

QUBE
DEVELOPMENT

ELIRE

MANAGED BY LUX*



LUX* denotes The Lux Collective Ltd.

QUBE | **LUX***
DEVELOPMENT

BEYOND IMAGINATION

Let ELIRE invite you on an exhilarating journey, one designed to inspire connections and create unforgettable moments. As each beautifully detailed layer is unveiled, find yourself travelling from openness to intimacy, darkness to light and liveliness to serenity.

ELIRE builds intrigue and plays with light and shadow, transforming the ordinary into the extraordinary. More than a building, it is a narrative. A destination. A legacy.

Begin your voyage to a unique sanctuary in the heart of the city and enjoy a living experience that is as inspiring as it is memorable.

L'INVITATION AU VOYAGE

"Gleaming furniture, polished by years passing, would ornament our bedroom; rarest flowers, their odors vaguely mixed with amber; rich ceilings; deep mirrors; an oriental splendor-everything there would address our souls, privately, in their native tongue. There, there's only order, beauty: abundant, calm, voluptuous."

Charles Beaudelaire,
"Invitation to a voyage" from *Flowers of Evil*, 1857



DUBAI

A PLACE TO LIVE EVERY MOMENT

Celebrated globally for its vibrant, dynamic culture, Dubai offers exceptional living standards, world-class infrastructure and unparalleled services. As one of the world's most diverse, multicultural destinations, it is known for its harmonious blend of family values and hospitality with contemporary conveniences.

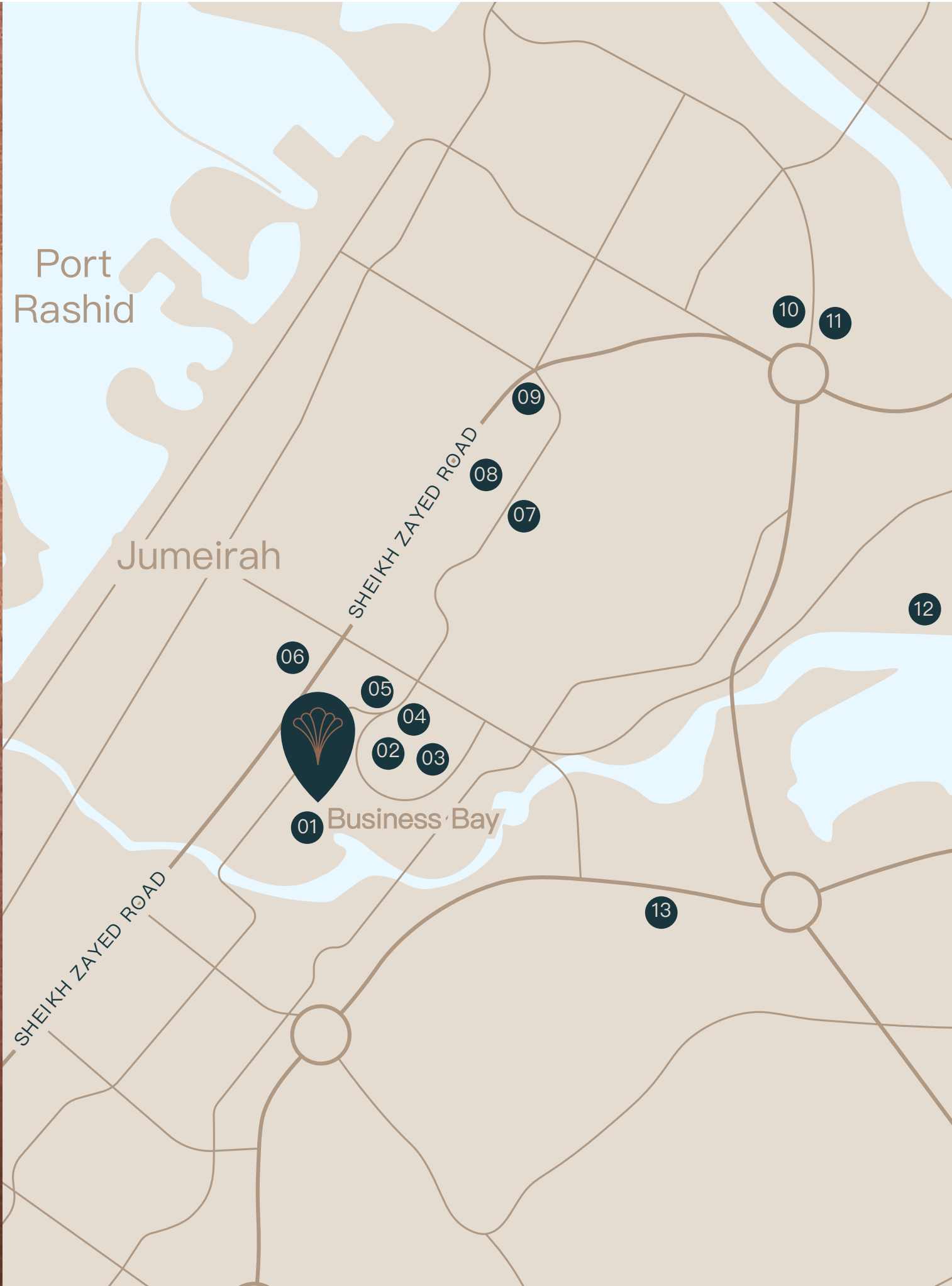
With its sandy beaches, majestic mountain ranges, varied cuisines and endless attractions, this family and business-friendly city is truly a wonderful place to call home.



