SELŌRA

RESIDENCES

CONTENTS



THE ESSENCE

Dubai
Meydan
MBR City, District 11
Location
Master Community



THE SANCTUARY

Selora Residences



THE ELEMENTS

Design
Aesthetics
Villas of Selora



THE HARMONY

Amenities



THE VISIONARY

Swank Development

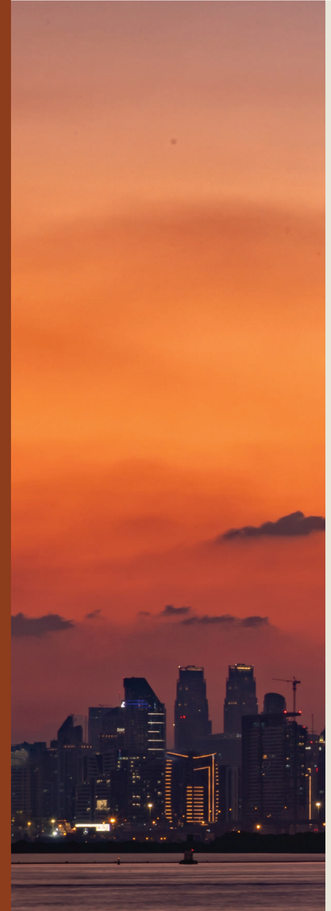


NATURE ARTFULLY DESIGNED

Our world thrives on the subtle dance of contrasts—light and shadow, movement and stillness, the rise and fall of natural energy. True perfection in living spaces lies in harmonizing these elements, where every detail, big or small, comes together to create an intuitive and enriching environment. Location, ambiance, and experience intertwine seamlessly, empowering design that resonates with your innermost desires. At Selora, we craft spaces where the essence of nature meets artful design, offering a sanctuary that nurtures and sustains the soul.



THE ESSENCE



DUBAI

Dubai's allure transcends its iconic skyline, offering a vibrant fusion of security, unparalleled location, and exceptional living standards. Beyond its awe-inspiring architecture and opulent offerings, the city takes pride in its safety, world-class education and healthcare systems, and its rich, multicultural fabric.

With a business-friendly climate and seamless processes, Dubai provides investors the platform to realize their full potential. Owning a home in Dubai is not just a financial investment; it's an entryway to a life brimming with boundless opportunities and limitless possibilities.



MEYDAN

Meydan is the visionary creation of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister, and Ruler of Dubai. Since its grand opening in 2010, Meydan has captured global attention, with the iconic Meydan Racecourse standing as its centerpiece. MBR City, District 11, is swiftly becoming one of Dubai's most sought-after developments, heralding a future brimming with innovation and new opportunities. The Dubai of tomorrow begins right here.



MOHAMMED BIN RASHID CITY,

DISTRICT 11

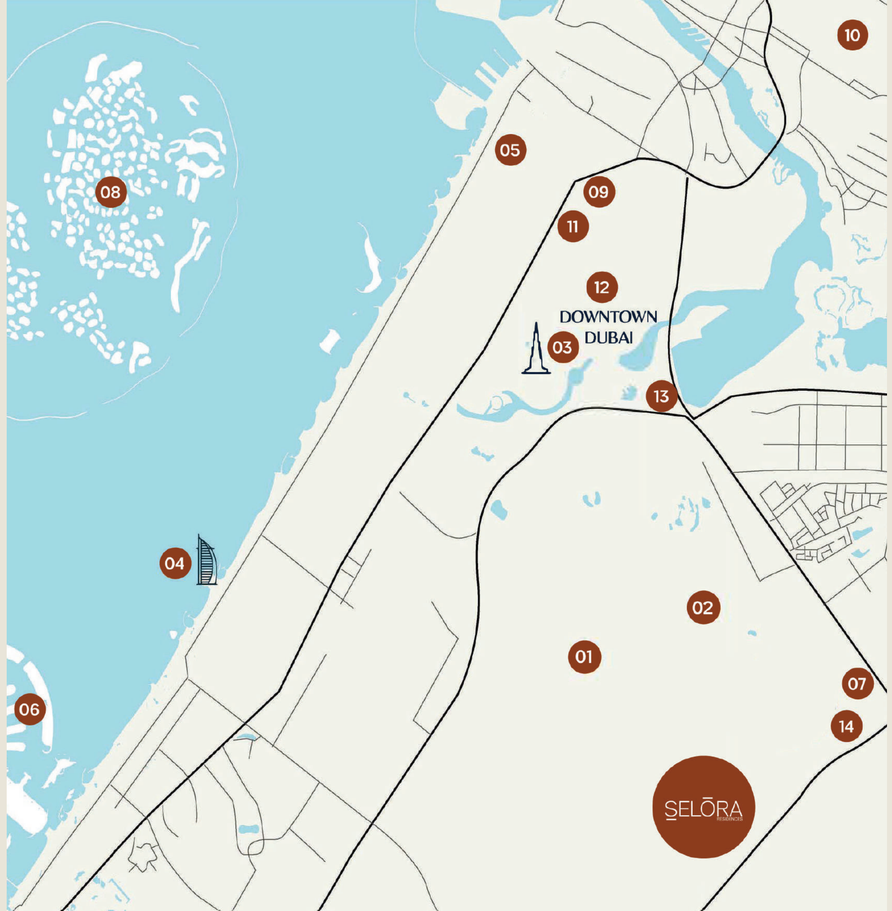
District 11 is a breathtaking lifestyle sanctuary nestled in the heart of Dubai, where elegant homes overlook a shimmering crystal lagoon, serene beaches, and lush parklands.

