

SIGNATURE RESIDENCES

A large, stylized, grey signature graphic, possibly reading 'Alex', oriented vertically on the right side of the page. The signature is composed of thick, fluid lines with a wavy, undulating top section and a large, sweeping loop at the bottom.



THE S



FOR ILLUSTRATIVE PURPOSE ONLY

A PNC MENON  
SIGNATURE PROJECT

FROM THE HOUSE OF THE

*Palace Maker*



# PNC MENON

THE SOBHA GROUP

13th Floor, Sobha Sapphire, Business Bay,  
PO Box 125250, Dubai, UAE.

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To the connoisseur of fine living.

The mission of my life has been to create beautiful experiences. From designing palaces to royal homes, I sought to leave my mark through a marriage of thoughtful design, detailed aesthetics and flawless quality.

Founding the Sobha Group gave wings to my aspirations of growing one of the world's premier real estate brands. And yet my dream project eluded me. Until now. It is with deep satisfaction that I present to you:

The S.

This tower presents the best of the Sobha Group, and my own passion for giving our customers nothing but the absolute finest.

Every last detail has been meticulously finished to satisfy my desire for both finesse and form. It all comes together to create living spaces that have all that you might wish for, and beyond.

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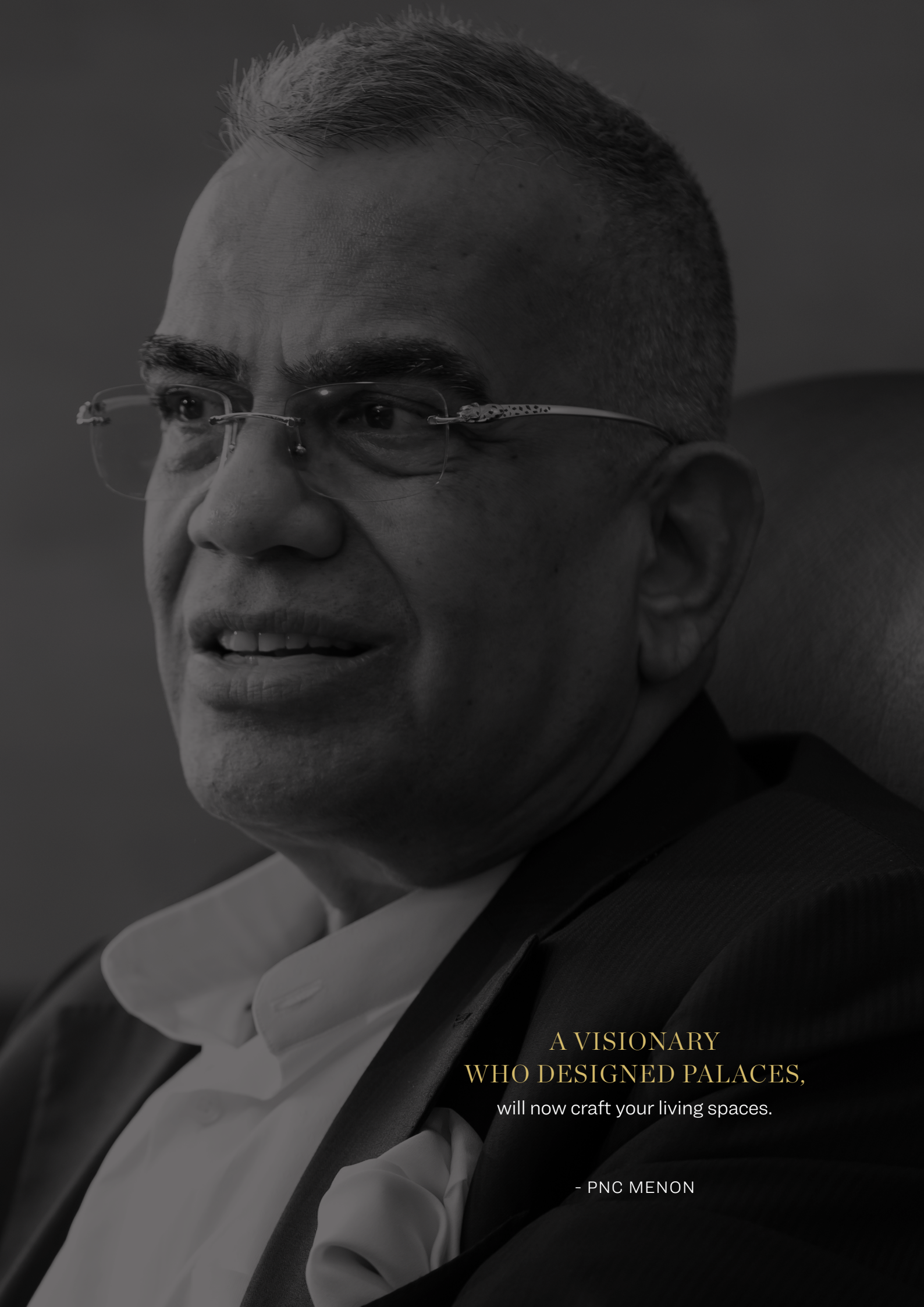
PNC Menon - Chairman





“PERFECTION  
IS NOT A DREAM,  
BUT *a reality*  
THAT I STRIVE  
TOWARDS  
IN MY WORK.”

- PNC MENON



A VISIONARY  
WHO DESIGNED PALACES,  
will now craft your living spaces.

