



Baccarat
HOTEL & RESIDENCES
DUBAI

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A black and white photograph of a glass bottle, possibly a perfume bottle, with water droplets on its surface. The bottle is the central focus, with a vertical line of water droplets running down its side. The background is filled with soft, out-of-focus light spots, creating a bokeh effect. The text "LIFE IN NEW LIGHT" is overlaid on the image in a serif font.

LIFE
IN
NEW
LIGHT

LIFE IN NEW LIGHT

Of noble origins, the Baccarat brand and its devoted artisans have spent centuries establishing and refining the globally recognized hallmarks that distinguish true luxury – skilled craft, uncompromising quality, and impeccable service.

Making their spectacular Middle-Eastern debut in the heart of Dubai, the masters of refinement and elegance have forged generously spacious and warmly intimate homes that strike the delicate balance between dignified allure and widespread adulation.

Welcome to an artful celebration of legendary heritage, unparalleled service, and iconic design.

An exclusive invitation to reimagine the art of living in new light. For those who aspire for more.







EXCELLENCE

THAT

ENDURES

EXCELLENCE THAT ENDURES

Since its founding by King Louis XV's royal decree nearly 250 years ago, Baccarat has transformed the most basic elements — sand, fire, and water — into exquisite objects of uncommon beauty. Treasured by Kings, Tsars and Maharajas, Baccarat crystal lives in the private collections and homes of royalty, adorning mansions, staterooms, and chambers throughout the civilized world.

Today, Baccarat draws upon its rich heritage of beauty, culture, and innovation to create a brilliantly imagined hotel and residence. Designed to invigorate the senses, to anticipate the desires of the most discerning connoisseurs, and to exceed their expectations, in a way that is only Baccarat.

This hotel and residence situated in Downtown Dubai, the prestigious heart of the city's culture and vibrancy, offers an instant and effortless connection to globally esteemed institutions from the worlds of fashion, art, cuisine, and entertainment.

Enlivened by the infinite potential for experience, life at the residences reflects the dynamism of contemporary Dubai, a city celebrated for its adventurous vitality, whilst offering moments of serenity, respite, and seclusion. This is luxurious living defined, shaped, and perfected not by others, but by you.

It's a way of living that will stand out on an international stage. We're orchestrating unparalleled levels of craft to reach and maintain that caliber. We want residents to feel like — and know that — they're at the top.







“Investing in the extraordinary is core to our mission and undoubtedly, Baccarat Hotel fits within this vision. With one of the richest brand equities and legacies in the luxury hospitality sector, we are ecstatic to be able to bring this brand to Dubai, a market that is no stranger to magnificent hospitality and experiences. We are certain that this mixed-use development will be a highly sought-after destination for both residents and visitors alike, contributing to the country’s vision to make Dubai one of the world’s best places to live, work and stay.”

ABDULLA BINHABTOOR
CHIEF PORTFOLIO MANAGEMENT OFFICER
SHAMAL HOLDING





“This is a historic brand with unique qualities – excellent heritage, exceptional craft, and a celebrated lifestyle. They’ve created lasting quality for centuries; now we want to bring them to the Middle East in an exciting new chapter for their noble legacy.”

MILTOS BOSINIS
CEO
H&H DEVELOPMENT





VIRTUOSO

PERFORMANCE

VIRTUOSO PERFORMANCE

Founded by Daniel Libeskind, one of the world's most renowned architects, Studio Libeskind represents a perfect pairing or Baccarat, complementing the artful and artisanal qualities of the atelier.

Adapting a philosophy that draws inspiration from art, literature, philosophy, and music, the iconic architecture practice is making a bold statement that will draw the world's attention and mark its first foray in the region.

