

DAMAC

CHIC

TOWER

de GRISOGONO

GENEVE

REAWAKEN LUXURY

DAMAC

R E A W A K E N L U X U R Y

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 gymnasiums, residential luxury, and master-jeweller de Grisogono'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 revitalising 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.

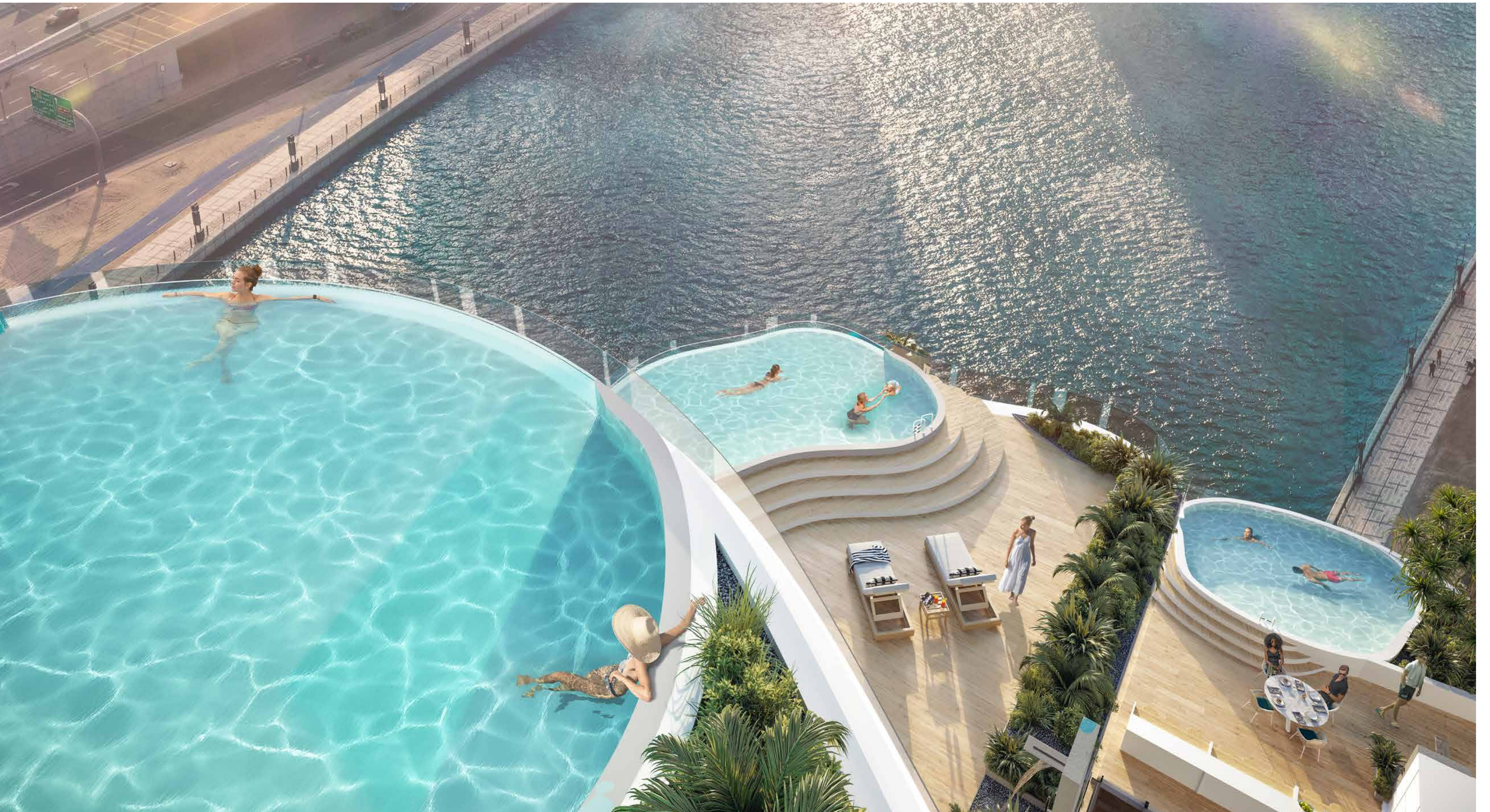


REAWAKEN LUXURY

VIEWS,
REDISCOVERED.