- PNC MENON

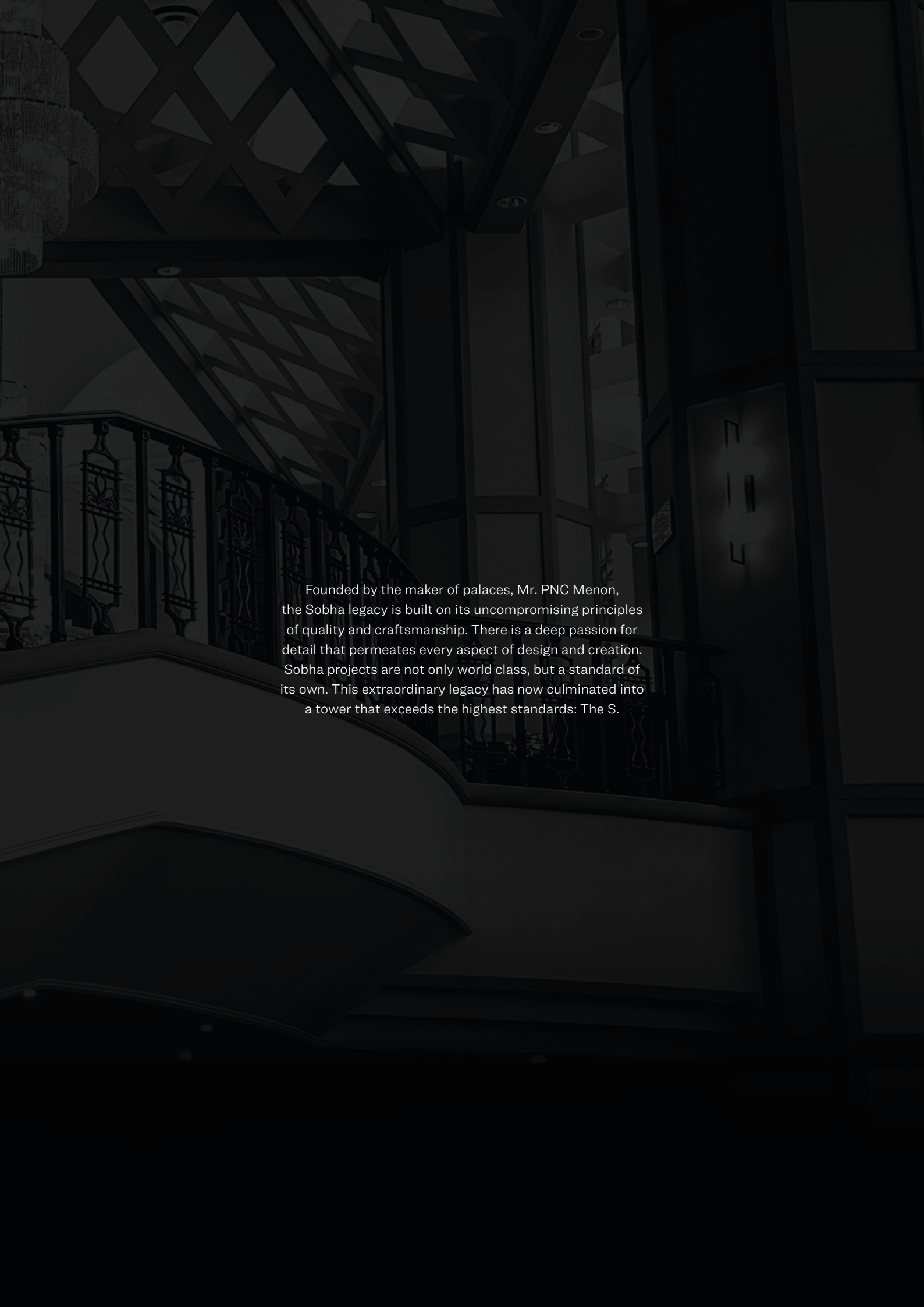
Across the world, Mr. PNC Menon's reputation as a master craftsman is legendary. His obsession with detail is what catapulted him from his humble beginnings, to an interior decorator of royal homes, to one of the most respected names in real estate.

He has always been at the forefront of delivering world-class projects. From creating extravagant palaces and intricate mosques to state-of-the-art campuses and super premium residential spaces - one recurring feature of each of his creations is the exceptional quality that is delivered.

Mr. Menon's deep understanding of creating spaces from the inside out and his passion for perfection is the driving force behind Sobha breaking new boundaries of excellence.



A LEGACY TAKES FORM  
in its highest expression.



Founded by the maker of palaces, Mr. PNC Menon, the Sobha legacy is built on its uncompromising principles of quality and craftsmanship. There is a deep passion for detail that permeates every aspect of design and creation. Sobha projects are not only world class, but a standard of its own. This extraordinary legacy has now culminated into a tower that exceeds the highest standards: The S.

**SIGNATURE RESIDENCES  
ARE SO UNIQUE,  
it took 50 years to create them.**

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For over five decades, Mr. PNC Menon has crafted living spaces for royalty, and magnificent palaces. The palace maker has now turned his inimitable sensibilities to craft his first signature residential project. Conceived and shaped under his watchful eye, every facet of this tower bears his signature style and sophistication. Welcome to a new way of living, that is the hallmark of Signature Residences.



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SHEIKH ZAYED ROAD  
IS THE POWER  
CORRIDOR OF DUBAI.

No wonder you'll feel at home here.

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The city's most prized real estate adorns Sheikh Zayed Road, the power corridor of Dubai. Naturally, you belong here. Being so central also has its visual perks, with every apartment at The S oriented to offer stunning views whichever way you look.

## A VANTAGE POINT

unlike any other.

