

The



- THE 8 -

Simple yet bold, the perfect blend of symmetry and sophistication. Its clean and curvaceous lines have influenced art, fashion, design and architecture. A symbol of good fortune. A change in perspective and it becomes infinity. Count the floors of this modern beachfront development and you'll find 8 storeys ready to unfold.





THE CITY

Dubai has undergone a remarkable transformation - from a land of opportunity to one of the world's most vibrant metropolises. As a tourism, trade and logistics hub where over 200 nationalities come together, Dubai was globally recognised as the perfect host for the Expo 2020. Hosting the Expo will have a significant positive impact on the economy, infrastructure, real estate demands and development projects.



THE LOCATION

As one of Dubai's main landmarks and most luxurious locations, The Palm Jumeirah represents a world-renowned residential and tourism destination. It offers not only the perfect balance of beach and culture with exceptional apartments and villas, but also some of the world's finest hotel resorts and fine-dining venues.



THE NUMBERS

In terms of real estate investment, The Palm Jumeirah continues to lead the market in property value retention. While 45,000 new residential units are scheduled for completion by the end of 2015, only 4% of these projects will take place on the Palm Jumeirah, ensuring real estate in these areas continues to be highly sought. Its limited residential opportunities combined with its unique setting have placed it at the forefront of rental yields as well with Palm Jumeirah apartments and villas commanding a significant premium over other affluent areas of Dubai.



THE DETAILS

THE PROJECT



Inspired by cool, chic Miami style living, the design is sophisticated and clean with a contemporary touch. Lightweight architecture and spaciousness are carried throughout the design, from the exterior focus on wide-open balconies to the airy and sleek interior where the space is adorned with modern finishes. More art gallery than apartment, The 8 will be one of the Palm Jumeirah's most distinguished addresses.



Featuring a variety of types covering two-bedroom and three-bedroom apartments as well as signature townhouse and penthouse units, each floor plan has been meticulously designed, from the private gardens, entertainment decks and pools in the townhouses to the private lifts of the duplex penthouses.

Inspired by the world's leading designers and using the best European finishes – from natural stone floorings to perfect wall finishes, every element of The 8 interiors has been carefully selected to create the perfect blend of modern and classic. Channelling its roots from fashion and glamour, The 8 has commissioned leading designer Kenzo Maison to provide select furnishings and accessories within the lobbies to add further to the grandeur of arrival at The 8.

KENZO maison

THE LIFESTYLE



The



Dubai has solidified its position as a playground for the rich and famous. Attracted to its glitz and glamour, visitors are drawn to its Michelin-star restaurants, exotic cars, high-end fashion and a thriving social scene. Those who are lucky enough to live here year-round enjoy a pampered lifestyle, where housekeeping is taken care of, dry-cleaning delivered, spas come to you and every night offers an array of events to attend. From the concierge who knows your name to the neighbour you met at last night's gala, life at The 8 is about enjoying everything this stylish destination has to offer.