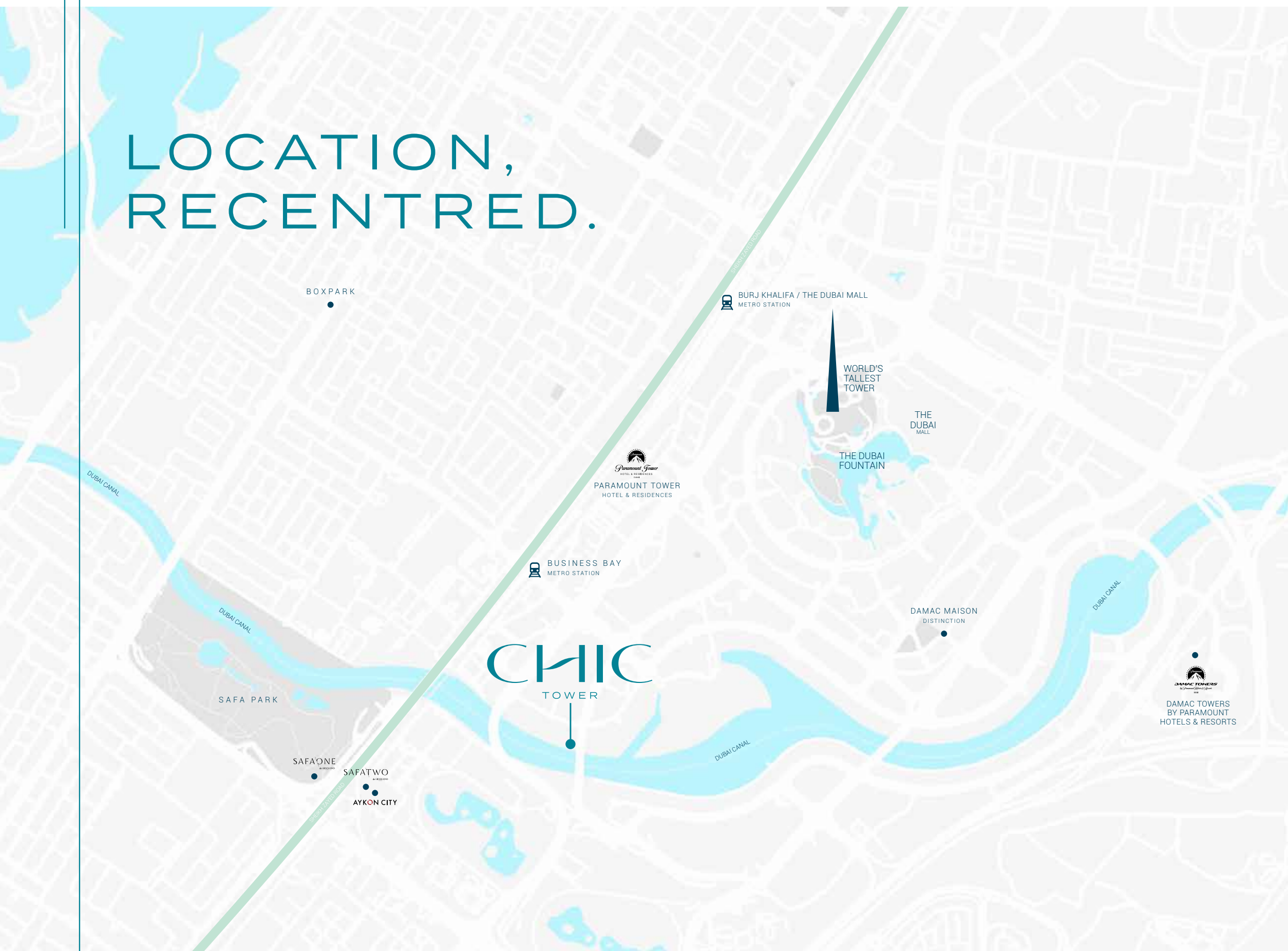


At Chic Tower, you meditate with your eyes closed. But you enjoy the view with eyes full of wonder. Your home boasts sweeping panoramas of the iconic Dubai Canal and beyond, allowing you to revitalise your perspective on life, every time you look out of your window.