This enchanting community reimagines luxury living, with picturesque walkways shaded by tree-lined avenues and a tranquil lagoon at its heart. A true oasis of the 21st century, District 11 offers an exclusive beachfront retreat, inviting residents to immerse themselves in the harmony of nature and refined beauty.



POINTS OF INTEREST

1. Mohammed Bin Rashid Al Maktoum City
2. Meydan Racecourse
3. Burj Khalifa
4. Burj Al Arab
5. Jumeirah Mosque
6. Palm Jumeirah
7. Kent College
8. World Islands
9. Emirates Towers
10. Dubai International Airport
11. Dubai International Financial District
12. Dubai Mall
13. Dubai Design District
14. Lycee Libanais Francophone School



THE MASTER COMMUNITY

- Vast Open Spaces
- Gated Community
- Sports Facilities
- Communal Gardens
- Crystal Lagoon
- Mosque
- Retail
- Supermarkets
- Schools
- Clinics



THE
SANCTUARY



WELCOME TO SELORA RESIDENCES

An exclusive gated community of 30 thoughtfully designed villas inspired by the elements of nature, blending luxury with mindful living in one of Dubai's most prestigious communities.

THE COMMUNITY



MASTERPLAN

1. Entrance
2. Casa Selora Clubhouse
3. Laguna Maré
4. Kids Area

THE ELEMENTS



THE ELEMENTAL LIVING EXPERIENCE

Step into a sanctuary where the elements of nature—light, air, water, and earth—are seamlessly woven into every design, creating a space that nurtures your well-being. This is more than just a home; it's a retreat, a personal escape from the ordinary, where each element is thoughtfully crafted to offer tranquility and balance. The interiors, inspired by nature's beauty, blend exquisite finishes with harmonious spaces, creating an atmosphere of refined serenity. Here, every detail works in harmony to offer a lifestyle of effortless luxury, where every moment feels like a gentle embrace from the natural world.

DESIGN APPROACH

We thoughtfully curate every home to reflect the individuality of those who reside within. Our design approach is deeply personal—an artful balance of elegance and functionality, where every detail is meticulously tailored to your desires.

From the richness of layered textures to the refinement of exquisite finishes, each space is crafted to inspire, delight, and evoke a sense of belonging. This is more than design; it is an immersive experience, a sanctuary that sustains your soul.



CONTEMPORARY DESIGN

Blending modern design with timeless elegance, offering a space where innovation and style meet. Every detail is thoughtfully crafted, inviting you to your perfect sanctuary, where contemporary elegance meets timeless comfort.





VERSATILE SPACES

Thoughtfully designed open layouts that balance functionality with aesthetic appeal, allowing for effortless customization to suit your lifestyle.



UNPARALLELED CRAFTSMANSHIP

At Selora Residences, every corner tells a story of artistry and elegance. From the lustrous gleam of polished marble to the natural warmth of timber, each material is thoughtfully selected to add depth and character. Meticulous attention to detail,

From the finest finishes to the subtle architectural accents, ensures a living experience that radiates timeless beauty and impeccable craftsmanship.



NATURAL HARMONY

Rich textures of wood and stone, along with nature-inspired accents, create a tranquil ambiance that fosters a deep connection with the surrounding environment.