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*DUBAI  
MARINA*

2

MINUTES

*EMIRATES  
GOLF COURSE*

5

MINUTES

*BURJ AL  
ARAB*

8

MINUTES

*PALM  
JUMEIRAH*

5

MINUTES

*MEDIA  
CITY*

6

MINUTES

*INTERNET  
CITY*

2

MINUTES

*KNOWLEDGE  
VILLAGE*

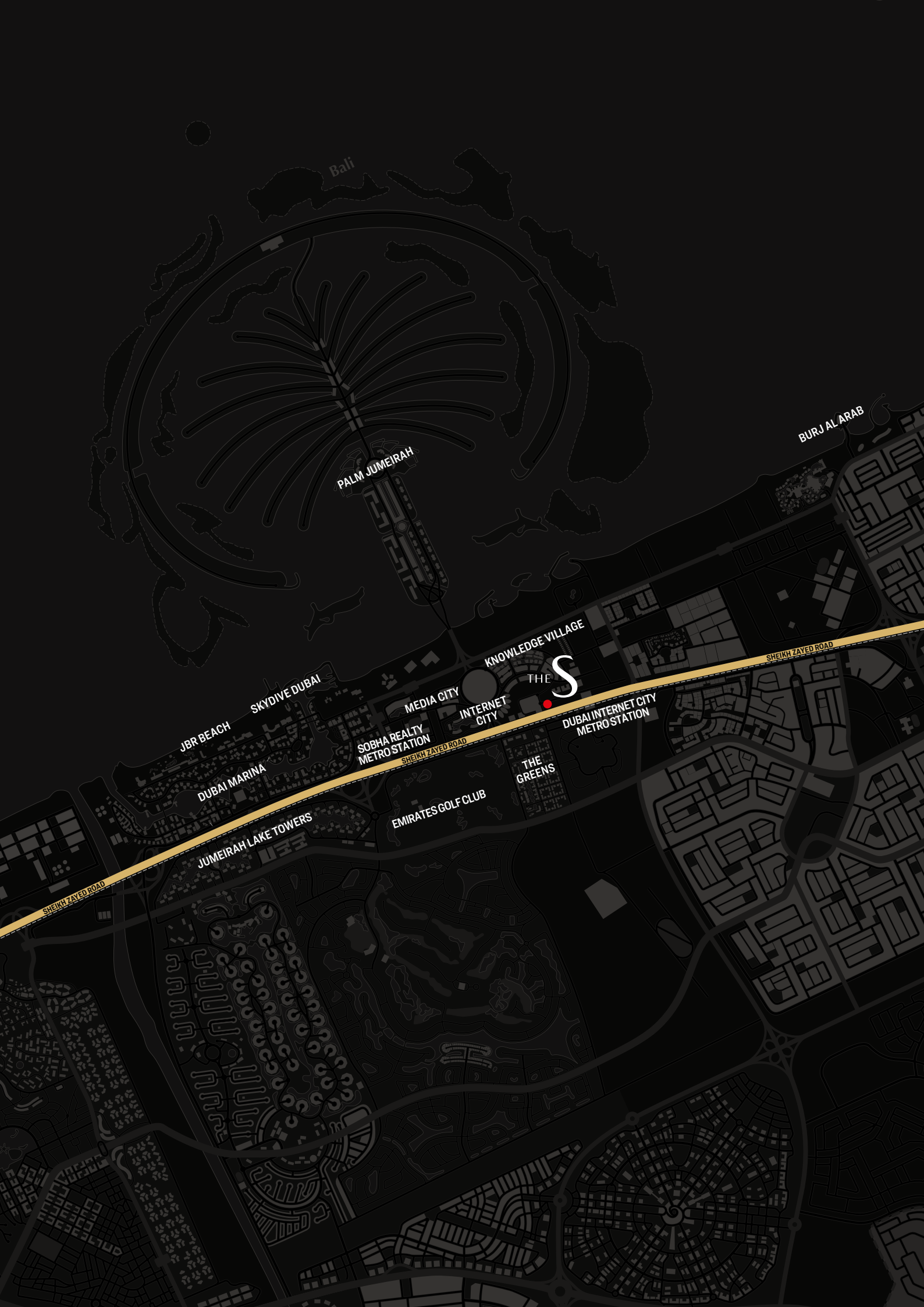
3

MINUTES

*MALL OF  
EMIRATES*

10

MINUTES



Bali

PALM JUMEIRAH

BURJ AL ARAB

KNOWLEDGE VILLAGE

THE S

JBR BEACH

SKYDIVE DUBAI

MEDIA CITY

INTERNET CITY

SOBHA REALTY METRO STATION

DUBAI INTERNET CITY METRO STATION

DUBAI MARINA

THE GREENS

EMIRATES GOLF CLUB

JUMEIRAH LAKE TOWERS

SHEIKH ZAYED ROAD

SHEIKH ZAYED ROAD

SHEIKH ZAYED ROAD



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## STUNNING VIEWS

Wherever you look

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Wherever your eyes wander, they'll rest on glorious sights. The tower has been oriented to allow gorgeous views from all sides. Sweeping sights of the sea can be viewed from the north side, while green vistas of the golf course greet from the south.

## THE S IN NUMBERS

Facts that tell a story

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A 60 storey magnificent high-rise with 41 stories of superlative residences.

Located at the crossroads of the Palm Jumeirah, Sheikh Zayed Road and Dubai Internet City.

6 levels of enclosed podium parking to house your supercars.

24/7 concierge & security service for complete safety and convenience.

Landscaped outdoor areas to greet you.

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# MAKE A STATEMENT

In the rarefied space of The S.

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The S makes a grand statement from the moment you step in. It starts at the lobby itself. Step inside and let the towering entrance enthrall you.

- Double-height entrance lobby that lets the world know you've arrived.
- Dedicated storage facility for home deliveries.
- Floor to ceiling marble-finish tile cladding with metal accents.



INIMITABLY S  
Signature Features








ORIGINAL ART  
FROM LEADING ARTISTS

Who have gathered in the lobby to welcome you.





An art gallery that showcases leading artists from across the globe  
adorns the lobby. Let the masterpieces capture your imagination as you  
admire the art and the artist.