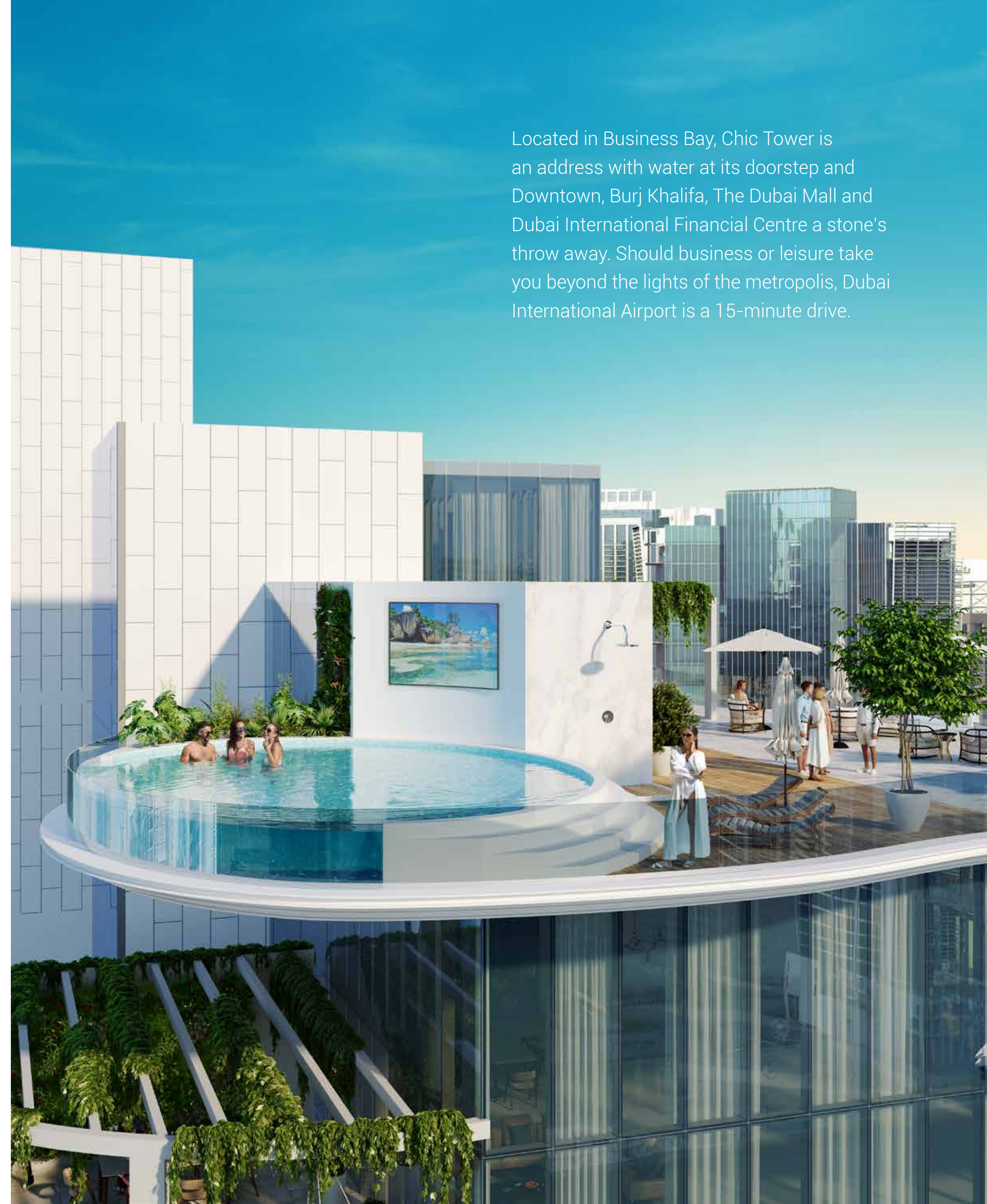


REAWAKEN LUXURY

LOCATION, RECENTRED.



Located in Business Bay, Chic Tower is an address with water at its doorstep and Downtown, Burj Khalifa, The 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.



