

**HOME**  
**IS HERE**

**LOCI**  
RESIDENCES









## **INNOVATIVE, THOUGHTFUL, INSPIRING.**

LOCI is a high quality yet affordable development offering contemporary, original, and considered home spaces that young professionals genuinely want to live in.

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LOCUS DUBAI

ONLY IN  
DUBAI



"From sand and sea to shimmering skylines"

## More than an investment, it's living. Amplified.

Dubai is synonymous with grandeur and elegance, from sand, sea and sun to shimmering skylines and world-class retail and dining establishments. Those who have experienced Dubai know it doesn't just live up to its reputation; it exceeds it.

A city unlike any other on the planet, Dubai attracts millions of tourists yearly. Its captivating architecture and audacious flair seamlessly blend with its Bedouin heritage, materialising into an avantgarde style all its own. Home to a 90% expatriate population, Dubai is a fusion of 200 different nationalities and is truly a mosaic of diversity and tolerance.

A stellar example of how a city can evolve and thrive, Dubai has been long considered a hub for business, finance, and trade. Its robust infrastructure, stable political system, tax-free living, and affordable real estate attract young professionals worldwide.



"A modern-day metropolis with a timeless sensibility that never fails to impress."

Mega construction developments keep Dubai's real estate market booming. These ambitious projects continue to grab international headlines and attract foreign investors to the city. And while other countries steadily emerge from the COVID-19 pandemic, Dubai is playing host to the world with Expo 2020. Over 25 million visitors are expected to witness the advances and innovations that each of the 200 participant nations will offer under the themes of Opportunity, Mobility, and Sustainability.

Known for its alluring beaches, vibrant atmosphere, and year-round tropical weather, Dubai offers a safe, exciting lifestyle in a picturesque paradise. A modern-day metropolis with a timeless sensibility that never fails to impress.









02

LRED







# BUILDING FORWARD



LRED, the award-winning, Dubai-based real estate development company, carefully chooses endeavours that positively impact their surroundings and, by extension, on those who will live there. When scrutinising new development projects, LRED takes a dynamic role with the city and neighbourhood to activate its potential as a community, maximising the way in which people live and work, creating new and innovative ways for the urban and suburban landscape to evolve.



# OUR PROJECTS

LRED is crafting Dubai's legacy today and every day because LRED understands Dubai's vision and its future. LRED constructs buildings, builds memories and shapes lively neighbourhoods.

Enterprising thinking and exacting attention to detail permeate our entire process. From plan and design to partnerships and execution, through to community development, LRED is dedicated to envisioning and delivering the best products on the market.

## OUR PROJECTS

Living Garden II

Edge

LOCI villa

Shamal Terraces

Shamal Residence

Shamal Waves

Maples II

Lootah Residence II





EACH LRED  
DEVELOPMENT  
TELLS A STORY







LOOTAH HOLDING



# LOOTAH HOLDING





'We bring the best of both worlds in everything we do.'



Two worlds. One, a deeply rooted heritage, local culture, and legacy. The other, devoted to dynamic entrepreneurship and passionate about making a difference for the future. At Lootah Holding, we bring the best of both these worlds in everything we do.

Lootah Holding is a family-owned conglomerate deeply rooted in UAE's culture and heritage, aspiring to be a centre of entrepreneurship. Born out of the pioneer vision of its Founder, Mr. Saleh Saeed Lootah, the Lootah Holding group currently operates nine wholly owned businesses comprising Real Estate Development, Construction, Interior Design and Furnishings, Logistics, Islamic Financial Advisory, Healthcare Academy, and Information Technology & Digital Transformation Consulting, Facilities Management and Healthcare Solutions.

Firmly committed to sustainability, our businesses adhere to strict operating guidelines to ensure minimal impact on the eco-systems in which we operate. We work hard to raise awareness amongst our employees, contractors, suppliers, and communities and emphasise the responsible behaviour we expect to reduce and control potential harmful impacts on the environment.



# LOOTAH HOLDING



## REAL ESTATE DEVELOPMENT

Lootah Real Estate Development (LRED) is the real estate development arm of Lootah Holding, helping clients discover their dream home through pioneering property developments since 2002. For nearly two decades, LRED has established itself as a leading property developer across the UAE. Thanks to its high-quality properties and family-friendly communities, it continues to be a good choice for many UAE residents. Through a culture of excellence and an unswerving commitment providing the utmost standard of living, LRED has managed to successfully deliver 95 buildings, 14 warehouses and 46 villas/townhouses, delivering over 1,500 individual units in key locations of Dubai for over a decade.



## ENGINEERING & CONSTRUCTION

Lootah Engineering and Construction LLC (LEC), established in 2014 as a general contracting company, has recently embarked on a journey to further develop and enhance its capabilities to grow into a multidisciplinary contractor delivering projects to the highest standards of safety and quality.



## INTERIOR DESIGN AND FURNISHINGS

Over the past 16 years, SSL Homes Interior Design has established an excellent reputation for creating masterpieces with unique, luxurious interiors in which beauty meets functionality, creating comfort spaces.



## LOGISTICS

Centre Point Logistics (CPL), established in 2005, is a logistic supply chain company offering services in the global logistics sector through asset-based innovative and proactive solutions. CPL provides end to end logistic and project solutions to its customers, located in the UAE and Oman, including integrated logistics services such as warehouse and open yard storage, customs clearance, transportation, technical support, and distribution of cargo by sea, land, and air.





### ISLAMIC FINANCIAL ADVISORY

Lootah Global Capital Limited (LGC) is a DIFC entity regulated by the DFSA, providing Sharia-compliant financial advisory services to corporate and institutional clients. LGC offers clients innovative financial solutions and structuring advice with a focus on Islamic Capital Markets.



### INFORMATION TECHNOLOGY & DIGITAL TRANSFORMATION CONSULTING

Tech Falcon is a fast-growing digital transformation partner in UAE, providing industry-specific, cloud-ready business applications, AI-driven automation, and data analytics services. Its technology solutions help organisations to reduce operating costs, improve supply chain management, and optimise cash flows. Cloud computing has changed the IT landscape over the last few years, and Tech Falcon's cloud services include everything from consulting, infrastructure, applications, analytics, and automation.



### FACILITIES MANAGEMENT

Lootah Facilities Management (LFM) is a multidisciplinary facility management service provider offering a complete range of specialised solutions backed by a customised plan for each property. We have experience in managing residential buildings and communities and retail / commercial facilities in Dubai. Our consolidated and integrated FM services are designed and implemented in such a way to help you save money, time, and resources by a select team of dedicated and reliable professionals that will guarantee the optimal performance of your property.



### LOOTAH HEALTHCARE SOLUTIONS

Lootah Healthcare Solutions (LHS) delivers high-quality health solutions to protect businesses and individuals alike. LHS is determined to ensure all communities can live and prosper in a health-conscious and safe manner.

### EMERGING BUSINESSES DIVISION

The emerging businesses division was created to evolve current, new, and future partnerships with companies and start-ups in the fields of education and technology.





# RECENT AWARDS



# RECENT AWARDS

## **2021 - INNOVATIVE SOCIAL LIVING CONCEPT OF THE YEAR AWARD**

Awarded to LRED for LOCI Residences, by Construction Business News, analysing and reporting on the latest developments and trends in construction, real estate, MEP, FM, construction machinery, architecture, and sustainability.

## **2021 – TOP 100 LEADERS IN CONSTRUCTION**

Awarded to Raja Alameddine, CEO of LRED, by Construction Week 'celebrating individuals shaping Middle East cities' and aiming to 'recognise and promote the region's excellent construction leaders.'

## **2021 – POWER HOUR TOP 60**

Awarded to Raja Alameddine, CEO of LRED, by Construction Business News recognising construction and real estate leaders.







**INTRODUCING** LOCI



# INTRODUCING LOCI RESIDENCES







## This changes everything!

Amidst the energetic atmosphere of JVC, you'll find LOCI Residences, where young professionals can live exceptionally surrounded by impeccable park views, chic amenities, and captivating modern design. LOCI, from the Latin meaning places or community, elicits its own character. LOCI Residences cultivates a neighbourhood you want to live in with its shared, comfortable, and welcoming spaces that foster social contact.

At five stories, LOCI Residences is a lesson on innovative design built on an intimate scale. Every aspect of LOCI Residences has been meticulously thought out, from its carefully devised and purposeful details to its tech-led design features and sustainability.



# LIVE LIFE IN COLOUR

Life at LOCI is connected, social, fun, and full of energy. LOCI residents will discover a bold approach to apartment living where creativity comes from the city's vitality, the Zen of airy parklands, and the smart, tech-savvy apartment homes and social spaces. LOCI is a rare and exclusive residential opportunity offering a unique blend of social living, wide-ranging features, signature interiors and a stellar location.

**Get ready for the new living concept of LOCI.**









# JVC. RIGHT WHERE YOU NEED TO BE.

## IN THE COMMUNITY



Nakheel Mall and Circle Mall



5-star hotels



>10 schools and nurseries

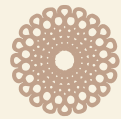


100s restaurants, shops, groceries



8 landscaped parks

## NEAR THE COMMUNITY



10 Minutes EXPO 2020



10 Minutes Mall of the Emirates & Dubai Marina



15 Minutes Downtown and Burj Khalifa



15 minutes 5 x championship golf courses



20 Minutes Dubai's International Airports



LOCI RESIDENCES

DOWNTOWN AND BURJ KHALIFA

DUBAI INTERNATIONAL AIRPORT

MALL OF THE EMIRATES

DUBAI MARINA



LOCI RESIDENCES

EXPO 2020



DARE TO  
DREAM





Dubai apartments should be as diverse as the people who live in them, so transforming a blank canvas into a dream home takes a knack for meticulousness, clarity, and flair.

Built with minimalist motifs and the city's heart, rhythm, and beat, LOCI Residences designs incorporate an eclectic mix of colour, light, and textures, opening each space with exacting, aesthetic floorplans that sparkle with personality. LOCI Residences's designs give you functionality through simplicity, composing and delivering the perfect interior with striking results. Modernistic simplicity and dynamic, bold nuances give each space a contemporary edge and a welcoming feel that exudes taste and circumstance.







**DESIGN**





# MIAMI MINIMALIST



MIAMI MINIMALIST

# BRIGHT INVIGORATING ENLIGHTENING

Miami Minimalist is inspired by the ocean, salt, sun, and sand. Its unique aesthetic paired with modern furniture delivers a sleek and upscale vibe against a backdrop of floor-to-ceiling windows. The combination of sophisticated, modern elements is the star of the show. It encourages residents to escape the hustle and bustle of the city and unwind inside its sleek and smooth flow-through design.

