

QUBE
DEVELOPMENT

ELIRE

MANAGED BY LUX*

BEYOND IMAGINATION

The Townhouses in the Sky



LUX* denotes The Lux Collective Ltd.

AT THE
HEART OF THE
BOULEVARD,
AMONG ICONS



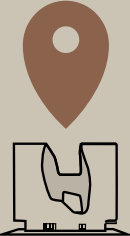
Al Aamal St

Al Tahani St

Sheikh Mohammed Bin Rashid Blvd.

Emaar Blvd.

Burj Khalifa Blvd



THE OPUS BY ZAHA HADID



QUBE | **LUX***
DEVELOPMENT

100 RESIDENCES
WITH LUX*
SIGNATURE LIVING

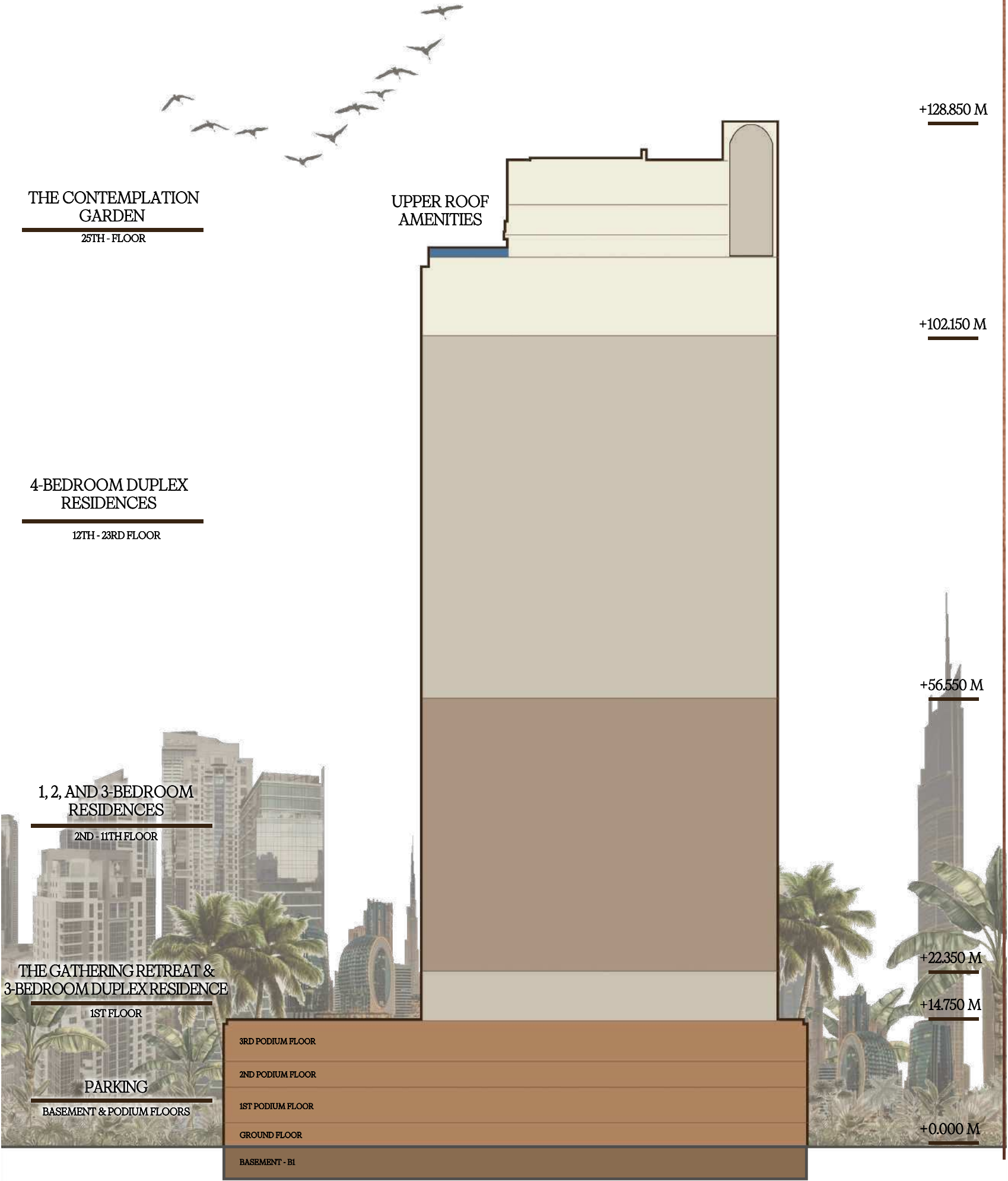
WHERE EVERY LEVEL TELLS A STORY

The 100 ELIRE Residences

Floor Plans & Sizes

1-bedroom apartments – 612–1,076 sq ft
2-bedroom apartments – 1,445–1,564 sq ft
3-bedroom apartments – 2,417–2,610 sq ft
3-bedroom duplex apartments – 3,829 sq ft
4-bedroom duplex apartments – 5,305–5,349 sq ft

The beautifully crafted 100 units blend harmoniously, balancing light and shadow, vibrancy and serenity.



