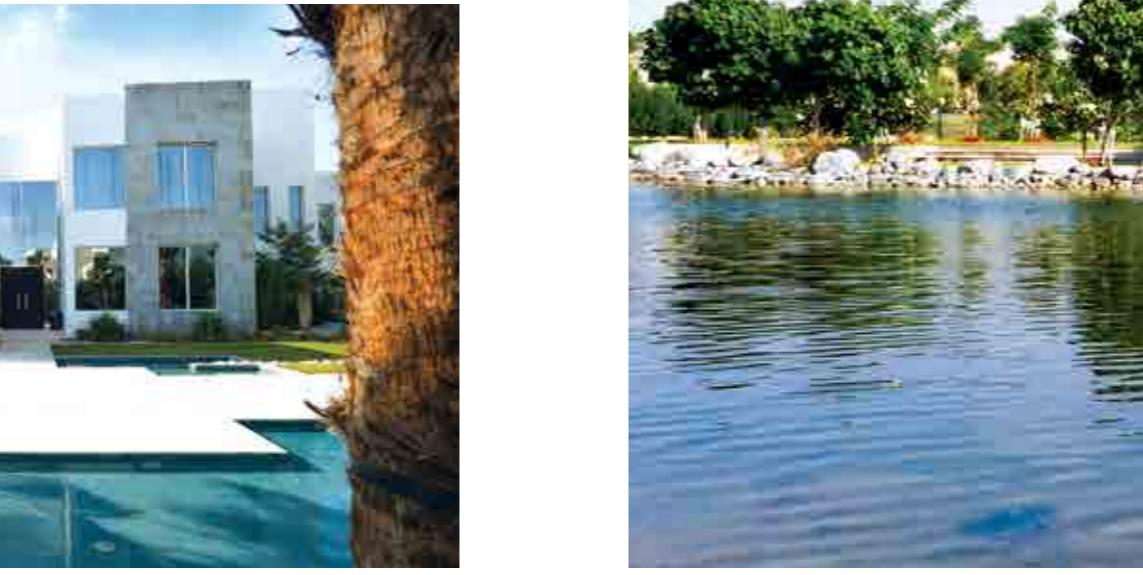


THE RESERVE





As Dubai realises its potential as a truly international centre of financial and cultural significance, The Reserve in Al Barari, answers the demand from discerning international buyers who no longer view the city as temporary or transient to long term residents, who seek a more considered, pared-back and understated luxury, focused on the details that define quality of life; enhanced living space, integration with the natural environment and a home finished to their own tastes.



Ushering in a new way of living, The Reserve is an exceptional collection of high-end bespoke villas at the coveted Al Barari estate. Since announcing the concept, the vision has now come to fruition with the first homes completed and other villas ready to handover as 'shell and core'. Several units have already been sold since launch.

"Luxury is not a number, it is a lifestyle. It is not about being the biggest or the brightest or the first, it is about the subtle details that differentiate the ordinary from the extraordinary. The Reserve in Al Barari is unmatched in quality and is the realisation of a vision that started as our family's personal journey to create a living space that fulfilled our own requirements and definition of luxury", commented, Zaal Mohamed Zaal, Chairman of Al Barari.

