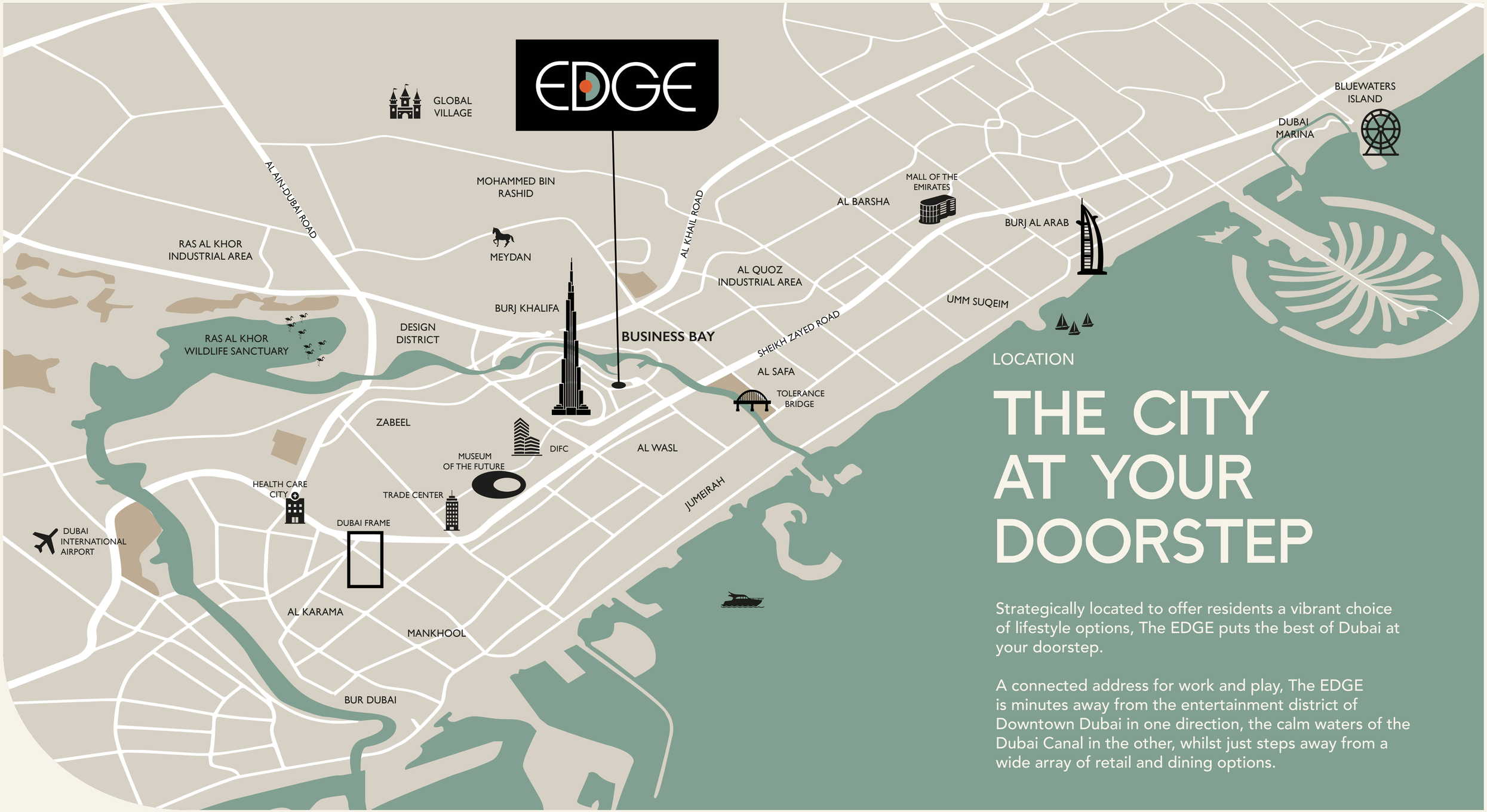

EDGE



A BOLD STATEMENT ON THE EDGE OF DOWNTOWN DUBAI

Say hello to a truly cosmopolitan living experience on the EDGE of Downtown Dubai and Business Bay.

The EDGE introduces an eclectic urban vibe to the city that is defined by its modern architecture and signature interior design of bold, contrasting colour palettes.



