



About Us.

Introduction

At ALA Developments, we represent a bold new chapter in Dubai's luxury real estate landscape—founded on experience, guided by vision, and built on a legacy of success. While ALA Developments is a newly established brand, our roots in Dubai run deep.

Our founders have been part of the city's growth story since 1995, leading successful ventures across industries including home appliances, hospitality, and real estate trading. Brands like Star Track Appliances, Alfstar Appliances, and KobeSizzler chain of Restaurants reflect our longstanding commitment to quality, innovation, and excellence.

Over the past 15+ years, we've been deeply involved in land trading and high-end property transactions, building an extensive network and land portfolio. With this strong foundation, our natural evolution into real estate development allows us to offer clients something more: sophisticated, design-driven communities that reflect the standards we've always upheld.

Following the success of our first development—Creek Views at Jaddaf Waterfront, we're now moving forward with three new projects, currently in the design and approval phase. Each one is a reflection of our vision: to elevate the standard of modern living through exclusivity, architectural elegance, and intentional design.

At ALA Developments, we don't just build homes. We design lifestyle experiences—refined, private, and timeless.