

SO/UP TOWN DUBAI

RESIDENCES

Uptown Dubai is the scene for SO/ Uptown Dubai Hotel & Residences - an ingenious creation by internationally acclaimed architects, designers, and artists. Infused with the signature SO/ touch of French elegance and savoir faire, it exudes a refined art de vivre, offering an exciting and immersive new lifestyle experience. Every detail is carefully curated, reflecting the latest design trends. Every aspect is trendy and modern, created expressly to exhilarate and inspire intense living.

ARTISTIC AVANT-GARDE DESIGN AND
SEAMLESS SERVICE CREATE FOREVER MOMENTS
AND GENUINELY INNOVATIVE EXPERIENCES.

DMCC

**FEEL THE PULSE
OF DUBAI**

5 MINS

TO THE BEACH

DIRECT ACCESS
TO SHEIKH
ZAYED ROAD

20 MINS

TO DOWNTOWN

THE SOUTHERN GATEWAY

Uptown dubai is a historic project and brilliant landmark. Comprising 7 Medium towers and 2 high-rise towers, uptown tower is the first to rise above The Plaza, the pulse of the district.



AT THE CORE

With innovative business industries, retail and food and beverage outlets, experiential living in residences, luxury hotels, tourist attractions, iconic landmarks, and a sustainable community centred around The Plaza, an interactive and multisensory arena that sparks curiosity and engages the senses, Uptown Dubai is the dynamic core of Dubai.



SO / CURIOUS

The SO/ brand is famous for its innovative, exciting entertainment and culinary offer, elevated to the ultimate level for SO/ Uptown Dubai Hotel & Residences. Preferred access and special pricing are included in the residents' benefits. Taking the concept of the thrilling dining entertainment experience a step further, Celeste is a one-of-a-kind dining theatre adventure. Exquisite dishes are combined with surprising, intriguing performances in a setting that is equally curious as the theatrical interpretation of social life.

A TASTE OF EUROPE AWAITS AT BRASSERIE UPTOWN

Delight in an unparalleled dining experience at Brasserie Uptown, where you'll discover the essence of modern European cuisine, from breakfast to dinner. Indulge in the retail component, featuring fresh pasta, sauces, olive oil, and spices, for an authentic taste of the Mediterranean.



EXQUISITE EVENTS

The SO/ Uptown Dubai Hotel offers guests, residents and visitors inspired state-of-the-art facilities for the most amazing bespoke events; ranging from meetings, seminars and conferences, to celebrity events, award ceremonies, gala concerts and cool festivals. With premium technology, dedicated personnel, a solution centre and several different areas, the possibilities for creating unforgettable events are endless.

