



# SOUL

LUXURY BEACH RESORT





A PLACE  
UNLIKE ANY OTHER



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# A WORLD CLASS MASTERPIECE

ON THE MEDITERRANEAN

***A ONE-OF-A-KIND RESORT**  
DESTINATION THAT HAS  
NEVER BEEN EXPERIENCED  
BEFORE BUILT TO BOND  
YOUR HEART WITH NATURE,  
CLEANSING YOUR SPIRIT FROM  
THE MOMENT YOU ARRIVE, &  
ATTACHING YOUR SENSES  
TO THIS MAGICAL SPOT ON  
THE NORTH COAST.*



# 01

VISION

“CELEBRATING  
THE MEDITERRANEAN SEA  
WITH A *SHINING JEWEL*  
THAT WILL *TRANSFORM*  
THE NORTH COAST  
OF *EGYPT*”





# 02

## THE MASTERMINDS

WHEN  
*GREAT MASTERMINDS*  
GATHERED, THEY CREATED  
*A WORLD-CLASS MASTERPIECE*

### MASTERPLANNER

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GCH

### LANDSCAPE ARCHITECT

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SWA

### HOTEL, RETAIL ARCHITECT

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GENSLER

### ARCHITECTS

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MDR  
IN-ARCHITECTS  
ATELIER

