



FIRST AND FOREMOST

Everything should have a place, a reason for being,
something it stands for.

Built from the first letter of the Arabic alphabet, The Alef, meaning 'first and foremost' signifies a point of infinite possibility, and the start of our story. Born out of a desire to redefine luxury, we represent a physical space premium to its core, and a quality of living beyond all else. As a leader, our love for breaking new ground means The Alef brand is truly the first of its kind – through design, space, location, and genuine lifestyle experiences.

Welcome to the home of firsts.

The Alef

DUBAI

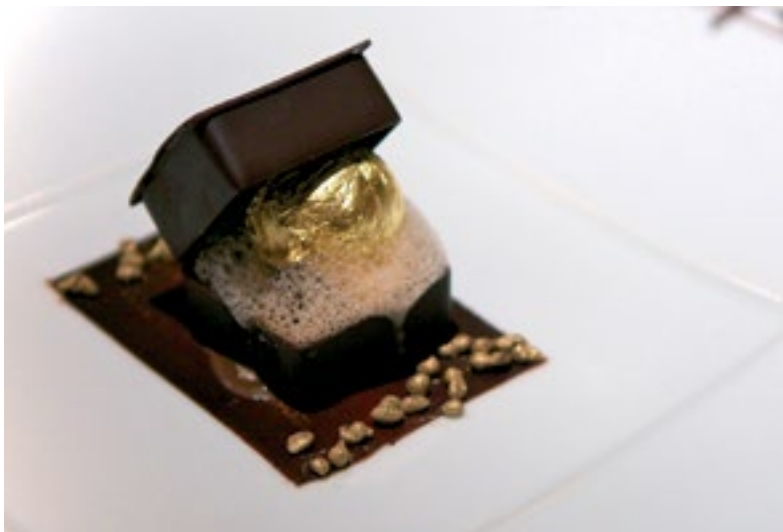
Dubai, a city made to leave you breathless. Its ever-changing towering cityscape is home to multiple cultures and many wonders, from luxury shopping to an endless list of mouthwatering cuisines and bustling nightlife.

It is a city and emirate that strives for better, to reach beyond being first.

We felt instantly at home.







FIRST AND FOREMOST

THE RESIDENCES

Welcome to a development of firsts, designed and crafted to give you a living environment that is unparalleled in Dubai, a combination of the extraordinary in every form, from views, building materials to space and services, The Alef Residences stand for something special.

THE FIRST CHAPTER

The Alef Residences on Palm Jumeirah, is the first chapter in a story of passion for better, that will be told across the Middle East and beyond.

Just like the standard of original and authentic luxury living the name represents, boundaries are always being pushed.





ONE VISION

Inspired by the environment and cultures in which it was born, Arabic lifestyle, beauty and elegance is woven throughout The Alef Residences, creating the perfect balance between space and intimacy, indoor and outdoor, privacy and social, light and dark.

The Alef Residences comprises 104 homes located in eight Mansions each featuring their own dedicated lobbies and private lifts.

BUILT ON BREATHTAKING

Surrounded by the Gulf, The Alef Residences is situated on the West Crescent of Palm Jumeirah, covering 46840 sq m, all serviced by W – The Palm. Everything is within reach, shopping, dining, even access routes as far as the airport are effortless.





HOMAGE TO THE PAST

The ephemeral wadi landscape and historic Bastakiya district of Dubai have inspired the design. Its natural forms, narrow streets and buildings with a defensive outer structure and rich inner core are translated in the development.

The design is both modern and timeless with a very sculptural façade. The building proportionally steps inwards to create extensive generous terraces and unobstructed breathtaking views.

Privacy is a unique feature within The Alef Residences and each home optimises views, light, flow and space for conscious living.





ARRIVE IN STYLE

You know when you've arrived at The Alef Residences, stepping out in front of your Mansion – one of eight.

A welcome from your personal concierge is the first clue to just how thoughtful and effortless coming and going has been designed to be.



The Alef Residences entrance



The Alef Residences Mansion lobby

SERVICED BY W – THE PALM

Woven into The Alef Residences lifestyle is a seamless, five-star level of service providing whatever, whenever. A taste of these include:

SERVICES
24 Hour Security Service
24 Hour Residential Concierge
Courtesy Limousine Service
Entertainment
In-Residences Catering
Personal Driver Service
Seamless Maintenance Service
Security for Events & Parties
Shopping
W – The Palm Beach 252 m
W – The Palm Restaurants & Facilities





W – THE PALM

W – The Palm will set a new benchmark for five-star, ultra-luxury resorts in the UAE.

Residents at The Alef Residences will gain VIP access to the hotel's many leisure facilities and fine-dining restaurants, which include six world-class F&B outlets, a poolside restaurant and bar, shisha lounge and day/night club.

A stunning rooftop, which capitalises on the location's incredible 360-degree vista, is set to become Dubai's hottest late-night destination.