THE LUX* LIFESTYLE: A GLOBAL FOOTPRINT



LUX*

A NEW KIND OF LUXURY LIVING

LUX* is the flagship luxury brand under The Lux Collective, a Mauritian-born global hospitality group renowned for its innovative approach to resort and hotel management.

Established in 2011, LUX* redefines traditional luxury by offering vibrant, design-forward experiences that celebrate life's moments - both big and small



Contemporary Design
Properties that blend modern aesthetics with local cultural elements.



Exceptional Service
Personalized experiences that prioritize guest well-being and satisfaction.



Innovative Experiences
Unique offerings like pop-up dining, outdoor cinemas, and wellness programs.



Sustainability
Initiatives like the "Tread Lightly" program, which focuses on reducing environmental impact and supporting local communities.

LIFE AT ELIRE, MANAGED BY LUX*



A COLLABORATION OF EXCELLENCE

ARNAUDBEHZADI ARCHITECTURES

Paris-Based Architecture & Design Studio

Crafting poetic, emotionally resonant spaces across the globe

Signature Approach

Natural materials, sensory depth, and contextual storytelling

Boutique Philosophy

Selective, high-concept projects designed with timeless precision

Global Footprint

Studios in Paris & Dubai | Projects across Europe, Middle East & Africa

Projects

Relais Bernard Loiseau, Burgundy

Hôtel Grand Powers, Paris

Hôtel Les Jardins du Faubourg, Paris

Oka & Fogo, Paris

Mallory Gabsi Restaurant, Paris

NÖFER ARCHITEKTEN

Berlin-Based Architecture Firm

Led by Tobias Nöfer, known for classical design and urban sensitivity

Timeless European Aesthetic

Blends traditional proportions with modern functionality