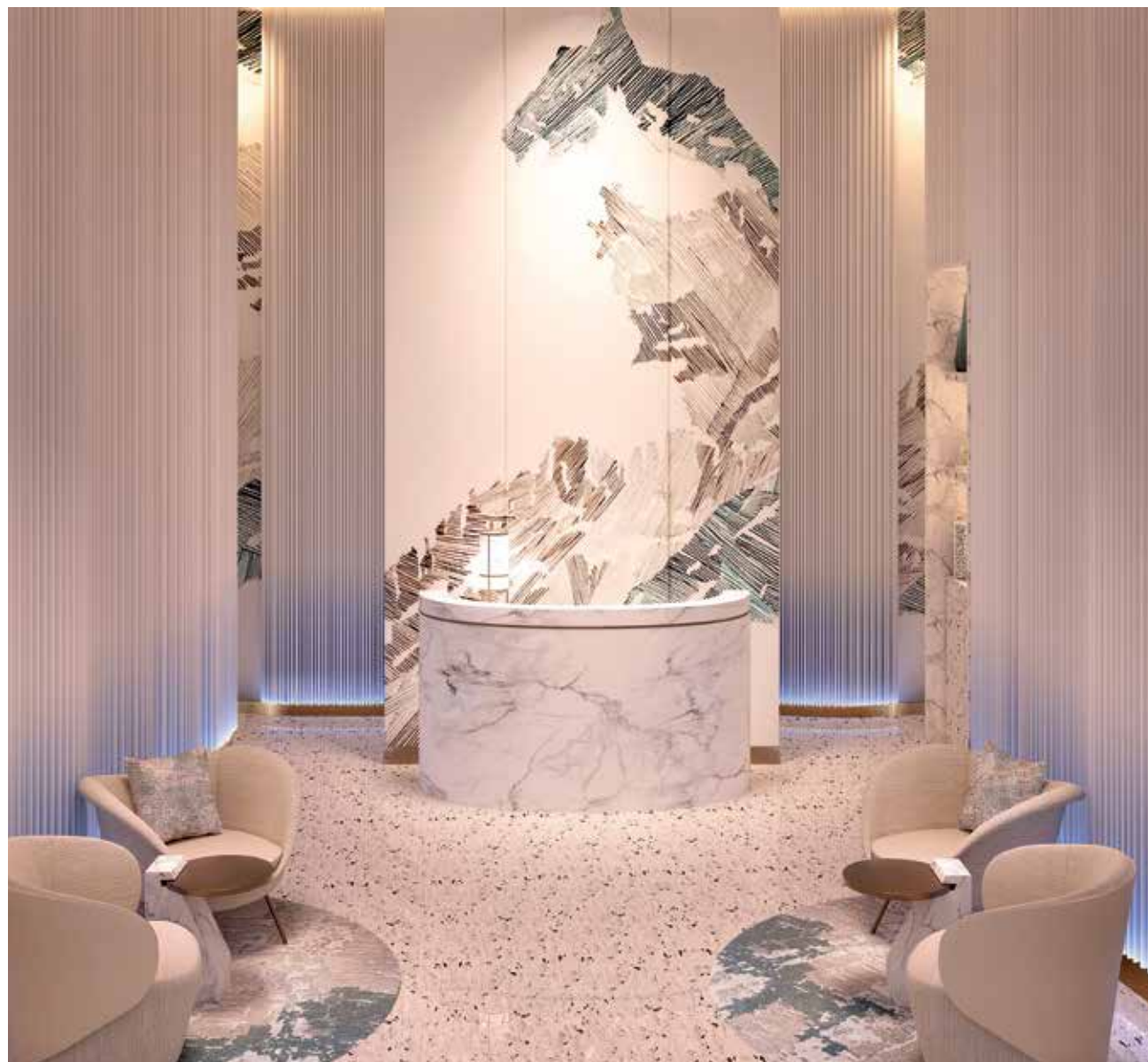




A SPECTACLE OF WELL-BEING

The SO/ Uptown Dubai Hotel pool and gym are spectacular spaces - inherently playful, bursting with energy, and audacious shapes and colours. Elegant, harmonious and delicate, they offer the perfect setting where you can lounge around and unwind, contemplate the small pleasures in life, or go to get your positive and creative energy flowing.





TREAT YOURSELF

When you enter the SO/ Uptown Dubai Hotel spa you're embarking on a profoundly luxurious journey, a transformative experience arising from head-to-toe pampering, complete indulgence and absolute rejuvenation. The innovative SO/ Spa concept comprises a splendid centre of well-being, some of the world's best French cosmetology treatments, zen inspired treatment rooms with en-suite facilities and a soothing reception area. Preferred access and special pricing for residents apply.





GLAMOUR & STYLE

SO/ Uptown Dubai prides itself on bringing innovations to the luxury hospitality offer, like the absolutely chic and stylish Glow Bar. Here you can drop in for expert advice from in-house and celebrity stylists, pick the perfect outfit, get the trendiest hairstyle, indulge in a range of beauty and aesthetic treatments.

YOU'VE ARRIVED

SO/ UPTOWN DUBAI RESIDENCES

Feel the renowned five-star SO/ welcome permeate through the surroundings, creating a truly exclusive arrival to your exquisite home - an experience where the novelty will never wear off but will always be an occasion to look forward to.

MOVIE-STAR LIFESTYLE

The sleek cinema room can take the movie-watching experience to new heights and can also be transformed into a versatile multi-purpose events hall, perfect for corporate presentations, seminars, and private functions.

With the fusion of the latest audio-visual technology, elegant yet cosy seating, and a stunning backdrop of Dubai's myriad lights, this space provides a unique and unforgettable setting for any event.

LUXURY LIFESTYLE SERVICES

The SO/ Uptown Dubai Residences come with a myriad splendid and thoughtful benefits and privileges, designed to meet the demands, needs, wishes and desires of creative and dynamic globe-trotting luxury-living connoisseurs. The extraordinary array of services ranges from essential, included in the standard service charge and delivered by an attentive yet discreet management team, to on-demand, a-la-carte, where additional charges may apply.

ESSENTIAL SERVICES

- 24-hour residence concierge (arrangements for dining, entertainment, fitness, sports, golf, spa and more)
- Bell / doorman services
- Housekeeping, maintenance and utilities and property insurance (base building & common areas)
- Valet parking
- Dedicated Owner Services Team delivering highly personalized service (includes resident DJ)
- Free Wi-Fi in common areas
- 24-hour common area security
- Top Tier status in Accor Live Limitless loyalty program, including but not limited to:
 - Automatic upgrades (subject to availability)
 - VIP Desk
 - Preferred rates, with 20% off best available rate
 - And many more

BENEFITS & PRIVILEGES

- 10% discount on spa, retail, F&B, in-residence dining, biz solutions, private transportation via SO/ Uptown Dubai Hotel
- Preferred access and special rates for SO/ Uptown Dubai Hotel amenities
- Priority access, special rates, and preferred seating for select SO/ Uptown Dubai Hotel venues and events, including the ultra popular and always packed SO/ Pool Party.
- Fashion endorser preferred pricing and priority access/invites to VIP events locally and internationally
- Preferred rates on setting up a DMCC company
- Best available lease rate for occupying commercial office space or Business Center (T&C apply)
- Access to DMCC Networking Events

SIGNATURE SERVICES

RESIDENCES' PRIVATE FACILITIES

- Dedicated residences' entrance and lobby
- Residents' Lounge
- Private cinema
- Multi-functional space for private functions
- Indoor swimming pool, with kids' pool and relaxation cabanas
- SO/ Fit residence fitness club
- SO/ Kids club
- Dedicated parking for each apartment
- Electric vehicle charging stations
- Bicycle parking
- Motorcycle parking

A LA CARTE SERVICES

- In-residence dining & in-residence catering and delivery (options include private chef, catered events)
- Residents' Lounge mixologist - cocktails prepared for special events
- Cinema screenings or special events with chef or catering, DJ, mixologist and more.
- In-residence SO/ Spa treatments (subject to availability)
- SO/ Spa Suite - a day use luxury spa suite exclusively available only for residents
- Business centre - discounted rates on scanning, printing, secretarial / administrative services, including SO/ Uptown Dubai Hotel meeting room bookings
- SO/ Fit Programs - personal trainer, wellness consultant & SO/ Yoga classes
- Personal assistant & shopping service
- In-residence and/or SO/ Kids childcare (subject to availability), parties and entertainment
- In-residence maintenance



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