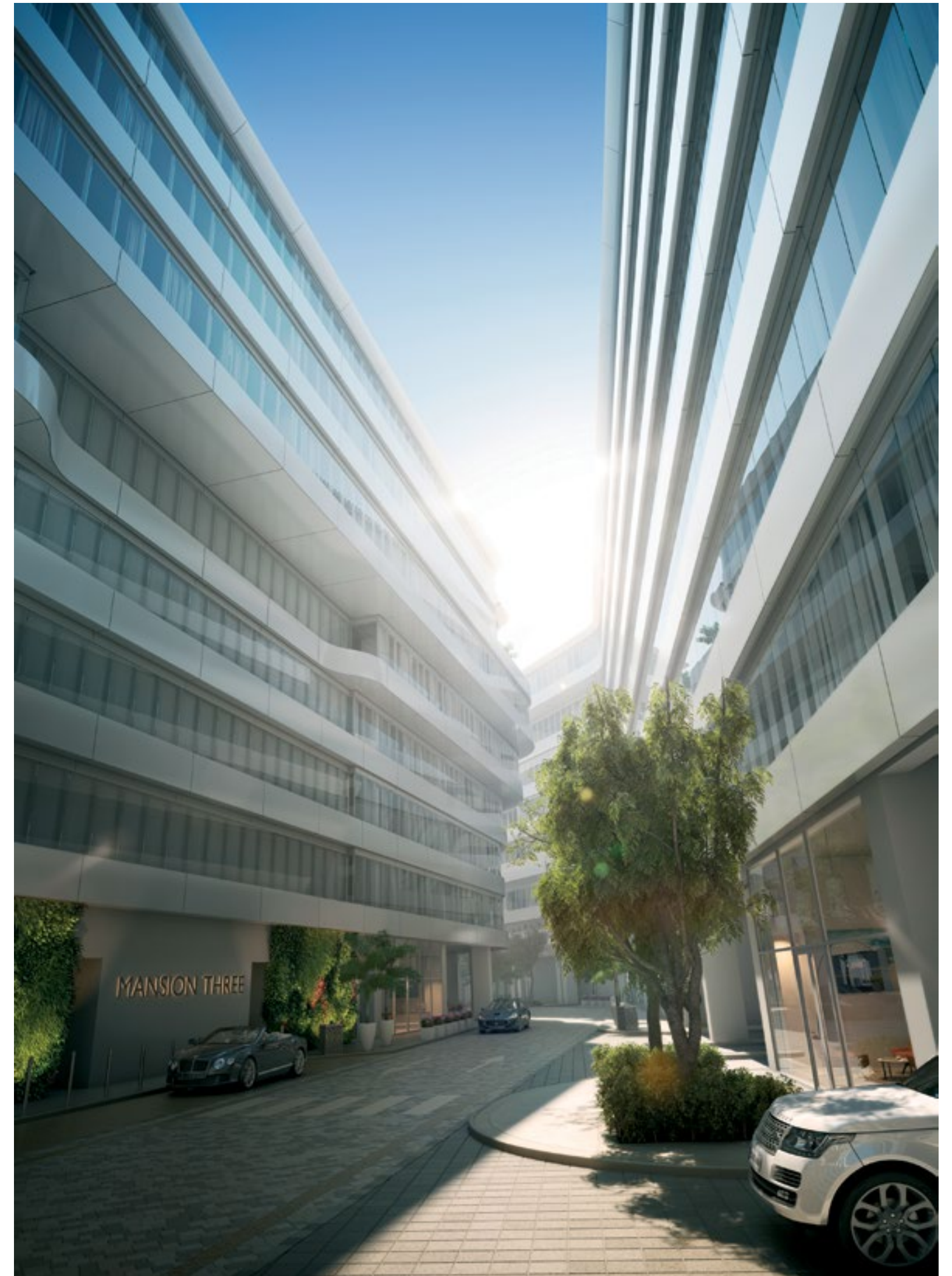
FIRST AND FOREMOST
YOUR HOME

The Alef Residences is designed around you, with flexibility and variety at its heart. Up to 1399 sq m (15064 sq ft) of indoor and outdoor space is adapted to suit your lifestyle and made for every culture, offering property types and sizes combined with a unique selection of facilities, from entertainment to leisure.

EIGHT MANSIONS ONE HOME

The Alef Residences comprises 104 homes located in eight Mansions, each featuring their own dedicated lobbies and private lifts.

Reside in one of the Mansion's unique living spaces, a penthouse with up to three levels, or own an entire Mansion, all serviced by W – The Palm.



The Alef Residences Mansion entrance



BEAUTIFUL OUTSIDE & IN

The Alef Residences is home to unique views, inside and out. The ever-changing light across the Gulf and views of the towering skyline of Dubai are complemented by the beauty of interior space. With 104 unique floorplans, this means no two living spaces are the same. 43 homes feature views over the Gulf, 47 have views of the Dubai skyline and 14 homes have both.



Balcony with south west facing view onto the Gulf



Balcony with north east facing view onto Dubai skyline



Private garden with south west facing view onto the Gulf

THINGS MAY NEVER BE THE SAME AGAIN

The Alef Residences offer unique and expansive open living spaces, crafted with intricate detail in every area of the home. Nothing has been left wanting, the five-star appliances in the gourmet kitchen, the fireplace in the living area, the walk-in wardrobe in the master bedroom and for intimate social occasions – a private garden or balcony.



Indoor outdoor living with north east facing view onto Dubai skyline.