THE AMENITIES

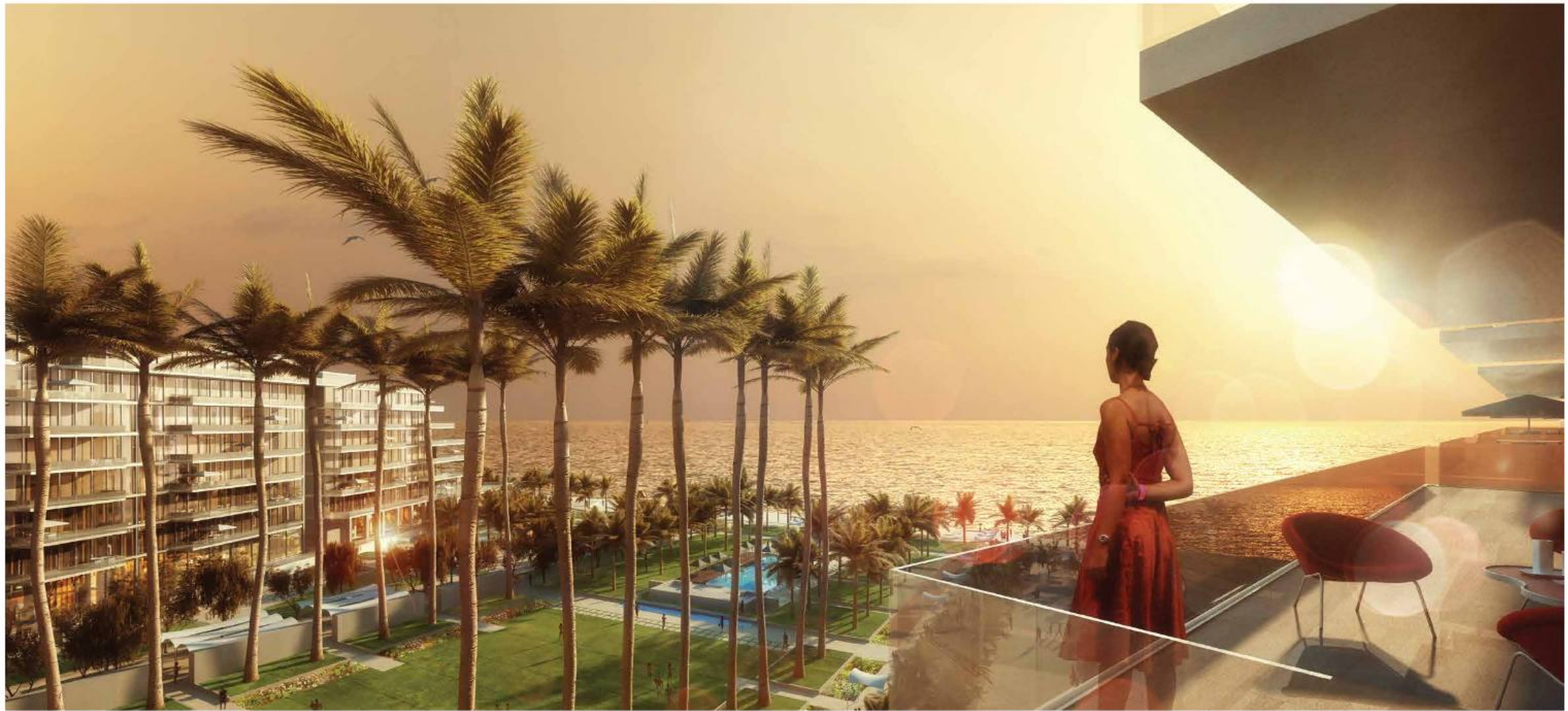
Whether you prefer to spend your day lounging by the pool or snorkelling in the Gulf, our resort-inspired facilities offer something for everyone.

- Signature Beachfront Restaurant
- Beach Cabanas and Snack Bar
 - Water Sports Facilities
 - Residents' Pool
- Kids' Area & Dedicated Pool
 - Coffee Shop/Deli
 - Gym & Tennis Court
 - BBQ & Event Area
 - Visitor Parking
- Concierge, 24/7 Security & Access Control
 - Storage Unit Rental
- Landscaped Gardens and Water Features Throughout

THE SERVICE

In addition to residential homes, The 8 resort will include professionally operated and managed hotel apartments – each with interiors furnished by Kenzo Maison. Featuring a blend of one, two and three-bedroom apartments, as well as a select penthouse suite, The 8 perfectly positions investors to capitalise on Dubai's growing tourism industry.

In 2013, it is estimated that more than 10 million visitors arrived in Dubai, pushing hotel occupancy rates up to 80% on a city-wide basis. With aggressive plans to reach its goal of 20 million visitors by the end of the decade, it's expected that Dubai's hotel supply will need to nearly double from 68,000 to 120,000 rooms. Only a small percentage of those rooms are able to be built on the emirate's most highly-sought destination and home of The 8 – the Palm Jumeirah.



THE INVESTMENT

The successful Expo bid will certainly have an impact on almost every aspect of Dubai. Fortunately, buying and investing will remain straightforward and uncomplicated. The maturing of the market has given buyers greater protection and transparency whilst still maintaining the dynamism that makes investing in Dubai that much more attractive.

Mortgages: Mortgage laws in Dubai change often. For more information about mortgages in the UAE, please refer to the UAE Central Bank.

Visas: For information on visas, contact the General Directorate of Residency and Foreigners Affairs in Dubai.

Legalities: As with all contracts, your sale and purchase agreement should be reviewed by a lawyer, ideally one familiar with property purchase in Dubai.

Registration: You can ensure that we are registered developers by checking on the Real Estate Regulatory Agency (RERA) website.



IFA Hotels & Resorts (IFA HR) develops, licenses, operates and manages residential, hotel and resort projects for international investors and owners. Although its focus is on emerging markets, the company currently has developments around the world, from the cutting-edge YOTEL in Europe, North America and Asia to five-star projects across the Middle East, Africa and the Indian Ocean.

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