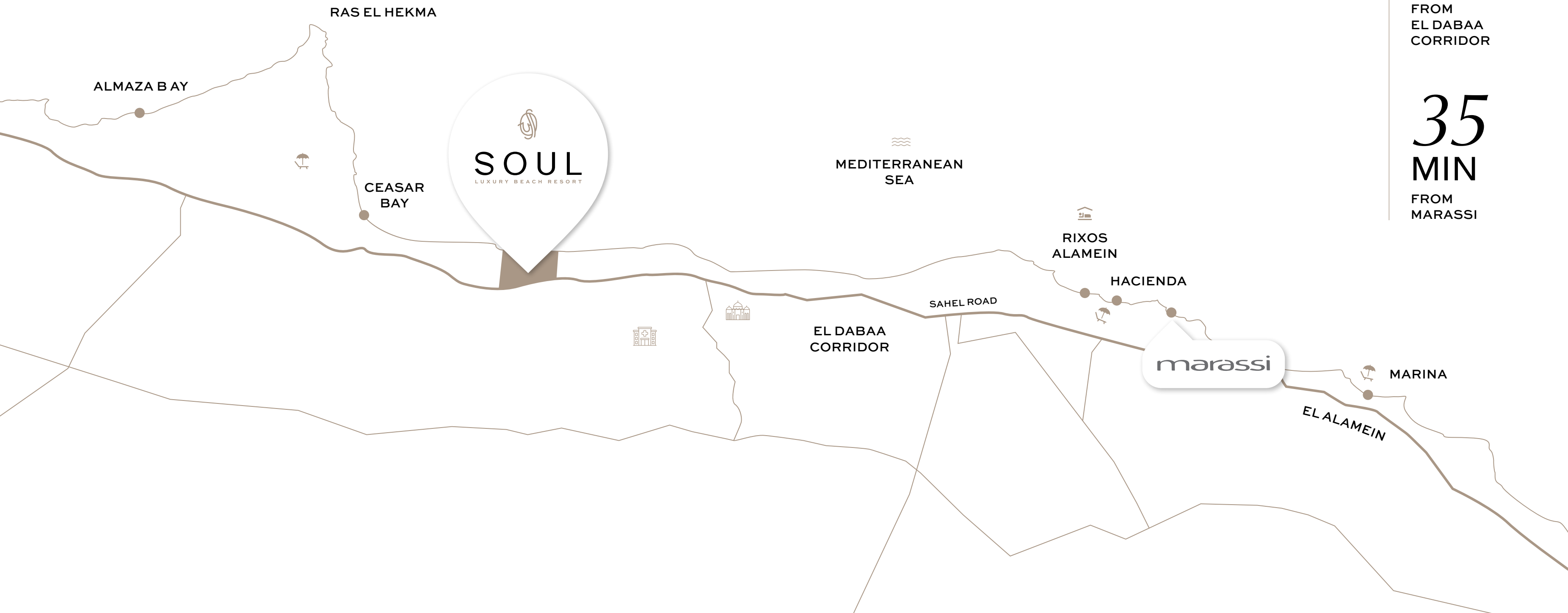
WSA  
ATELIER STMB  
CBA



# 03

LOCATION

# LOCATED IN THE HEART OF THE NORTH COAST OF EGYPT



10  
MIN

FROM  
EL DABAA  
CORRIDOR

35  
MIN

FROM  
MARASSI



# 04

# MASTERPLAN

4 NATURAL BEACHES 1.5 KM BEACH FRONTAGE

EXCLUSIVE LAGOON BEACHES

1 INFINITY BEACH

20 KM WATER-FRONTAGE

CONNECTED TO NATURE





VIEWS ARE *STUNNING*.  
THE SEA IS *INFINITE*.  
THE DESIGN IS *TIMELESS*.





05

# SOL TOWN



A MUSIC  
INFUSED CONCEPT  
*THAT OFFERS A VARIETY  
OF LAVISH LIFESTYLE  
EXPERIENCES.*





# SOL TOWN

A FIRST  
OF ITS KIND  
COLLABORATION.