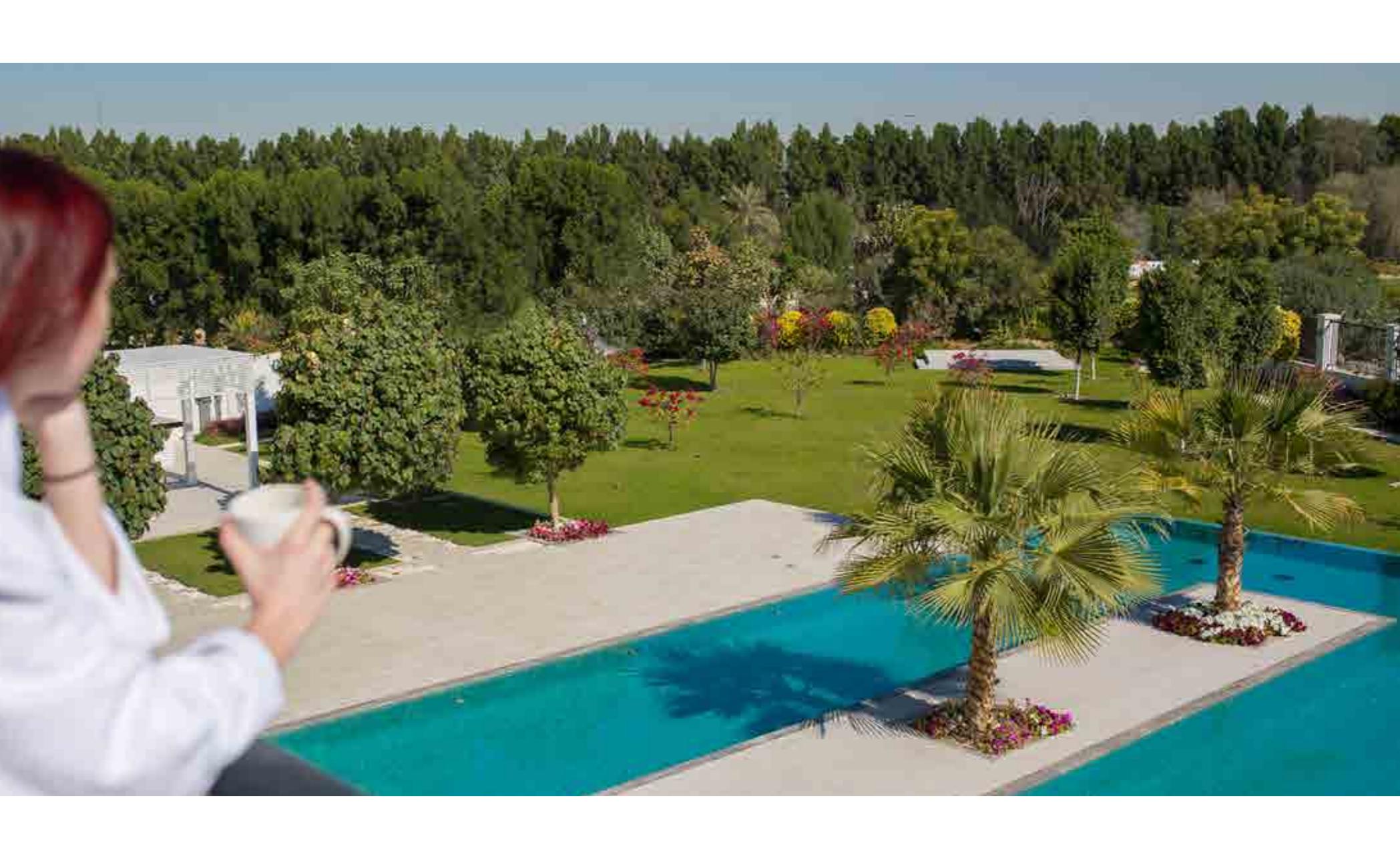


WHY THE RESERVE?

Covering 18.42 million sq ft with over 60% of its area exclusively set aside to nature, Al Barari is considered to be the lowest density urban area in the UAE. Extending the established community at the Al Barari estate.

The Reserve in Al Barari will offer you more than just an address:

- Located in the royal enclave of Nad Al Sheba, accessible from Sheikh Mohammed Bin Zayed Road
- Less than 15 minutes to Burj Khalifa, 20 minutes to the airport, 20 minutes to Palm Jumeirah
- High level security
- 24/7 emergency service
- Exclusivity and privacy
- Sustainability features
- High-end finishes
- Villa customisation with access to in-house architect, construction team, project management, builders, interior designers, landscape designers, indoor and outdoor plant supply
- Freehold plots
- Land, shell & core, customised villa, turnkey villa



