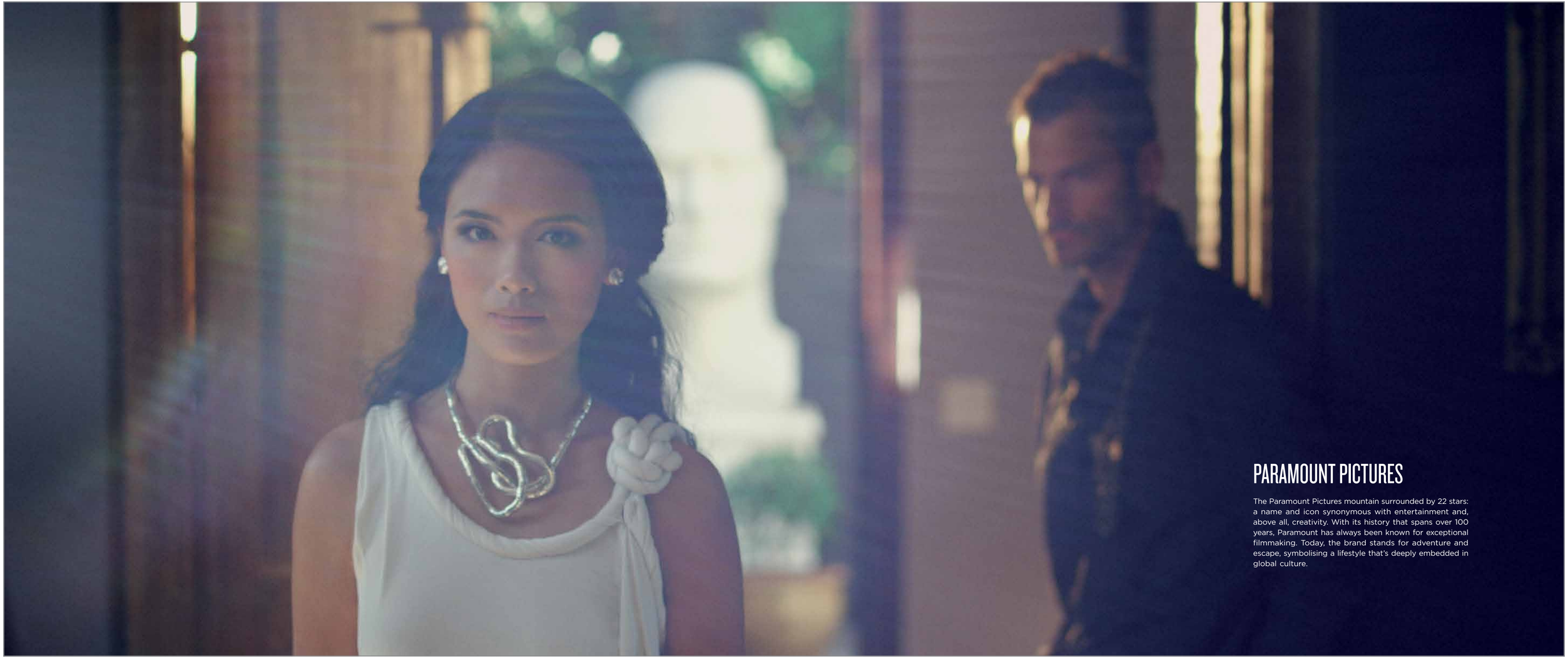
*Figures as of 30st June 2021



HOLLYWOOD

Hollywood has always been more than just a destination. It's a living, breathing world of mystique and imagination. A peek behind the curtain where dreams and reality are one and the same.