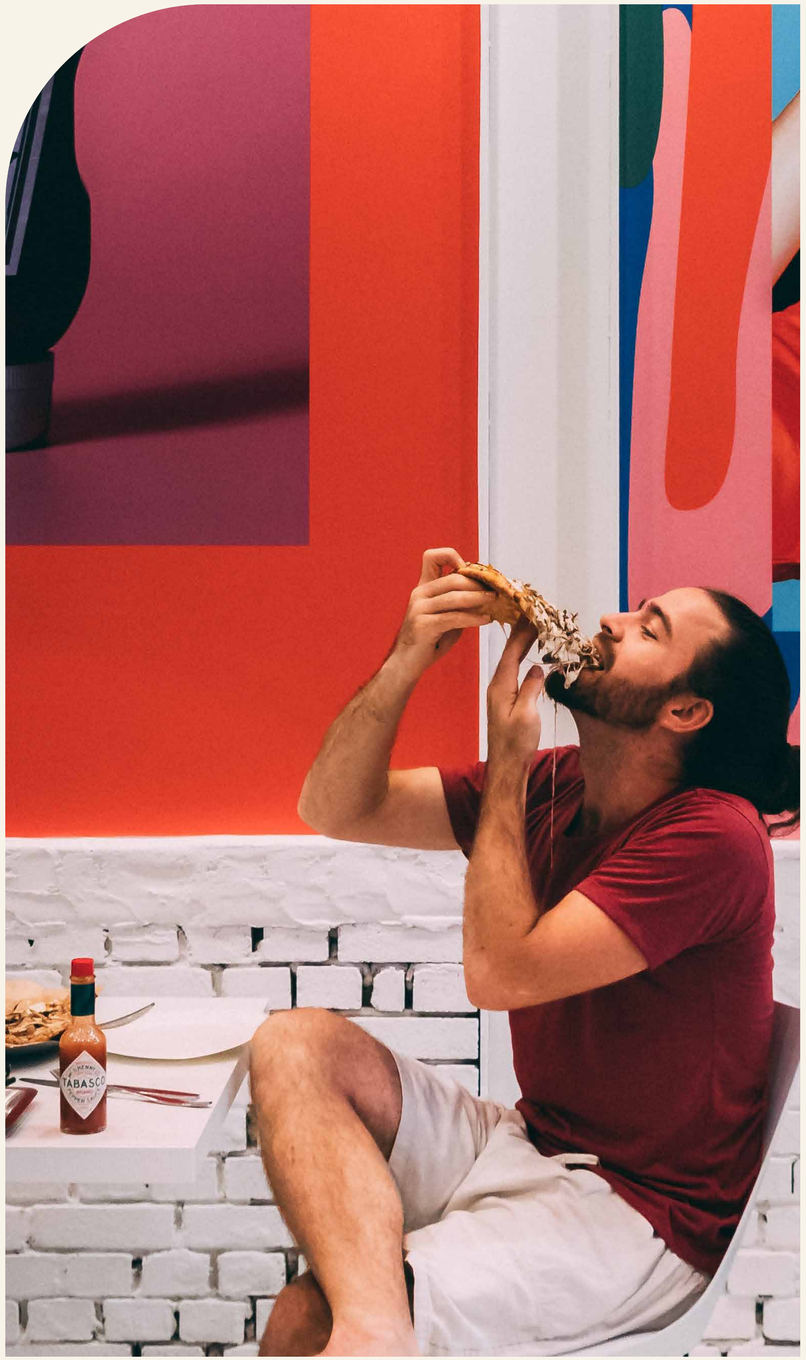
LOCATION

THE CITY AT YOUR DOORSTEP

Strategically located to offer residents a vibrant choice of lifestyle options, The EDGE puts the best of Dubai at your doorstep.

A connected address for work and play, The EDGE is minutes away from the entertainment district of Downtown Dubai in one direction, the calm waters of the Dubai Canal in the other, whilst just steps away from a wide array of retail and dining options.