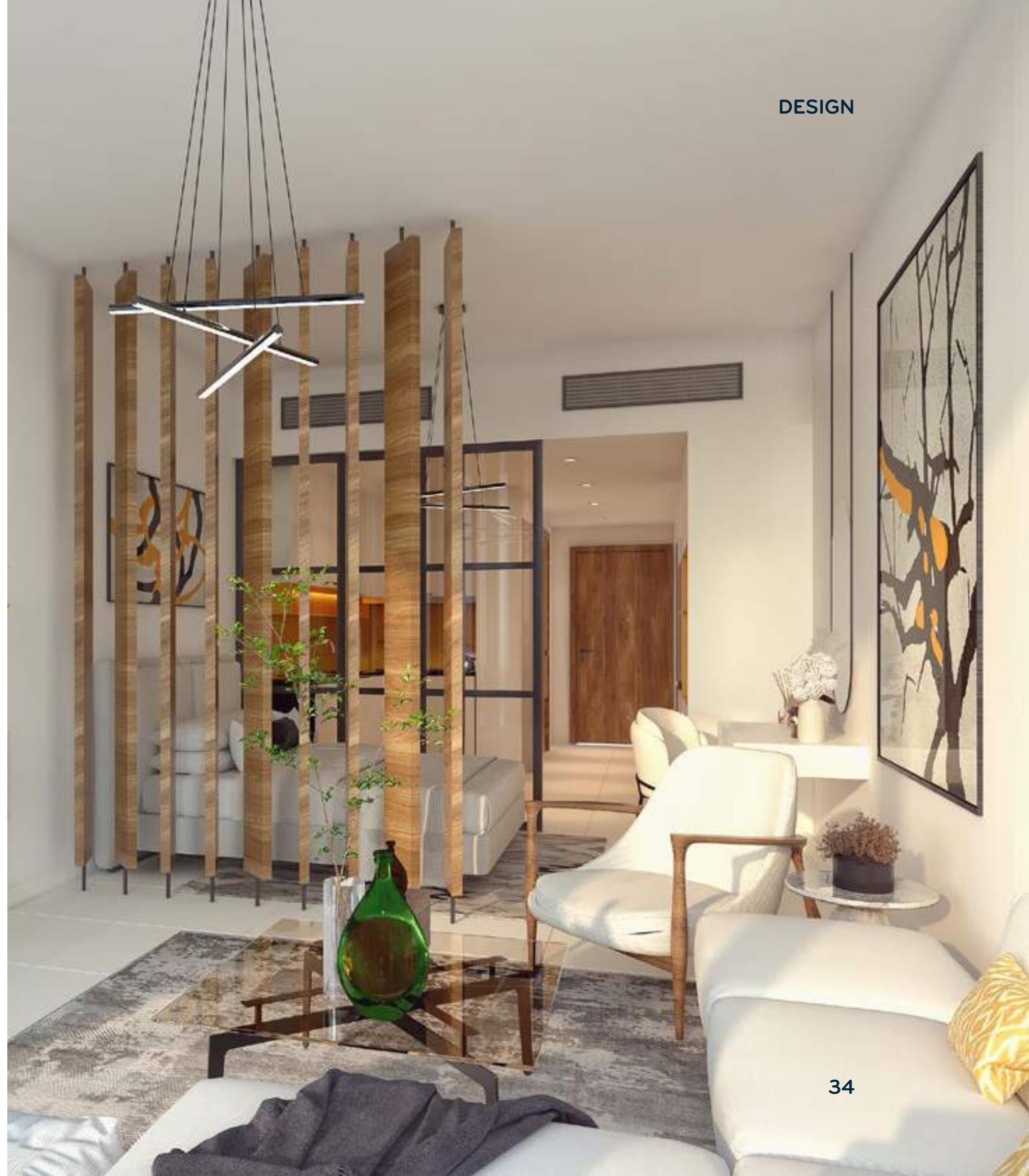




MIAMI MINIMALIST



DESIGN





## MIAMI MINIMALIST

## DESIGN

### KEY

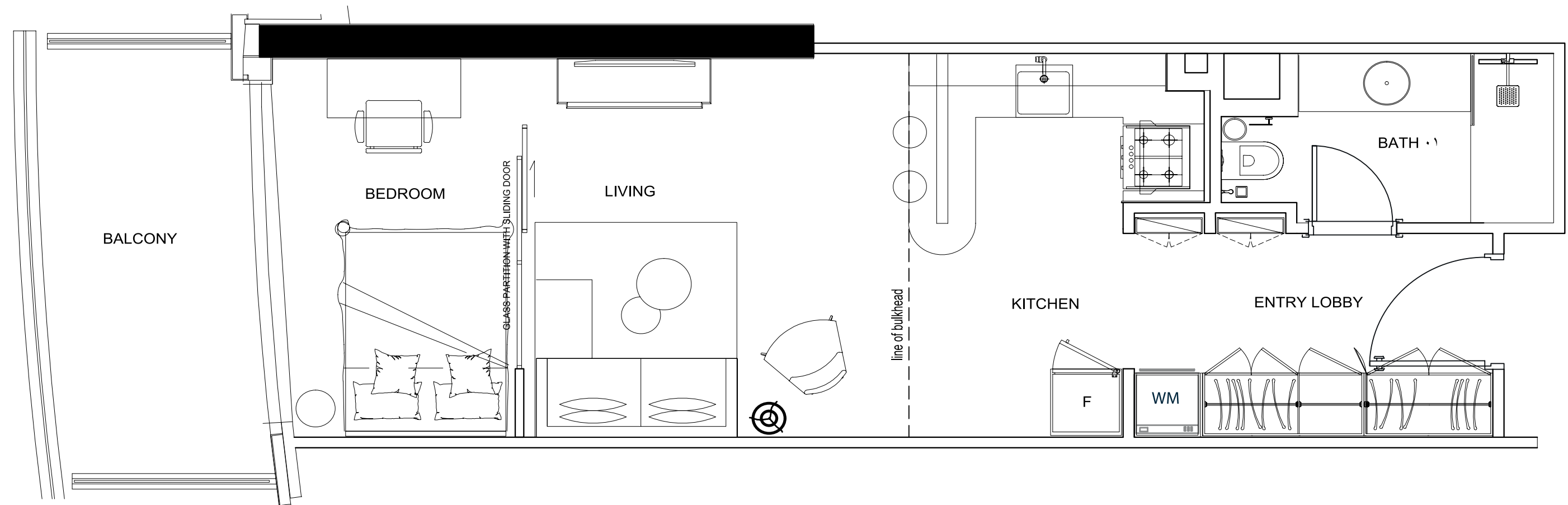
- A** Bathroom wall tiles 200 x 200  
Colour: Light cream white  
Supplier: Sanipex Group
- B** Kitchen Backsplash 100 x 200  
Colour: Golden yellow  
Supplier: Sanipex Group
- C** Powder and bathroom vanity, kitchen bar  
countertop by contractor  
Colour: White Corian
- D** Kitchen cabinet and wardrobe accent  
laminare by contractor  
Colour: Golden yellow to match kitchen  
back splash
- E** Floor tile 600 x 600 full apartment plus  
overall skirting  
Colour: Light cream white  
Supplier: Sanipex Group
- F** Bathroom vanity and cabinet by  
contractor  
Colour: Walnut wood
- G** Powder room half wall paint by  
contractor
- H** Bathroom floor tile 600 x 600  
Colour: Light cream white  
Supplier: Sanipex Group
- I** Bedroom decorative feature  
wall tile  
(optional Supplier: Sanipex Group)
- J** Wardrobe laminate by contractor
- K** Kitchen backsplash  
Colour: Yellow
- M** Kitchen counter top by contractor  
Colour: Black





# FLOOR PLANS

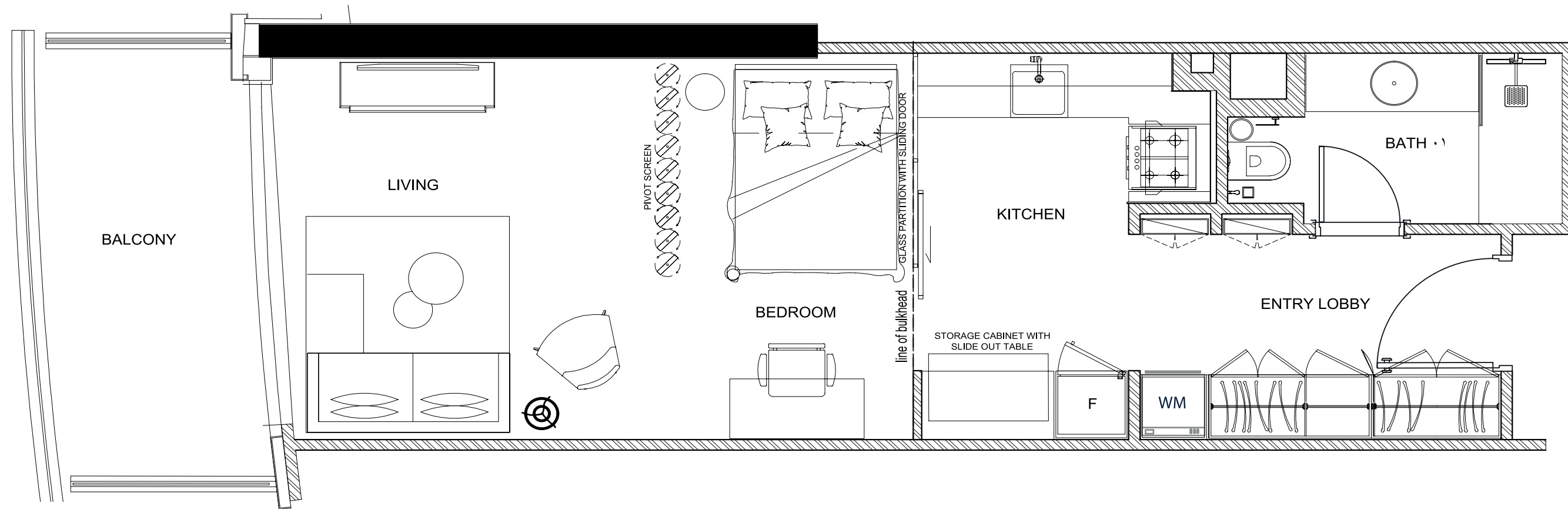
## STUDIO A TYPE 1



Miami Minimalist is a high in demand and Insta-worthy design style that makes the most of every room. Cool tones, clean lines, splashes of lemon yellow and dark accents make this interior space stand out.