SOL  
BEACH

Blanche  
YOUR GATEWAY TO STYLE

WAV  
POOL BAR

medley  
by LYCHEE

CHA  
yCHA  
SWEET ENOUGH TO MAKE YOU CHA CHA

BEAT.  
PUSH THE TEMPO

Do  
BOUTIQUE STORE





SOL TOWN





W W W  
POOL BAR



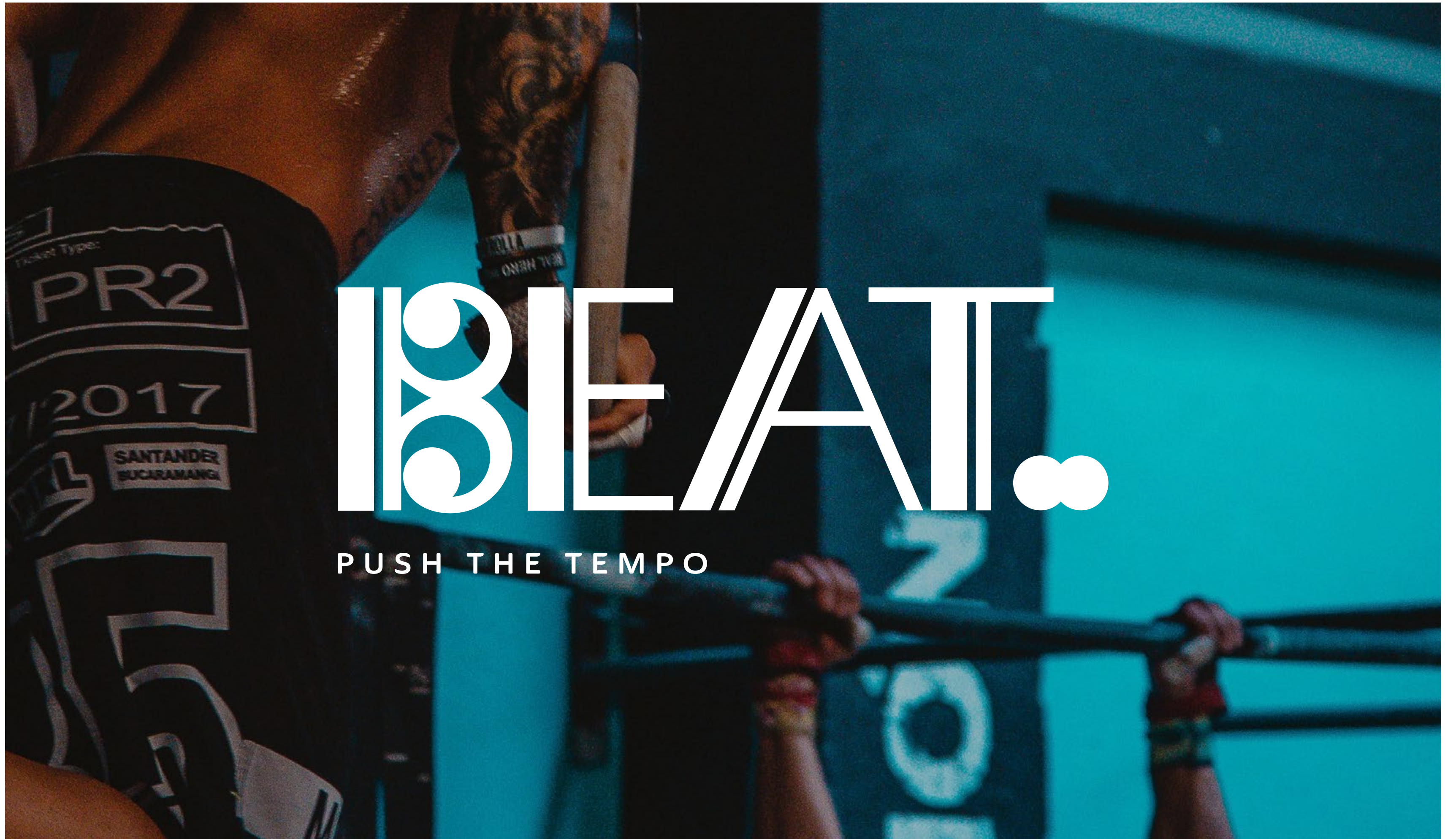


# Blanche

YOUR GATEWAY TO STYLE



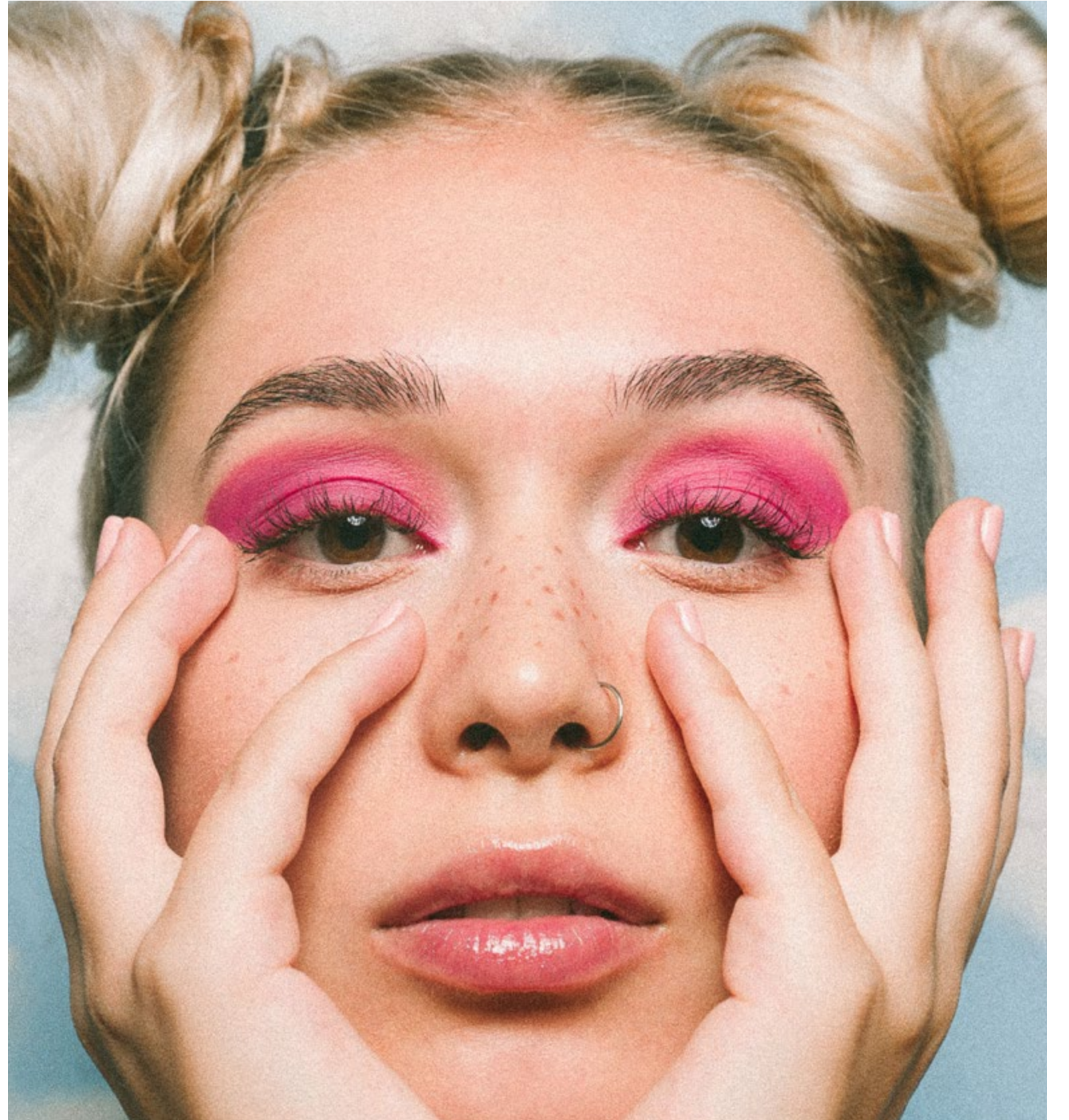




# BEAT.

PUSH THE TEMPO







# medley

by LYCHEE®



SOL TOWN





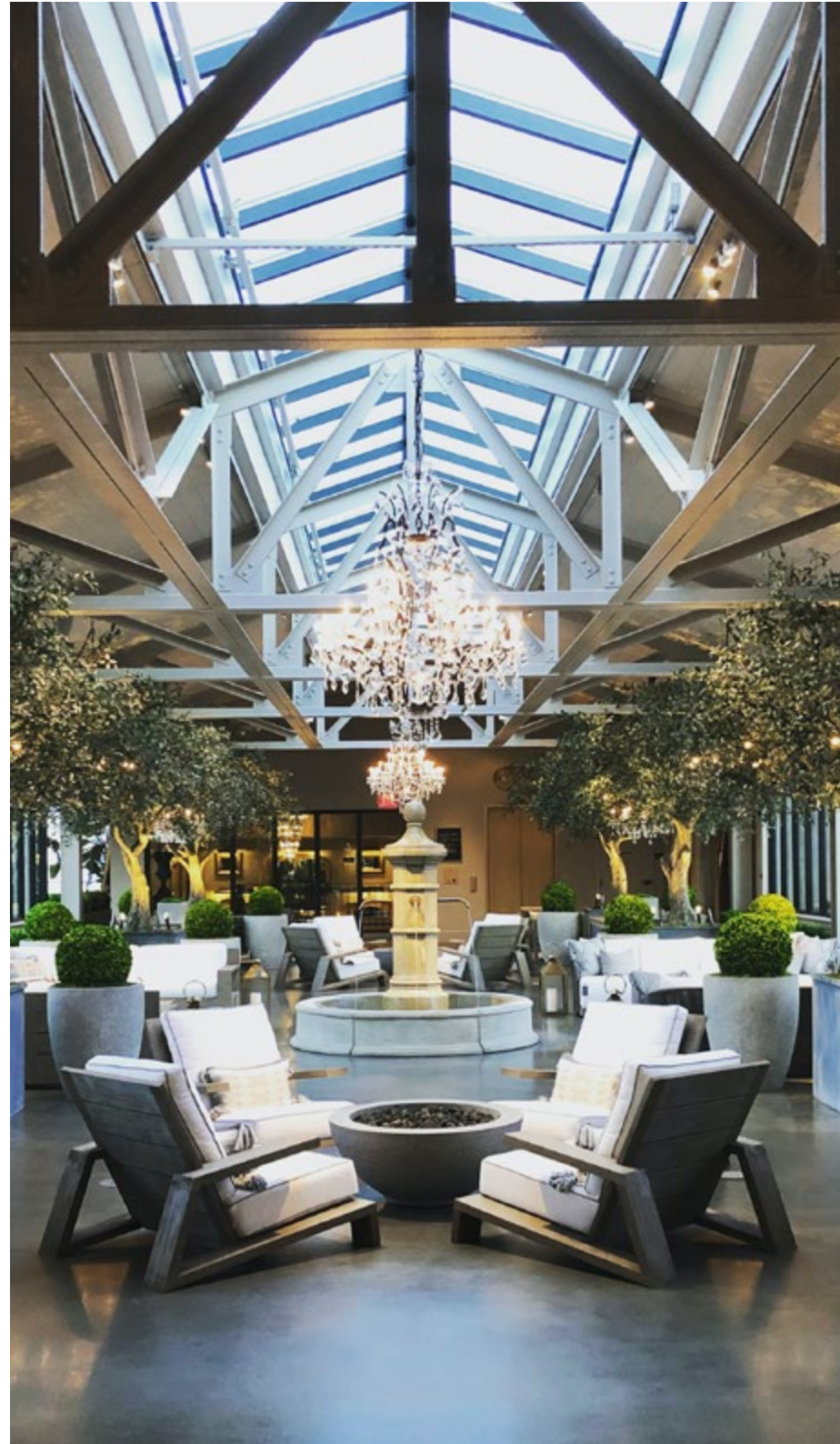


SOL TOWN

**Do**  
BOUTIQUE STORE