IN THE CITY'S MIDST

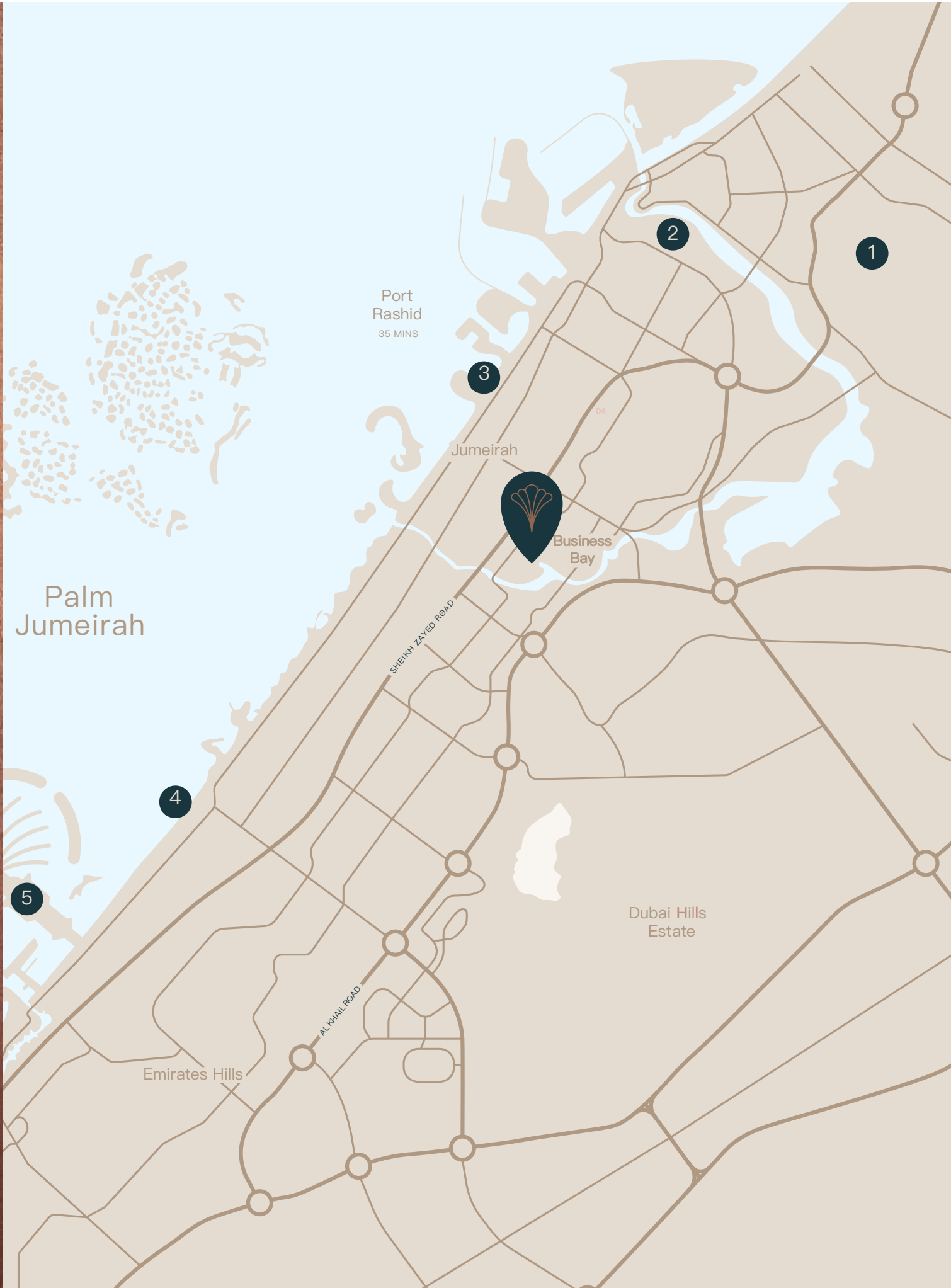
Perfectly placed and ideally connected, ELIRE occupies a prime location in the heart of Business Bay, right on the edge of Downtown. This thriving area is home to a treasure trove of restaurants and cafes, luxury retailers and exciting nightlife, as well as offices, homes, educational and healthcare options and an open green park. Explore the Dubai Opera, Souk Al Bahar, the Dubai Fountain and a host of galleries, all sitting on the doorstep of the tower. Just beyond, you'll find stunning open spaces to discover, from the parks that line the Dubai canal to the beautiful beaches of the Gulf and the rolling dunes of Dubai's desert conservation reserve.