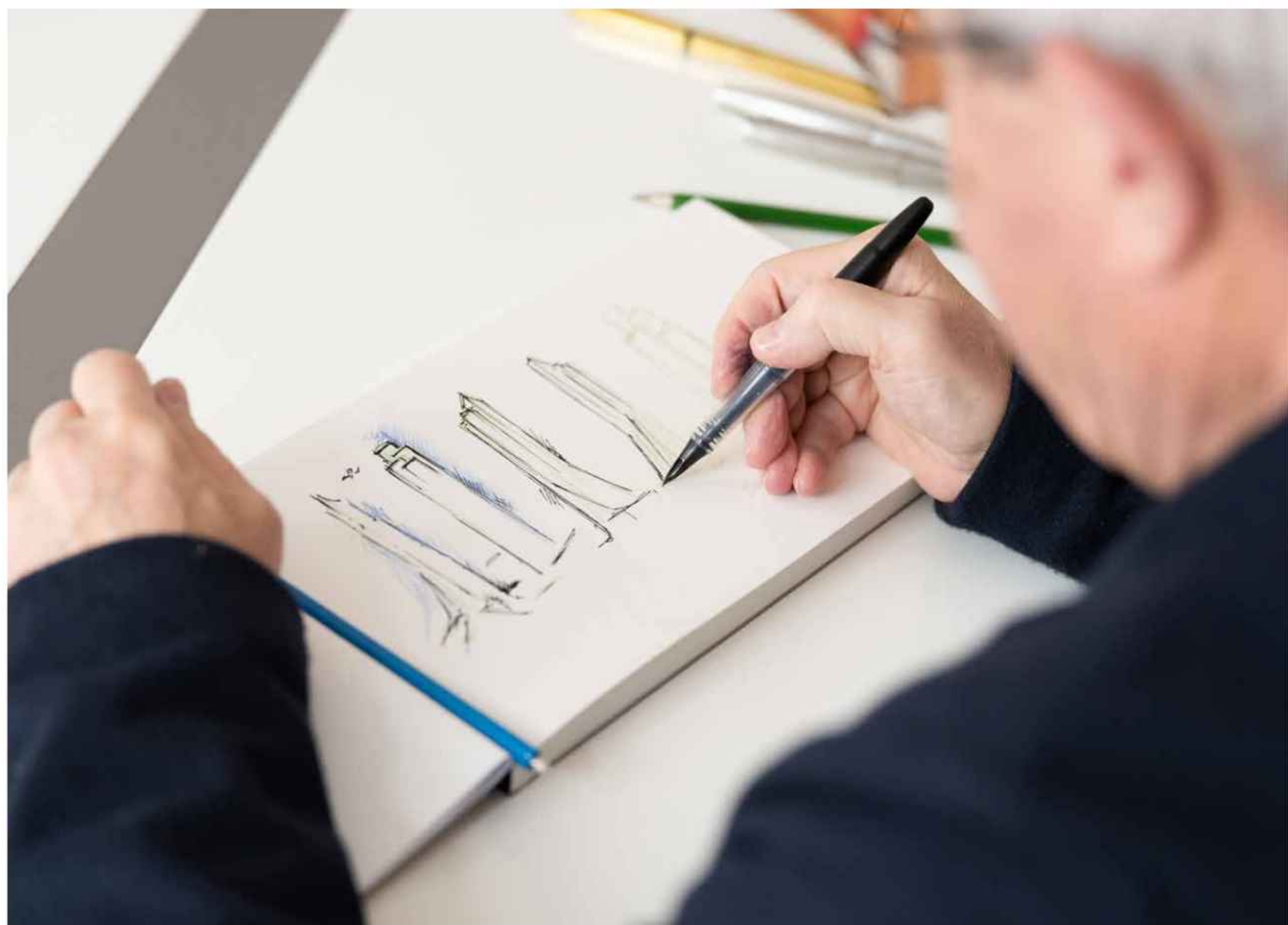
A groundbreaking development brought to life through true devotion to creativity, craft, and culture.



“Architecture is not about itself, it’s about everything but itself. It’s about music, it’s about poetry, it’s about life, it’s about politics, it’s about history, technology, it’s about all of those things”

DANIEL LIBESKIND
FOUNDER & PRINCIPAL ARCHITECT
STUDIO LIBESKIND









A
REFLECTION
OF
PERFECTION



A REFLECTION OF PERFECTION

Situated in Downtown Dubai, the crystalline tower creates a majestic presence that shines bright amongst the city's celebrated skyline. Angular forms paint elegant gestures on a metropolitan canvas, creating a sophisticated mark of difference that carefully complements and contrasts its surroundings.