COBBLESTONE PAVEMENTS

Blending the charm of cobblestone with modern design, these thoughtfully crafted pathways evoke the timeless beauty of history while seamlessly complementing the contemporary surroundings. Every step you take is a journey through artistry, where tradition meets innovation in a harmonious dance of past and present.



TIMELESS ARCHITECTURE

Each residence is a masterpiece of unique design, embracing natural finishes and earthy tones to cultivate an inviting, warm, and enduring charm.



4 BED VILLA FRONT

Luz Villas | 4-Bedroom | 4,513.88 Sq.ft | 4 Units | Private Swimming Pool | Elevator | Landscaped Garden



4 BED VILLA FRONT



4 BED VILLA BACK



LIVING ROOM



DINING AREA / LIVING ROOM

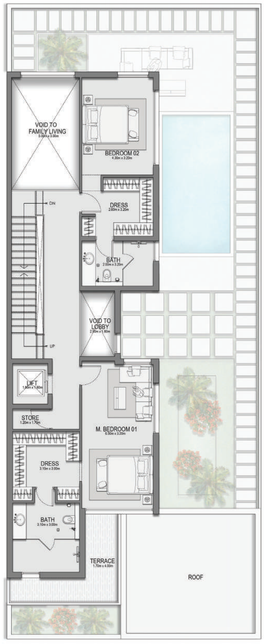
Luz brings clarity and warmth, flooding your home with natural light. Its design emphasizes openness and illumination, creating an inviting and uplifting atmosphere where clarity and serenity flow seamlessly throughout.

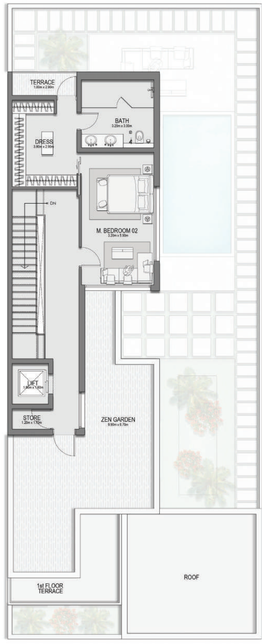

KITCHEN


BEDROOM


BATHROOM


OUTDOOR SEATING
FAMILY LIVING
DINING
SWIMMING POOL
SHOW KITCHEN
LOBBY
UP
LIFT
HW
WC
STORE
BEDROOM 01
LAUNDRY
BATH
MAIDS ROOM
G. ROOM


VOID TO FAMILY LIVING
BEDROOM 02
DRESS
DN
BATH
VOID TO LOBBY
UP
LIFT
STORE
M. BEDROOM 01
DRESS
BATH
TERRACE
ROOF


TERRACE
BATH
DRESS
DN
M. BEDROOM 02
LIFT
STORE
ZEN GARDEN
1st FLOOR TERRACE
ROOF

FLOORPLANS

5 BED VILLA FRONT

Vela Villas | 5-Bedroom | 5543.09 Sq.ft | 20 Units | Private Swimming Pool | Elevator | Landscaped Garden



5 BED VILLA BACK



LIVING ROOM



DINING AREA / LIVING ROOM

Vela captures the winds of progress, symbolizing direction and movement. Its design flows effortlessly, guiding you toward new horizons while offering a sense of freedom and forward momentum in every space.



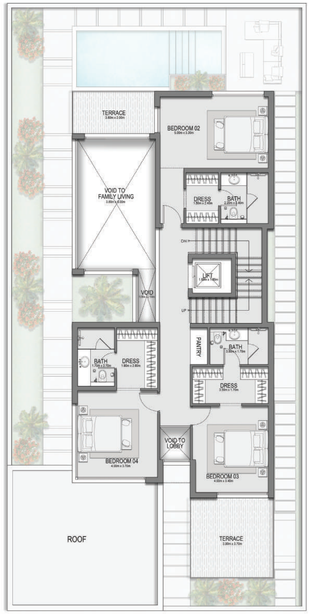
KITCHEN

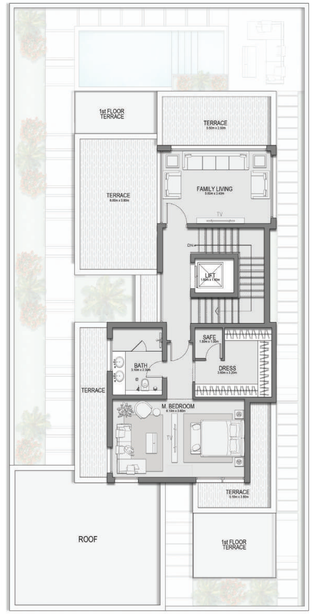


BEDROOM

BATHROOM







FLOORPLANS

6 BED VILLA FRONT

Verve Villas | 6-Bedroom | 7887.69 Sq.Ft / 8480.99 Sq. Ft | 3 Units | Private Swimming Pool | Elevator | Landscaped Garden