SPACIOUS LIVING

Open Living / Dining / Gourmet Kitchen Space up to 420 sq m

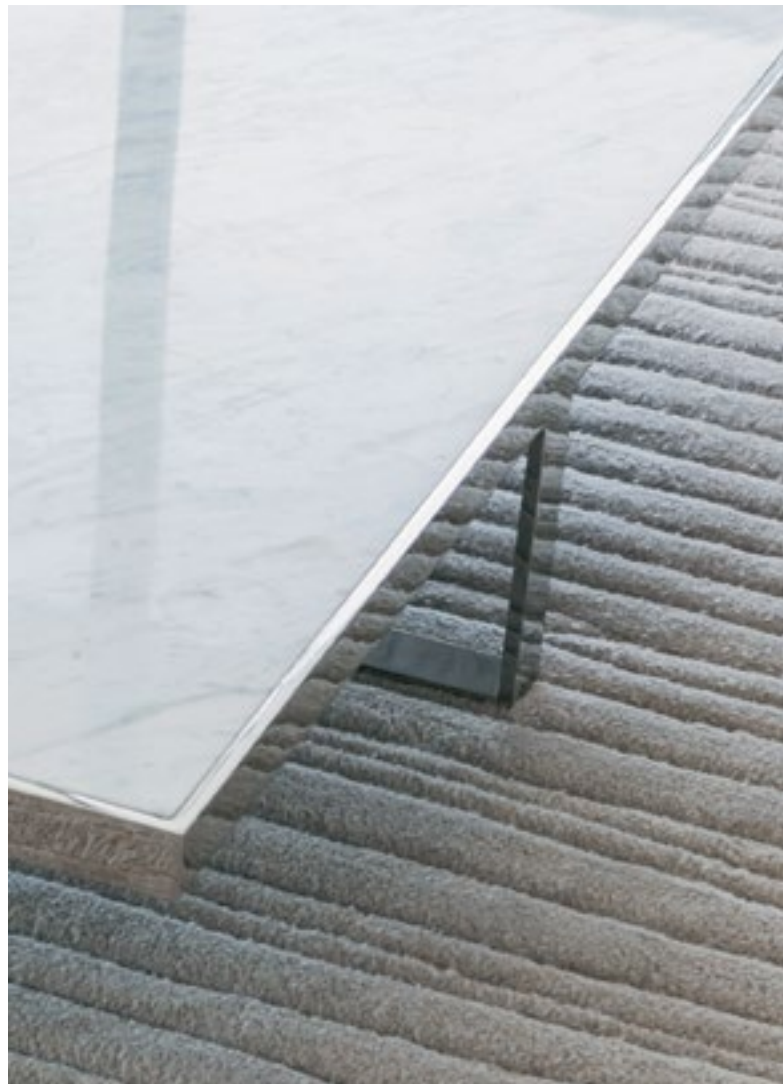
Master Bedroom Suite up to 180 sq m

Bedrooms from 36-100 sq m

Media / Family Room

Study

Back-of-House with Kitchen



THIS IS LIVING

Experience an unparalleled level of space with indoor living areas up to 150 sq m for casual living and socialising, combined with balconies up to 300 sq m and gardens covering an impressive 756 sq m.





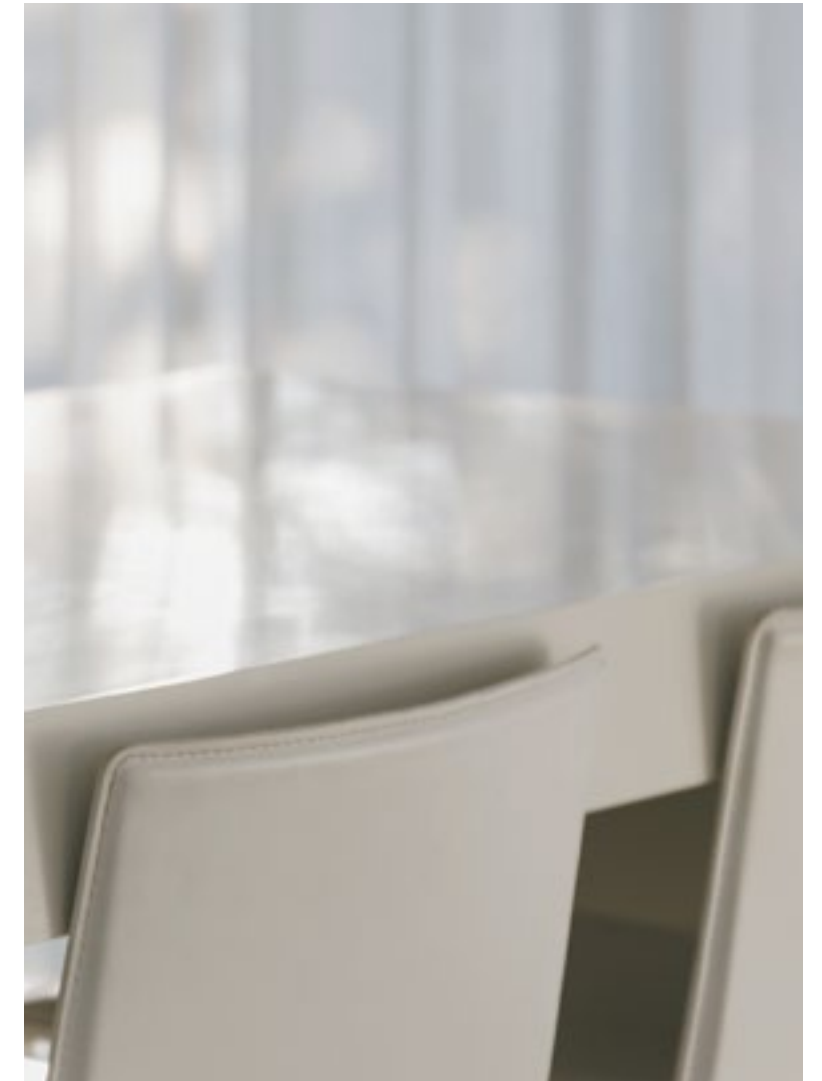
Living area with north east facing view onto Dubai skyline



ELEGANCE IS SERVED

Every home features a gourmet kitchen, designed to be either open, double up as a bar, or be totally closed off and separate from the rest of the living space. All are fitted with Poggenpohl furnishings and state-of-the-art Miele appliances with a service kitchen at the back of the property for entertaining and daily use.