MOMENTS AWAY - WITHIN 15 MINUTES

KEY LOCATIONS	
01	The Opus by Zaha Hadid
02	Dubai Opera
03	Burj Khalifa
04	The Dubai Mall
05	Emaar Square
06	City Walk
07	DIFC
08	Museum of the Future
09	Trade Centre
10	American Hospital
11	Dubai Healthcare City
12	Swiss International Scientific School
13	North London Collegiate School



A CITY WITHIN REACH - WITHIN 30 MINUTES

KEY LOCATIONS

- 01 Dubai International Airport
- 02 Al Fahidi Historical Neighbourhood
- 03 J1 Beach
- 04 Burj Al Arab
- 05 Palm Jumeirah

ELIRE

MANAGED BY LUX*

Rooted in a prime position on Dubai's Burj Khalifa Boulevard, with a view of the world's tallest building, ELIRE is a unique sanctuary in the city's real estate landscape. Designed to turn inwards rather than outwards, it provides an intimate retreat of serenity and sophistication in the middle of busy Business Bay, whilst still being connected to the vibrant urban experience.

From the lush gardens and loggias to the stunning social spaces, exceptional amenities and vibrant interiors nestled within its grand architecture, ELIRE takes you on a journey through layers of detail, decadence and contemporary luxury, whilst honouring the heritage of its surroundings.

ELIRE's philosophy is reflected in each of the beautifully crafted 100 residences, where carefully considered materials, forms and finishes conceive a private universe in which you can create your own stories. Designed to free your imagination and nurture your soul, ELIRE welcomes you with open arms and invites you to embark on a journey where life becomes art, and each moment is a masterpiece waiting to unfold.



IMMERSIVE GRANDEUR

Inspired by the iconic Al Barajeel, or wind towers, ELIRE's unique architecture resonates deeply with the rich cultural roots of the UAE. Reflecting the region's fabled architectural marvels, its inward-facing design creates an exclusive and distinctive silhouette amongst the high-rise glass facades looking outwards along the rest of the boulevard. Past splendour and contemporary luxury blend seamlessly in this tower of wonder.







PODIUM FLOOR AMENITIES

TOTAL AREA: 23,195 sq ft

The podium floor is a gathering retreat, blending wellness and community. It features a gym, sauna and steam rooms, indoor and outdoor kids' areas, a yoga and reformer pilates studio, indoor and outdoor lounges, landscaped seating areas, a shared kitchen and meeting rooms (accessible to residents with prior booking) – creating spaces to unwind, connect and explore.



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ROOFTOP FLOOR AMENITIES

TOTAL AREA: 10,050 sq ft

The rooftop amenities floor is a contemplation garden in the sky, featuring an infinity pool, a kids' pool, a pool bar, a steam room, a beauty salon, a spa and a Turkish hammam - all designed for relaxation, indulgence and tranquility.



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UPPER ROOF AMENITIES

TOTAL AREA: 6,934 sq ft

The upper deck of the rooftop features a padel court, a semi-basketball court and a landscaped terrace to enjoy the beautiful urban scenery.



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LEISURE & AMENITIES



QUBE | LUX*





CONNECT WITH EVERY MOMENT

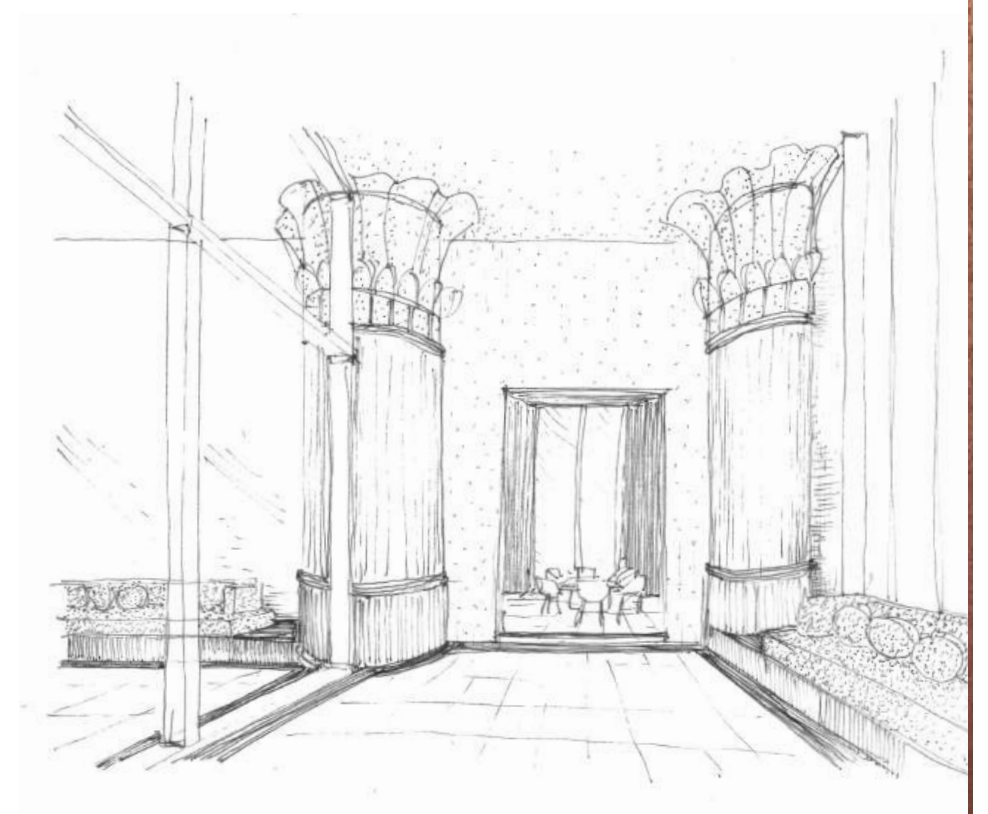
From wellness and fitness to socializing and relaxing, ELIRE's array of amenities have been designed for a desirable lifestyle. Tucked within the layers of the tower and its loggias, you will find a gym, a welcoming majlis, a shared kitchen and meeting rooms (accessible to residents with prior booking) perfect for fostering connections and making memories. On the ground floor, thoughtfully curated retail outlets entice and delight.