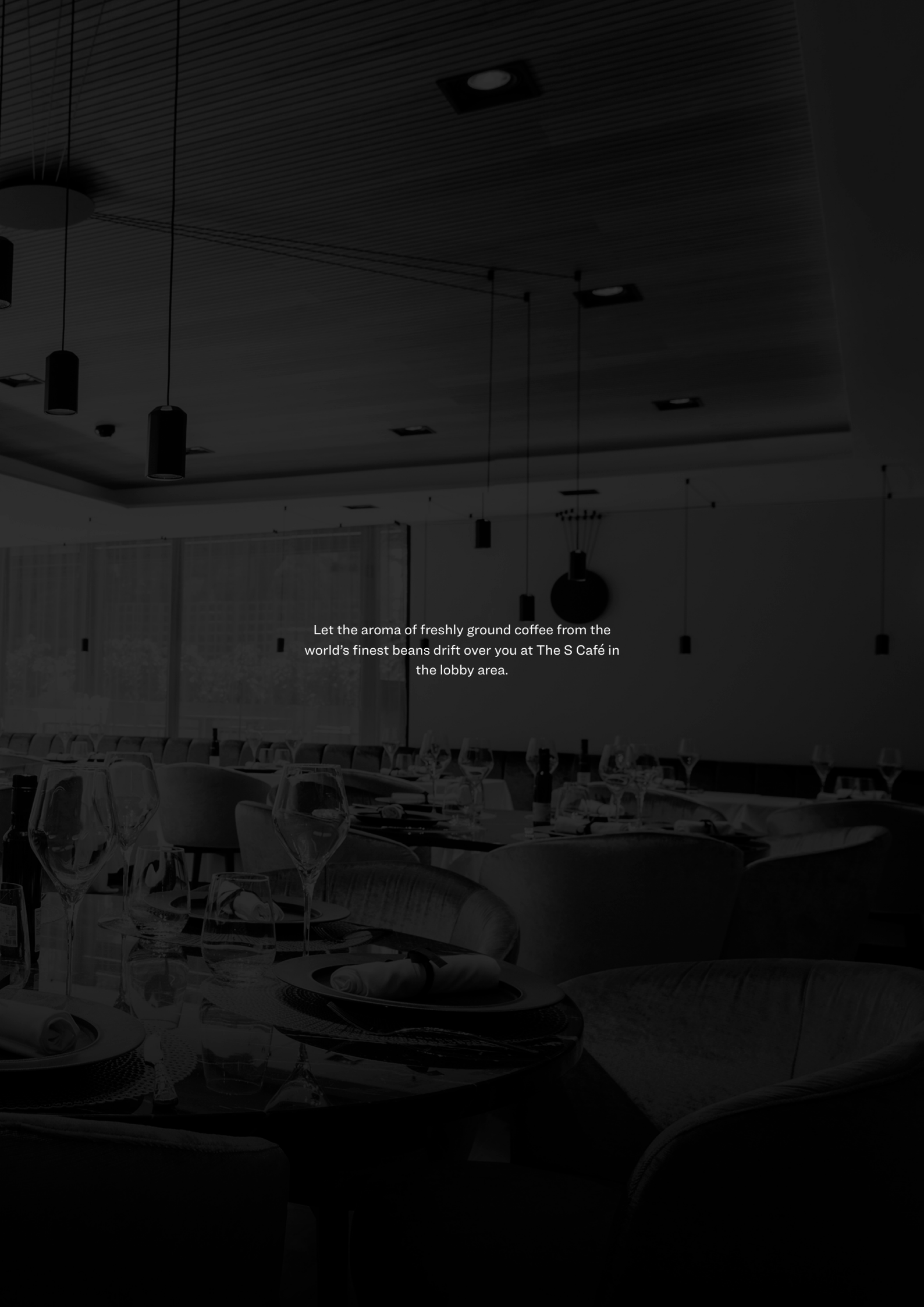






THE S CAFÉ  
WITH GOURMET DISHES

But without the crowds around you.



Let the aroma of freshly ground coffee from the world's finest beans drift over you at The S Café in the lobby area.



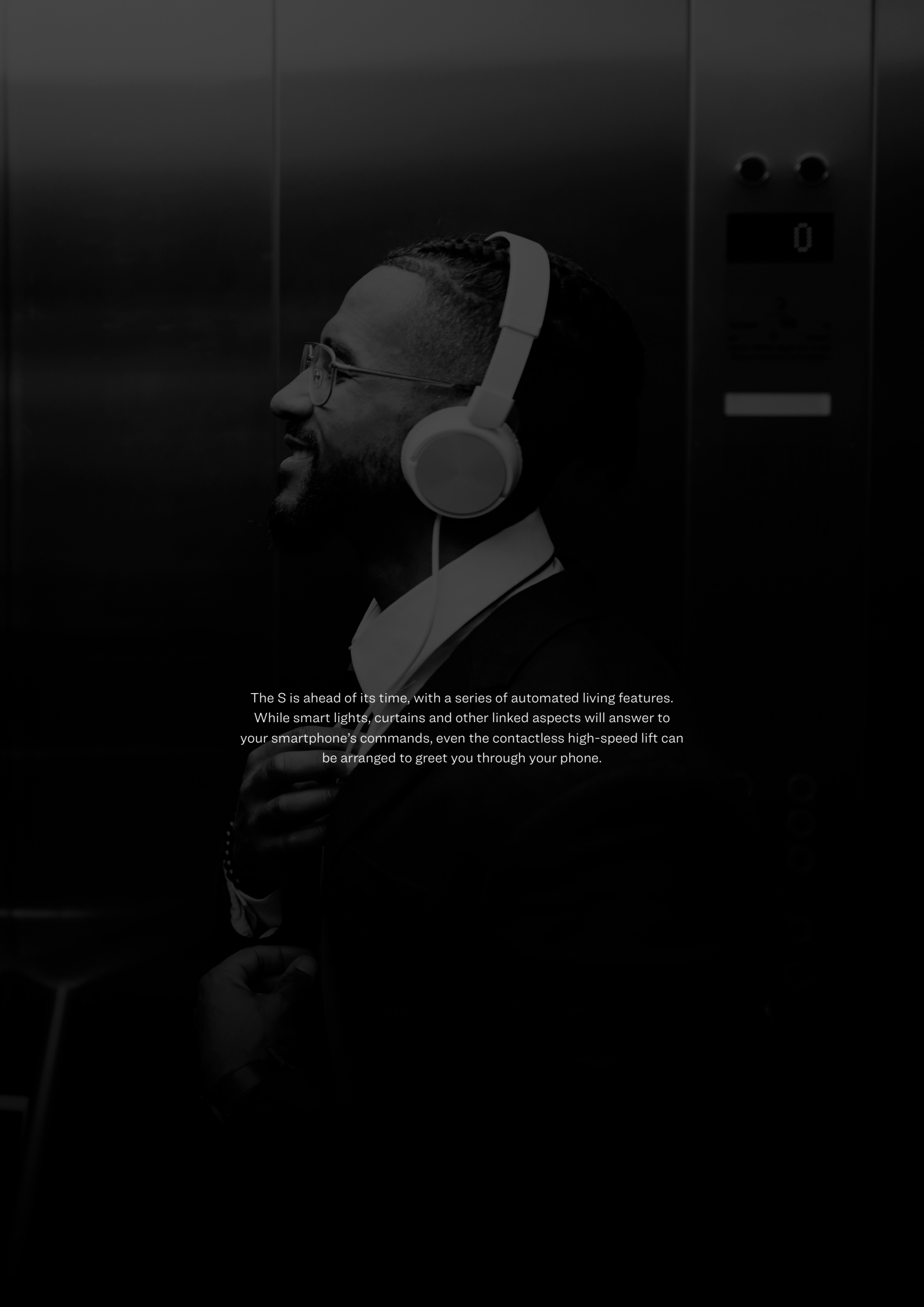


A man with a beard and glasses, wearing a dark suit and a white collared shirt, is shown in profile from the chest up. He is wearing large, white, over-ear headphones. He has a slight smile and is looking towards the right side of the frame. The background is dark and out of focus, suggesting an office or modern interior setting.

A HIGH-RISE WITH ITS  
OWN UNIQUE SIGNATURE.

And state of the art contactless lifts .