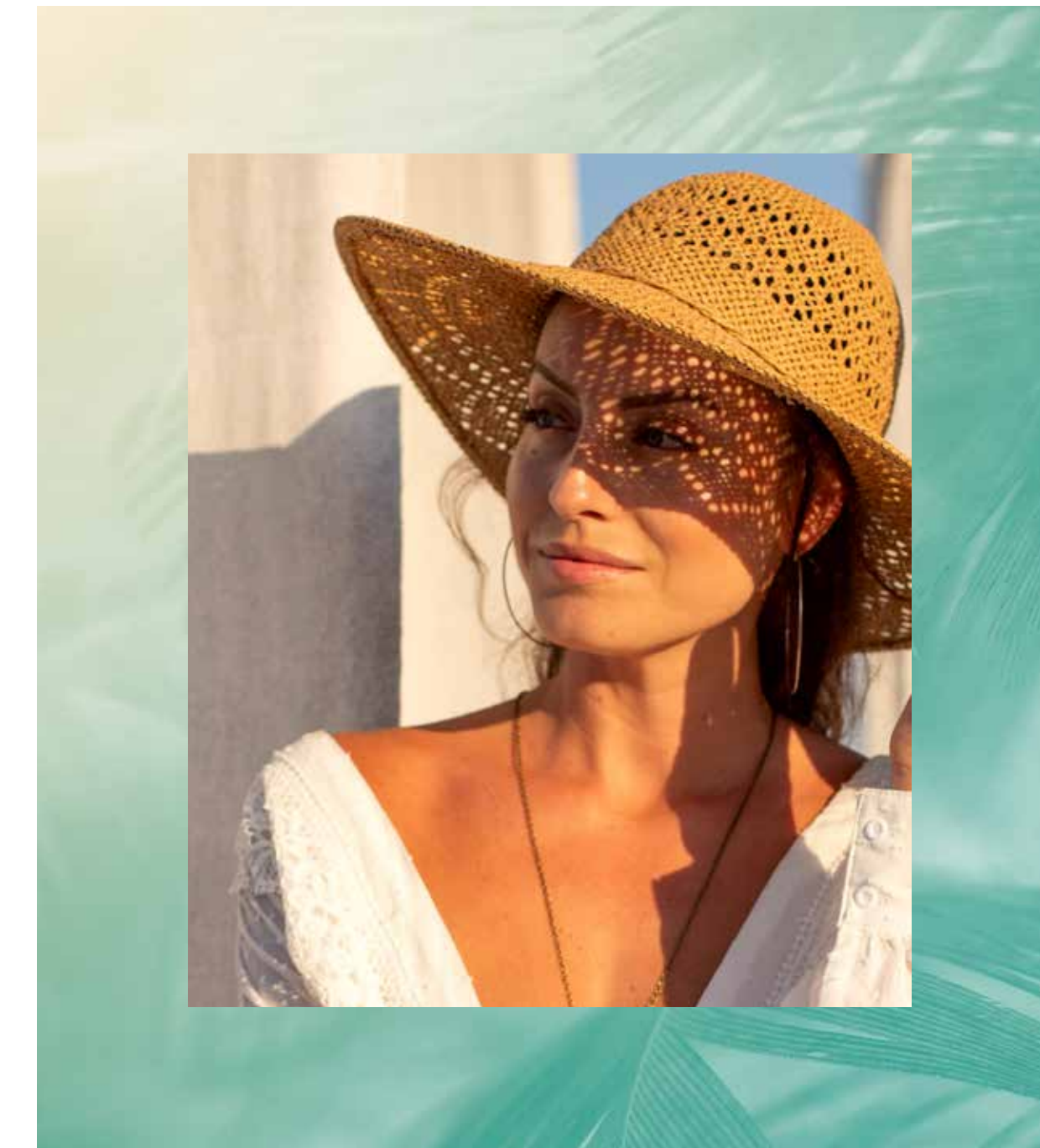
R E A W A K E N



L U X U R Y

REAWAKEN LUXURY

WELLNESS,
RESTORED.