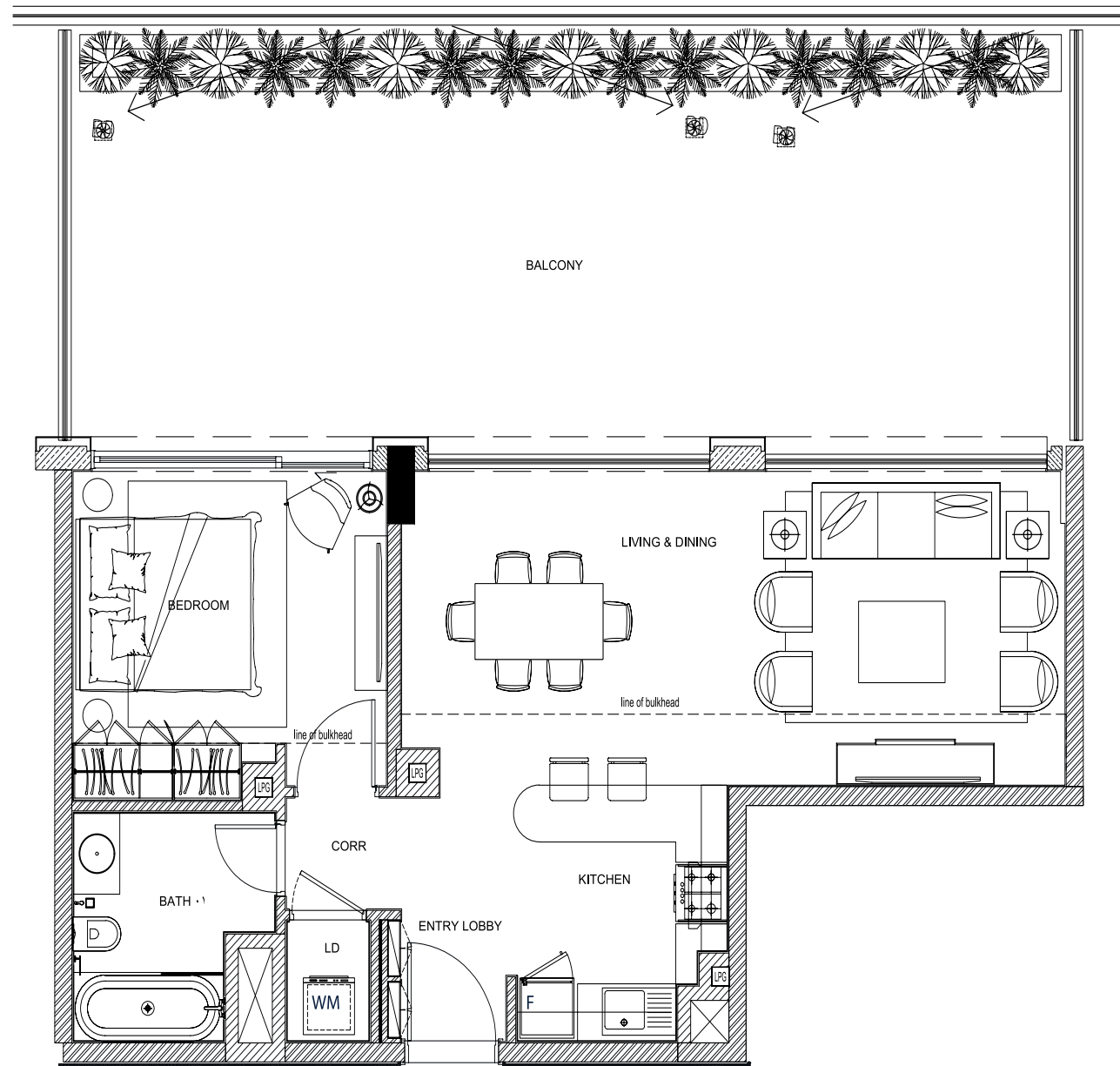


STUDIO B TYPE 2

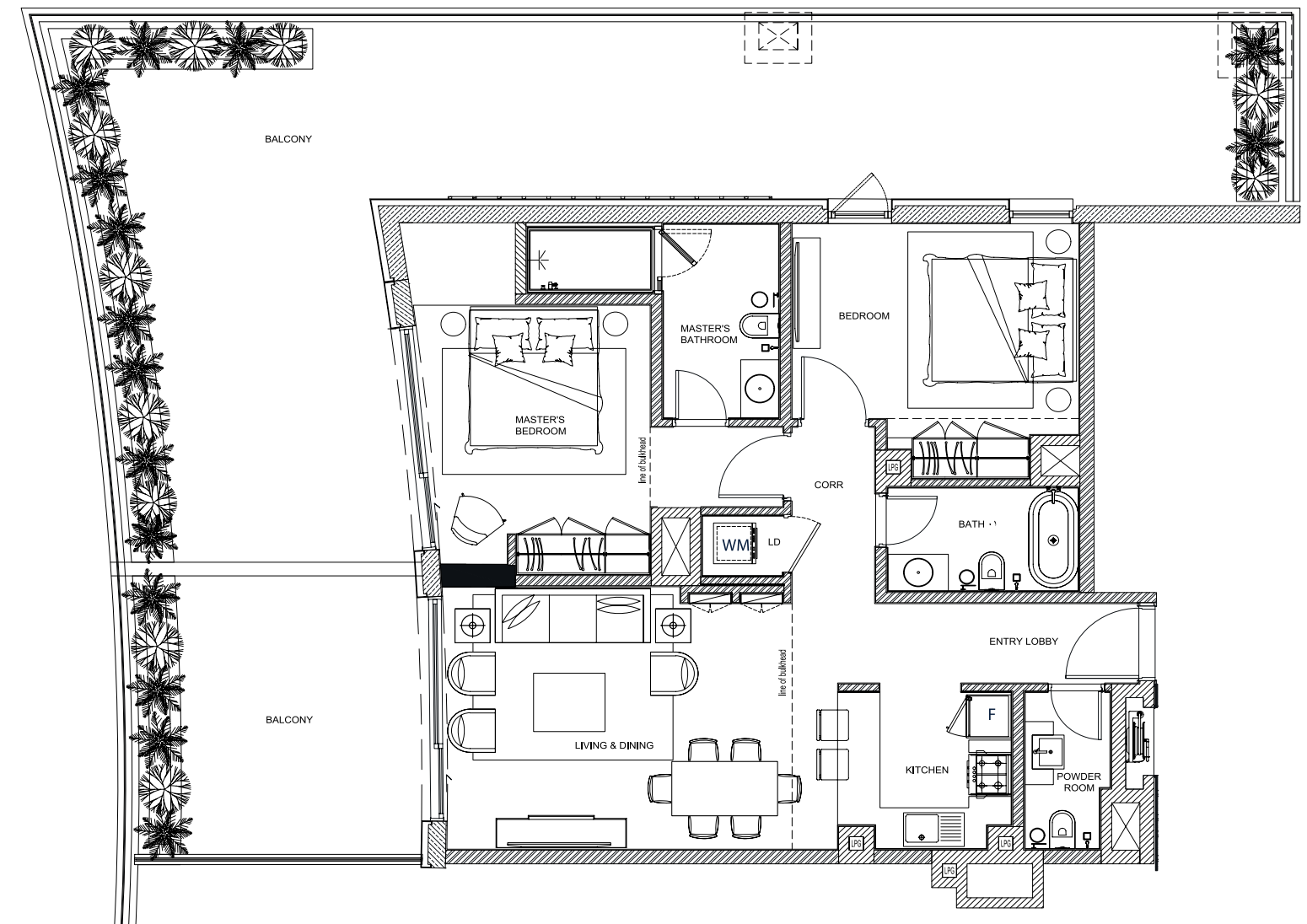




1 BEDROOM TYPE 2



2 BEDROOM TYPE 1



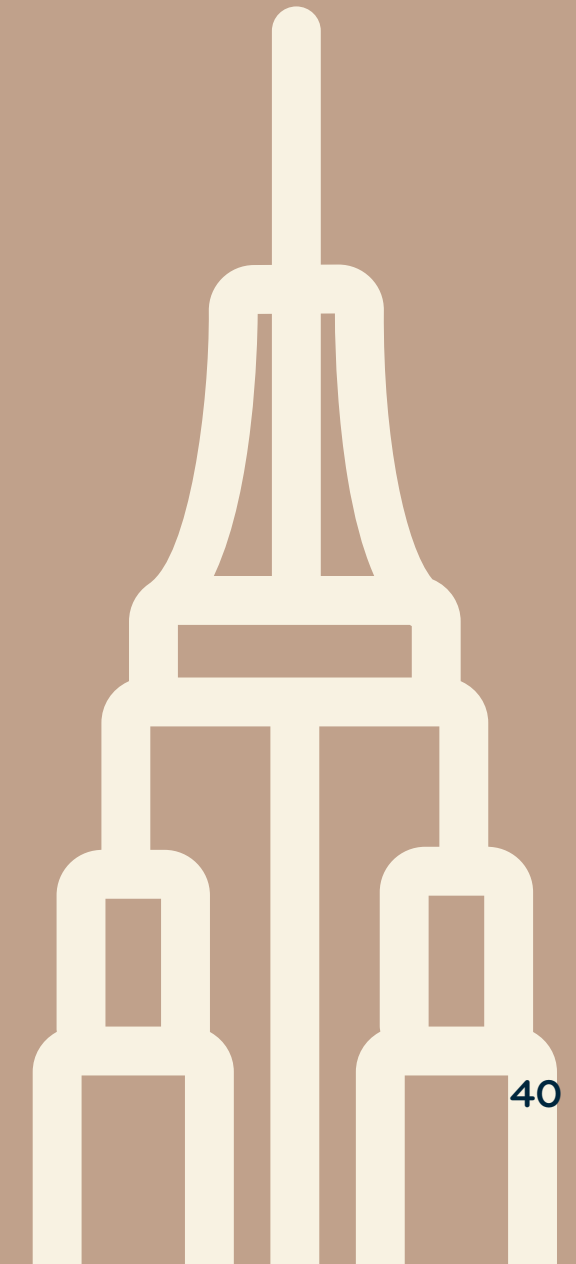








# NEW YORK LOFTS



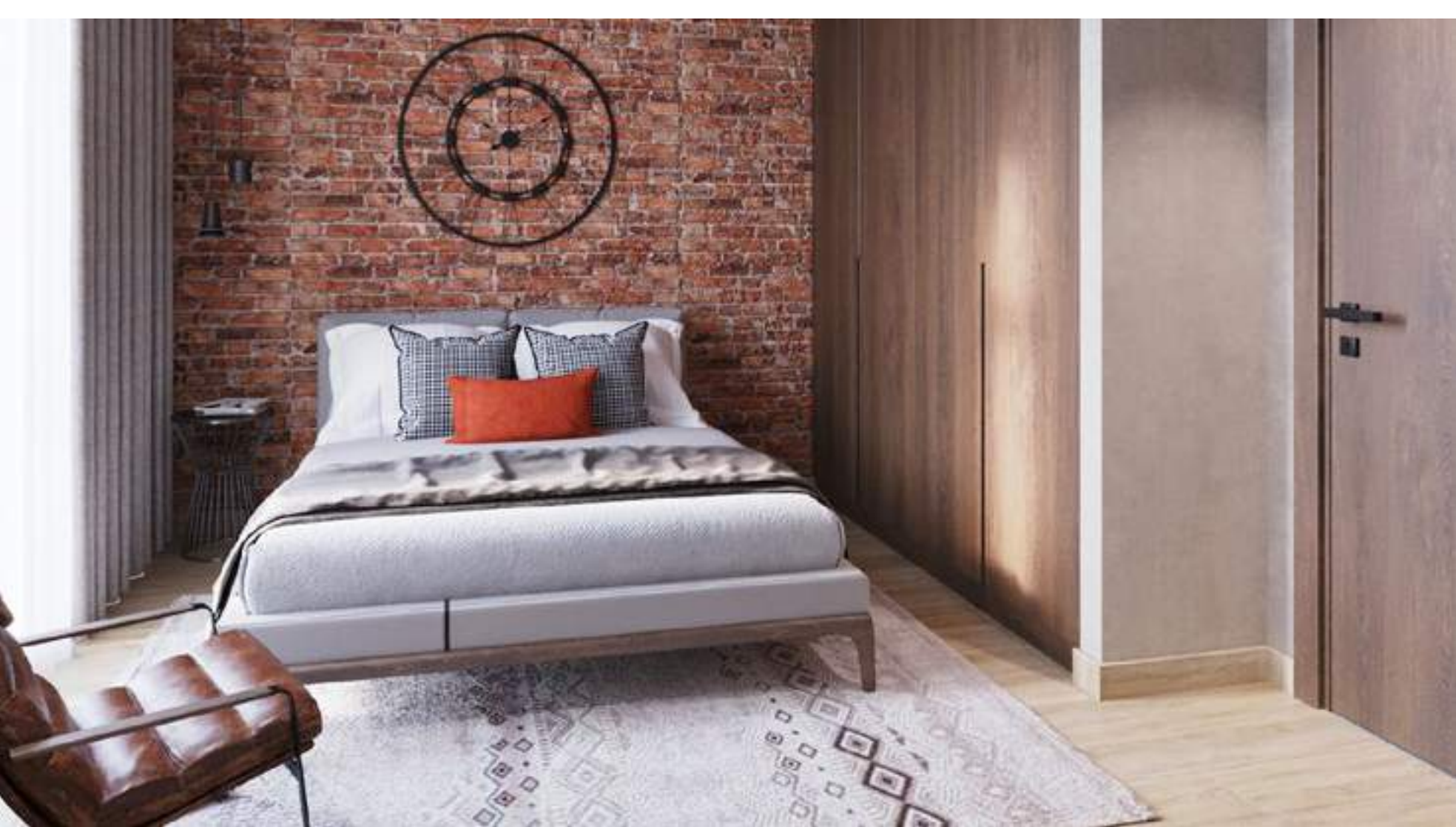
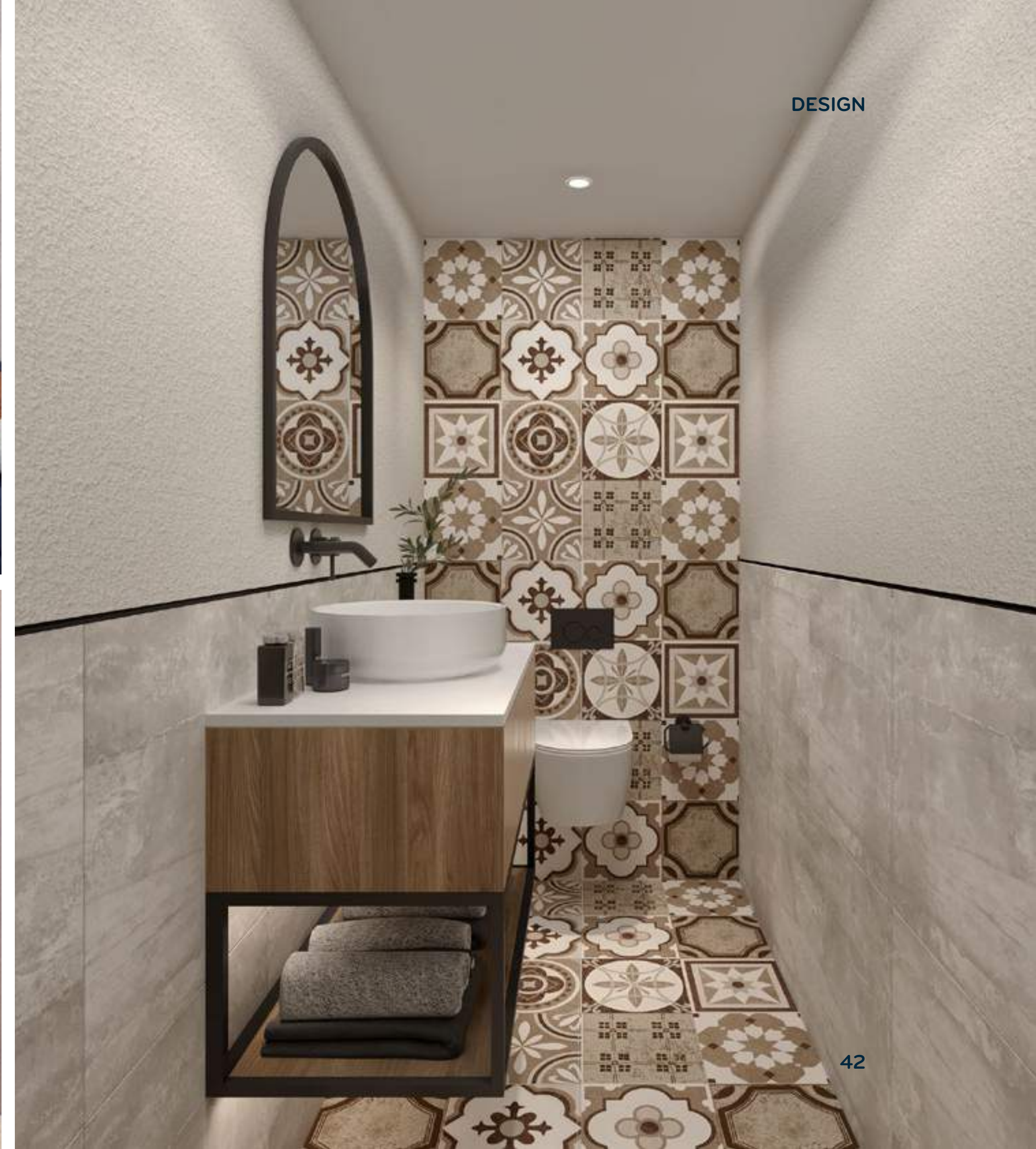


# AN INCREDIBLY CAPTIVATING URBAN UTOPIA

LOCI Residences's NY Lofts hit the aesthetic jackpot by emanating the epitome of Big Apple-style living. Part industrial, part rustic and pure chic style, every inch of the floorplan is carefully considered, from its exposed brick to the statement lounge to the large-scale pendant spotlights, hung casually with the glint of polished stainless steel.









## NEW YORK LOFTS

## DESIGN

### KEY

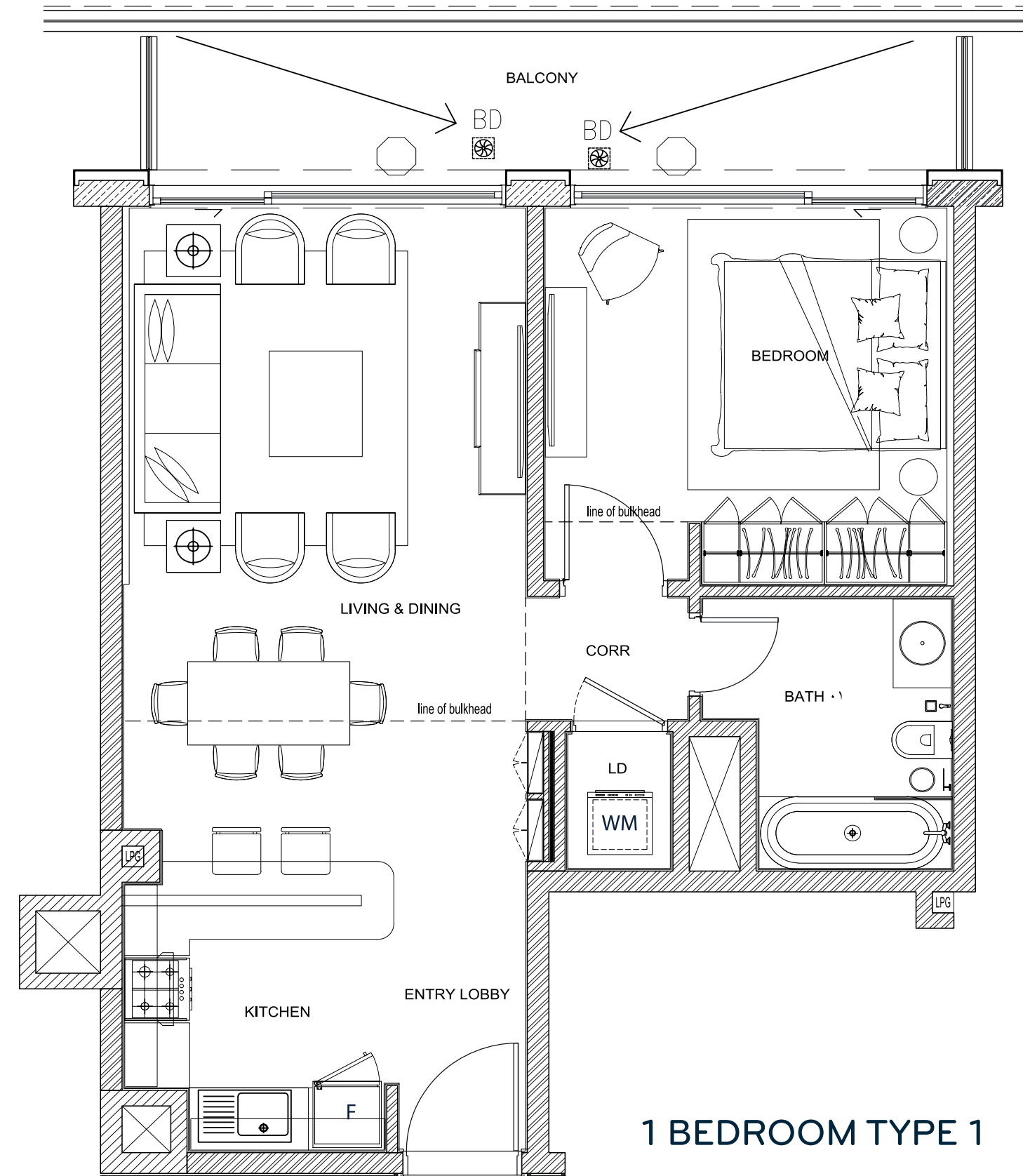
- A** Bathroom wall paint by contractor
- B** Kitchen backsplash 100 x 200  
Colour: White brick  
Supplier: Sanipex Group
- C** Kitchen cabinet + powder room and  
bathroom + wardrobe laminate  
by contractor
- D** Powder room wall + floor tile  
Colour: Decorative tile  
Supplier: Sanipex Group
- E** Kitchen cabinet by contractor
- F** Floor tile  
Colour: Light brown tonal  
Supplier: Metre Squared
- G** Kitchen cabinet & wardrobe accent  
Colour: Mint Blue
- H** Powder room half wall paint by contractor
- I** Powder room floor tile  
Supplier: Sanipex Group
- J** Powder room + bathroom vanity  
counter top
- K** Bathroom half wall & shower full walls tile  
600 x 600  
Colour: Gray tile  
Supplier: Sanipex Group
- L** Group Bedroom feature wall  
Colour: Red brick  
Supplier: Sanipex Group
- M** Bathroom floor tile + shower wall  
Colour: Decorative tile  
Supplier: Sanipex Group
- N** Powder room walls  
Colour: Beige tile  
Supplier: Sanipex Group
- O** Kitchen counter top by contractor  
Colour: Black granite
- P** Bathroom countertop  
Colour: White corian