A man with a beard and glasses, wearing large white headphones, is shown in profile, looking upwards and to the right. He is wearing a dark suit jacket over a light-colored collared shirt. The background is dark and appears to be an elevator interior, with a control panel visible on the right side featuring a digital display showing the number '0'.

The S is ahead of its time, with a series of automated living features. While smart lights, curtains and other linked aspects will answer to your smartphone's commands, even the contactless high-speed lift can be arranged to greet you through your phone.

2







INIMITABLY S  
Signature Living Experience



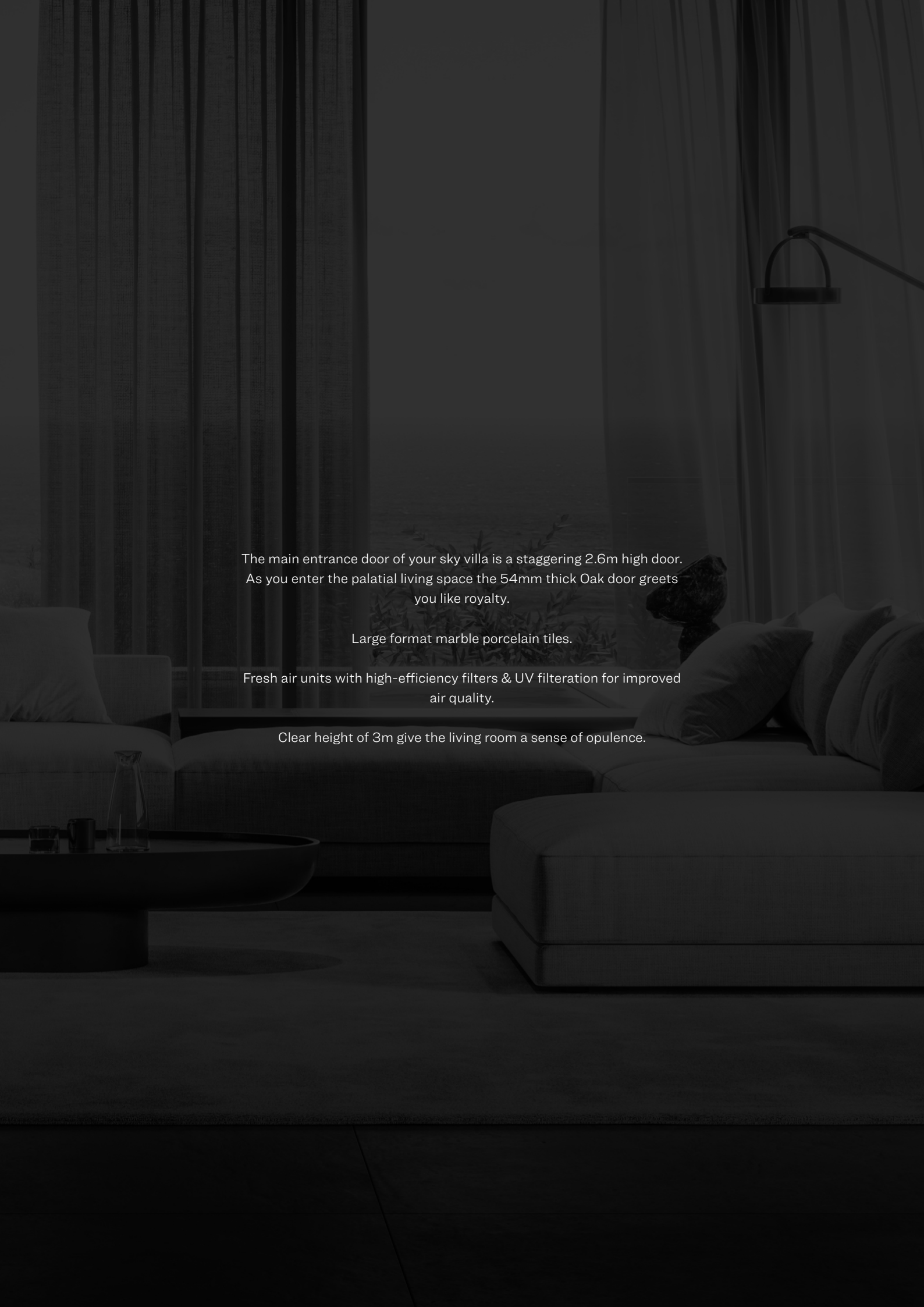




## LIVING ROOMS

Which are luxuriously appointed.





The main entrance door of your sky villa is a staggering 2.6m high door. As you enter the palatial living space the 54mm thick Oak door greets you like royalty.

Large format marble porcelain tiles.

Fresh air units with high-efficiency filters & UV filtration for improved air quality.

Clear height of 3m give the living room a sense of opulence.