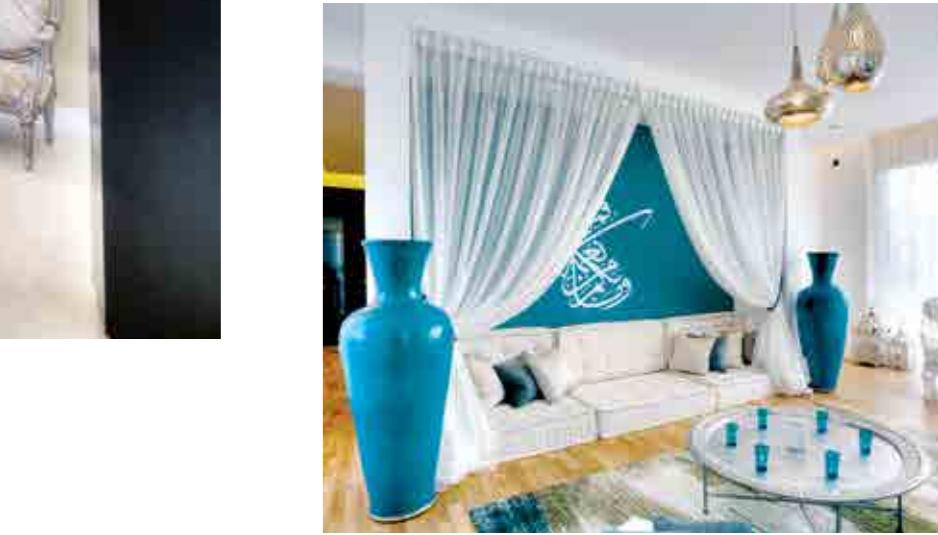


With plot sizes ranging from 16,000 sq ft upto 80,000 sq ft. The Reserve strikes a balance of convenience with customisation. A choice of four villa styles delivered in 'shell and core' and an in-house team to project manage everything from architecture, landscape design to interior finishes, giving you the opportunity to finish your homes according to your personal tastes.