Entertain and dine in complete luxury with indoor dining areas ranging from 30–109 sq m complemented by a vast outdoor garden or balcony dining.





Kitchen dining area



ROOM TO DREAM

Tailored space is also a given in the master bedroom where the area can range from 70–180 sq m, featuring his and her walk-in wardrobes and ensuite bathrooms all with a double rain shower and bathtub.

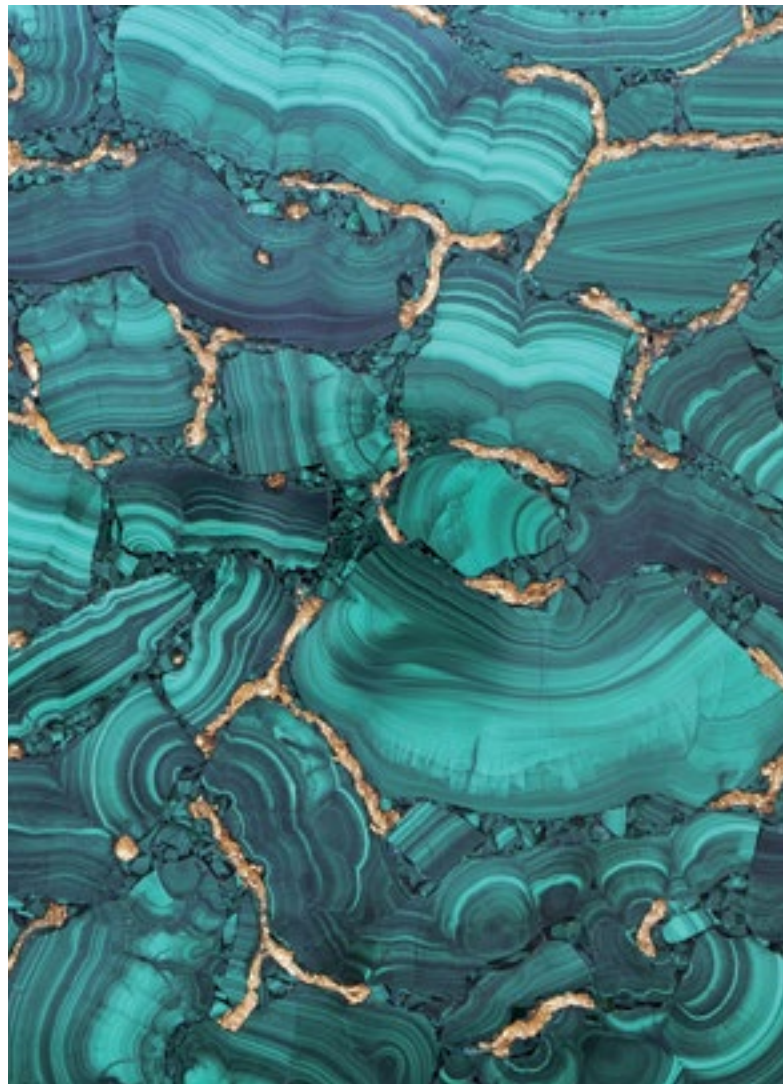




Master bedroom ensuite bathroom



Master bedroom walk-in wardrobe



QUALITY COMES FIRST

Every detail in the creation of The Alef Residences has been considered and refined. Only the best of the best materials have been selected – 104 materials that include the finest oak flooring, walnut panels, luxurious Crema Venato marble, genuine Empress Stone and many more have been used to craft environments that are nothing short of stunning, day in, day out.

DESIGN THAT IS ALL ABOUT YOU

Owners can work with our professional design team to customise their apartment interiors according to their own individual sense of style.

Our interior design studio work with suppliers and designers to assist you in achieving the finishing touches you've been dreaming of, tailoring the space for family living areas, home cinemas, libraries and extra bedrooms. There is also the option to purchase the top two floors as shell and core providing the ultimate blank canvas, limited only by façade and ceiling height.





THE NEXT LEVEL CLUB

CLUB 104 is a private, members-only club designed to take well-being and relaxed living to another level. Stretching over three floors, every level offers a different experience to lose yourself in. Discover a cinema, picnic and barbecue area, outdoor infinity pool, dining, gym, spa, yoga room and much, much more.

CLUB 104	
INDOOR	OUTDOOR
Bar – Lounge	Kid's Outdoor Play Area
Cinema (16 person)	Picnic and Barbecue
Delicatessen	Pool
Family Restaurant (74 person)	Running Tracks
Gym / Fitness /Yoga Room	Shuttle Boat to Dubai Marina & Your Yacht
His / Her Lounge	Sports Hut
Juice Bar	Tennis Court
Kid's Indoor Play Room	
Personal Shopper Service	
Spa	



FOOD TO DINE FOR

Good taste can be found everywhere at CLUB 104, with home-cooked organic food served using the freshest and finest ingredients to create daily and seasonal menus available at the indoor and outdoor restaurant.