Outside, lush planting, rippling watercourses and verdant gardens inspire the imagination, creating a unique sensory experience just moments from the city.



WOVEN WITHIN

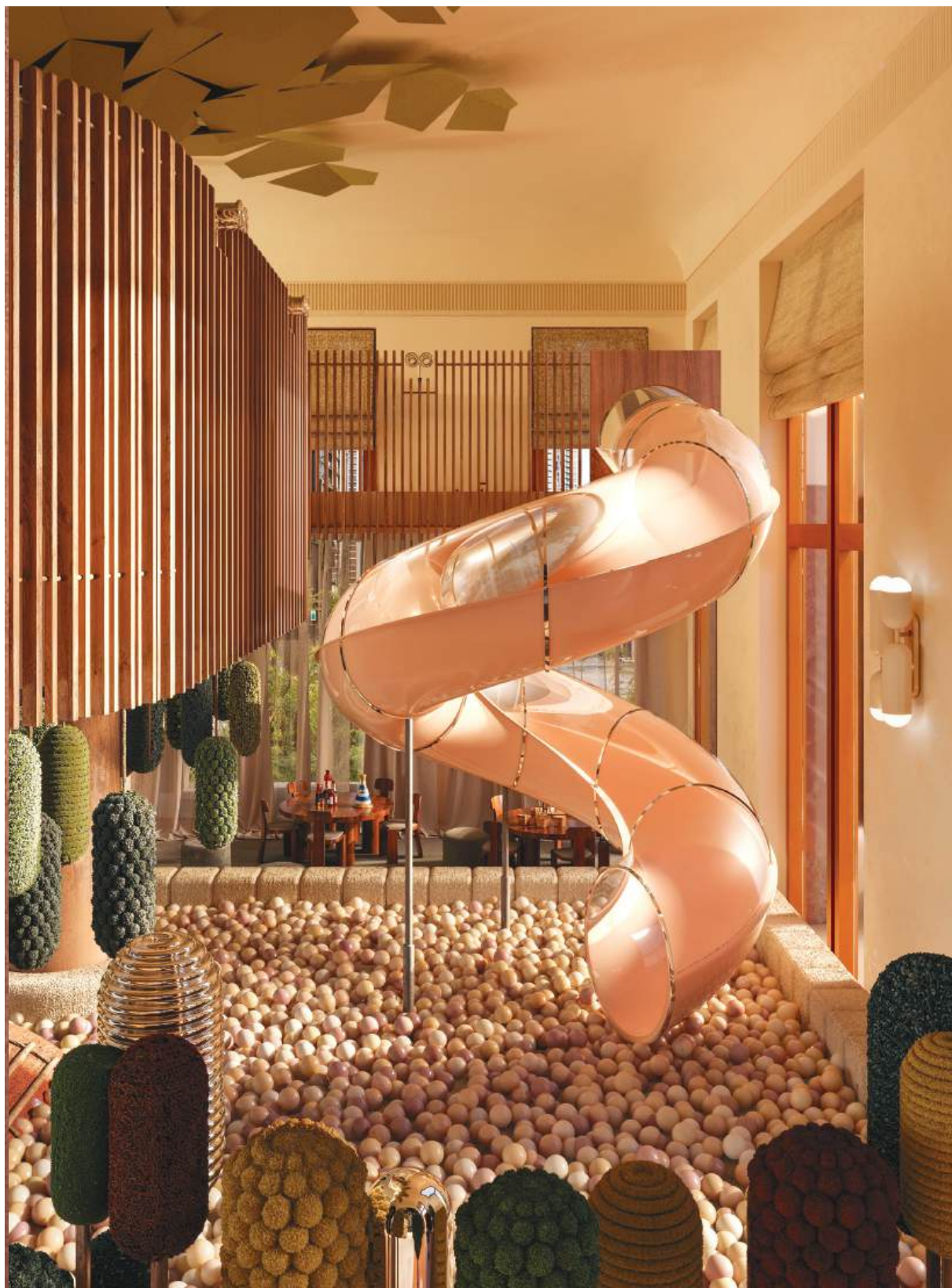
The intimate layered spaces of ELIRE create an exclusive sanctuary. Framing the stunning views of the skyline is the airy majlis, while the rooftop offers a sweeping panorama cityscape. Within the dining areas, light and shadow merge to form a warm and inviting ambiance.