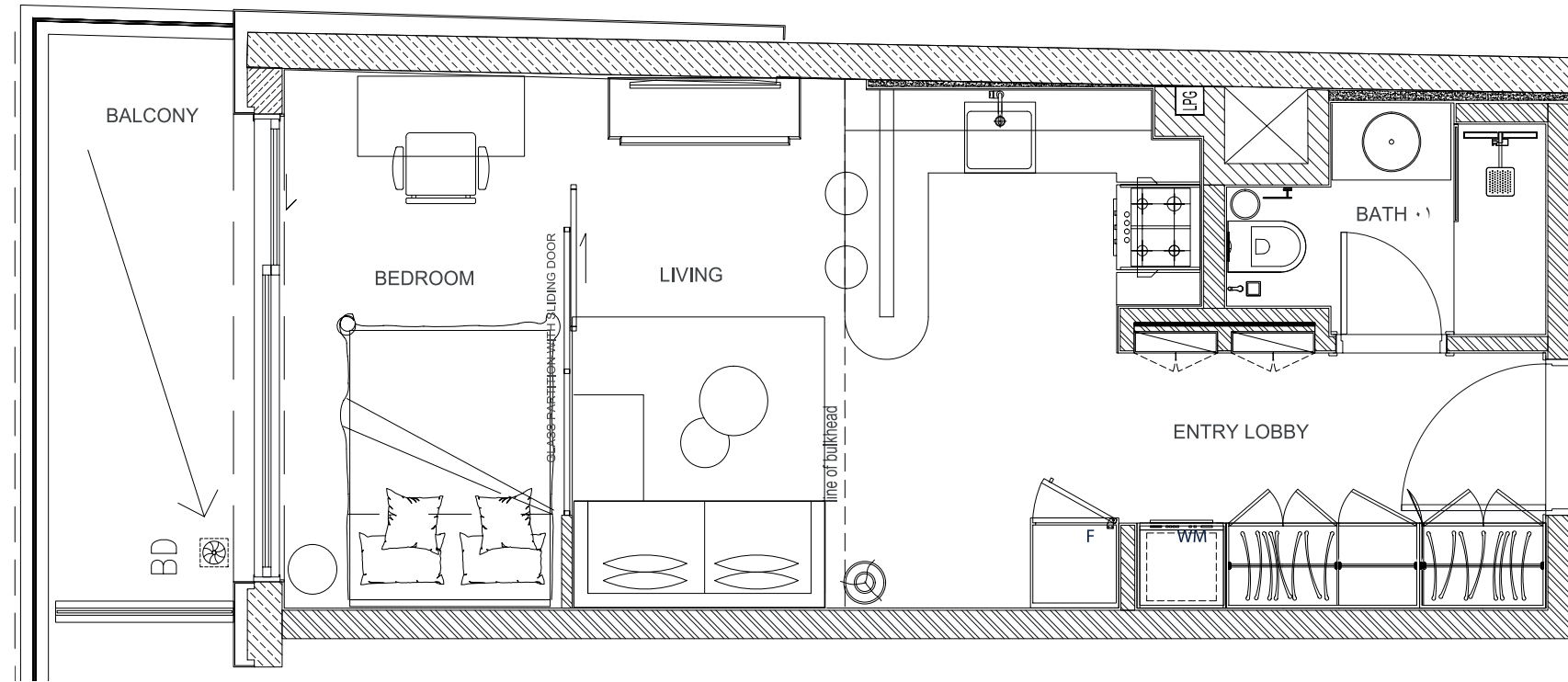
# FLOOR PLANS

Floor to ceiling windows let in an abundance of natural light to balance all the deeply defined midtown Manhattan characteristics.