For kids, a weekend pop-up ice cream shop will offer a selection of the finest Italian ice cream available.





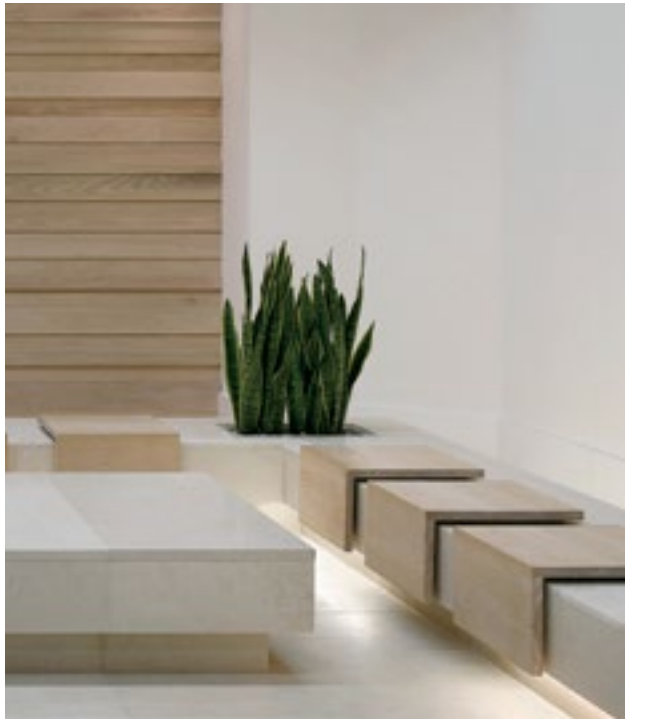
View of CLUB 104 restaurant interior



LOUNGE AWAY

Take some time for yourself by relaxing in the his and hers
lounges, specially designed for some quality 'me time'.

View of CLUB 104 his lounge (above) and her lounge (top right)

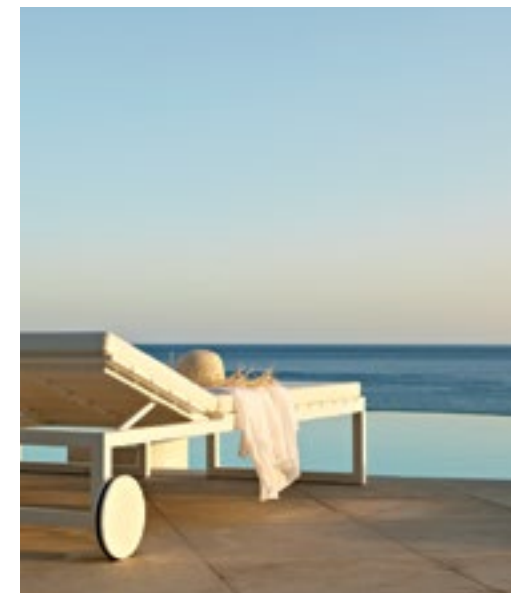
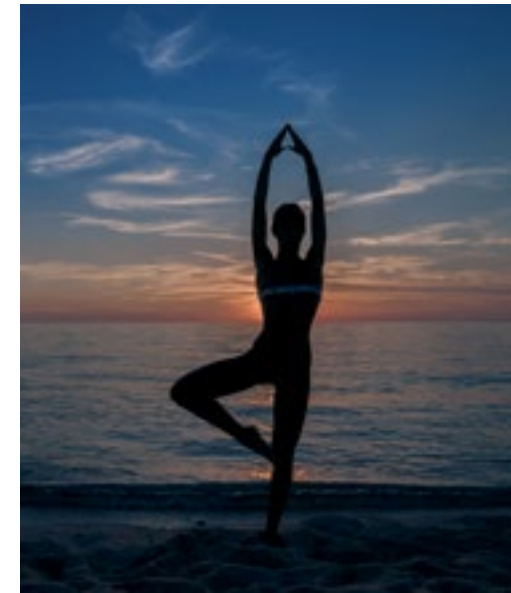


FITNESS CENTRE

CLUB 104 features a fully-equipped gym and fitness centre including a multi-purpose yoga room, private bathrooms for changing, a juice bar, four private spa rooms and personal multi-skilled therapists offering everything from massage and hammam to soothing manicures and pedicures.



View from CLUB 104



YOUR OUTDOORS

At The Alef Residences, space and privacy don't just apply to your great indoors, they apply to your great outdoors too. This is evident in the residences private beach and private members club – CLUB 104, which offers outdoor dining and facilities such as canoes, tennis, beach cabanas and barbecue stations.



View of CLUB 104 private beach

A BEACH TO CALL YOUR OWN

Sunrises and sunsets have been reserved just for residents with 223 metres of private beach and 252 metres of VV – The Palm beach where you can take your pick of activities, from watersports to relaxing on cabanas. At The Alef Residences, the outdoors is just an extension of your private indoor living space.



THE WATER IS WAITING

Escaping out onto the water is as easy as a few footsteps that take full advantage of the prime beachfront location.

LOVE THE ALEF

A private tennis court means a game
can be served up at any time of the year.