Context-Driven Urbanism

Projects respect historical surroundings and human scale

Focus On Permanence

Uses durable materials and classical facades to ensure longevity

Global Portfolio

Na Nekrasova Quarter, Yekaterinburg, Russia

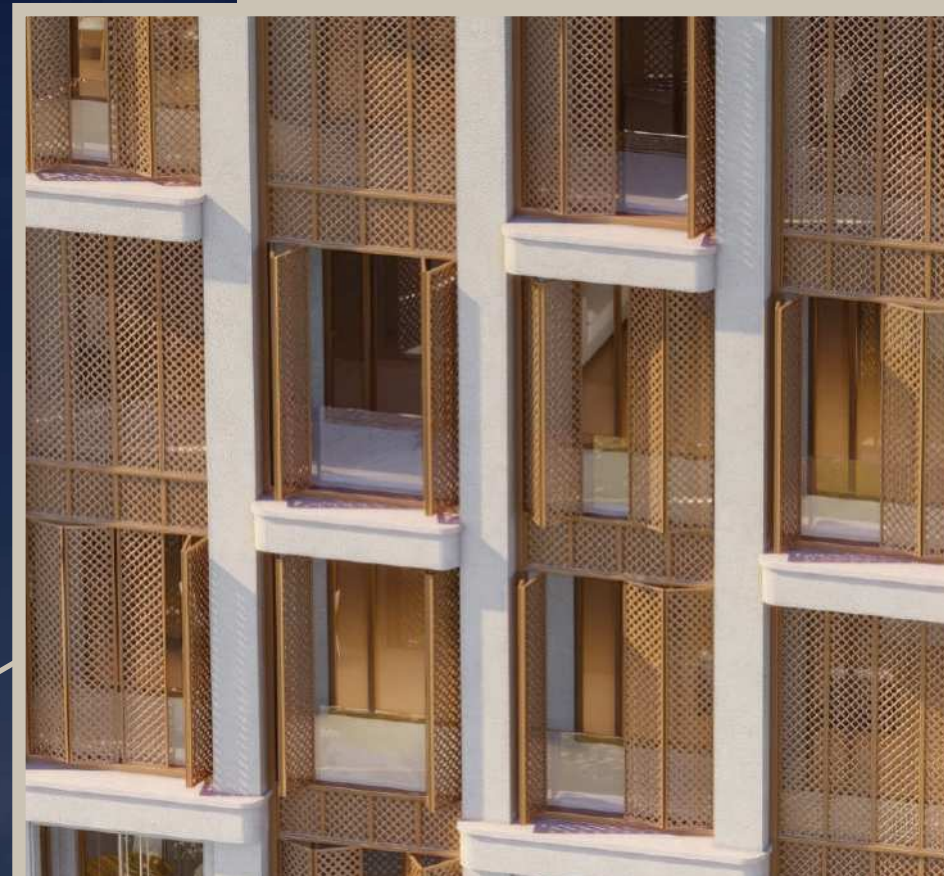
Palais Holler, Berlin

UPSIDE Berlin, Germany Beuth-Hof Süd, Berlin

Quartier Wilhelmshöhe, Potsdam



ARCHITECTURE
THAT BREATHES
WITH LIGHT



ARCHITECTURAL SIGNATURE

Designed by **Nöfer Architekten**, ELIRE's façade blends tradition with innovation; a modern interpretation of Middle Eastern heritage.

Mashrabiya Shutters: Inspired by classic Islamic architecture, these manually and automatically operable aluminum shutters provide:

- Natural shading
- Ventilation
- Enhanced privacy
- Custom Application:

Manual: 1BR, 2BR, 3BR, and lower floors of duplexes

Automatic: Upper floors of 3BR and 4BR duplexes (double-height areas) Design Detail

Color: Sahara brown finish

Podium blend: Light beige

Selective operability: In 6-panel setups, only 4 middle panels open

SERENITY, EXPRESSED THROUGH DESIGN

100 Custom-Designed Residences

Each home is uniquely crafted, blending serenity with expressive detail.

Refined Material Palette

Contrasts of light and shadow define the ambiance. Finishes include natural textures, layered tones, and custom-designed furnishings.

Signature Feature

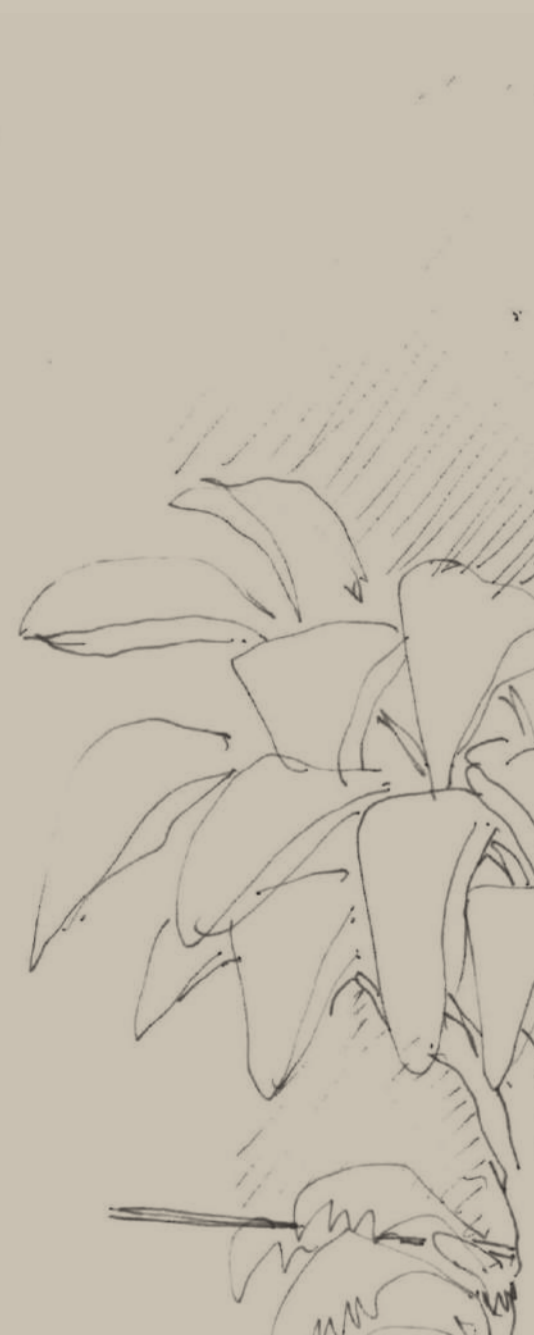
The Vanity: A bespoke centerpiece in every unit - not just functional, but symbolic of ELIRE's layered design philosophy.

Furnishings & Appliances

Fully furnished with custom pieces designed exclusively for ELIRE.