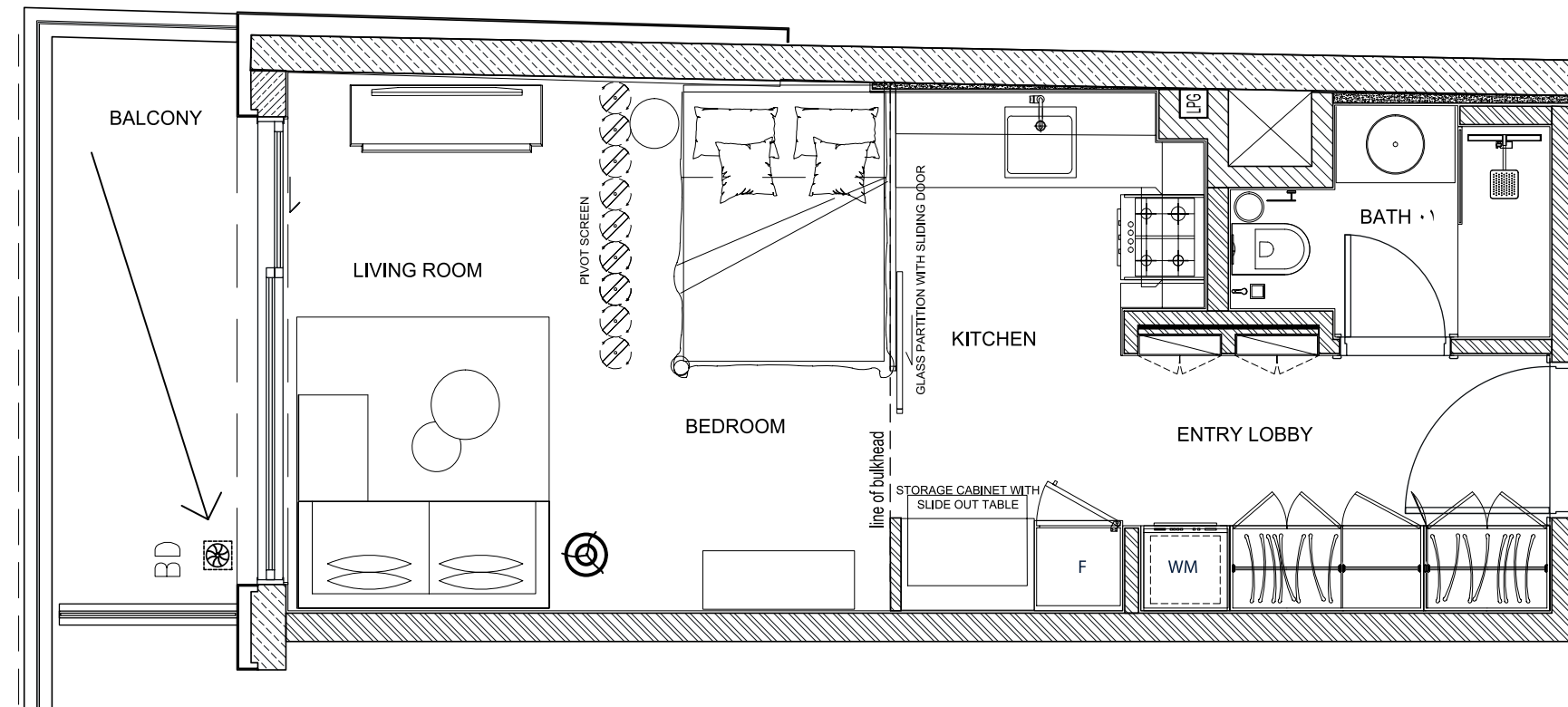




STUDIO A TYPE 1

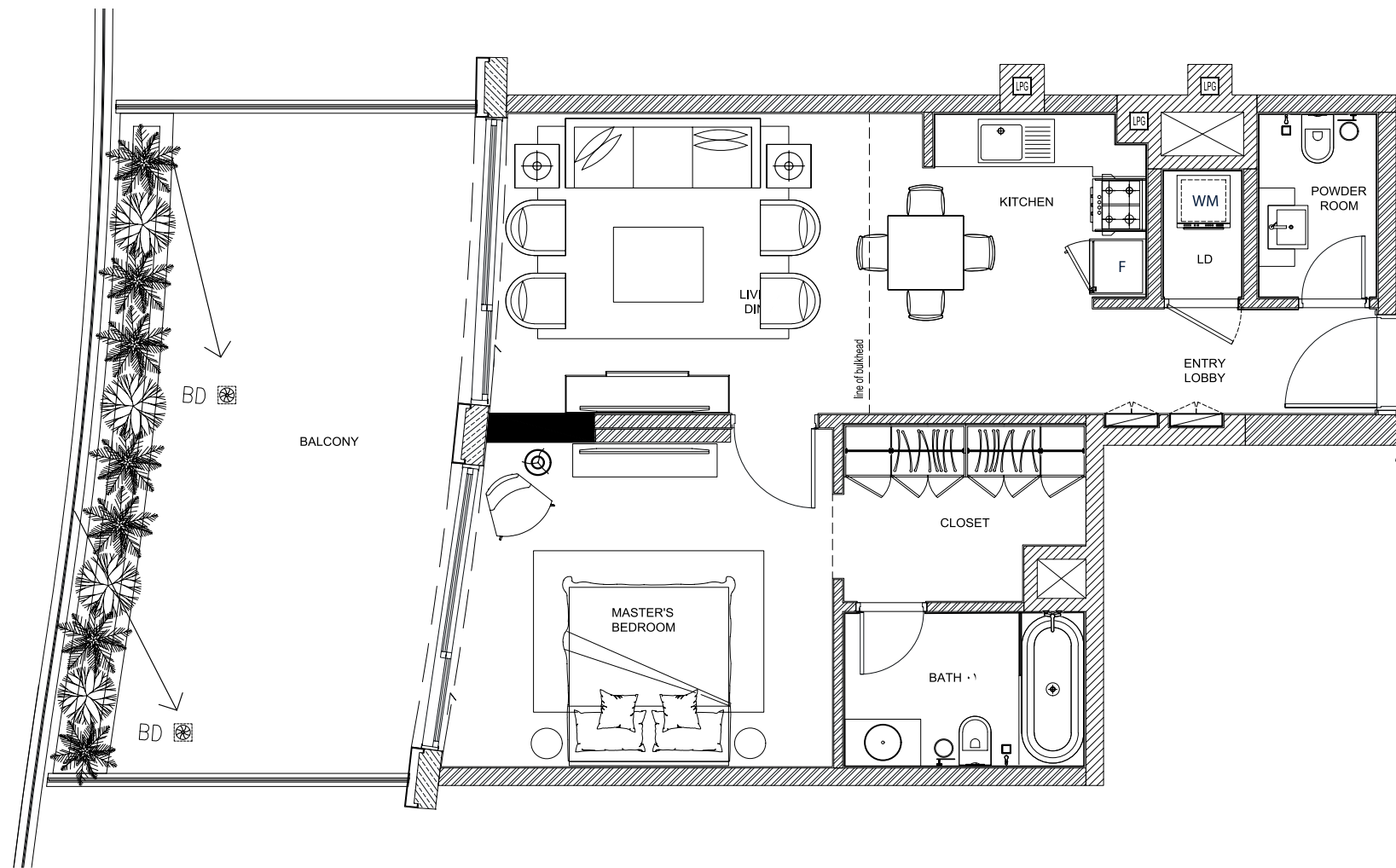


STUDIO B TYPE 2

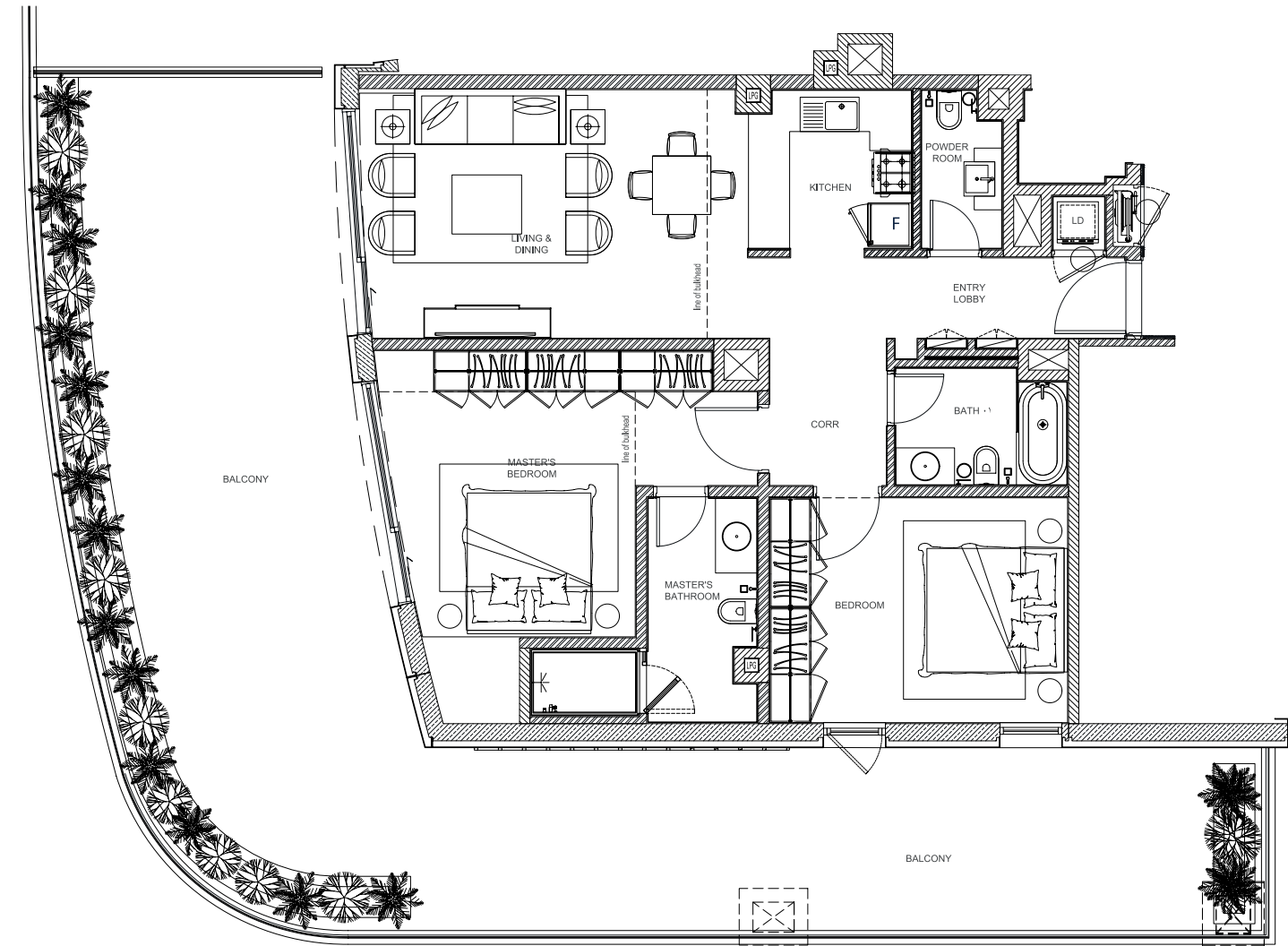




1 BEDROOM TYPE 4



2 BEDROOM TYPE 4











# LONDON DOCKLANDS



# A STRIKING AND STRONG SENSE OF SPACE

London Docklands are a homage to the historic beauty and intrigue of East London, reinterpreted for today's urban professionals. The moody tones of graphite and blackened steel accents incorporate other playful pops of colour which seamlessly blend light and shadows, enhancing each apartment's dapper interior.







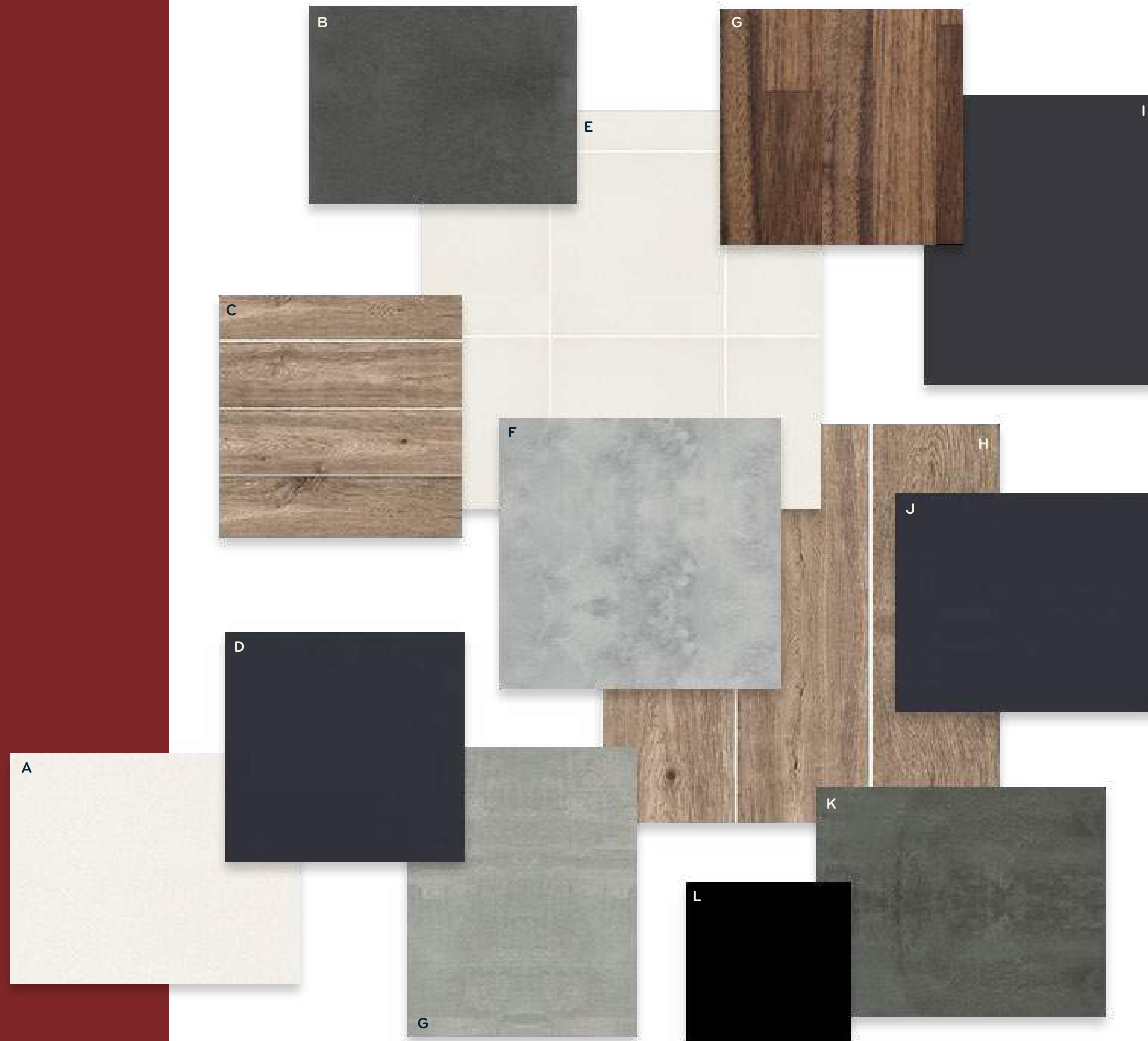


## LONDON DOCKLANDS

### KEY

- A** Kitchen cabinet laminate by contractor  
Colour: Cream White
- B** Bathroom wall tile 600 x 600  
Colour: Deep Grey Tone  
Supplier: Sanipex Group
- C** Bathroom floor and wall, overall  
apartment skirting, apartment threshold  
Colour: Brown Tonal  
Supplier: Metre Squared
- D** Kitchen cabinet + wardrobe and vanity  
cabinet by contractor  
Colour: Dark Gray laminate
- E** Kitchen backsplash  
Colour: White  
Supplier: Sanipex Group
- F** Bedroom feature paint by contractor
- G** Wardrobe internal laminate by contractor
- H** Floor tile 200 x 1200 + Powder room  
floor tile 200 x 1200  
Colour: Brown Tonal  
Supplier: Metre Squared
- I** Kitchen cabinet laminate  
Colour: Dark Grey
- J** Powder room + bathroom vanity cabinet  
laminate by contractor
- K** Powder room wall tile  
Colour: Deep Grey Tone  
Supplier: Sanipex Group
- L** Kitchen countertop by contractor  
Colour: Black

## DESIGN

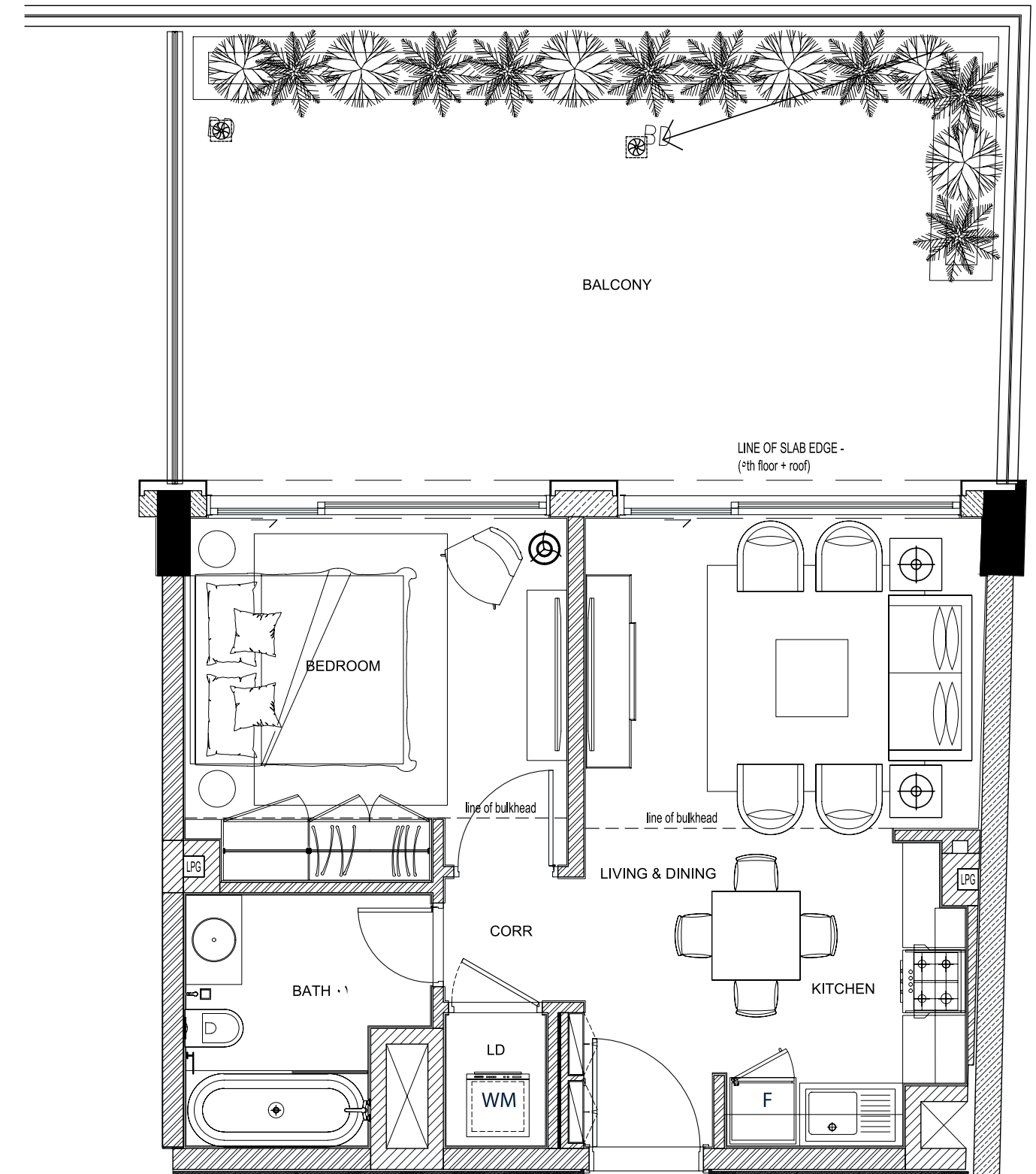




# FLOOR PLANS

Legendary wharf vibrancy and energy is reflected in the style, material, colours, finishes, and optional furniture and resonates throughout this spacious floorplan.