EVERYTHING UNDER THE SUN

The Alef Residences is designed with every family member in mind and when it comes to children's facilities they really are spoilt for choice. There are indoor and outdoor play areas, tennis courts and water sports such as swimming, sailing and canoeing.

PERFECTION ON EVERY SCALE

Immaculate doesn't even come close to describing the design of The Alef Residences development, and stunning gardens offer the perfect balance to beachfront living.

The Alef Residences is surrounded by a lush, tropical landscape that takes you on a sensory journey. Intimate pathways navigate a beautifully landscaped environment where each tree and plant will be labelled with their name and description in Arabic and English, providing the perfect learning environment for little explorers.



THE MASTER PLAN

Private beach, a choice of Mansions, stunning grounds and private members club, it's all yours.

PLAN KEY	
1. Mansion One	10. CLUB 104
2. Mansion Two	11. Private Beach
3. Mansion Three	12. Children's Play Zone
4. Mansion Four	13. Tennis Court
5. Mansion Five	14. Barbecue Area
6. Mansion Six	15. Outdoor Dining
7. Mansion Seven	16. Beach Sports Hut
8. Mansion Eight	17. Access to W – The Palm
9. Arrival	18. W – The Palm



OVERVIEW OF A GREAT VIEW

The Alef Residences lifestyle is one that has been tailored to create authentic luxury living on another level, where every feature and service has been carefully considered to give residents unrivalled quality and experience. Ultimately The Alef Residences and CLUB 104 services will be constantly refined to meet the evolving needs of the community and new features will be added in a dynamic way to evoke a new sense of belonging.

THE ALEF RESIDENCES	CLUB 104	SERVICED BY W – THE PALM
Allocated Parking Spaces for 2 Cars	INDOOR	24 Hour Security Service
Authentic & Modern Luxury Living	Bar – Lounge	24 Hour Residential Concierge
Balcony – Outdoor Living / Dining Area / Private Terraces	Cinema (16 Person)	Courtesy Limousine Service
Beach – 475 m (including W – The Palm)	Delicatessen	Entertainment
Bicycle Stands	Family Restaurant (74 Person)	In-Residences Catering
Double Rain Shower in all Master Ensuite Bathrooms	Gym / Fitness / Yoga Room	Personal Driver Service
Eight Mansion Concepts each with Private Lift Lobby	His / Her Lounge	Seamless Maintenance Service
Gourmet Kitchen & Additional Service Kitchen	Juice Bar	Security for Events & Parties
Library / Media Room	Kid's Indoor Play Room	Shopping
Open Living Concepts – Flexible Layout	Personal Shopper Service	W – The Palm Beach 252 m
Penthouse Simplex, Duplex and Triplex	Spa	W – The Palm Restaurants & Facilities
Personalised App	OUTDOOR	
Private Botanical Gardens	Kid's Outdoor Play Area	
Private Lift to Penthouse	Picnic and Barbecue	
Spa	Pool	
Staff Back-of-House	Running Tracks	
Walk-in Wardrobe in all Master Bedroom Suites	Shuttle Boat to Dubai Marina & Your Yacht	
Views of The Gulf / Dubai Skyline or Both	Sports Hut	
	Tennis Court	