PARAMOUNT PICTURES

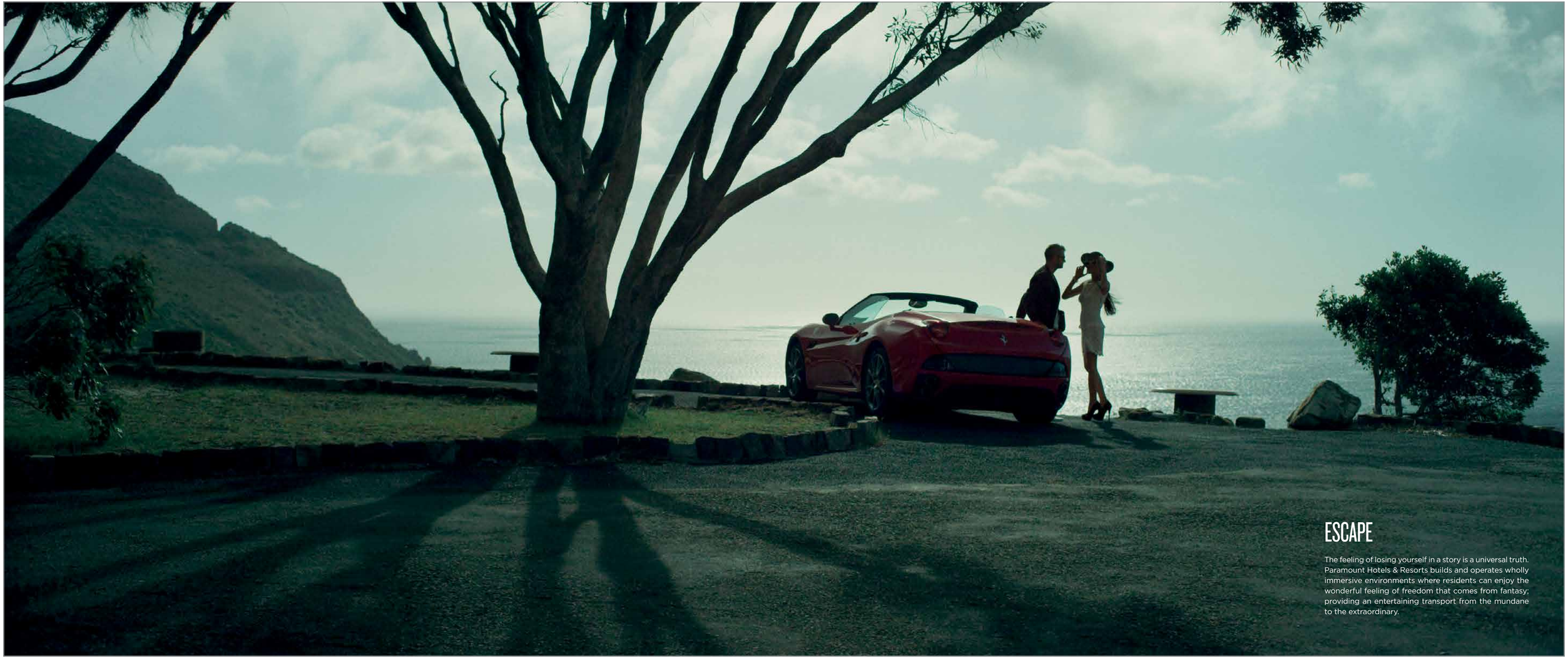
The Paramount Pictures mountain surrounded by 22 stars: a name and icon synonymous with entertainment and, above all, creativity. With its history that spans over 100 years, Paramount has always been known for exceptional filmmaking. Today, the brand stands for adventure and escape, symbolising a lifestyle that's deeply embedded in global culture.


CREATIVITY IS EVERYTHING
The Paramount Hotels & Resorts novel lifestyle brand appeals to the visionary in everyone, by employing the same tried and tested production processes pioneered by its iconic studio namesake to direct, design and detail world-class experiences that both engage and delight.

CALIFORNIA COOL

California isn't just a dream of stardom; it's a promise of a more harmonious life that balances work and play, excitement and serenity, city and nature. Key elements of that globally coveted California lifestyle are transported to Dubai with warm and welcoming spaces that are effortlessly sophisticated and glamorous.





ESCAPE

The feeling of losing yourself in a story is a universal truth. Paramount Hotels & Resorts builds and operates wholly immersive environments where residents can enjoy the wonderful feeling of freedom that comes from fantasy; providing an entertaining transport from the mundane to the extraordinary.

MYSTERY

Magic is an art that's difficult to understand and even more puzzling to explain. The special effects of our artful lifestyle brand will feature mystique, intrigue, sensuality and romance in an experience that's second to none.





INNOVATION

Creativity fuels our purpose: to imaginatively and collaboratively produce original experiences that are beautifully directed, designed and detailed. We're determined to attract and support exceptional talent to our team and we apply state-of-the-art technology as an enabler, not an end in itself.

SET IN DUBAI'S PRESTIGIOUS BURJ AREA

Life comes alive in the buzzing Burj area with sights and sounds reminiscent of the world's greatest cities. This highly sought-after iconic hotspot is where world-class shopping, epicurean adventures and high-octane festivities converge.

Your luxury apartment is right in the midst of an exquisite world of landmark icons. Dubai International Financial Centre, educational institutions, medical facilities, museums, art galleries and Dubai International Airport are also nearby.





STARRING DAMAC TOWERS BY PARAMOUNT HOTELS & RESORTS

DAMAC Towers by Paramount Hotels & Resorts is an iconic hotel and residential complex located in the heart of Dubai's prestigious Burj area. This four-tower development, comprising three towers of circa 1,200 luxury apartments and a fourth that houses the Paramount Hotel, will present sumptuous living with a Hollywood flavour.