Designed to enrich each of life's moments with natural light, glass facades filter the desert sun and break only to provide unadulterated views of the Burj Khalifa. Framing, accentuating, and embracing the nation's most prized possession, this architectural masterpiece rejects compromise and shows the world how to perfect exemplary form and exciting function.











SOPHISTICATED

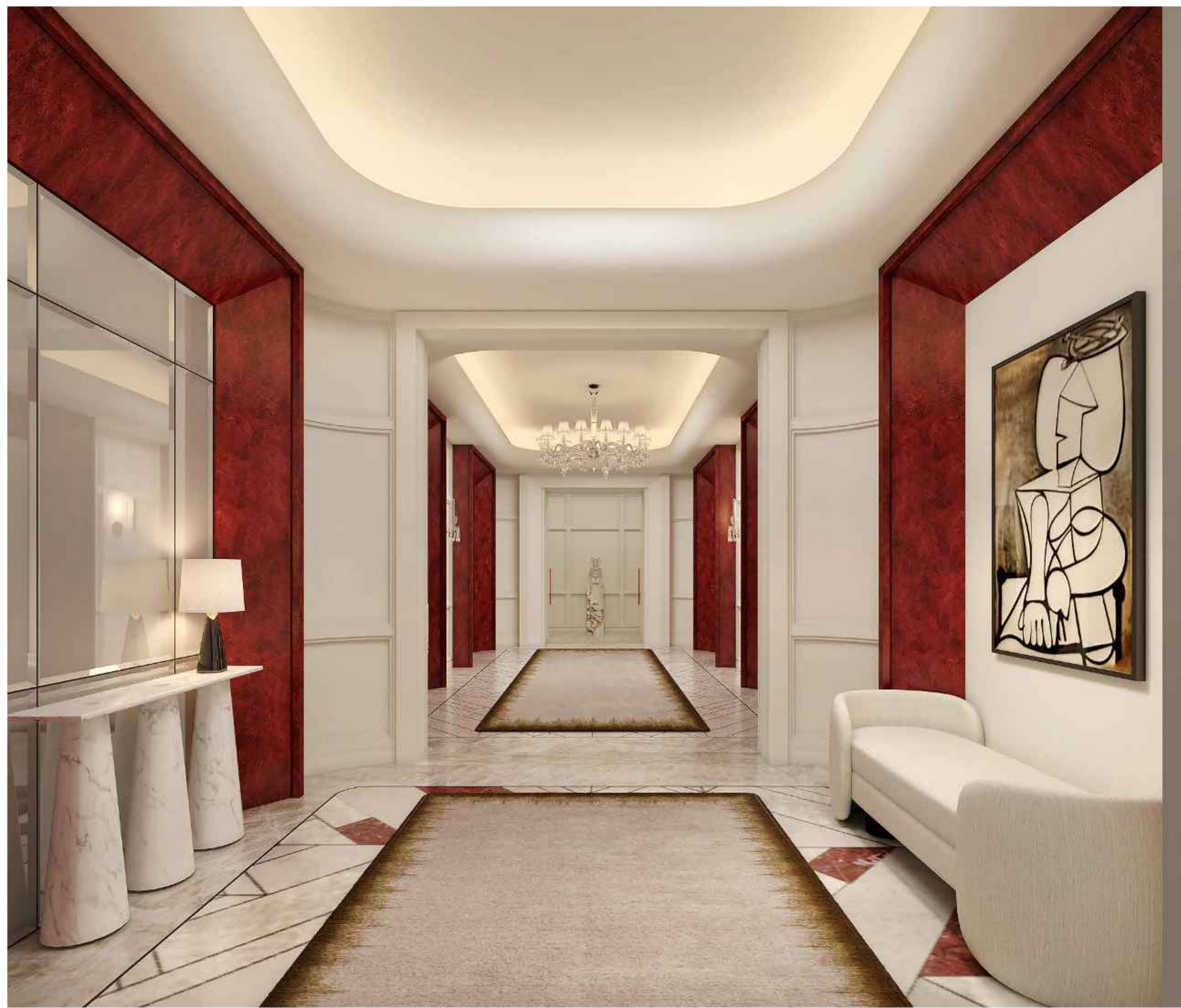
SENSIBILITY

SOPHISTICATED SENSIBILITY

1508 London are esteemed designers who have transformed heritage buildings, pioneering creations, and illustrious hotel spaces worldwide. Inspired by the evolving cultural identity of Dubai and Libeskind's architectural vernacular, the studio presents a soft, ethereal, and dreamlike vision that intelligently juxtaposes the geometric exterior of the building.