OVERVIEW OF MANSION LIFE

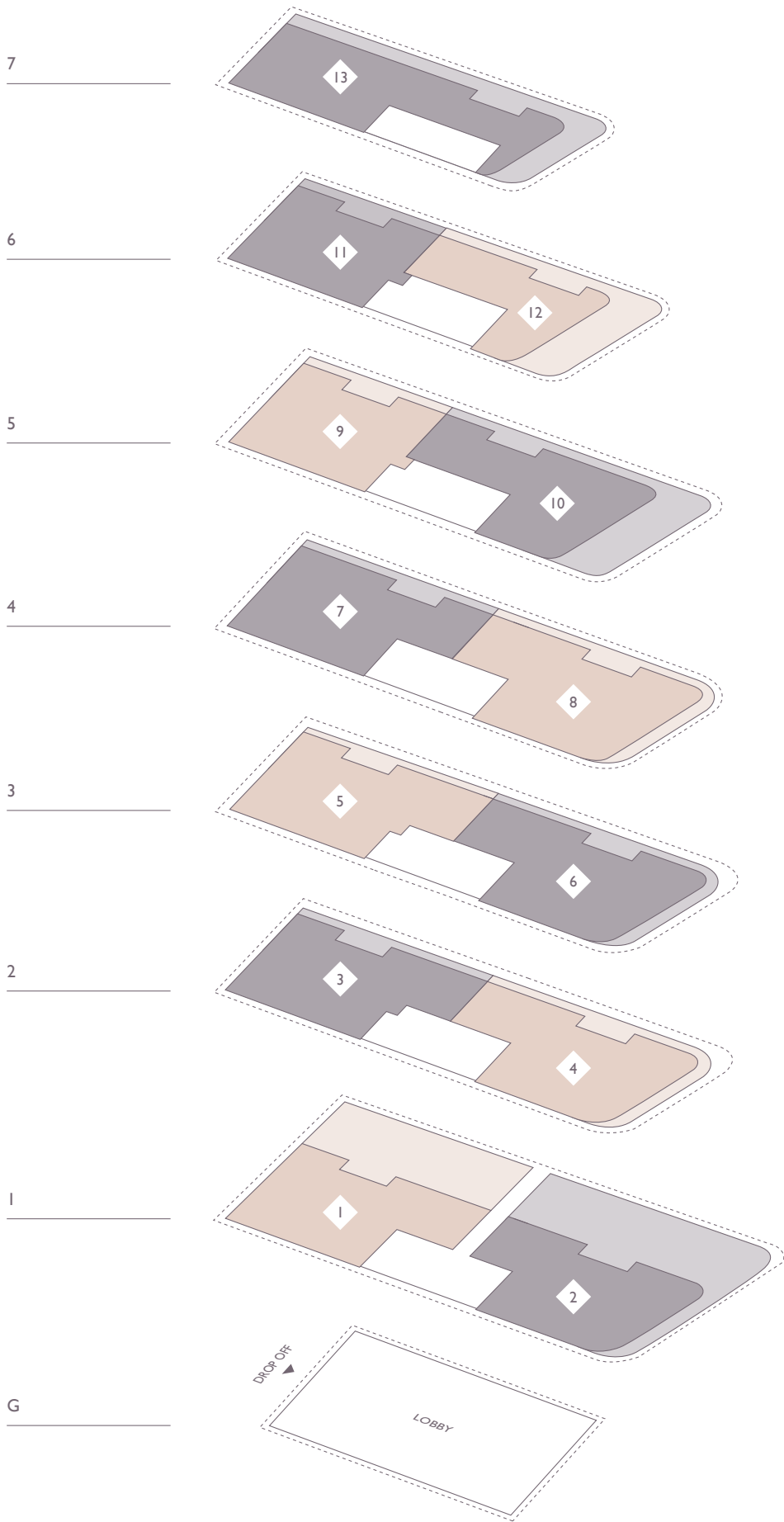
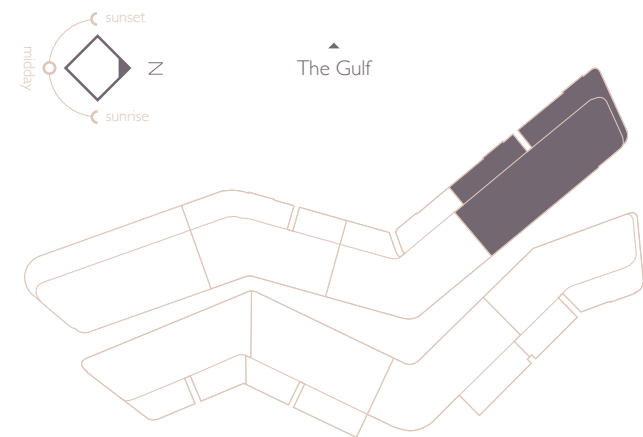
The Alef Residences is a home made for luxury indoor and outdoor living. Comprising eight Mansions, each has 10–14 homes and only two on each floor, placing privacy at the heart of the development. Each Mansion features its own dedicated lobby and two lifts service the limited number of apartments with one private lift providing direct access to the penthouse. Back-of-house services such as service kitchen, laundry, storage, maid's room (for 1–2 persons) and bathroom can be accessed through a service lift.

The majority of homes feature three or four bedrooms, however, large open plans are flexible with the possibility to create extra living spaces, be it a bedroom, family room, media room or lounge.

Each Mansion has 2–4 homes on the top two floors which can be purchased as shell and core providing the ultimate blank canvas.