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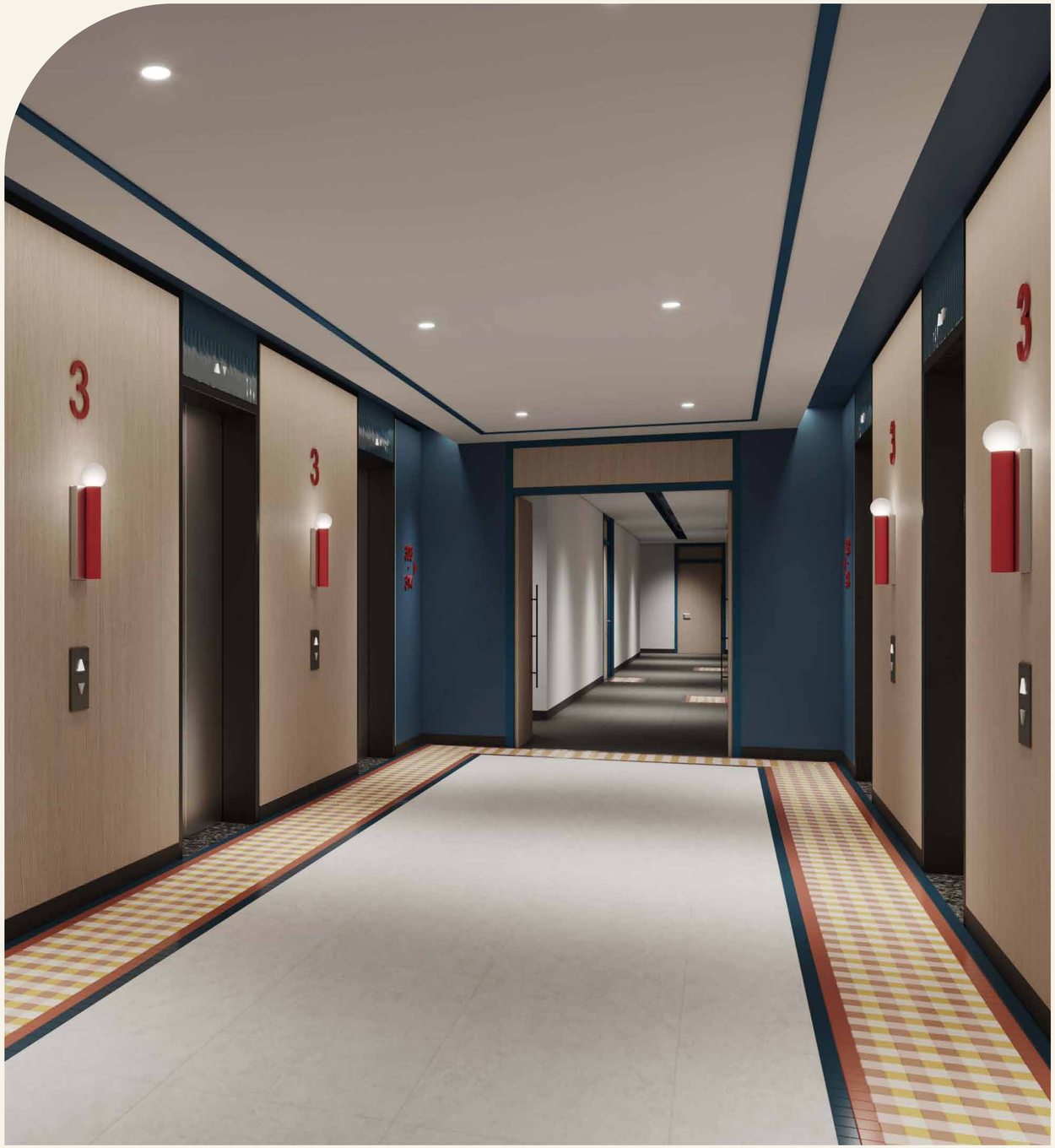
RESIDENCES

VIBRANT DESIGN

Presenting timeless architecture fused with vibrant design, the dual towers of The EDGE have been strategically placed to ensure residents are mesmerised by the city's beauty, no matter which direction they face.

The EDGE features eclectic-styled one and two-bedroom residences with views of the Burj Khalifa, Dubai Canal and Business Bay.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CEREAL
UNION


CHANEL
KATE MOSS


ITALO CALVINO
LIVING IN STYLE
PARIS
EAT DRINK NAP
LEADERSHIP




LONDON
EAT DRINK NAP
FRIENDSHIP





LIFESTYLE AMENITIES

LIFE AT THE EDGE

Make the most of your downtime and go beyond condominium living at The EDGE's wide range of lifestyle facilities including a co-working space, games room, social lounge and more!