Carefully layering and orchestrating exquisite fabrics, fine marbles, and shimmering crystals, the resplendent interiors invite you to explore a world of discreet opulence, a marriage of the classic and the contemporary that evokes notions of Versailles and reimagines regal living for today's tastemakers.





“We have interrogated every single detail to create an irresistible succession of space; each home will play with a combination of excitement, anticipation, and the theatrical to create residences that are unapologetically indulgent.”

ANTHONY TAYLOR
DESIGN PRINCIPAL, 1508





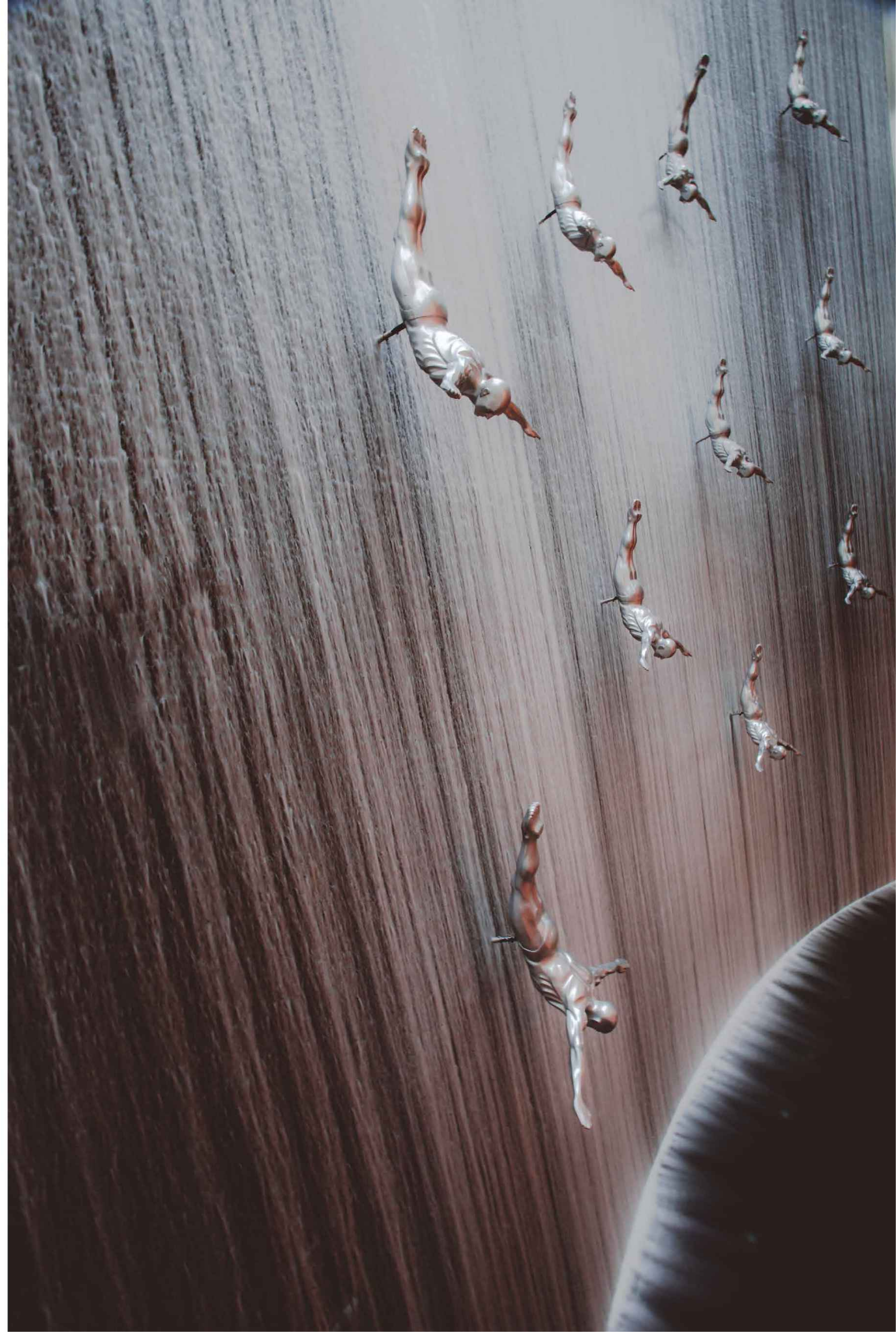




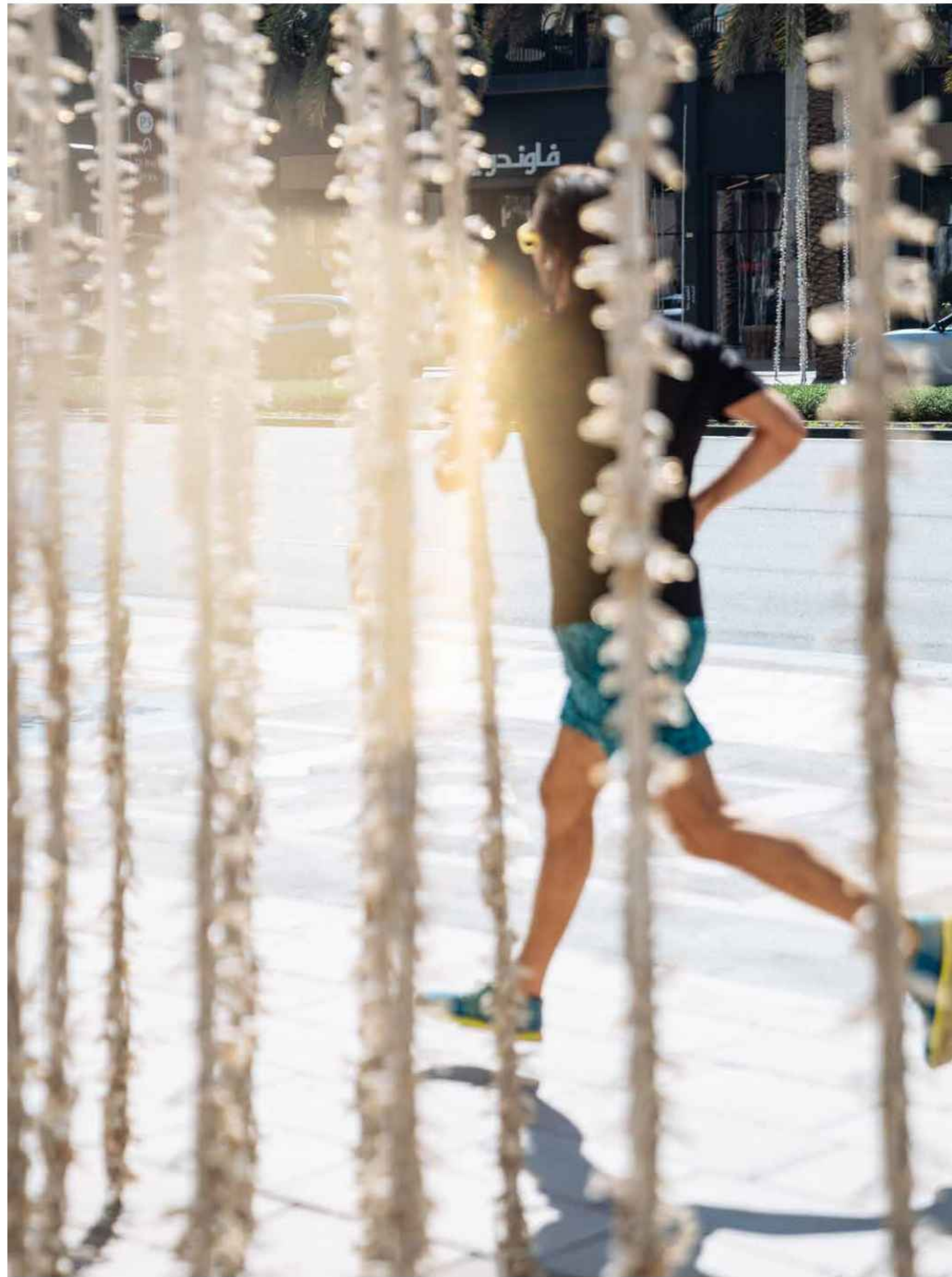
L'ART
DE
VIVRE

“We are thrilled to be partners in the development of this extraordinary hotel and residences in one of the top travel destinations in the world,”

BARRY STERNLICHT
CHAIRMAN OF SH HOTELS & RESORTS.







Key Locations

● Cultural / Landmarks

- 1 Burj Khalifa
- 2 Dubai Opera
- 3 Emirates Towers
- 4 DIFC – Gate Building
- 5 ICD Brookfield Place
- 6 Museum of the Future
- 7 The Dubai Fountain

Retail

- 8 Dubai Mall
- 9 CityWalk

Dining

- 10 Zuma
- 11 LPM Restaurant & Bar
- 12 La Cantine du Faubourg
- 13 Nammos
- 14 Coya



About Shamal Holding

Born in Dubai, Shamal Holding is a diversified investment firm that cultivates the extraordinary, through a unique portfolio of investments, experiences and assets. The investments we make are strategically chosen and thoughtfully nurtured, mirroring Dubai's ambition, spirit and energy.