SCULPTED FOR YOUR LIFESTYLE

With a yoga and reformer pilates studio, padel and semi-basketball courts and state-of-the-art indoor and outdoor gyms, ELIRE takes care of your every fitness need. Whether you follow your own programme, enjoy a class routine or excel at team sports, this is your time to tune into you.





FREEDOM TO BE

ELIRE is a haven for everyone. Specially created spaces for children and teenagers include indoor and outdoor play areas, a teen zone and a kids' pool, where families can come together to thrive, have fun and share precious moments.





SANCTUARY IN THE CITY

Find time to re-set and re-balance amidst the layered spaces and verdant gardens of ELIRE. The refuge is a pocket of tranquility in today's busy world. It is a haven for every resident, where stories converge, and conversations flourish.



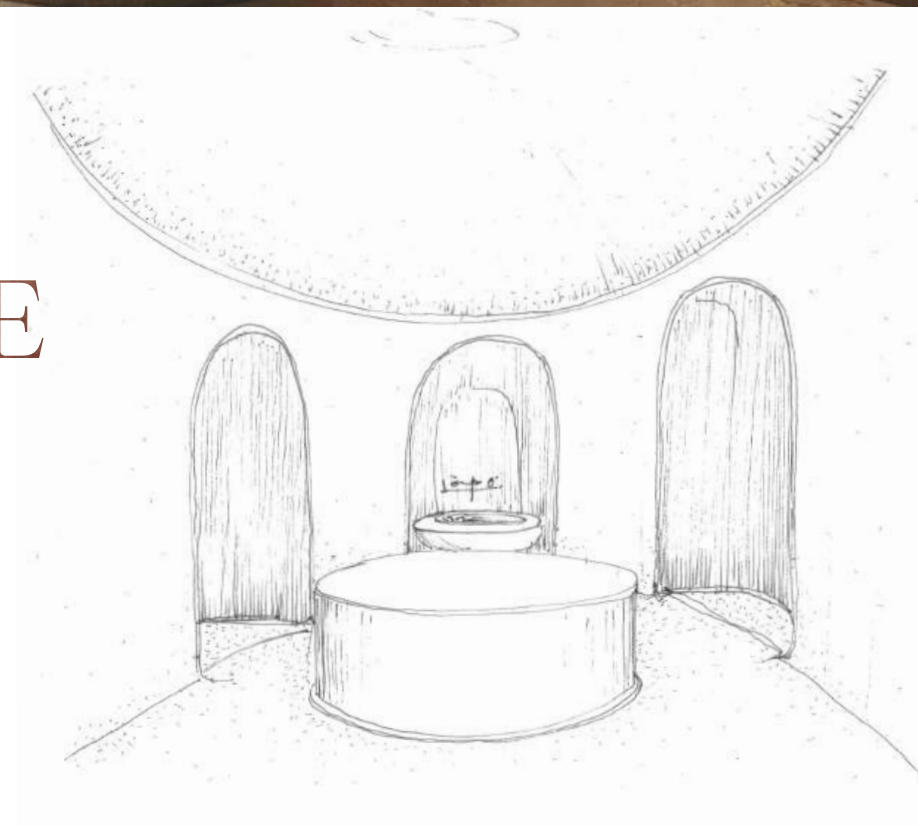




AN INTIMATE PAUSE

Pamper your mind, body and soul at ELIRE's beautiful spa, nestled within the tower's rich layers.

This is a space infused with serenity, featuring an authentic Turkish hammam, a soothing sauna, a beauty salon and treatment rooms offering the latest therapies.



AT YOUR SERVICE

At LUX*, time is luxury.

Here, at ELIRE, thoughtful services are prioritised, ensuring an exceptional experience at every step.

Whatever your needs, LUX* provides comfort, ease, and convenience, tailored for your contemporary lifestyle and helps you celebrate life.

THE ELIRE RESIDENCES' CORE SERVICES INCLUDE:

Residence Concierge
Valet
Around-the-Clock Security
Clubhouse Staff
Common Area Housekeeping & Maintenance

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

In-Residence Dining, Catering and Personal Chef
Personal 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* denotes The Lux Collective Ltd.