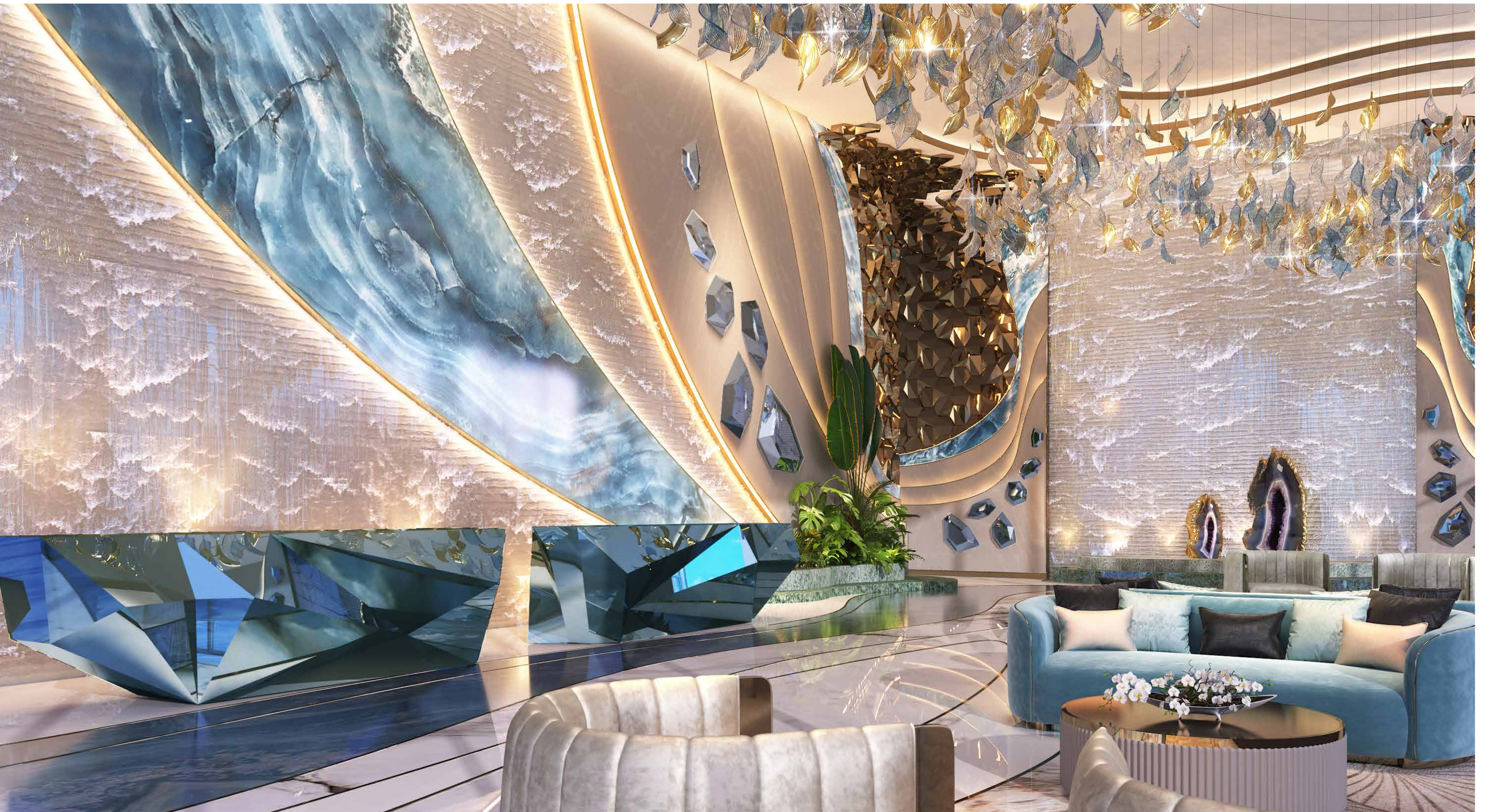
Chic Tower invites you to remain healthy from the moment you walk through the door, where the lobby greets you with workout benches and weights. On the Podium level, the main spa extends into an outdoor gym, designed to strengthen all muscle groups with callisthenic-focused equipment and training.



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 metre-long lazy river: the perfect way to drift into a world as tranquil as the water that laps ever-so-gently around you.