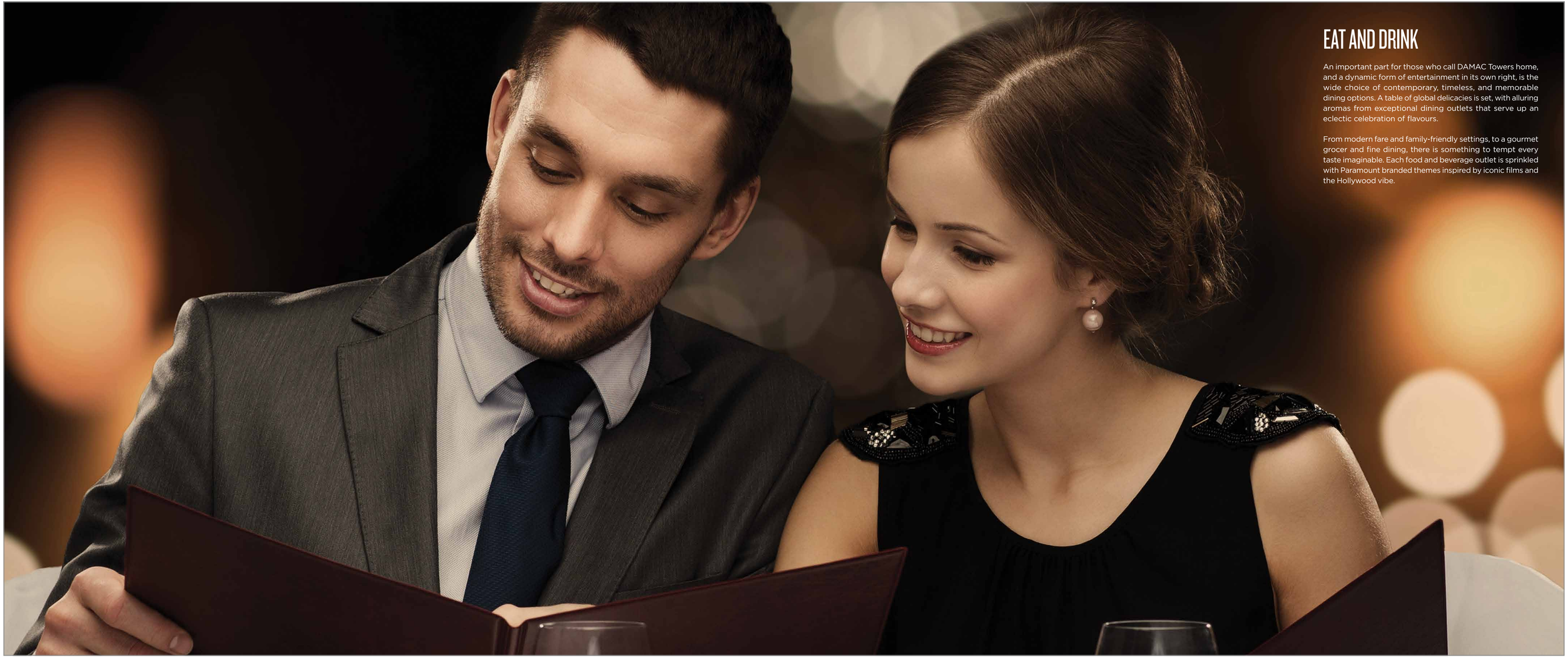
The multi-level plaza, which links the four 270-metre towers, will offer an eclectic selection of speciality dining, dine-in cinema, wellness centres, swimming pools and a Kids Studio Club.



SETTING THE STAGE FOR THE STAR ATTRACTION

The magnificent and luxurious Paramount Hotel boasts over 800 bespoke styled hotel rooms, along with a host of world-class facilities.

In Hollywood, it's rare to have the chance to top your first big hit. But after seeing the iconic Paramount Studio Gate, the lobby is a sequel that's even more impressive. A sophisticated yet inviting space, the lobby features contemporary design cues and the signature style of a major Hollywood studio. Subtle lighting and a theatrical high ceiling lend a backdrop that personifies the essence of cinematic styling.



EAT AND DRINK

An important part for those who call DAMAC Towers home, and a dynamic form of entertainment in its own right, is the wide choice of contemporary, timeless, and memorable dining options. A table of global delicacies is set, with alluring aromas from exceptional dining outlets that serve up an eclectic celebration of flavours.

From modern fare and family-friendly settings, to a gourmet grocer and fine dining, there is something to tempt every taste imaginable. Each food and beverage outlet is sprinkled with Paramount branded themes inspired by iconic films and the Hollywood vibe.