06



A  
BRAND  
NEW  
DEFINITION

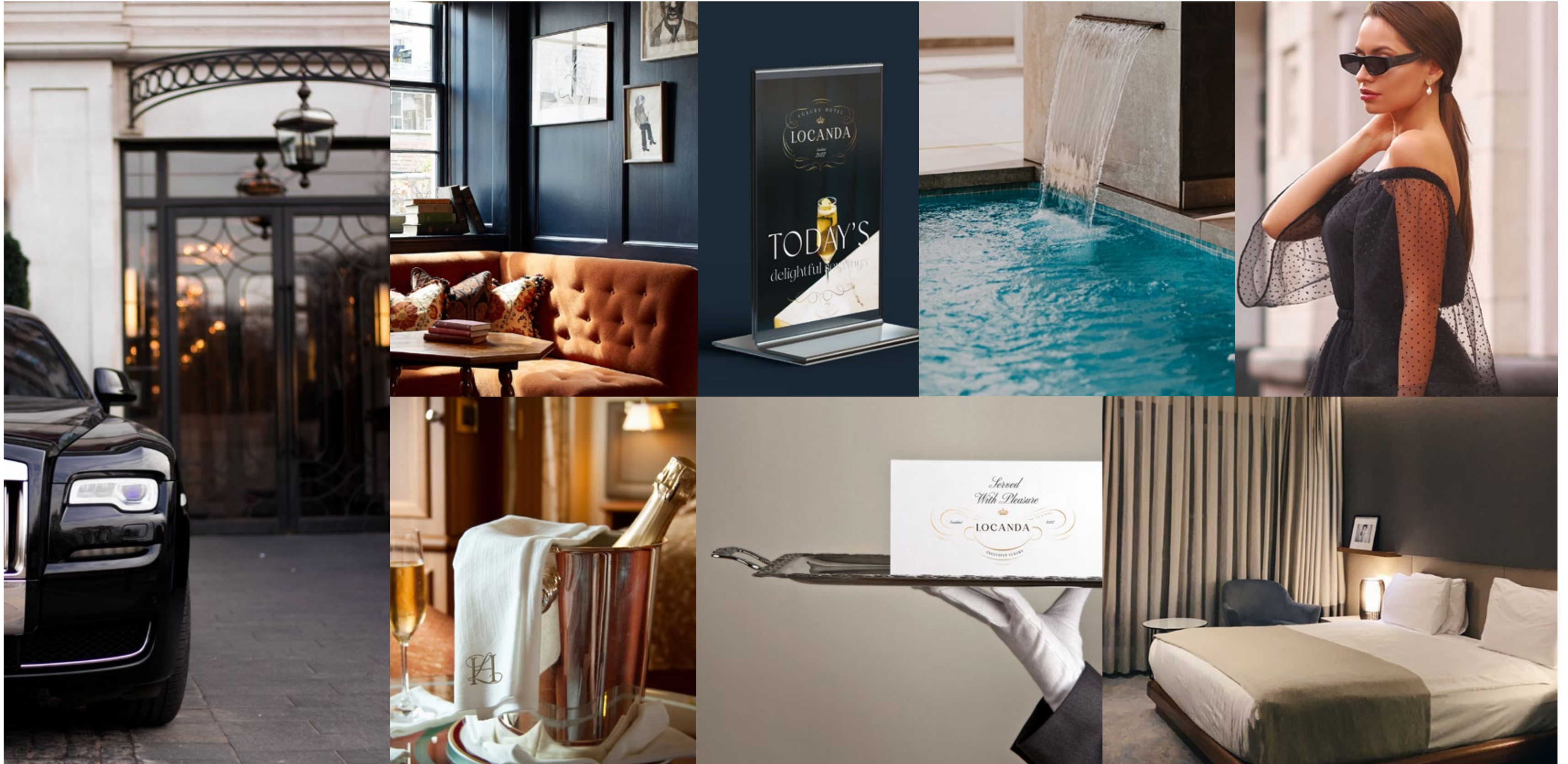
OF HOSPITALITY  
AND LUXURY.

LOCANDA HOTEL  
AND RESIDENCES





# TIMELESS LUXURY









# LOCANDA HOTEL & RESIDENCES













07

# CASCADING LAGOONS

*SWIMMABLE  
LAGOONS FLOWING  
DOWN WITH  
BREATHTAKING  
SEA VIEWS.*





# 08

*SOUL BEACHES*

SOUL BEACHES

## INFINITY BEACH



*AN ELEVATED  
1 KM BEACH IN THE  
MIDDLE OF THE  
RESORT WITH FULL  
SEA HORIZON VIEW.  
DOUBLING THE  