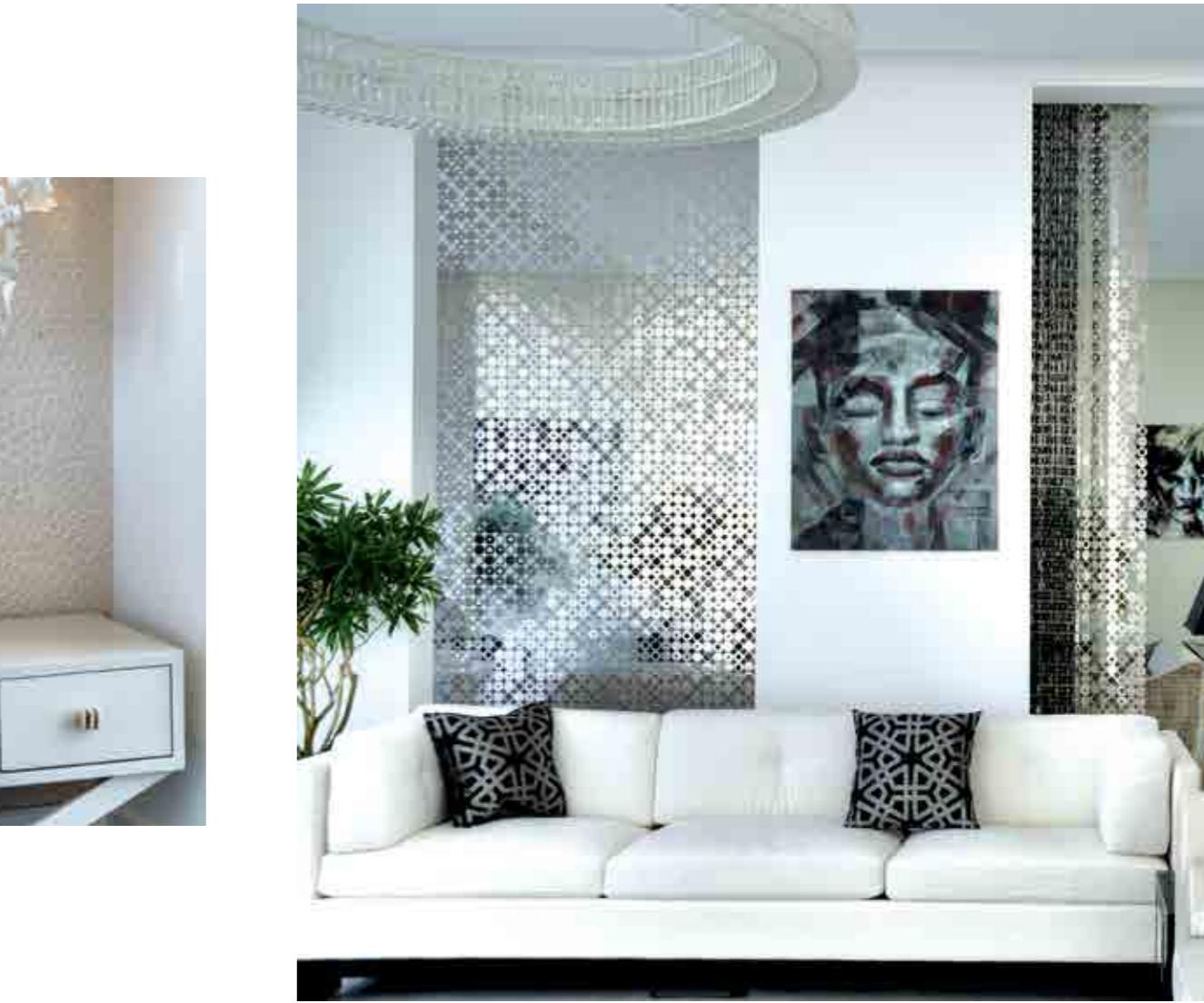
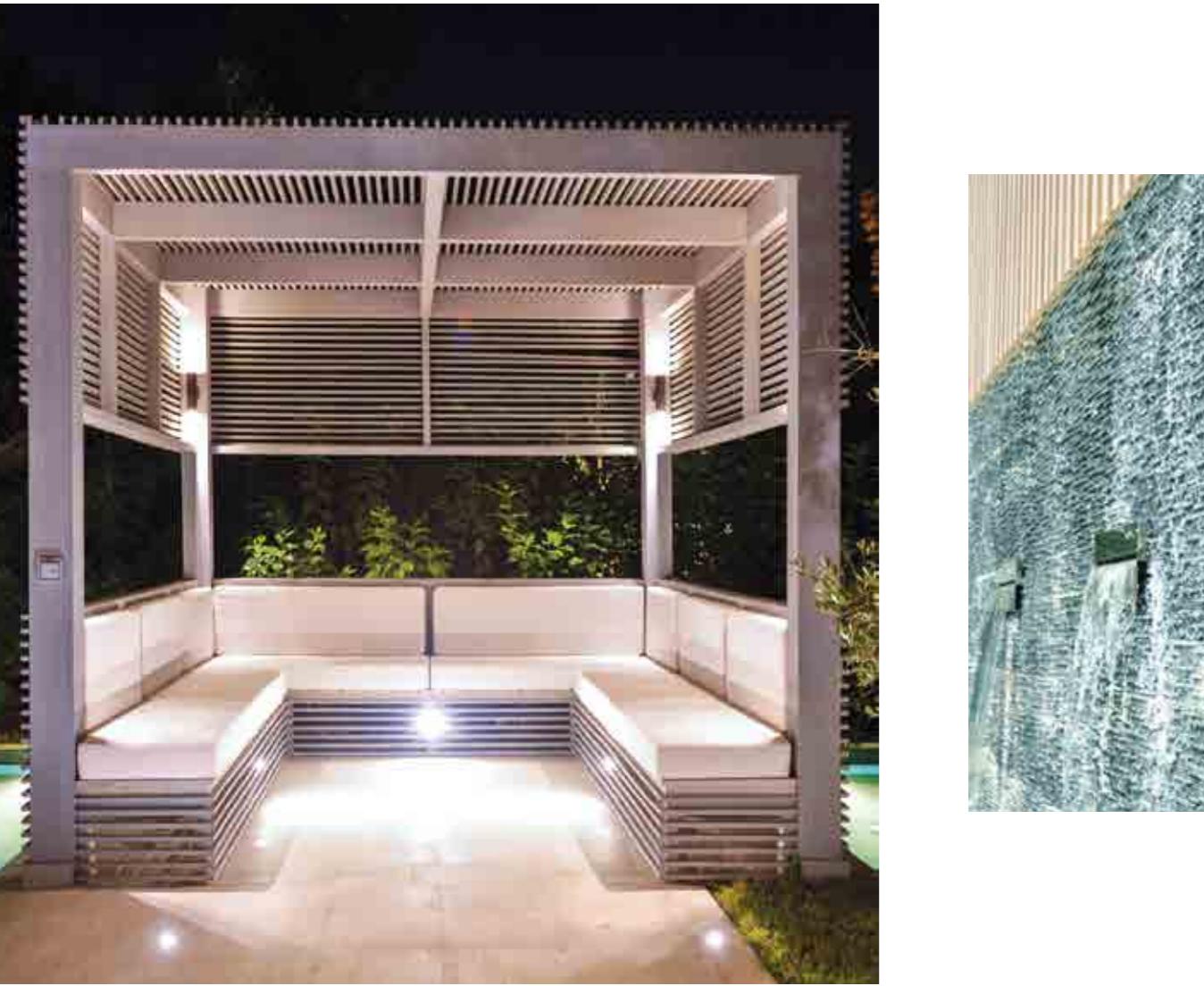
Beautiful themed gardens connected by common parklands and meandering streams are an integral lifestyle element of Al Barari, forming tranquil areas for rest and inspiration. 'Green Works' the Al Barari plant nursery, which occupies a space of 3.3 million sq ft, ensures the sustainability of each of the gardens and landscape areas within this botanic paradise and also offers a wide range of landscaping, maintenance and design services.