Spanning over 61,000 sq.ft., the leisure deck of the podium level offers a haven of well-being and fun for all, including a large fully equipped gymnasium, infinity pool, outdoor gym, padel courts, pickleball/basketball court, barbecue area and a selection of seating and lounge areas.



1. Lobby Entry
2. Yoga Deck
3. Lounge Area/Outdoor Seating
4. Community Pool
5. Courtyard
6. Pool Deck
7. Sunken Seating
8. BBQ Area
9. Outdoor Fitness Area
10. Sprint Track
11. Padel Court
12. Pickleball/Basketball
13. Jacuzzi








BOXING













SELECT GROUP

CRAFTING A SECURE TOMORROW SINCE 2002

Select Group is a multidisciplinary group with real estate and property development at its core, setting industry standards since its inception in 2002. Today, it is one of the region's largest privately-owned real estate developers with a highly experienced and committed workforce.

Select Group's projects comprise award-winning residential, commercial, hospitality, retail and mixed-use developments. The group boasts 20 million square feet of development, with a combined Gross Development Value (GDV) in excess of AED 17 billion. A total of 7,000 homes have been delivered, accounting for over 13.5 million square feet of Built-Up Area (BUA), with a further 6.5 million square feet at various stages of development. Through astute financial planning, technical expertise and strong asset management, the group is committed to identifying, executing and delivering real estate projects that generate maximum return for all stakeholders.

With diversification being a key component of its DNA, Select Group is engaged in both real estate and direct investments, while its reach goes well beyond the UAE, extending into Croatia, Germany and the UK. Passive investment doesn't have a place at Select Group – as it is actively involved in the day-to-day control of assets to not only grow its portfolio, but also improve its performance. Partnering with world-renowned brands like InterContinental, Radisson Blu, Jumeirah™ Group, Ibis, Meliá Hotels International and Niu Air Hospitality reflects the hospitality division's continuous quest for quality.

The group's direct investment interests extend further into the realms of leisure, health and fitness, and digital technology. With expertise in development, redevelopment, regeneration and investment, Select Group is focused on a value investing approach and works with the best in the industry – whether that's suppliers, partners or employees – for unparalleled results.

DEVELOPMENT TIMELINE

2023		
Residence 110	Dubai, UAE	Acquired
2022		
Six Senses Residences The Palm, Dubai	Dubai, UAE	Under Development
Peninsula Three	Dubai, UAE	Under Development
Peninsula Four, The Plaza	Dubai, UAE	Under Development
Peninsula Five, The Signature Collection	Dubai, UAE	Under Development
Jumeirah Living Business Bay	Dubai, UAE	Under Development
Mushrif Village	Dubai, UAE	Acquired
The Mere Golf Resort & Spa	Knutsford, UK	Acquired
Sherlock Mews	London, UK	Under Development
XLV Residence	Dubai, UAE	
Velocity Tower	Sheffield, UK	Acquired
2021		
15 Northside	Dubai, UAE	Under Development
98 Baker Street	London, UK	Under Development
Peninsula One	Dubai, UAE	
Peninsula Two	Dubai, UAE	Under Development
2020		
Jumeirah Living Marina Gate	Dubai, UAE	
Niu Air Hotel	Frankfurt, Germany	
2019		
Studio One	Dubai, UAE	
Marina Gate II	Dubai, UAE	
Ibis Hotel	Sheffield, UK	
2018		
Marina Gate I	Dubai, UAE	
No. 9	Dubai, UAE	
The Hive	Dubai, UAE	
Innside, by Melia	Liverpool, UK	
2017		
Pacific	Ras Al Khaimah, UAE	
2016		
Ballochmyle Estate	Scotland, UK	
2015		
InterContinental Dubai Marina	Dubai, UAE	
Alexandra Tower	Liverpool, UK	
Radisson Blu Hotel	Birmingham, UK	
2014		
West Avenue	Dubai, UAE	
Nottingham One	Nottingham, UAE	
2012		
Bay Central	Dubai, UAE	
2011		
Botanica	Dubai, UAE	
The Torch	Dubai, UAE	
2009		
The Point	Dubai, UAE	
Royal Oceanic	Dubai, UAE	
2007		
Yacht Bay	Dubai, UAE	
2002		
SELECT GROUP	Dubai, UAE	