BEACH FRONTAGE.*



# STUNNING BEACH EXPERIENCE

*1.5 KM OF PRISTINE SANDY COASTLINE.  
REVITALISING VISTAS AND ACTIVITIES  
ALONG THE WATERFRONT.*













# VIBRANT BEACH CLUBHOUSE









SOUL BEACHES

# PICTURESQUE INFINITY POOL





# UNPARALLELED LAGOON BEACH CABANAS

SOUL BEACHES

*RECONNECT YOUR HEART WITH THE  
BEAUTIFUL NATURE AND THE SERENITY  
OF YOUR SURROUNDINGS.*









# SECRET BEACH





# PRIVATE GETAWAYS

*SMALL LAGOON BEACHES  
BETWEEN HOUSES.*





# LAGOON CABANAS

*UNIQUE WATER  
CABANAS WITH  
UNPARALLELED  
SCENERIES OF THE  
SEA & EXCLUSIVE  
WATER-FRONT  
DINING*









# ASTONISHING ART SHADES

SOUL BEACHES





# BREATH IN THE SERENITY





# BREATH-TAKING SEA VIEW





# MAGICAL SUNSETS BY THE BEACH





# SERENE VIBES





09

# HALF-MOON PIER



*A DEFINING FEATURE  
OF THE MASTERPLAN.  
400M OF BOARDWALK  
WITH AN INFINITY  
POOL. STUNNING  
SUNSET VIEWS &  
UNRIVALLED VIEWS OF  
THE MEDITERRANEAN.*