Residents can benefit from facilities including Body Language health club with sauna and steam room, infinity-edge swimming pool, two tennis courts, The Farm restaurant, and signature spa and wellness Heart & Soul. Further developments for Al Barari community will include a resort hotel, medical facilities, retail and dining offers, business school and much more.

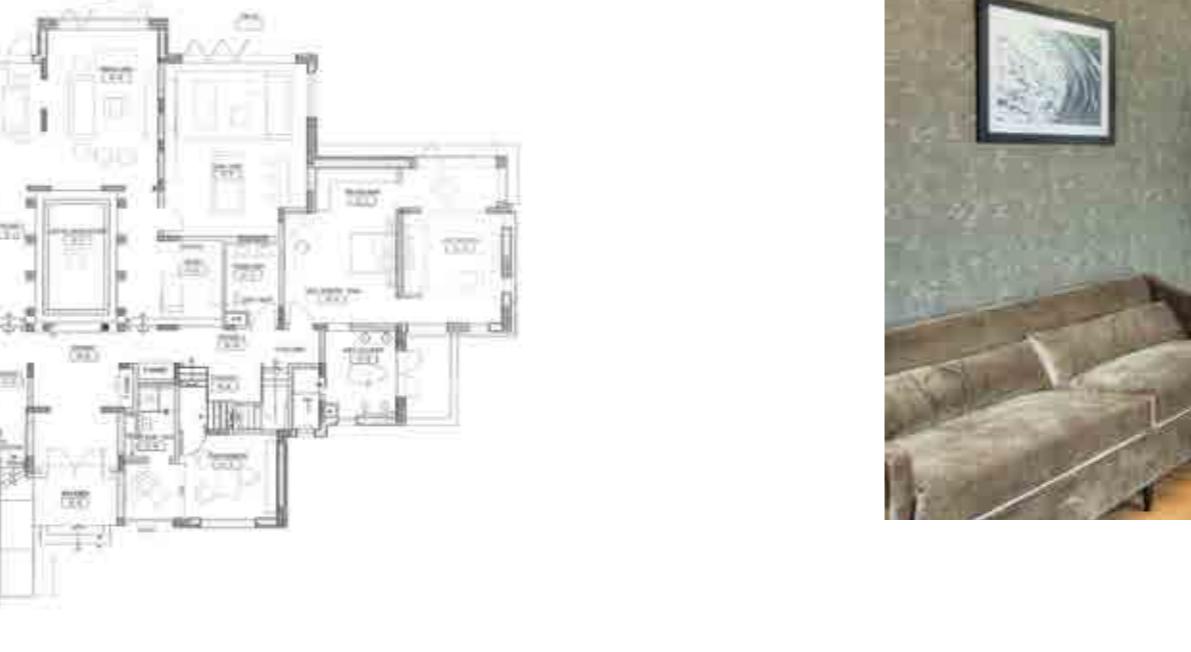


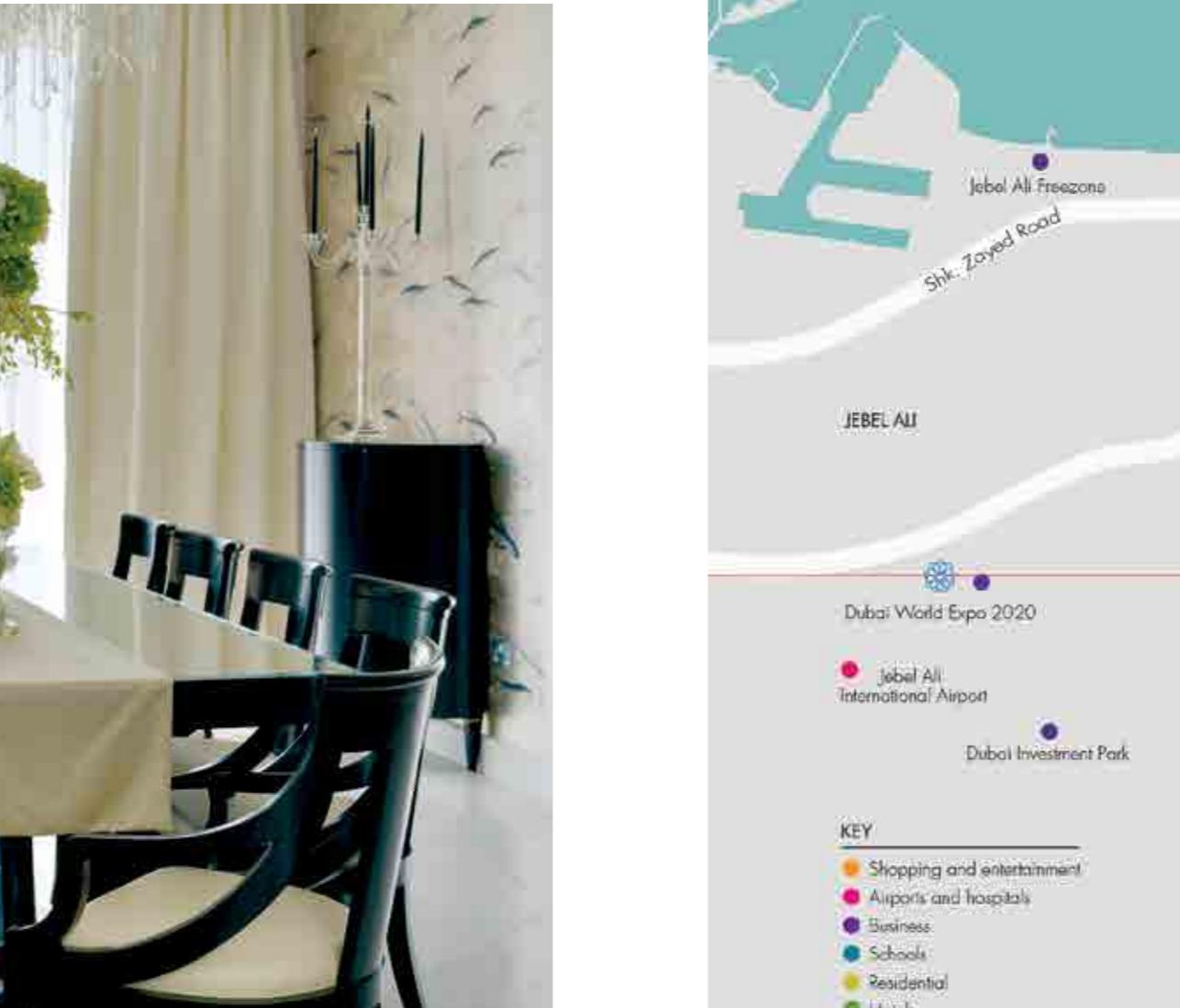
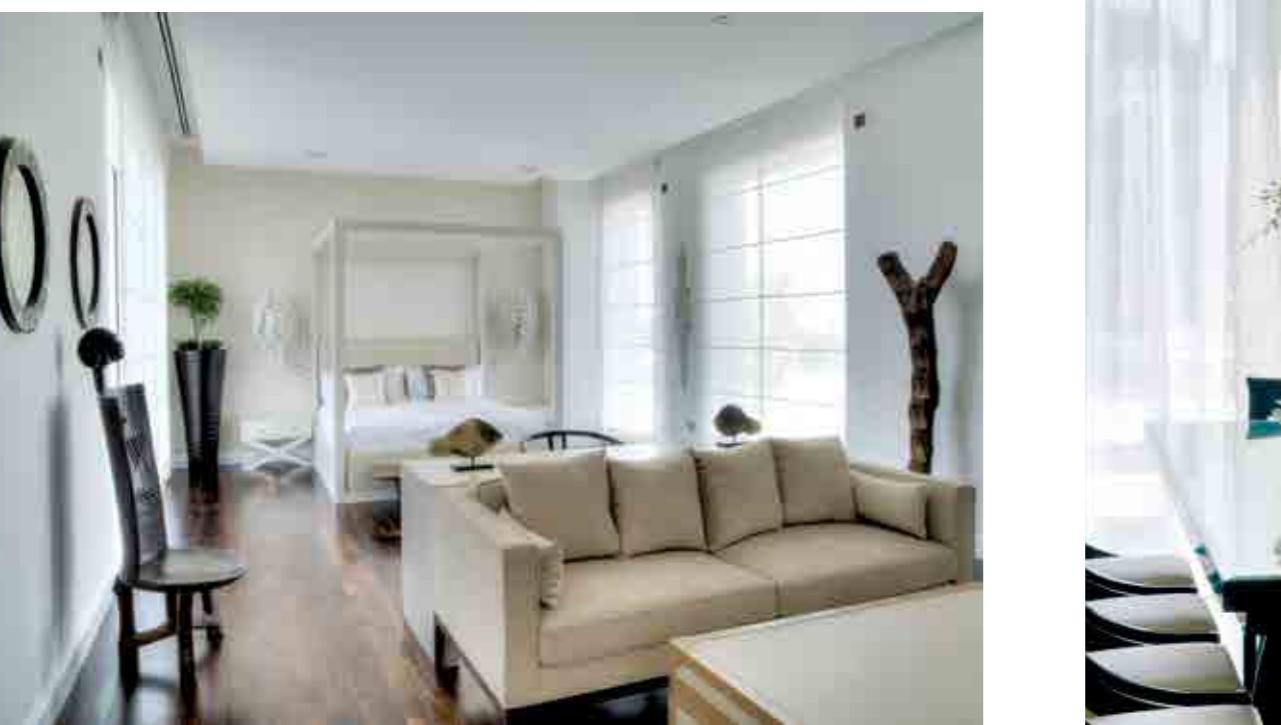
Our interior experts, Ettetera Living, since establishing in 2003, have become the benchmark for high-end timeless interior design throughout the Middle East and internationally. Ettetera has been featured for the last 3 years in the Andrew Martin Design Review and won numerous interior design awards, making them the perfect partner to customise your home interiors. Along with Sustainable Builders, our in-house contractors whose team consists of renowned international architects, project managers and engineers have the expertise to ensure the creation of your bespoke customised home.