SWIMMING POOL

Whether you desire an invigorating swim or to effortlessly lounge by the pool soaking up the sun, the temperature-controlled swimming pool is the best excuse to wind down and relax with a chilled beverage.





WELLNESS

The Paramount Hotels & Resorts brand of fitness and wellness is reserved for the health conscious and those drawn to the allure of a West Coast lifestyle. It's a next generation, celebrity-level concept that offers not only cutting-edge facilities and design but an entertaining and interactive wellness experience.



FITNESS

A well-equipped fitness centre is designed to meet the needs of business and leisure travellers.

Paramount Hotels & Resorts will partner with personal trainers, yoga teachers and skin-care specialists to the stars to create exclusive, customised programmes, activities and products not available anywhere else.



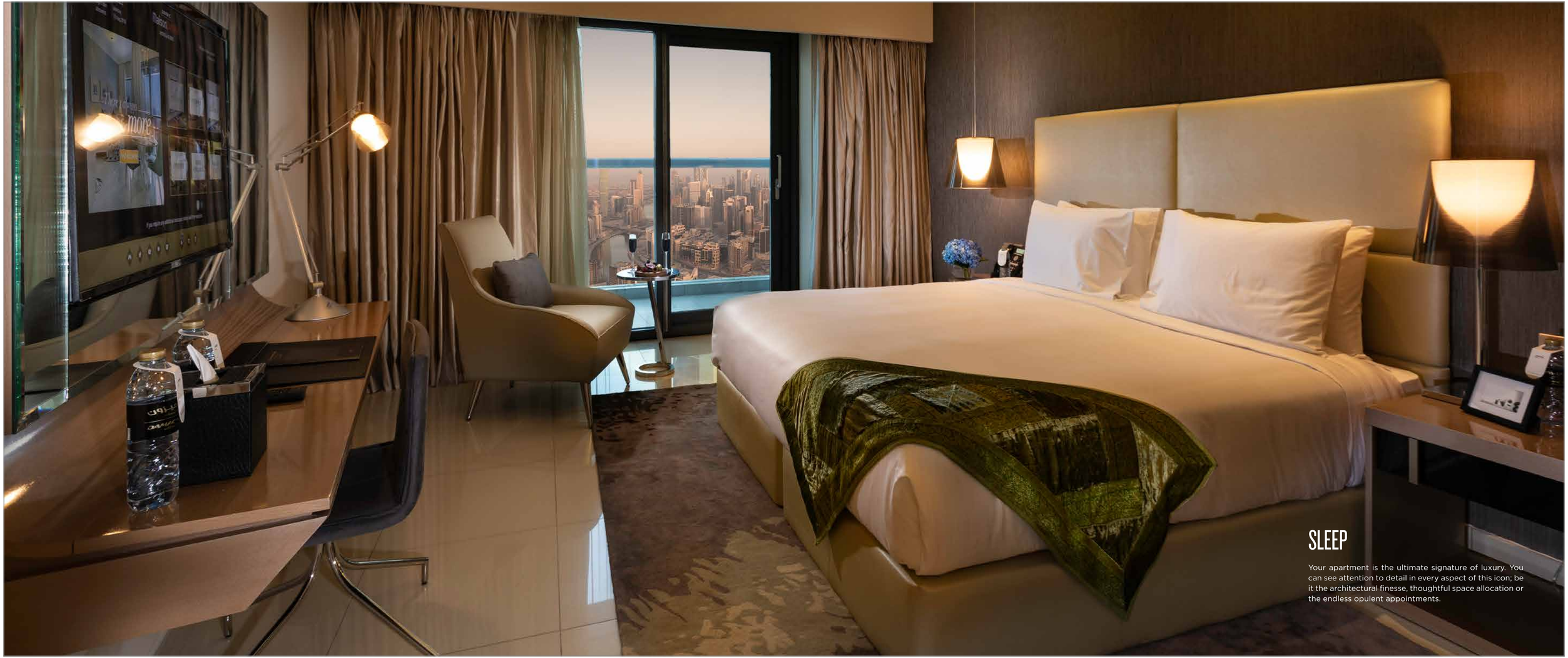
DINE-IN CINEMA

A social centrepiece of every Paramount Hotels & Resorts property is an intimate projection-screen cinema. Modelled on the professional screening rooms in the Studios at Paramount, each cinema will offer reserved seating in luxury chairs as well as food and beverage service.



LIVE

Your state-of-the-art living room is ideal for business and pleasure. Designed with a 'studio' feel, it's equipped with spacious work areas, lounge-style seating and high-end digital presentation equipment.



SLEEP

Your apartment is the ultimate signature of luxury. You can see attention to detail in every aspect of this icon; be it the architectural finesse, thoughtful space allocation or the endless opulent appointments.