6BED VILLA BACK

LIVING ROOM

DINING AREA / LIVING ROOM

Verve celebrates vitality and energy, infusing your home with passion and enthusiasm. It's a dynamic space that inspires action and creativity, bringing a spirited essence to every corner of the villa.



KITCHEN

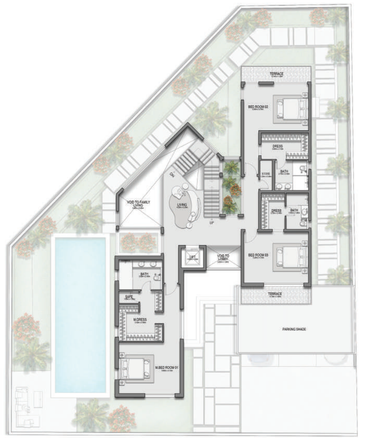


BEDROOM



BATHROOM







FLOORPLAN

6 BED ISLAND VILLA FRONT

Maré Villas | 6-Bedroom | 8800.36 Sq.ft | 3 Units | Private Swimming Pool | Elevator | Landscaped Garden





6 BED ISLAND VILLA BACK



LIVING ROOM



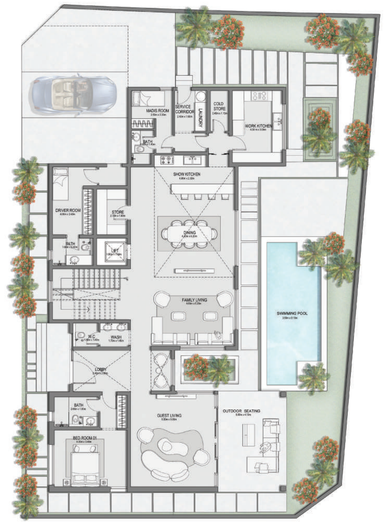
DINING AREA / LIVING ROOM

Maré connects you to the rhythm of the ocean, evoking the tranquil ebb and flow of the sea. Its design reflects calm and renewal, creating a peaceful sanctuary where nature's movements are mirrored in every detail.


KITCHEN


BEDROOM


BATHROOM


SHOW KITCHEN
DINING
DRIVER ROOM
STORE
FAMILY LIVING
SWIMMING POOL
WASH
LOBBY
GUEST LIVING
OUTDOOR SEATING
BED ROOM 03


PARKING SHADE
BEDROOM 02
BED ROOM 01
VOID TO DINING
TERRACE
FAMILY
VOID TO LOBBY
VOID
BED ROOM 04
BED ROOM 05


PARKING SHADE
TERRACE
MASTER BEDROOM
VOID TO LOBBY
VOID
GAMING ROOM
TERRACE

FLOORPLANS

THE
HARMONY



A HAVEN FOR EVERY GENERATION

Selora Residences offers an immersive experience where every amenity is thoughtfully designed to nurture both your well-being and the environment. The stunning Laguna Maré invites you to relax by the tranquil waters, the Clubhouse provides a space for social connection and community activities, and the Padel courts offer a chance to stay active in a peaceful setting. Casa Selora, a hub of warmth and elegance, complements your living experience, while expansive green spaces, cycling tracks, and fitness areas support a healthy, active lifestyle. At Selora, we've curated a lifestyle where your soul feels at ease, and future generations can thrive in a sustainable and mindful environment.



SELORA FACILITIES

- SWIMMABLE LAGUNA MARÉ
- CASA SELORA CLUBHOUSE
- PADEL COURT
- INFINITY POOL
- FITNESS CENTRE
- LOUNGE
- LUSH GREENERY
- KIDS AREA
- CIGAR LOUNGE
- YOGA STUDIO
- KIDS POOL



LAGUNA MARÉ

Laguna Maré is more than just a serene oasis—it's a vision for the future, where nature's timeless beauty provides a peaceful retreat for generations to come. Surrounded by lush greenery and gently flowing waters, this island-inspired lagoon offers an environment where families can reconnect, rejuvenate, and embrace the harmony of nature. In a world that is constantly changing, Laguna Maré stands as a constant, a sanctuary designed to nurture the soul today, while preserving its tranquil beauty for future generations. A space where the rhythms of nature flow effortlessly, creating lasting memories for those who call Selora home.