# PIER INFINITE POOL





# SOOTHING TIMES BY THE PIER





10



# THE WATER GATE

*ENTER THROUGH THE  
ICONIC WATERFALL  
ENTRANCE. AN  
IMPRESSIVE ARRIVAL  
EXPERIENCE THAT  
WELCOMES YOU TO  
THE WORLD OF SOUL.*



# STUNNING ARRIVAL









# 11

## *UNDERWATER SCULPTURES & ACTIVITIES*

### *MAGICAL UNDERWATER SCULPTURE*

*HIDDEN BENEATH THE  
LAGOONS. DIVE IN TO A  
UNIQUE VIEWING EXPERIENCE.*









## A KIDS PARADISE

*THERE'S ALWAYS ROOM FOR SOME  
PLAYFUL ADVENTURES IN THE WATER  
AND AMUSING SPLASHES THAT ADD  
MORE FUN TO THE SOUL.*





# 12

*ICONIC WALKS*

ICONIC WALKS

# THE BEACH BOARDWALK



*WALKWAY ALONG  
THE BEACH SET IN  
LUSH TROPICAL  
LANDSCAPING.*



# THE RIBBON ROAD

*ENJOYABLE  
PEDESTRIAN  
EXPERIENCE*







# 13

*FASHION  
& FINE DINING*

## RETAIL THERAPY

*GLOBAL BRANDS.  
LUXURY BOUTIQUES.  
LIFESTYLE SHOPPING.  
ARTISANAL TREATS.*



# WATER-FRONT FINE DINING





# 14

*WELLNESS & LEISURE*  
**REJUVENATE  
IN STYLE**

WELLNESS AND LEISURE

*WELLNESS PROGRAMS  
AMIDST SERENE  
SURROUNDINGS.  
OUTDOOR SPORTS  
FACILITIES.*





# STATE OF THE ART TECH



# 15

*SMART LIVING  
& SUSTAINABILITY*

*CAREFUL  
URBAN  