A PRIVATE UNIVERSE

The 100 ELIRE residences cover 23 floors and comprise:

- 1-bedroom apartments – 41
- 2-bedroom apartments – 18
- 3-bedroom apartments – 16
- 3-bedroom duplex apartments – 1
- 4-bedroom duplex apartments – 24

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



ONE BEDROOM APARTMENT

TOTAL AREA: 612 – 1,076 sq ft

Master Bedroom	152 to 230 sq ft
Living Space	183 to 412 sq ft
Kitchen	54 to 136 sq ft
Master Bathroom	59 to 154 sq ft
Loggia	Up to 235 sq ft



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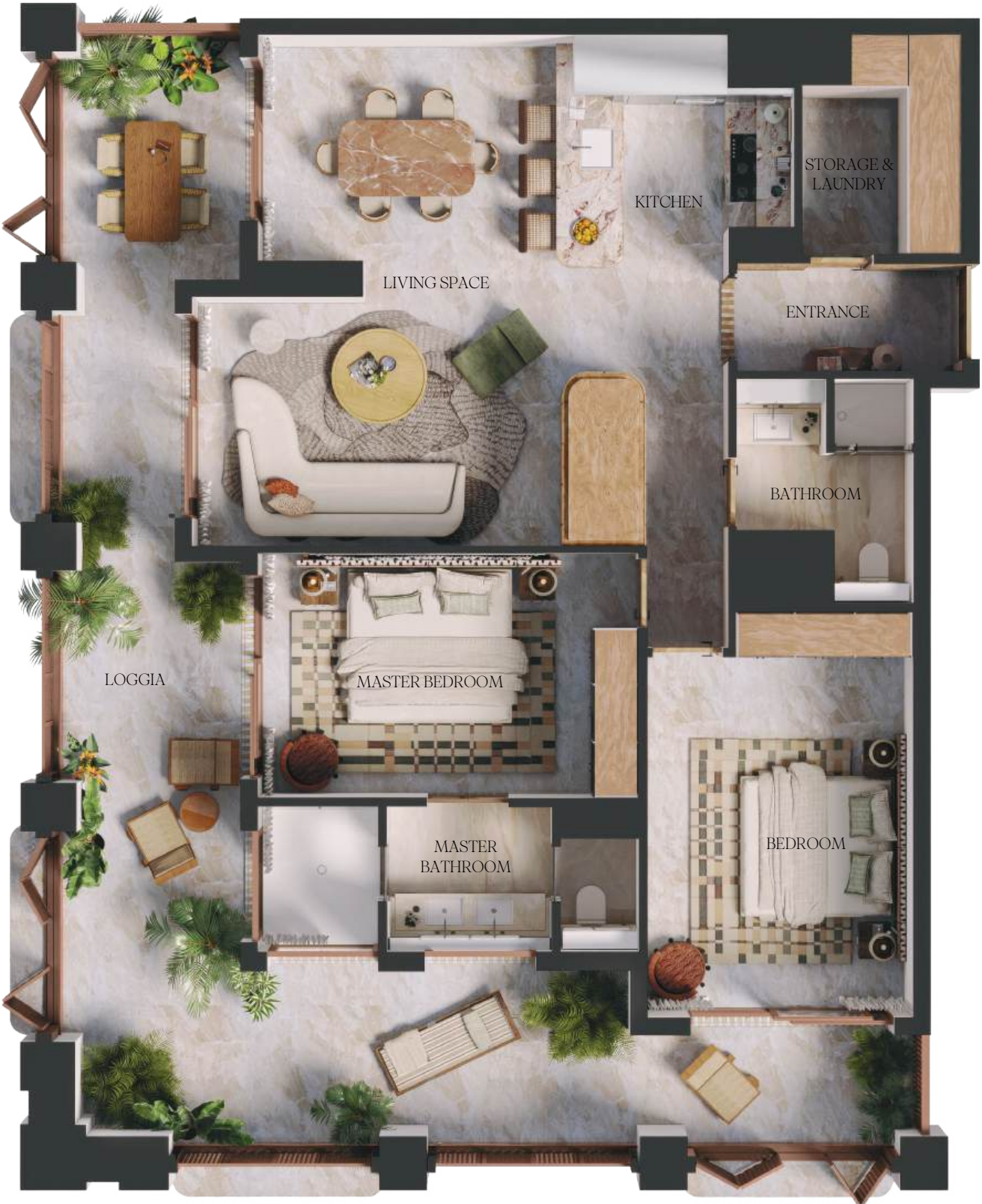




TWO BEDROOM APARTMENT

TOTAL AREA: 1,445 – 1,564 sq ft

Master Bedroom	158 to 327 sq ft
Living Space	314 to 440 sq ft
Kitchen	99 to 117 sq ft
Master Bathroom	92 to 117 sq ft
Loggia	177 to 487 sq ft



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THREE BEDROOM APARTMENT

TOTAL AREA: 2,417 – 2,610 sq ft

Master Bedroom	198 to 201 sq ft
Living Space	576 to 731 sq ft
Kitchen	102 to 120 sq ft
Master Bathroom	102 to 128 sq ft
Loggia	689 to 738 sq ft

Each three-bedroom apartment has an annex room with a dedicated bathroom.