<div>MANSION ONE</div> <div>13 Homes with Views of Dubai Skyline</div> <div>8 Homes with 3 Bedrooms and Ensuite Bathrooms</div> <div>4 Homes with 4 Bedrooms and Ensuite Bathrooms</div> <div>1 Penthouse Duplex with Private Lift</div> <div>Total Living 578–1291 sq m (6218–13894 sq ft)</div> <div>Indoor Living 480–1039 sq m</div> <div>Garden Living 365–466 sq m</div> <div>Balcony Living 64–252 sq m</div> <div>12 Homes with Media-Family Room</div> <div>Study in all Homes</div> <div>Back-of-House 35–50 sq m</div>	<div>MANSION FOUR</div> <div>14 Homes with Views of The Gulf</div> <div>1 Home with 2 Bedrooms and Ensuite Bathrooms</div> <div>7 Homes with 3 Bedrooms and Ensuite Bathrooms</div> <div>3 Homes with 4 Bedrooms and Ensuite Bathrooms</div> <div>3 Homes with 5 Bedrooms and Ensuite Bathrooms</div> <div>Total Living 537–1322 sq m (5780–14227 sq ft)</div> <div>Indoor Living 359–632 sq m</div> <div>Garden Living 341–719 sq m</div> <div>Balcony Living 62–178 sq m</div> <div>Media-Family Room in all Homes</div> <div>5 Homes with Study</div> <div>Back-of-House 24–90 sq m</div>	<div>MANSION SEVEN</div> <div>13 Homes with Views of Dubai Skyline</div> <div>1 Home with 2 Bedrooms and Ensuite Bathrooms</div> <div>6 Homes with 3 Bedrooms and Ensuite Bathrooms</div> <div>5 Homes with 4 Bedrooms and Ensuite Bathrooms</div> <div>1 Penthouse Duplex with Private Lift</div> <div>Total Living 466–1416 sq m (5014–15237 sq ft)</div> <div>Indoor Living 322–1116 sq m</div> <div>Garden Living 417–581 sq m</div> <div>Balcony Living 62–300 sq m</div> <div>6 Homes with Media-Family Room</div> <div>12 Homes with Study</div> <div>Back-of-House 32–45 sq m</div>
<div>MANSION TWO</div> <div>13 Homes with Views of The Gulf</div> <div>4 Homes with 2 Bedrooms and Ensuite Bathrooms</div> <div>7 Homes with 3 Bedrooms and Ensuite Bathrooms</div> <div>1 Home with 4 Bedrooms and Ensuite Bathrooms</div> <div>1 Penthouse Simplex with Private Lift</div> <div>Total Living 447–1310 sq m (4808–14096 sq ft)</div> <div>Indoor Living 378–951 sq m</div> <div>Garden Living 469–785 sq m</div> <div>Balcony Living 65–295 sq m</div> <div>9 Homes with Media-Family Room</div> <div>9 Homes with Study</div> <div>Back-of-House 24–56 sq m</div>	<div>MANSION FIVE</div> <div>10 Homes with Views of Dubai Skyline</div> <div>9 Homes with 3 Bedrooms and Ensuite Bathrooms</div> <div>1 Penthouse Duplex with Private Lift</div> <div>Total Living 514–1296 sq m (5527–13947 sq ft)</div> <div>Indoor Living 452–1106 sq m</div> <div>Garden Living 515 sq m</div> <div>Balcony Living 62–190 sq m</div> <div>7 Homes with Media-Family Room</div> <div>7 Homes with Study</div> <div>Back-of-House 24–35 sq m</div>	<div>MANSION EIGHT</div> <div>13 Homes with Views of The Gulf</div> <div>1 Home with 2 Bedrooms and Ensuite Bathrooms</div> <div>3 Homes with 3 Bedrooms and Ensuite Bathrooms</div> <div>8 Homes with 4 Bedrooms and Ensuite Bathrooms</div> <div>1 Penthouse Simplex with Private Lift</div> <div>Total Living 642–1400 sq m (6904–15065 sq ft)</div> <div>Indoor Living 383–956 sq m</div> <div>Garden Living 552–756 sq m</div> <div>Balcony Living 62–273 sq m</div> <div>12 Homes with Media-Family Room</div> <div>6 Homes with Study</div> <div>Back-of-House 40–63 sq m</div>
<div>MANSION THREE</div> <div>14 Homes with Views of Dubai Skyline</div> <div>2 Homes with 2 Bedrooms and Ensuite Bathrooms</div> <div>7 Homes with 3 Bedrooms and Ensuite Bathrooms</div> <div>4 Homes with 4 Bedrooms and Ensuite Bathrooms</div> <div>1 Home with 5 Bedrooms and Ensuite Bathrooms</div> <div>Total Living 529–1062 sq m (5687–11425 sq ft)</div> <div>Indoor Living 436–654 sq m</div> <div>Garden Living 362–471 sq m</div> <div>Balcony Living 65–163 sq m</div> <div>12 Homes with Media-Family Room</div> <div>9 Homes with Study</div> <div>Back-of-House 35–60 sq m</div>	<div>MANSION SIX</div> <div>14 Homes with Views of The Gulf</div> <div>2 Homes with 3 Bedrooms and Ensuite Bathrooms</div> <div>5 Homes with 4 Bedrooms and Ensuite Bathrooms</div> <div>7 Homes with 5 Bedrooms and Ensuite Bathrooms</div> <div>Total Living 489–1138 sq m (5261–12240 sq ft)</div> <div>Indoor Living 396–719 sq m</div> <div>Garden Living 347–490 sq m</div> <div>Balcony Living 57–168 sq m</div> <div>Media-Family Room in all Homes</div> <div>5 Homes with Study</div> <div>Back-of-House 35–50 sq m</div>	

MANSION EIGHT FLOORPLATE

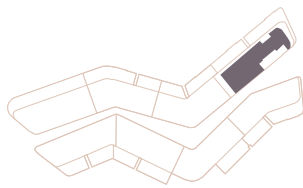


PLAN KEY	
1.	Home 8-101
2.	Home 8-102
3.	Home 8-201
4.	Home 8-202
5.	Home 8-301
6.	Home 8-302
7.	Home 8-401
8.	Home 8-402
9.	Home 8-501
10.	Home 8-502
11.	Home 8-601
12.	Home 8-602
13.	Home 8-701

SAMPLE FLOORPLAN
MANSION EIGHT – FLOOR 7 – HOME 8-701

Total Area 1027 sq m / 11046 sq ft

MANSION	FLOOR	HOME No.	Bedrooms
EIGHT	7	8-701	4



PLAN KEY	
1.	Living Area
2.	Balcony
3.	Bar
4.	Study
5.	Media Family Room
6.	Dining Area
7.	Gourmet Kitchen
8.	Master Bedroom
9.	Walk-in Wardrobe
10.	Ensuite Bathroom
11.	Bedroom 2
12.	Ensuite Bathroom
13.	Bedroom 3
14.	Ensuite Bathroom
15.	Bedroom 4
16.	Ensuite Bathroom
17.	Powder Room
18.	Auxiliary Entrance Hallway
19.	Back-of-House



TRIED AND TRUSTED

Al Sharq Investment (ASI) brings together two of the region's largest and most respected conglomerates – Qatar's Al Mana Group and Saudi Arabia's Al Sharq Group – in a partnership that strives to set new standards in the luxury lifestyle sector.

ASI is a developer with unparalleled quality and attention to detail, with a track record in business and luxury that is second to none in the Middle East and across Europe.

alsharq
INVESTMENT

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