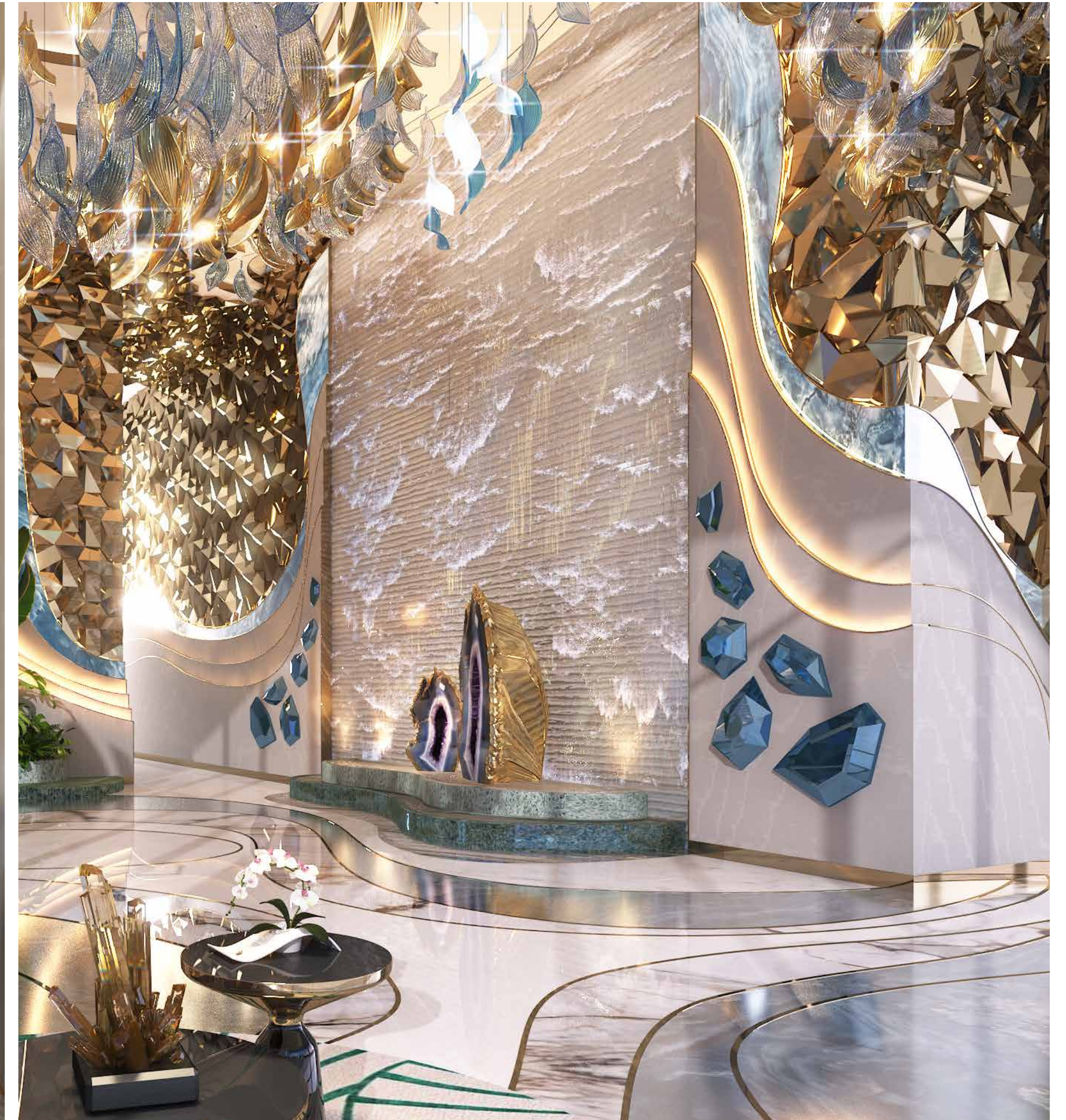
REAWAKEN LUXURY



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 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 or 2 bedroom or super luxury 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 style, inspiring serenity with their masterful use of space.