FINISHES

Buyers can customise their homes under the expert direction of Sustainable Builders, with Etcetera Living and Green Works available to collaborate on interiors and landscaping concepts.



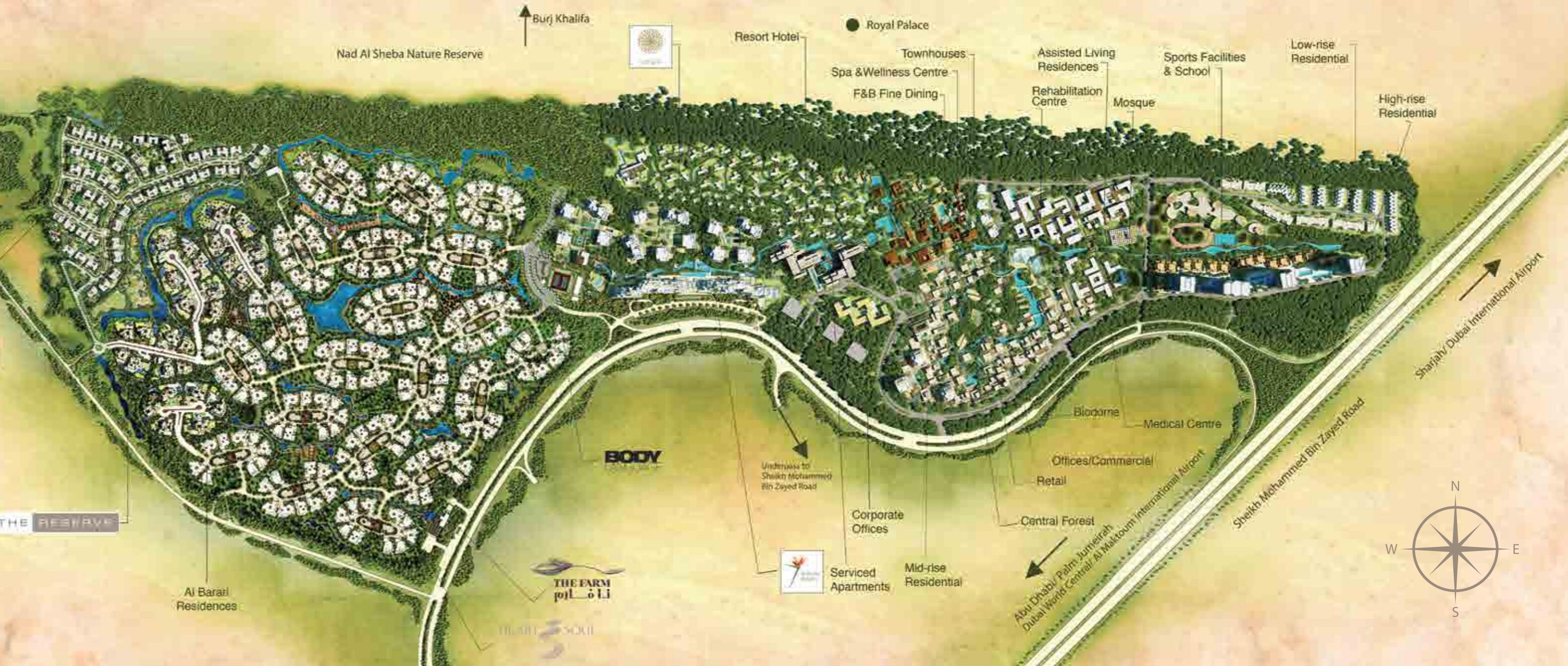




AL BARARI MASTERPLAN

Phase I saw the handover of villas, the completion of six themed gardens, the region's largest plant nursery Green Works, the launch of the unique concept restaurant, The Farm, health club Body Language, and Heart & Soul spa and wellness.

Phase II will see the creation of a six-star resort hotel, business school, medical facilities, retail offerings and further residential development in addition to the current projects, Seventh Heaven, Ashjar and The Nest.





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