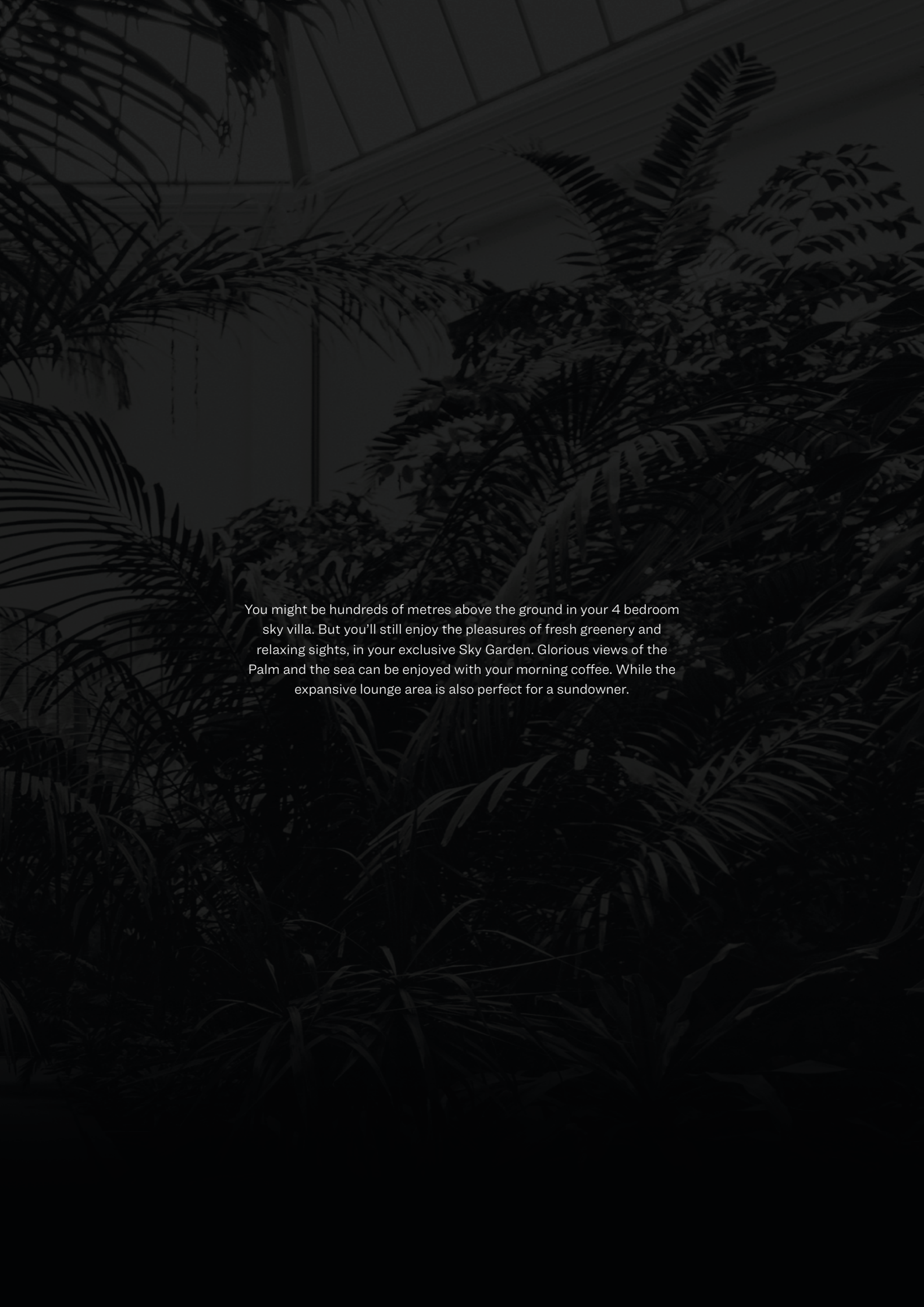




A dark, monochromatic photograph of a tropical garden. The foreground is filled with the silhouettes of palm fronds, creating a dense, layered texture. In the background, a building with large glass windows is visible, partially obscured by the foliage. The overall mood is serene and evocative.

**SKY GARDENS**

Where memories grow.



You might be hundreds of metres above the ground in your 4 bedroom sky villa. But you'll still enjoy the pleasures of fresh greenery and relaxing sights, in your exclusive Sky Garden. Glorious views of the Palm and the sea can be enjoyed with your morning coffee. While the expansive lounge area is also perfect for a sundowner.






A dark, high-contrast photograph of a modern kitchen. The scene is dimly lit, with light coming from a window on the left and recessed ceiling lights. The kitchen features white cabinetry, a large island with a white countertop, and a window with a view of trees. The overall mood is sophisticated and elegant.

A KITCHEN THAT FEELS LIKE  
FINE DINING.

Except, the dress code is optional.





Every time you step out for a meal, you're likely to miss dining in.

It's the hallmark of a Signature dining experience at home.

The aesthetic and planning of your kitchen is designed to make you feel pampered. Even if you decide to step in and play the role of chef for the evening. The 12-seater lounge accommodates your entire family, and a bevy of guests. If you feel like a more intimate setting is called for, there's also a dedicated seating area with high chairs and tables.



## WHAT'S COOKING?

The option of knowing is up to you.

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Clear height of 3m in the dining area and 2.5m in the kitchen.

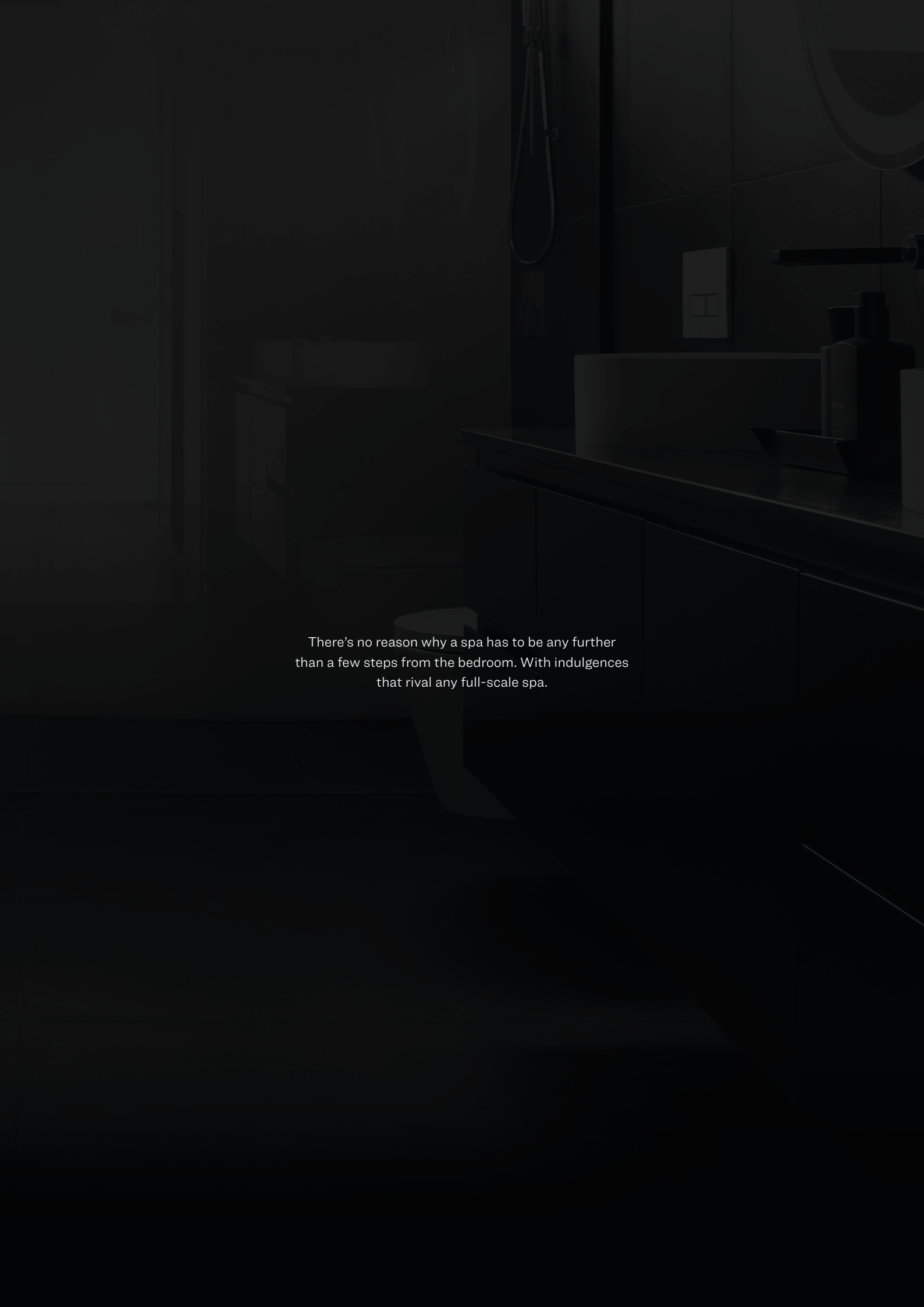
Separate display and preparatory kitchen equipped with electrochromic smart glass for practicality and convenience.