1 BEDROOM TYPE 3

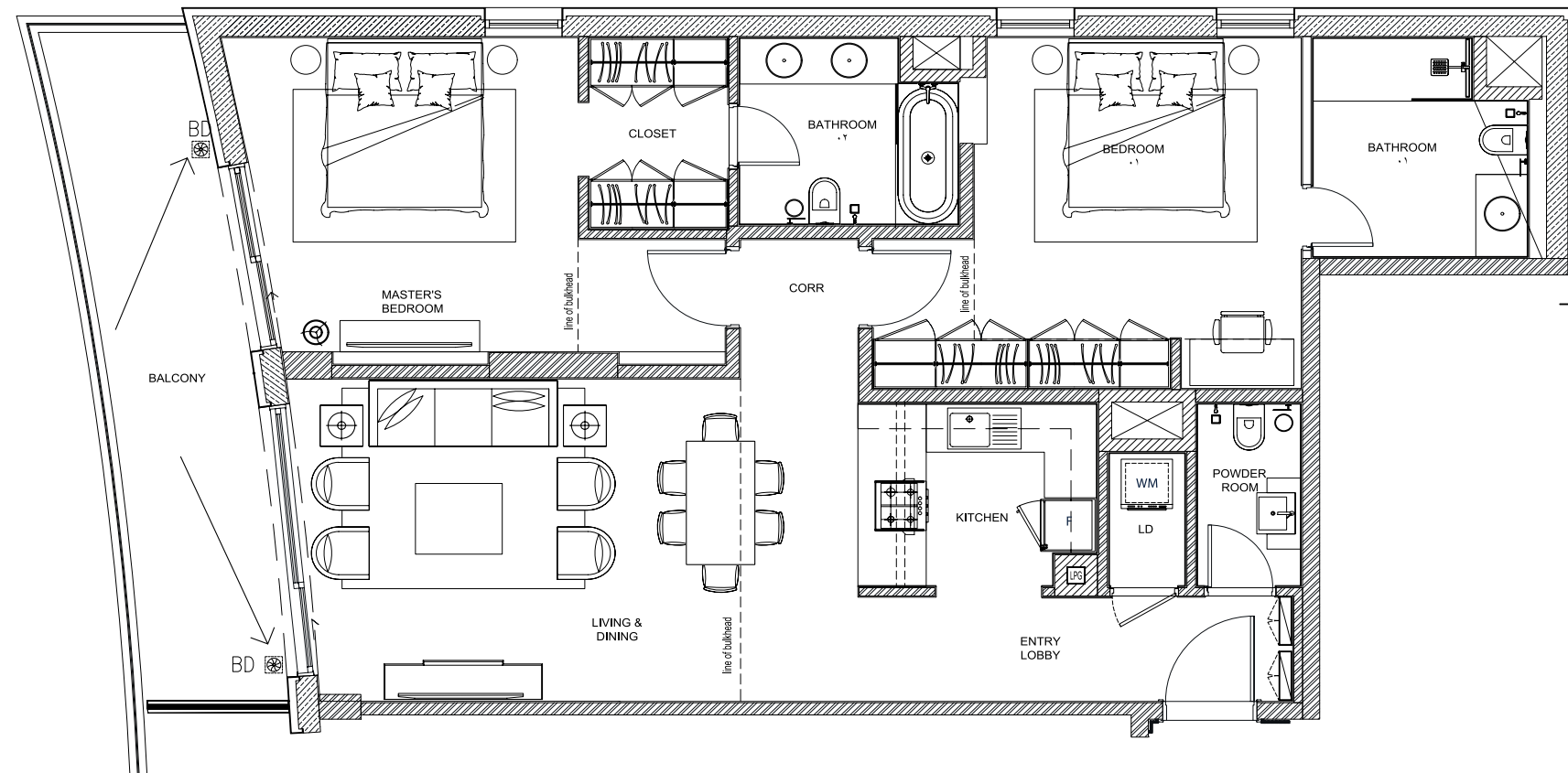




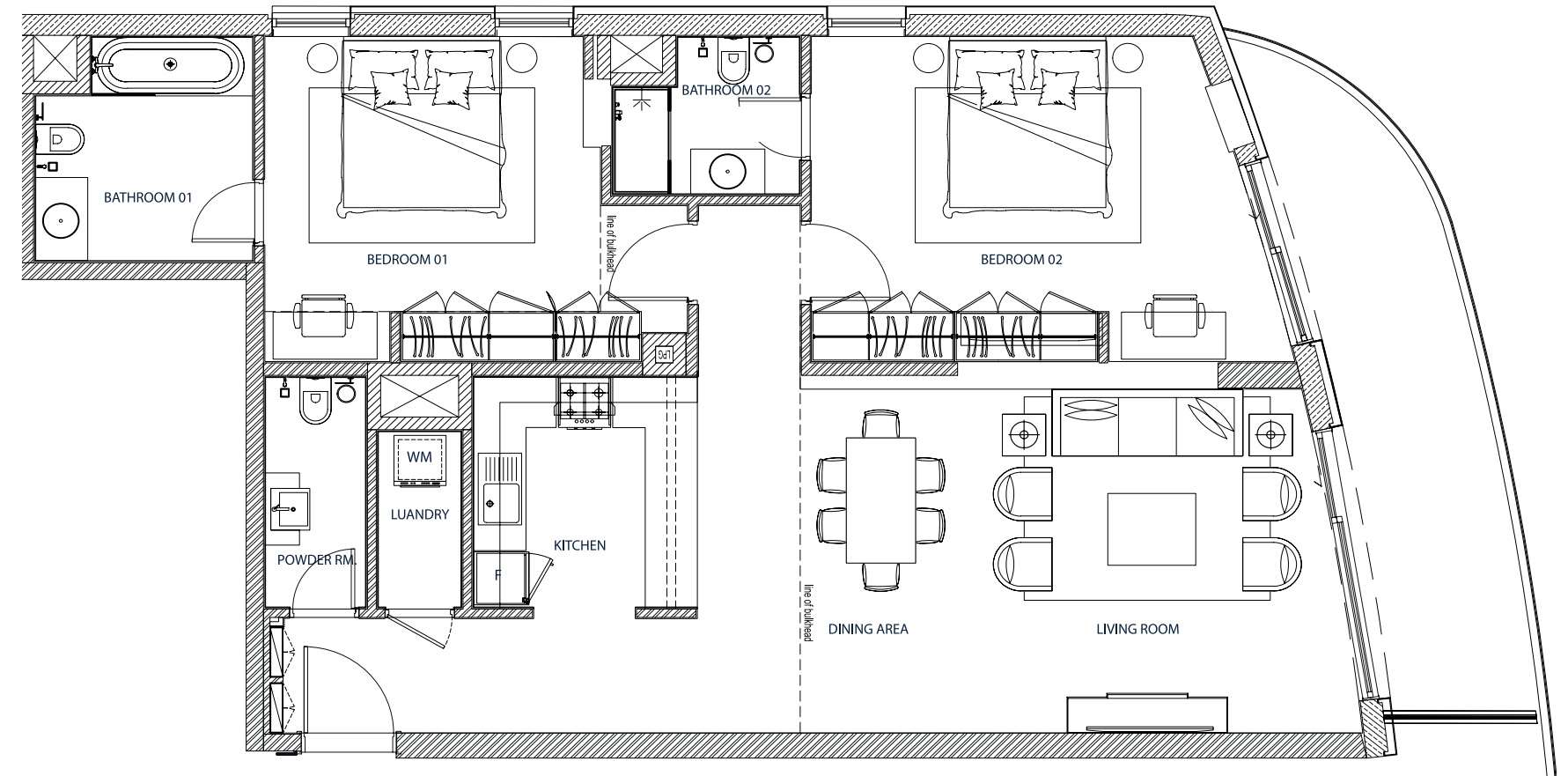




2 BEDROOM TYPE 2

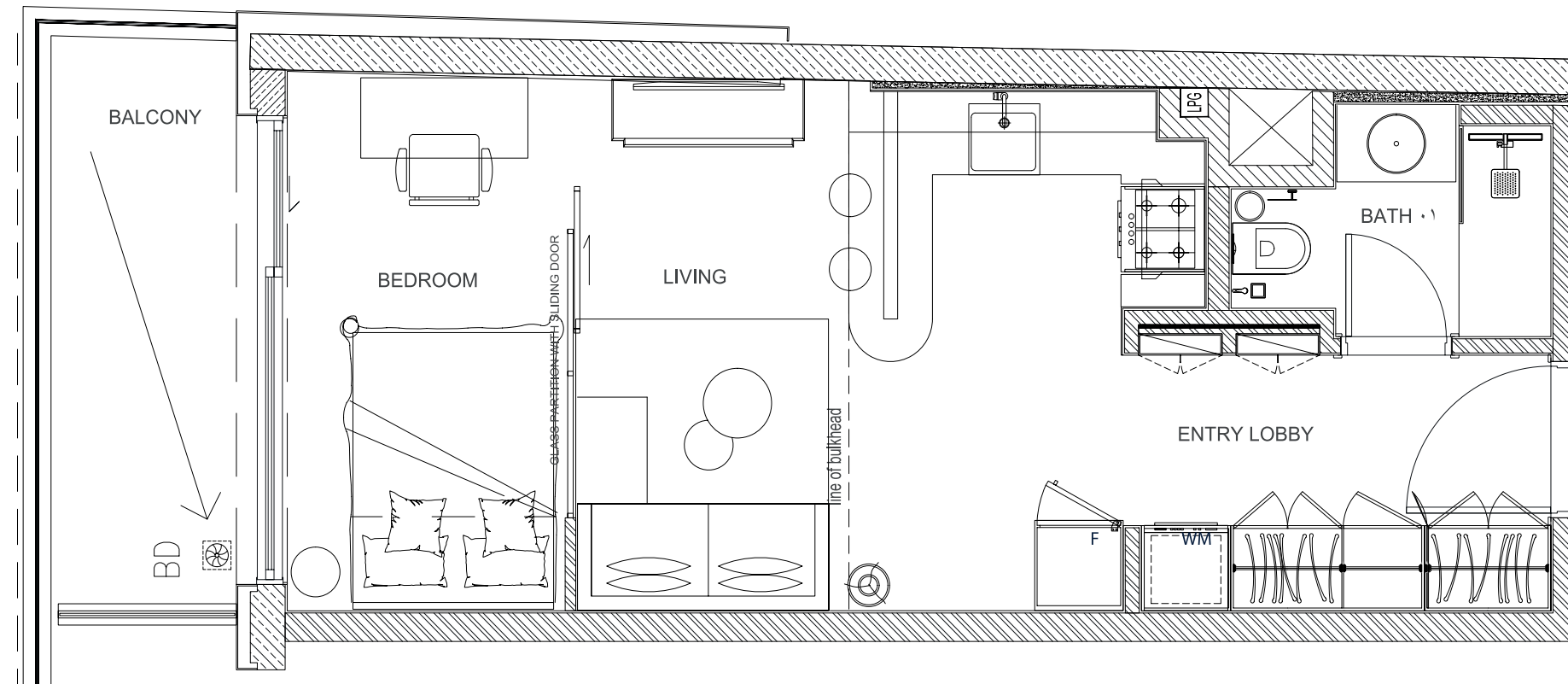


2 BEDROOM TYPE 3

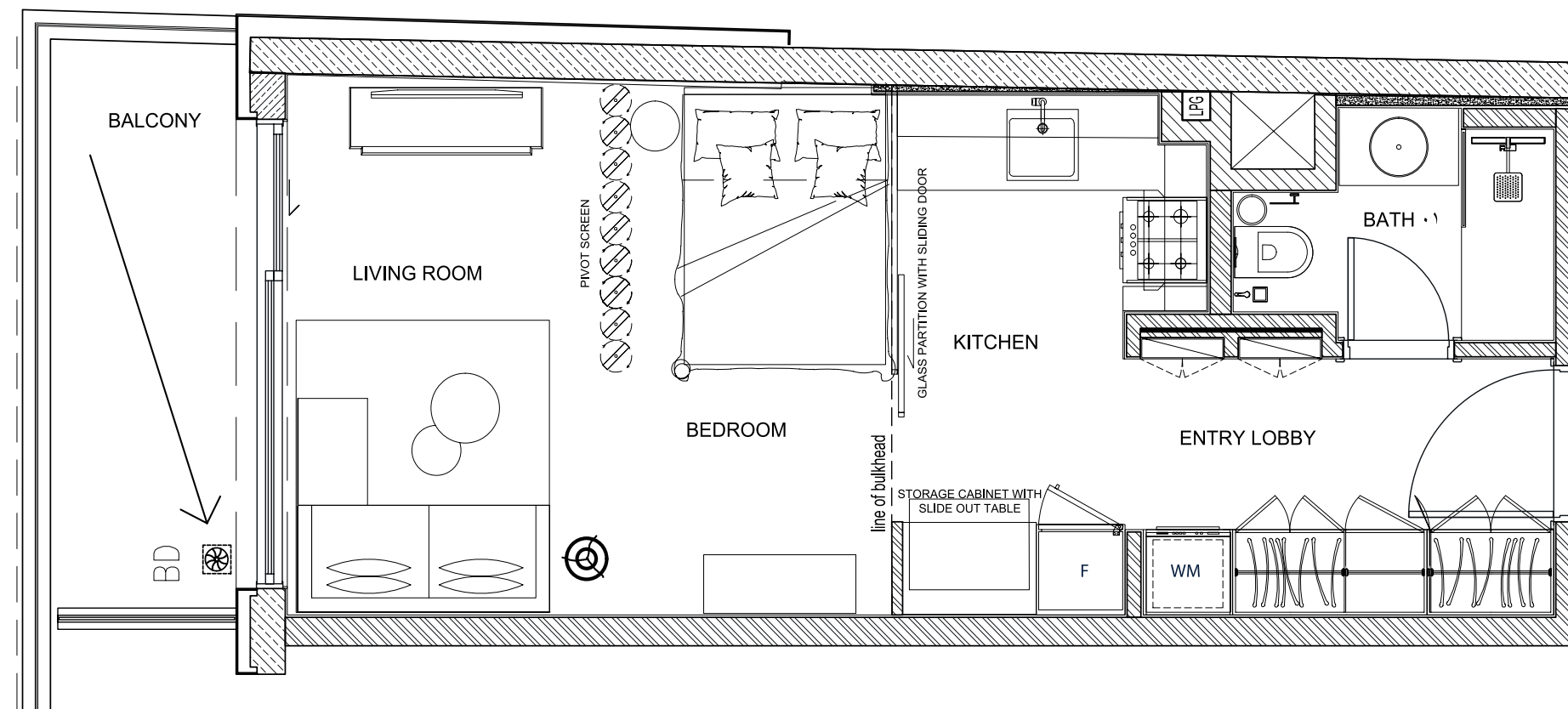




STUDIO A TYPE 1



STUDIO B TYPE 2







# DESIGN PHILOSOPHY



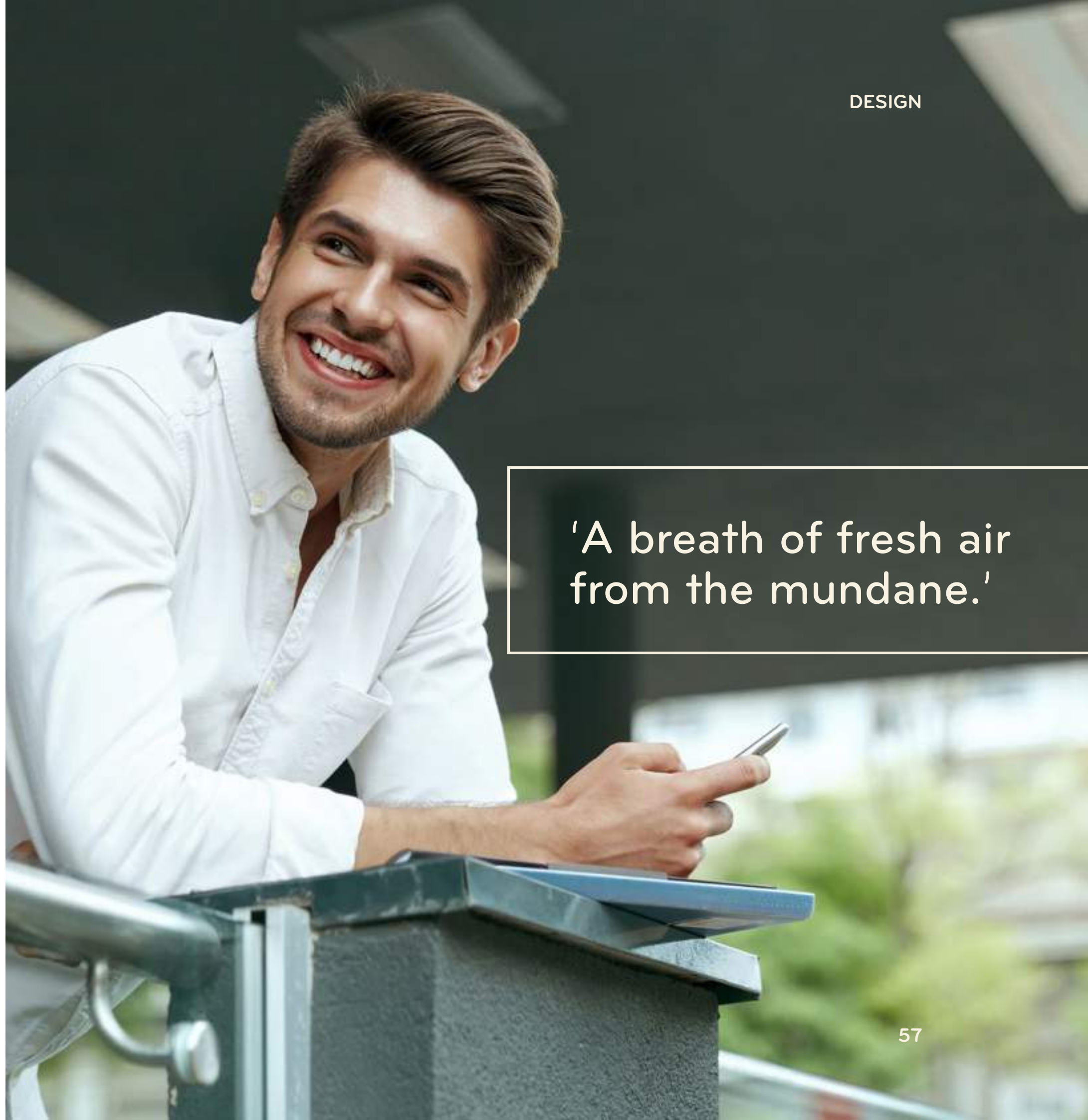
# EVOCATIVE DESIGN

**Evocative design that elevates lifestyle to new heights.**

LOCI Residences is a sustainable expression of a modern new lifestyle and is Dubai's up and coming address for innovators, creatives, and disruptors. From the moment you step inside, you'll know you're in the centre of it all and yet in another world entirely. Unique themed floorplans, contemporary finishes, and an air of calm.

An inviting departure from the buzz of JVC below, the award-winning LOCI Residences reflects Dubai's sheer optimism and promise and is THE new connected hub and residence on the rise.

**'LOCI Residences breaks the mould of apartment living.'**



**'A breath of fresh air from the mundane.'**





## EMBRACING TECHNOLOGY

### Interact with innovation

That dreaded summer electricity bill is a thing of the past. Each LOCI Residences home features tech-forward components seamlessly blended with advanced technology specifically designed to improve how you experience your home and to save you money.

Window frosting at your fingertips, Smart AC, an app-driven home maintenance system and other behind-the-scenes systems enhance the environment within, truly taking apartment living to the next level.





## INSPIRING WELLNESS

Kick back and relax on the sundeck or get your competitive juices in the massive fitness facility. Swim laps in the stunning infinity pool surrounded by warm teak wood and tropical greenery, or challenge yourself: run, cycle, box, or lift. After a hard workout, you can retreat to the Yoga Area or heal your soul in the Meditation Room.





