SOUL

LUXURY BEACH RESORT


A
PLACE
UNLIKE
ANY
OTHER

CONTENT

1 *VISION*

2 *THE MASTERMINDS*

3 *LOCATION*

4 *MASTERPLAN*

5 *THE CASCADING LAGOONS*

6 *SOUL BEACHES*

7 *LOCANDA HOTEL & RESIDENCES*

8 *SOL TOWN*

9 *SOUL LAGOONS*

10 *THE PIER*

11 *ICONIC WALKS*

12 *FASHION & FINE DINING*

13 *WELLNESS & LEISURE*

14 *SMART LIVING & SUSTAINABILITY*

15 *WATER-FRONT HOMES*

16 *SOUL MASTERPIECES*

A ONE-OF-A-KIND RESORT DESTINATION

A WORLD CLASS MASTERPIECE ON THE MEDITERRANEAN



A SENSORY ESCAPE



ON THE NORTH COAST

01 VISION

"CELEBRATING THE MEDITERRANEAN SEA WITH A SHINING JEWEL THAT WILL TRANSFORM THE NORTH COAST OF EGYPT"



LET ME TELL YOU A STORY ABOUT A PLACE
SO SPECIAL IN THE NORTH COAST.
IT'S A COMBINATION OF THE SOUL OF THE SITE:
THE SAND, THE WATER. YOU COME TO THIS PLACE,
AND YOU NEVER, EVER WANT TO LEAVE."

MOHAMED AL ABBAR
FOUNDER OF EMAAR MISR

02

THE MASTER MINDS

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

MASTERPLANNER

GCH

LANDSCAPE ARCHITECT

SWA CRACKNELL

HOTEL, RETAIL ARCHITECT

GENSLER

HOLDER MATHIAS ARCHITECTS

ARCHITECTS

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

30 MIN FROM AL ALMAIN INTERNATIONAL AIRPORT

35 MIN FROM MARASSI



04

MASTERPLAN

CONNECTED TO NATURE

EXCLUSIVE LAGOON BEACHES

4 *NATURAL BEACHES*

1 *INFINITY BEACH*

1.7 *KM BEACH FRONTAGE*

22 *KM WATER-FRONTAGE*



05
THE CASCADING LAGOONS

SWIMMABLE LAGOONS FLOWING DOWN WITH BREATHTAKING SEA VIEWS







06
SOUL BEACHES

THE INFINITY BEACH

AWARDED A GUINNESS WORLD RECORD ATTEMPT AS THE LARGEST INFINITY SWIMMING POOL:

AN ELEVATED, 1-KM BEACH IN THE RESORT'S CENTER WITH FULL SEA-HORIZON VIEWS THAT DOUBLE THE BEACHFRONT.









SOUL BEACHES

THE LUXURY BEACH EXPERIENCE

A 1.7KM PRISTINE SANDY COASTLINE THAT REVITALIZES THE VISTAS AND ACTIVITIES ALONG THE WATERFRONT.







SOUL BEACHES

VIBRANT BEACH CLUBHOUSE

A REFINED COASTAL ESCAPE TO SAVOR SUN, SEA, AND THE COMPANY OF THOSE YOU LOVE.



SOUL BEACHES

UNPARALLELED LAGOON BEACH CABANAS

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



LIVE FROM SOUL

07

LOCANDA

A BRAND NEW DEFINITION OF HOSPITALITY AND LUXURY



LOCANDA HOTEL AND RESIDENCES

TIMELESS LUXURY















08
SOL TOWN

AN EXCLUSIVE WATERFRONT
CABANA COMMUNITY WITH THE FULL
INDULGENCE OF LOCANDA HOTEL.



09
SOUL
LAGOONS




UNION



SOUL LAGOONS

PRIVATE GETAWAYS

HIDDEN LAGOONS NESTLED BETWEEN TRANQUIL COASTAL HOMES.

10
THE PIER

A DEFINING FEATURE
OF THE MASTERPLAN.

A JOURNEY OVER THE OPEN SEA



11 ICONIC WALKS

ICONIC WALKS

THE BEACH PROMENADE

WALKWAY ALONG THE BEACH SET IN LUSH TROPICAL LANDSCAPING.







ICONIC WALKS

THE GREEN SPINE

ENJOYABLE PEDESTRIAN EXPERIENCE



12
FASHION & FINE DINING

GLOBAL BRANDS,
LUXURY BOUTIQUES,
LIFESTYLE SHOPPING
& ARTISANAL TREATS





FASHION & FINE DINING

SOUL VILLAGE

SOULFUL
LUXURY
HAVEN


HBS
Chloey
Chloey
Siage
Siage
MENU
GOOD MORNING
COFFEE
HOT
COCOA


KINGSMAN
COFFEE BAR
Matamata
Matamata
SOCIAL

13 WELLNESS & LEISURE

WELLNESS PROGRAMS AMIDST SERENE SURROUNDINGS. INCLUDING OUTDOOR SPORTS FACILITIES.


On the fry
CLuck

14
SMART LIVING & SUSTAINABILITY

ECO-FRIENDLY PRACTICES, GREEN SPACES & SMART TECHNOLOGY

15
WATER-FRONT HOMES

WATER-FRONT HOMES

SPECTACULAR LAGOON VIEWS



WATER-FRONT HOMES

BREATH-TAKING SCENERIES



WATER-FRONT HOMES

WIDE-OPEN BLUES



16 SOUL MASTERPIECES

EXCLUSIVE
WATERSIDE LIVING

SOUL MASTERPIECES

THE One

TOTAL GROSS AREA 708 SQM

5 ENSUITE BEDROOMS



LIVE FROM SOUL

LIVE FROM SOUL

SOUL MASTERPIECES

Bliss

TOTAL GROSS AREA 925 SQM

7 ENSUITE BEDROOMS



LIVE FROM SOUL

LIVE FROM SOUL



LIVE FROM SOUL

LIVE FROM SOUL

SOUL MASTERPIECES

Glow

TOTAL GROSS AREA 780 SQM

6 ENSUITE BEDROOMS



LIVE FROM SOUL



LIVE FROM SOUL

LIVE FROM SOUL

EMAAR MISR

TRANSFORMING LIFESTYLES SINCE 1997

WELCOME TO THE GOOD LIFE

WE ARE SHARPENING OUR STRATEGY
TO BE ONE OF THE WORLD'S MOST VALUABLE,
MOST INNOVATIVE, AND MOST ADMIRED COMPANIES.

MOHAMED AL ABBAR
FOUNDER OF EMAAR MISR

EMAAR MISR SALES CENTERS

UPTOWN CAIRO: EMTIDAD RAMSIS ST. EXIT FROM THE 6TH OF OCTOBER BRIDGE.

MIVIDA: MIVIDA BUSINESS PARK BUILDING 1, END OF ROAD 90 NEXT TO AUC NEW CAMPUS.

CAIRO GATE: CAIRO - ALEXANDRIA DESERT RD, IN FRONT OF DANDY MALL.

MARASSI: MARASSI MARINA, SIDI ABDEL RAHMAN, KILO 133, NORTH COAST ROAD, MATROUH.

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