Display kitchen equipped with state-of-the-art home appliances.



## SPA BATHROOMS

With no appointment needed.

A dark, moody photograph of a bathroom vanity and toilet area, serving as a background for the text. The scene is dimly lit, with a focus on the white vanity and toilet against a dark background. The vanity has a countertop with a sink and some bottles. A shower curtain is visible in the background.

There's no reason why a spa has to be any further  
than a few steps from the bedroom. With indulgences  
that rival any full-scale spa.

## YOU DESERVE TO BE PAMPERED

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As you step in, the large glass windows make an impression, as they bestow commanding views of sea, and the Sheikh Zayed Road.

All the sanitaryware in your washroom comes from the best in the industry. All bath fittings come with brushed nickel finish and a supersized Magic Mirror TV facing the bathtub and shower enhances the beauty of your private spa-like washroom.

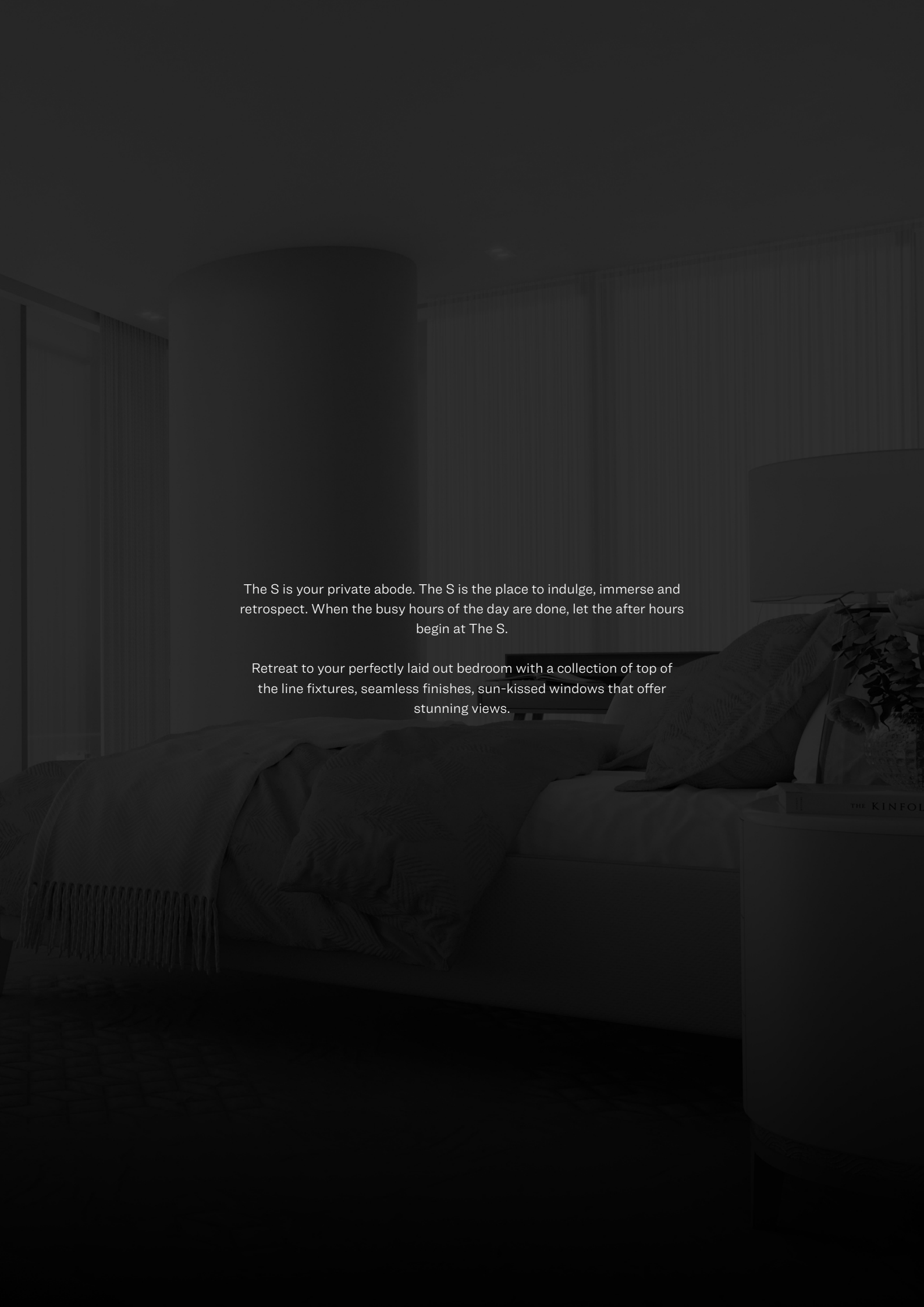




EVERY ROOM IS A  
MASTERPEICE IN ITSELF

More so the bedrooms.





The S is your private abode. The S is the place to indulge, immerse and retrospect. When the busy hours of the day are done, let the after hours begin at The S.

Retreat to your perfectly laid out bedroom with a collection of top of the line fixtures, seamless finishes, sun-kissed windows that offer stunning views.



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## BEDROOMS THAT ARE YOUR PRIVATE RETREAT.

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Clear heights of 3m in the master bedroom and 2.8m in the other 3 bedrooms.

Furnished with high-quality glass wardrobes that are leatherette panelled.

