



DMCC Launches Sales for SO/ Branded Residential Units at its Flagship Uptown Tower

- *SO/ Uptown Dubai Residences' offers 227 signature properties now available on the upper-most floors at the newly developed Uptown Tower*
- *One-, two-, and three-bedroom apartments, two-bedroom duplexes, and penthouses will be sold exclusively by LUXHABITAT Sotheby's International Realty*
- *Uptown Tower will feature a 188-key 5-star luxury hotel - 'SO/ Uptown Dubai' - exclusive restaurants and extensive conference facilities*
- *A fly-through video can be viewed and downloaded [here](#)*

28 February 2023

DMCC has announced the launch of residential units at its latest flagship development, Uptown Tower. 'SO/ Uptown Dubai Residences' includes 227 signature branded residences on the top 28 floors.

DMCC has awarded LUXHABITAT Sotheby's International Realty, a record-breaking real estate company, exclusivity to lead the sales of the 227 ultra-exclusive branded residences.

SO/ Uptown Dubai Residences by Ennismore, a joint venture with Accor, are available in a range of layouts, including one-, two-, and three-bedroom apartments, as well as duplexes and penthouses. With all units featuring the signature 'French glamour' and modern elegance that comes with all SO/ branded properties, SO/ Uptown Dubai Residences represent the pinnacle of living at the heart of new Dubai.

Designed by internationally renowned architects Adrian Smith + Gordon Gill, Uptown Tower is the first tower to be built within the Uptown Dubai district, which forms a core part of SO/ Uptown Tower's compelling proposition. As such, residents at SO/ Uptown Dubai Residences will avail of a full suite of premium commercial, residential and recreational areas.

Residents will have access to an indoor pool, SO/ FIT Gym, SO/ Kids Club, sky lounge, and a multi-purpose hall that also serves as a private cinema. They will enjoy a range of high-end amenities and benefits, including preferred business set-up rates with DMCC and eligibility for "Diamond" membership status, the highest tier of the Accor Live Limitless loyalty programme which provides VVIP status at the global level.

Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer, DMCC, said: *"DMCC has been a pioneer in both developing and managing mixed-use communities in Dubai. The launch of our SO/ Uptown Dubai Residences is an extension*

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of our world-class record and represents the next step on this journey, offering a prime destination for businesses and residents to experience all that Dubai has to offer. As global businesses increasingly turn to Dubai to access some of the world's fastest-growing markets, we anticipate high demand from both local residents looking for a new premium home, and international investors looking for new opportunities in Dubai's thriving real estate market."

Uptown Tower's design replicates the brilliance of diamonds through its glass façade, illuminating the interior spaces with natural light while filtering out harsh glare. The 340-metre-tall, or 81-storey, Uptown Tower will also feature a 188-key 5-star luxury hotel – 'SO/ Uptown Dubai', exclusive restaurants, F&B offerings in The Atrium, and extensive conference facilities. Uptown Tower's 22 floors of premium Grade A commercial office space were fully pre-leased ahead of the tower's launch, demonstrating the strong appeal to global businesses that Dubai, DMCC, and Uptown Tower command.

As part of the Uptown Dubai district, Uptown Tower will be one of two high-rise iconic mixed-use towers and seven residential, commercial and hospitality mid-rise towers, arrayed around The Plaza – all offering supreme amenities for residents, employees and visitors. Construction on the next phase of Uptown Dubai is underway.

A fly-through video can be downloaded [here](#).

Customers interested in purchasing a property at SO/ Uptown Dubai Residences can visit the DMCC Lounge in Almas Tower, JLT / email sales@uptowndubai.ae / call +971 4 517 7313.





About DMCC

Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future.

www.dmcc.ae

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