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THREE BEDROOM DUPLEX APARTMENT

TOTAL AREA: 3,829 sq ft

Master Bedroom	369 sq ft
Living Space	1,086 sq ft
Kitchen	245 sq ft
Master Bathroom	208 sq ft

ELIRE's three-bedroom duplex apartment enjoys private and direct access to the podium level and its amenities, in addition to an annex room with a dedicated bathroom.

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LOWER



UPPER







FOUR BEDROOM DUPLEX APARTMENT

TOTAL AREA: 5,305 – 5,349 sq ft

Master Bedroom	452 to 461 sq ft
Living Space	1,269 to 1,440 sq ft
Kitchen	377 to 514 sq ft
Master Bathroom	141 to 148 sq ft
Loggia	1,162 to 1,186 sq ft

Each four-bedroom duplex apartment has a show kitchen and a back kitchen, a home cinema room and an annex room with a dedicated bathroom.



LOWER



UPPER

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LAYERS OF CONNECTION

Each of ELIRE's 100 residences is uniquely designed as a private sanctuary, inspired by the artistry of exploration.

At the heart of each residence is an exquisitely crafted vanity. Designed with a purpose and to connect spaces, the vanity is an intrinsic part of ELIRE's multi-faceted layers.

The colour palette within the residences highlights the contrast between light and shadow, elegantly creating an impact in every room.



SPECIFICATIONS

All residences are fully equipped with built-in electrical appliances: fridge/freezer, cook, oven, hood, wine cooler, washer/dryer and dishwasher.

All residences are supplied with filtered, drinkable tap water.

Every piece of furniture illustrated has been custom-designed to reflect the soul of ELIRE. Thoughtfully crafted and intentionally placed, each item complements the space it inhabits, balancing form, function and elegance.

This attention to detail creates the fluent harmony throughout ELIRE, where design does not just serve a purpose; it tells a story.

Apartment	Size (sq ft)
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 prices of the apartments vary based on availability, floor level, view, size and layout.
Residences furnishings do not include items such as wall art, kitchen accessories, bathroom linens, televisions, or any decorative pieces.

LUX*

WHERE TIME IS THE ULTIMATE LUXURY

The Lux Collective, the visionary hospitality group born on the pristine shores of Mauritius, proudly unveils its iconic luxury flagship brand, LUX*, in the Middle East with its first residences through the exclusive launch of 'ELIRE Managed By LUX*'. Nestled in the vibrant heart of Dubai, this debut marks a new chapter in refined living and timeless elegance.

The Art of Celebrating Life

LUX* is more than a name; it is a philosophy. Spirited, creative, caring, and tasteful, the brand aims to inspire and uplift. At its heart lies a trio of guiding principles:

- Disrupt the ordinary with thoughtful intention
- Care about what truly matters
- Transform the everyday into the extraordinary

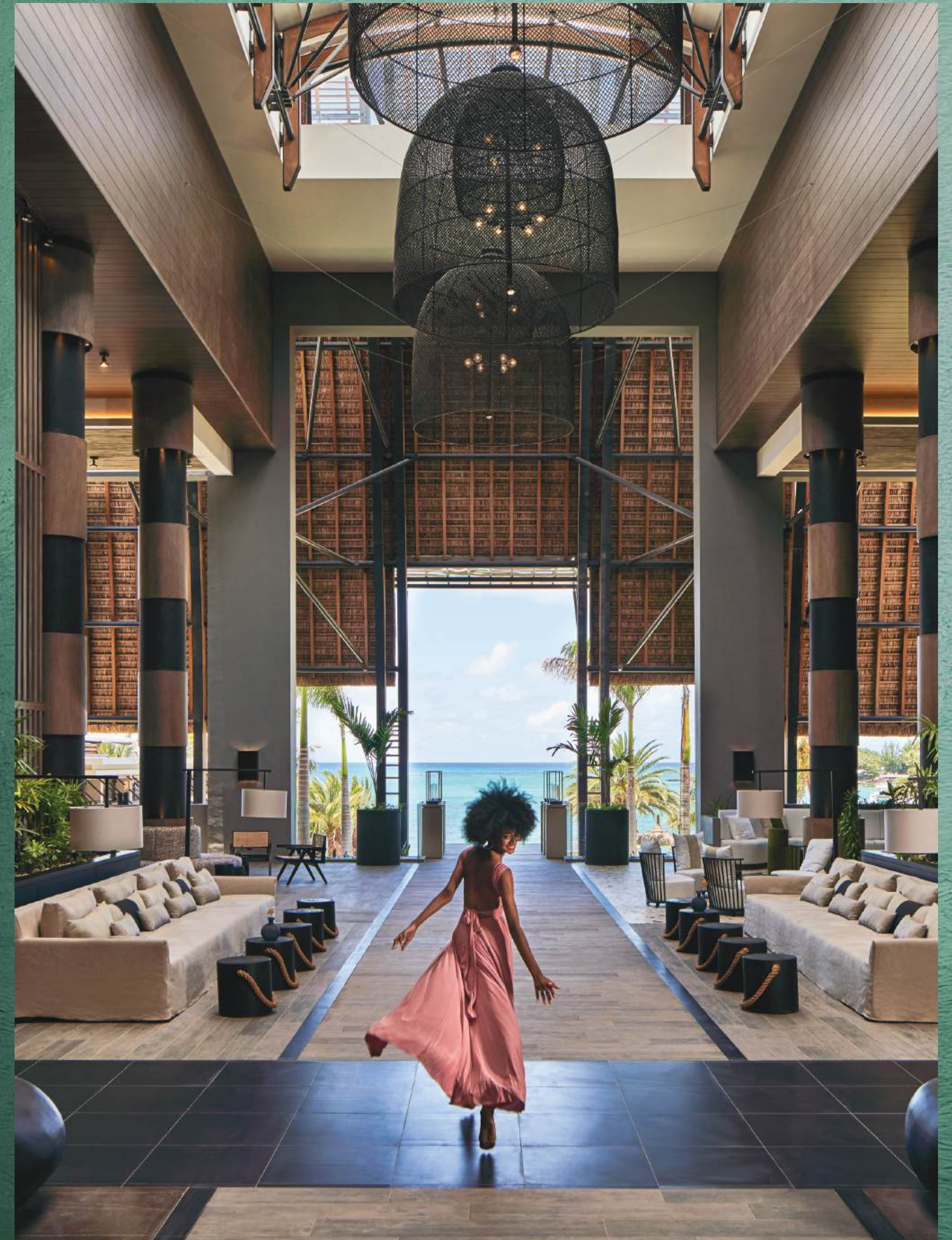
Every moment, whether grand or quiet, is an opportunity to celebrate. At LUX*, time is revered, and every second is curated with meaning.