Wooden shutters with sensor-operated lights.

Master bedroom finished with luxurious chevron cut oak flooring in the dressing area.



INIMITABLY S  
Signature Amenities

A high-angle, top-down photograph of a person swimming in the ocean. The person is positioned on the left side of the frame, with their arms raised and hands near their head. They are wearing a dark swimsuit and a swim cap. The water is dark and textured with ripples. The overall image is in a dark, monochromatic color palette.

HEAD OUT FOR  
A MULTITUDE OF ACTIVITIES  
without leaving home.

Every time you feel the need to step out, look around first.  
You're likely to find it all in the towering expanse of The S.







# INDOOR AMENITIES

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The S Café

Health spa with steam, sauna, jacuzzi

Library and lounge area

Gym

Children's day care centre



## OUTDOOR AMENITIES

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Temperature controlled infinity-edge pool, with a sunken court  
between the kids pool and main pool

Outdoor Gym

Children's play area

Meditation Corner



INIMITABLY S  
Limited Time Offers.



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## LAUNCHING SKY VILLAS

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Limited Release of **21 Sky Villas** from Level 21 to Level 41.

Each Sky Villa is priced at **AED 15.14 Million**.



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## EMIRATI PAYMENT PLAN

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Each Sky Villa comes with a  
Payment Plan that is tailor-made to meet your expectation\*.



INIMITABLY S  
Floor Plan

# 4 BED UNIT PLAN

TYPE - A



## SALEABLE AREA

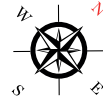
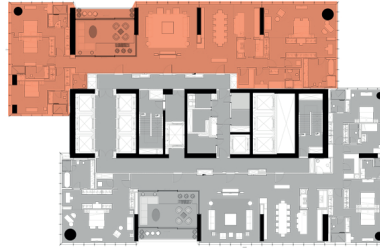
Suite Area - 4727.92 SQ. FT.

Balcony - 96.27 SQ. FT.

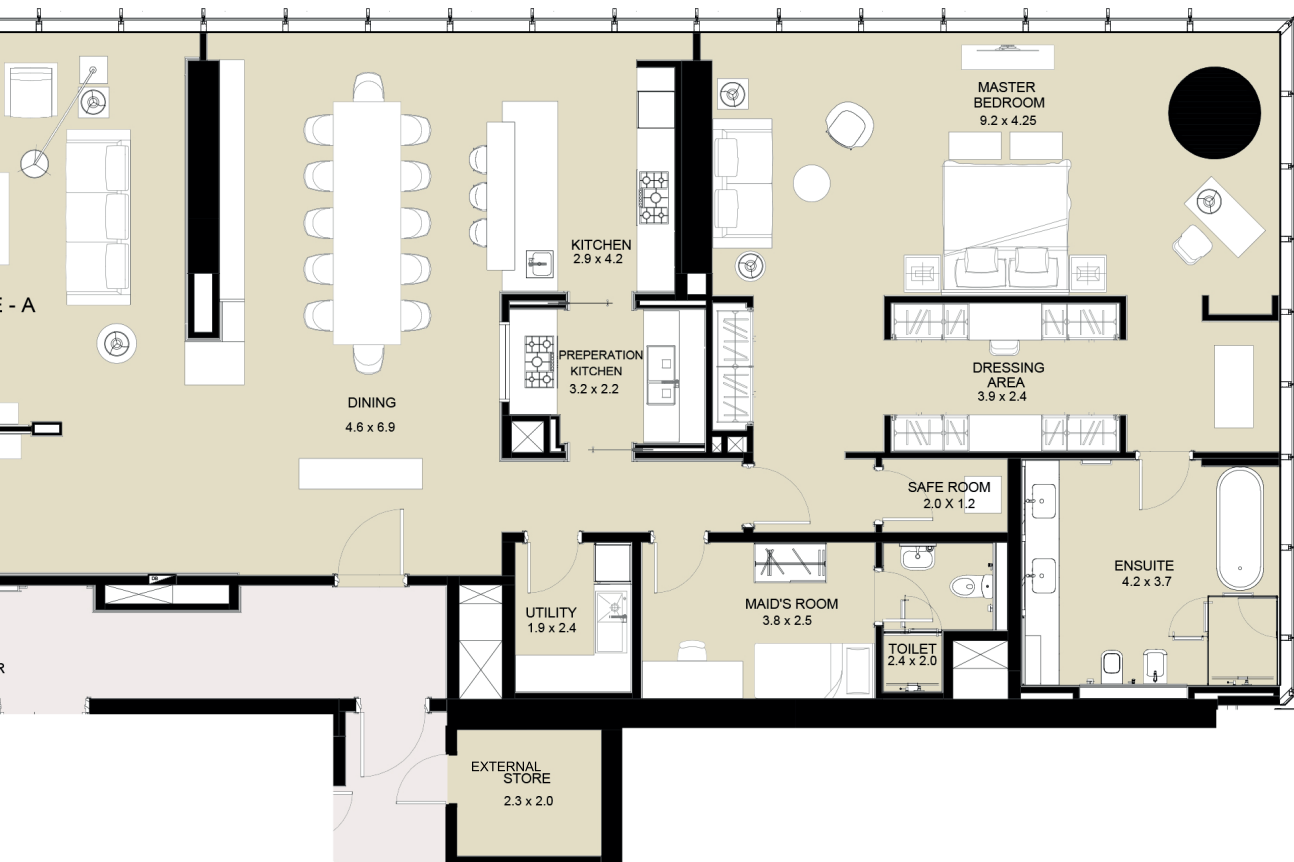
Store - 60.04 SQ. FT.

Total Saleable Area - 4884.23 SQ. FT.

SEA VIEW



SZR VIEW



Total Number of Units - 21

Note: Levels 42 & 43 are with full floor apartment units.

Disclaimer: 1. All dimensions are in metric, measured to wall finishes. 2. All materials, dimensions & drawings are approximate. 3. Information is subject to change without notice, at developer's absolute discretion. 4. Actual area may vary from the stated area. 5. Drawing are not to scale. 6. All images used are for illustrative purpose only and do not represent the actual size, features, specifications, fittings and furnishings. 7. The developer reserves the right to make revisions/ alterations, at its absolute discretion, without any liability whatsoever.



“A SIGNATURE  
REVEALS,  
*the best*  
PART OF YOU.”

- PNC MENON

SOBHA  
REALTY