UNWIND BY THE WATER'S EDGE

- Swimmable Crystal Lagoon
- Waterside Walking/running Track
- Canoeing / Kayaking
- Sandy Beaches



WELLNESS AND LEISURE

- Walking And Cycling Trails
- Recreational Amenities
- Community Clubhouse
- Outdoor Gym And Sports Courts
- Children's Play Areas
- Community Gardens
- Lush Landscaped Areas
- Multi-functional Deck



THE VISIONARY

SWANK DEVELOPMENT

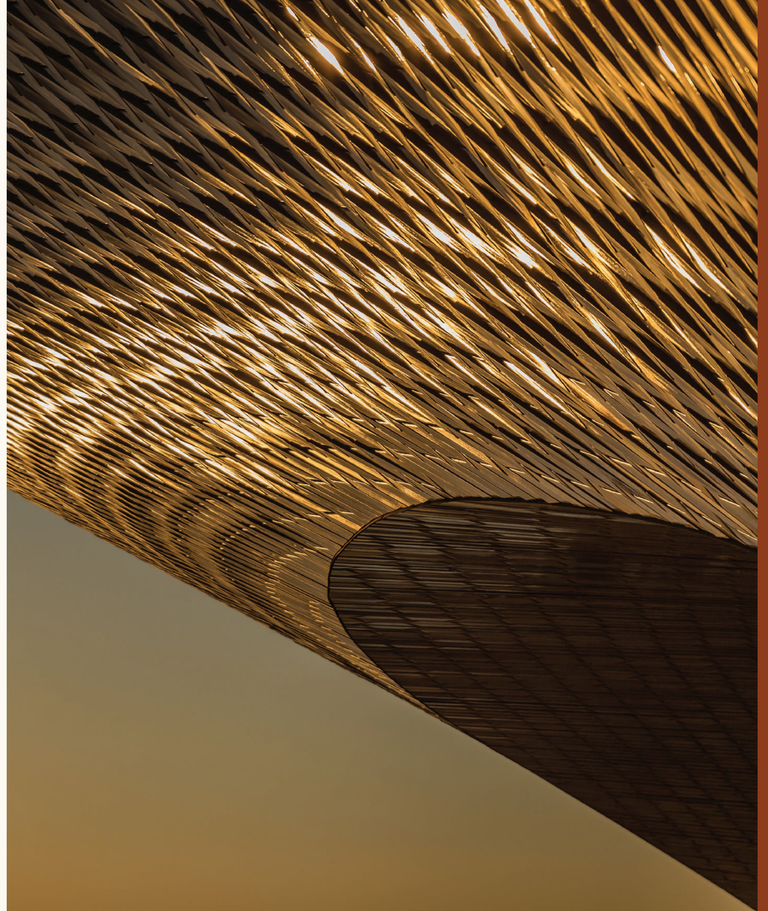
Swank Development, is an esteemed European real estate developer. We bring together a wealth of experience from various sectors, including construction, design, and furniture, contributing to a holistic approach that sets us apart. Dedicated to encapsulating the essence and heritage of Europe, we embark on a mission to seamlessly infuse the vibrant traditions, warm hospitality, and the pure joy of living characteristic of Portuguese culture into our projects in the UAE, creating a unique and sophisticated living experience for our discerning customers.

More than developers; we're artisans of style, curators of exceptional experiences, and makers of bespoke lifestyles.



"At Swank Development, beyond construction, we are all about crafting experiences and creating lifestyles. Every detail reflects our commitment to excellence. Each Swank creation is a testament to the collaboration of artisans, architects, and innovators who pour their heart and soul into every project. Their dedication and creativity transform our designs from concepts into tangible homes and dreams into living realities. We welcome you to the world of Swank—a realm where design, dedication, and dreams converge beautifully in a harmonious blend. "

Moustafa Elsaid
Founder



SWANK

DEVELOPMENT

Disclaimer: Whilst every care has been taken to ensure accuracy in the preparation of the information contained herein, no warranties whatsoever are given or legal representation provided in respect thereon. The developer reserves the right to modify information of the development or any part thereof as may be approved or required by the relevant authorities

Festival Tower 2005, Dubai Festival City, Dubai, UAE

swankdevelopment.com

800 SWANK (79265)