PLANNING  
AND  
MANAGEMENT*

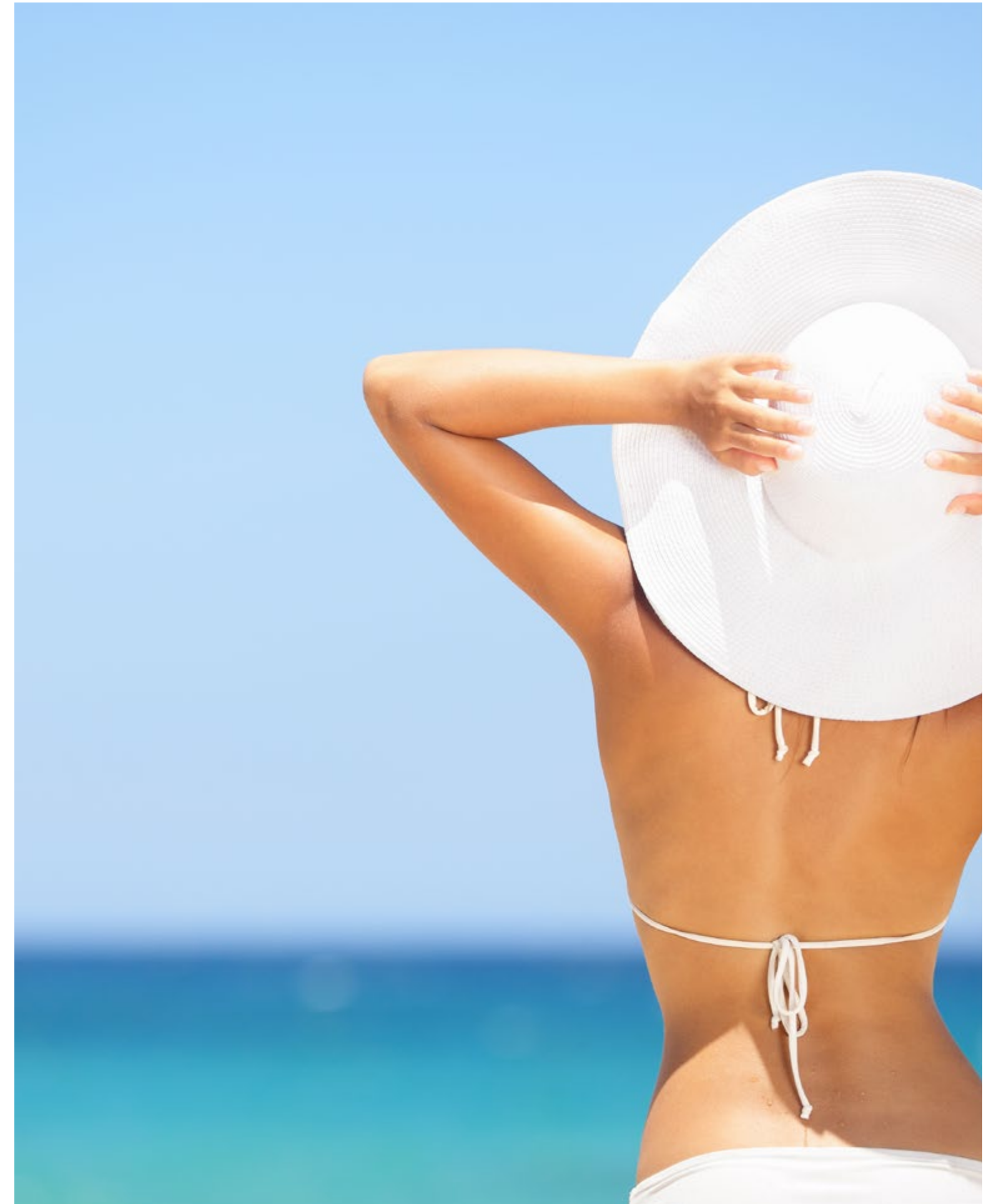
*ONE OF THE MOST SUSTAINABLE  
DESTINATIONS IN THE NORTH COAST.  
ECO-FRIENDLY PRACTICES. GREEN  
SPACES. SMART TECHNOLOGY.*



16

*WATER-FRONT HOMES*

**EXCLUSIVE  
WATERSIDE  
LIVING**





# SPECTACULAR LAGOON VIEWS





# WIDE-OPEN BLUES

WATER-FRONT HOMES





# BREATH-TAKING SCENERIES









# SOUL MASTERPIECES







THE  
*One*

TOTAL  
GROSS AREA **687** SQM

5 ENSUITE BEDROOMS





*Bliss*

TOTAL  
GROSS AREA **916** SQM

7 BEDROOMS





*Glow*

TOTAL  
GROSS AREA **784** SQM

6 BEDROOMS





*Charm*

TOTAL  
GROSS AREA **601** SQM

6 BEDROOMS





*Vintage*

TOTAL  
GROSS AREA **535** SQM

6 BEDROOMS





*Vogue*

TOTAL  
GROSS AREA **537** SQM

6 BEDROOMS





*Sky*

TOTAL  
GROSS AREA **507** SQM

6 BEDROOMS





*Spark*

TOTAL  
GROSS AREA **429** SQM

5 BEDROOMS





*Shine*

TOTAL  
GROSS AREA **339** SQM

3 BEDROOMS





*Creek*  
SIDE

TOTAL  
GROSS AREA **353** SQM

3 BEDROOMS





*Glam*

TOTAL  
GROSS AREA **282** SQM

3 BEDROOMS



# BEACH HOUSE



*Middle*

TOTAL GROSS AREA **255** SQM

4 BEDROOMS

*Corner*

TOTAL GROSS AREA **193** SQM

3 BEDROOMS



EMAAR | EH  
MISR