REAWAKEN LUXURY

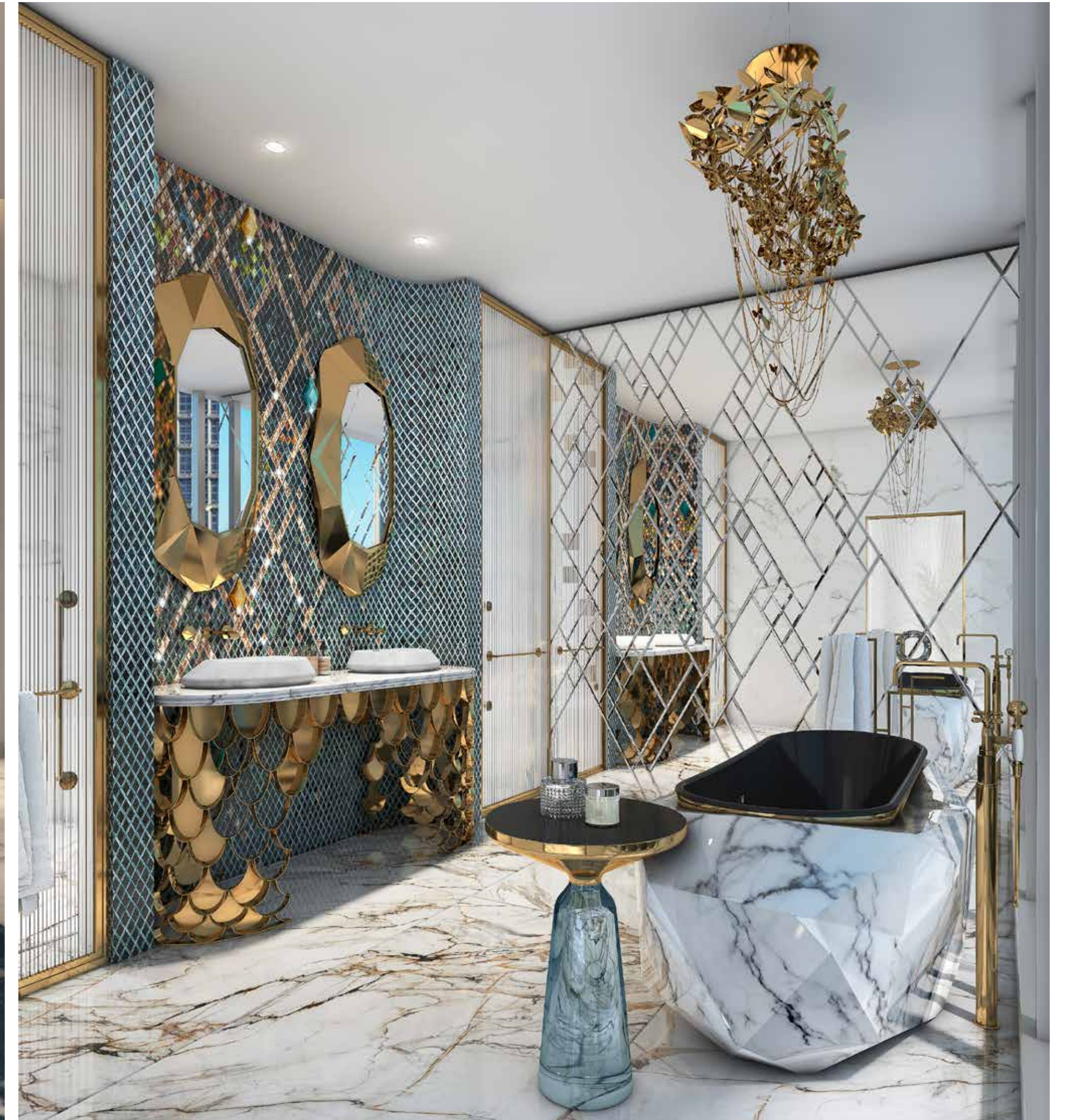
OPULENCE,
RENEWED.



Reach the heights of our 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 favourite 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 and around the world, including the UAE, Saudi Arabia, Qatar, Jordan, Lebanon, Iraq, Maldives, Canada, United States and United Kingdom. Since then, the company has delivered approximately 47,000 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 with collaborations that include a golf course managed by The Trump Organization, and luxury homes in association with Versace, de GRISOGONO, Cavalli, Just Cavalli, 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 (HSDF), a joint initiative between DAMAC Group and Hussain Sajwani, announced the launch of the 'Fresh Slate' initiative 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 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 has 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 31th December 2023.

LUXURY BY APPOINTMENT

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The background of the entire page is an abstract, fluid pattern of teal and blue colors. The pattern consists of smooth, flowing lines and shapes that create a sense of movement and depth, reminiscent of liquid or smoke. The colors range from light, airy blues to deeper, more saturated teals and blues.

DAMAC