Our real estate portfolio spans master communities, districts, residences, retail hubs and commercial spaces, we help realise potential, delivering unique developments such as Dubai Harbour and Nad Al Sheba Gardens. We invest in a range of properties, franchises and operations across the hospitality sector from luxury, premium and affordable experiences, with extraordinary domestic and international brands as diverse as Five Guys, Jumeirah Zabeel Saray and Hart Shoreditch Hotel London and Curio Collection by Hilton. As the owning company of some of Dubai's most unique and iconic leisure and entertainment destinations such as we curate extraordinary experiences every day. We also partner with best-in-class asset managers to manage a globally diversified investment portfolio.

For more information, visit www.shamalholding.com

About SH Hotels & Resorts

SH Hotels & Resorts, an affiliate of global private investment firm Starwood Capital Group, is a sustainable hotel brand management company that operates 1 Hotels, a nature-inspired lifestyle brand that launched in 2015 with properties in South Beach and Manhattan and now includes Brooklyn Bridge, West Hollywood, Sanya (China), Toronto and the recently opened San Francisco and Nashville properties with projects in development in Hanalei Bay, Cabo San Lucas, Paris, London, Elounda Hills (Crete), Austin, Copenhagen, Riyadh and Melbourne; Baccarat Hotels & Resorts, a luxury brand that made its debut in March 2015 with the opening of its flagship property in New York, with projects under development in Brickell (Miami), Florence, Riyadh and Rome; and Treehouse Hotels, which premiered in London in 2019 and with projects under development in Manchester, Sunnyvale, Brickell (Miami) and Riyadh. Leveraging its marketing, design, operational and technological expertise, SH Hotels & Resorts is the force behind some of the most groundbreaking and dynamic hotel brands in the world.

For more information, visit www.shhotelsandresorts.com

About H&H Development

Established in 2007, H&H is a leading Dubai-based real estate investor, developer, and asset manager, with a fast-growing portfolio in the city's real estate industry. The company's capabilities focus on developing and providing bespoke and comprehensive turnkey asset management.

H&H creates projects that offer guests a new quality standard, bringing modern and timeless design to life.

The company has three divisions: H&H Development, H&H Properties, and H&H Interiors, each providing unique services and experiences to customers.

For more information, visit www.h-h.ae

Sales Centre

Dubai International Financial Centre
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Dubai, United Arab Emirates
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Timings
10am – 10pm

Owner
Shamal Holding

Developer
H&H Development

Brand
Baccarat Hotels & Residences

Managed by
SH Hotels & Resorts

Architect
Studio Libeskind

Interior Designer
1508 London

Design & Art Direction
Noë & Associates



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