The Lux Collective

The Lux Collective (TLC) is a Mauritian-born global luxury hotel operator and manages brands LUX*, SALT, TAMASSA, SOCIO and Café LUX*.

Driven by the purpose to make each moment matter, TLC blends thoughtful design, people-first values, and a commitment to sustainability. Its signature groupwide initiative, Tread Lightly, and partnership with CO₂ experts Altruistiq reflect its dedication to responsible hospitality.

TLC currently manages 18 properties across Mauritius, the Maldives, Réunion, China, and Tanzania, with 12 more in the pipeline across Africa, Asia, and the Middle East.





EXPERIENCE & EXCELLENCE

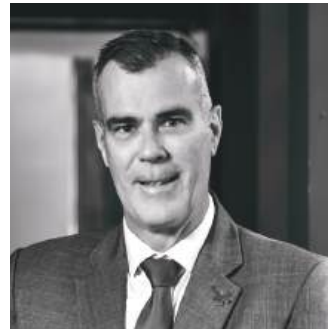
At QUBE Development, we craft spaces that transform how people live, work and connect by blending sustainable architecture, innovative design and top-tier amenities to enhance lives and build legacies in the UAE.

Each QUBE property is designed to be more than a home – it is a foundation for generational wealth, growing in value over time. With an unwavering commitment to quality and durability, we bring every project to life with precision and purpose.





A COLLABORATION OF EXCELLENCE



Olivier Chavy - Chief Executive Officer of The Lux Collective

At LUX*, we believe that true luxury is about how a place makes you feel. 'ELIRE Managed By LUX*' allowed us to incorporate this experiential design-led philosophy into an ultra-luxury residential setting creating an artfully curated and quietly exceptional home, imbued with tranquility.

In partnership with QUBE, we've crafted an experience where every detail, from the wellness spaces to daily touchpoints, is meticulously designed. 'ELIRE Managed By LUX*' isn't just a branded residence - it reflects an intentional, warm, and thoughtfully elevated lifestyle of the future.



ARNAUD BEHZADI – Founder of Arnaud Behzadi Architectures

ELIRE is a sanctuary within the city, blending tradition and modernity in a journey from openness to intimacy. Turning inward, it guides residents through layered spaces that shift between light and shadow, movement and stillness, echoing the spirit of the modern traveller.

In Dubai's ever-changing landscape, ELIRE offers both adventure and retreat. Its layered architecture and central vanity-inspired piece provide elegant, multifunctional spaces that conceal treasures and essentials, balancing function with exclusive intimacy.

Notable Projects: Hotel Particulier (Paris), Relais Bernard Loiseau (Saulieu), Villa du Pignonnet (Aix-en-Provence)



TOBIAS NOEFER – Managing Partner at Nofer Architekten

The façade of ELIRE represents the combined use of traditional and innovative means, prepared for aesthetics and functionality alike. The mashrabiya shutters provide natural shading, ventilation and privacy; it adapts to the resident's needs while enhancing ELIRE's architectural elegance. Each element was carefully crafted to complement Dubai's landscape and heighten the living experience.

It has been an honour to work on this iconic landmark with QUBE Development and leave a proud mark by rewriting new architectural history in Dubai.

Notable Projects: Port One (Berlin), Palais Holler (Berlin), Pankower Tor (Berlin), Pignonnet (Aix-en-Provence)

CONTACT US

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