GYM



'Indulge in personal wellness and skyline amenities. All without leaving home.'





Feeling laid back?  
When it's time to shut your laptop, pop over to the communal relaxation area, kick back and enjoy the company of neighbours. It's all just an elevator ride away.





# INNOVATIVE SUSTAINABILITY

## An urban oasis meets green living.

At LOCI Residences, the perfect marriage of epic living and eco-friendly design awaits with one of Dubai's highest and most innovative commitments to green building practices.

LOCI Residences offers a healthier and cleaner home utilising passive design, energy reflecting materials, on-site water filtration facilities, solar-powered lighting and more.

LOCI Residences proudly takes the lead on sustainable apartment living in Dubai.



# ENGAGING COMMUNITY

Life comes together at LOCI Residences, inciting social connections and a sense of community with fruitful and constructive co-working. Need a change of scenery after your workday is done? Indoor-outdoor workspaces provide just that.

Outdoor areas offer opportunities for recreation and relaxation. And, dedicated fitness and wellness spaces respond to the quintessentials of your every day.

Here, moments, interests, and ideas come together to shape an evocative destination that welcomes you home.

**Create. Discover. Recharge. Chill. Repeat.**









# A WELCOMING HOME

## LOCI Residences. The heartbeat of a budding new community of makers, doers, and dreamers.

In JVC, LOCI Residences is the hub, the nexus, the hive of it all. LOCI Residences is where self-expression is not just welcomed; it's celebrated. Whether you're a programmer, a designer, an animator, or a lawyer, you're a disruptor in your field. Out there, you'll galvanise and ascend.

At LOCI Residences, you'll reset, recharge, and find the fuel that feeds your soul and stirs your passion without limits.



LOCI

RESIDENCES