Integrated High-End Appliances

Fridge/freezer, oven, hood,
wine cooler, washer/dryer, dishwasher
Filtered drinkable tap water in all units



WELLNESS,
WONDER, AND
EVERYTHING
IN BETWEEN



PODIUM FLOOR AMENITIES

TOTAL AREA: 23,195 sq ft

- Gym
- Sauna
- Steam rooms
- Indoor kids' area
- Outdoor kids' area
- Yoga studio
- Reformer Pilates studio
- Indoor lounge
- Outdoor lounge
- Landscaped seating areas
- Shared kitchen (by booking)
- Meeting rooms (by booking)
- Majlis lounge
- Teen zone
- BBQ lounge
- Outdoor Sports zone



Disclaimer: All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings and furnishings. The developer reserves the right to make revisions/alterations at their absolute discretion, without any liability whatsoever.























ROOFTOP FLOOR AMENITIES

TOTAL AREA: 10,050 sq ft

- Infinity pool
- Kids' pool
- Pool bar
- Turkish hammam
- Massage rooms
- Treatment rooms
- Beauty salon
- Spa lounge
- Changing rooms & washrooms
- Sun terraces
- Landscaped terrace



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UPPER ROOF AMENITIES

TOTAL AREA: 6,934 sq ft

- Padel court
- Semi-basketball court
- Landscaped terrace



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A LIFESTYLE CURATED BY LUX*

Forbes Standards services

- LUX* member discount:
- 30% discount on Best Available Rates of Hotels
 - 15% discount on F&B

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THE ELIRE RESIDENCES' CORE SERVICES INCLUDE:

Residence Concierge
Valet
Security
Clubhouse Staff
Common Area Housekeeping & Maintenance

WE ALSO OFFER A RANGE OF A LA CARTE SERVICES, INCLUDING:

In-Residence Catering / Personal Chef
Personel Shopping Services
Childcare
Dry Cleaning & Laundry Service
Private Transportation / Limousine Services
In-Residence Housekeeping & Maintenance
"While You Are Away" Maintenance Package
Turnkey Maintenance Solution
Private Boat Rental
Personal Trainer
In-House Porter Service
Driver-Accompanied Car Hire



LUX*



LUX*



LUX*



LUX*



THE DUPLEX COLLECTION: TOWNHOUSES IN THE SKY

Total Residences:

1 × 3 Bedroom Duplex - 3,829 sq ft

24 × 4 Bedroom Duplexes - 5,305 to 5,349 sq ft















DESIGN HIGHLIGHTS- WHERE LUXURY LIVES IN THE DETAILS

- Private Entrances
- Double-Height Ceilings With Automated Mashrabiya Shutters
- Large Loggias (Up To 1,186 Sq Ft) Blending Indoor-Outdoor Living
- Home Cinema Room (4 Bedroom Duplexes Only)
- Show Kitchen + Back Kitchen (4 Bedroom Duplexes Only)
- Maid's Quarters With Dedicated Bath
- Custom Vanity Centerpiece In Every Residence





QUALITY YOU CAN FEEL IN EVERY FINISH

- Solid Walnut Woodwork Throughout
- Polished Marble Dining Surfaces
- Electroplated Metal Detailing In Furniture Accents
- Handcrafted Wool Carpets In Bedrooms And Wardrobes
- Premium Custom Curtain Sets With Sheer And Main Fabrics
- Smart Automated Mashrabiya Shutters (Upper Levels)

Walnut Veneer



Matt Antique Brass Finish - Martello Series



Natural Marble for all Typologies



Quartzite 1Bedroom Kitchen Countertop



Granite 2,3Bedroom Kitchen Countertop



Quartzite 3,4Bedroom Duplex Kitchen Countertop



Florim High End Italian Ceramic/ 1,2,3Bedrooms



Natural Quartzite Stone / 4Bedroom Rduplex Bathroom



Veneer

Kohler Sanitaryware (For All Typologies)



Smeg Appliances 1,2,3Bedrooms - All built-in



Miele Appliances 4Bedroom duplexes -All built-in



interior three sixty

- Dubai-based luxury interior firm specializing in bespoke residential and hospitality fit-outs
- Known for custom-crafted furniture and high-detail execution across high-end developments
- Collaborates with top architects and developers to deliver tailored, narrative-driven interiors
 - Focus on craftsmanship, materiality, and spatial elegance
- Trusted by luxury developers for their turnkey FF&E (Furniture, Fixtures & Equipment) solutions
 - Designers behind the entirely bespoke furniture collection for ELIRE's Duplex Collection

Furniture created for:

Atlantis The Royal, Dubai: Supplied luxury outdoor furniture for this iconic resort.

St. Regis Dubai, The Palm: Provided custom furniture for Kyma Beach, enhancing the beachfront experience.





FURNITURE COLLECTION

- Fully furnished with bespoke, custom-designed pieces
- L-shaped sofas, upholstered beds, rope-detailed terrace chairs
- Marble and walnut coffee tables, breakfast nook barstools, and console tables
- Integrated lighting in headboards
- Every item designed by Interior Three Sixty, tailored for ELIRE