



65%

construction of the Seventh Heaven project is already completed

The Seventh Heaven includes 157 apartments spread across two towers, of which two floors are dedicated to F&B and retail. – Supplied photo

# Adding a signature touch

## Al Barari adds luxury apartments and communal facilities

Deepthi Nair

**T**HE ZAAL family, developer of the leafy Al Barari neighbourhood in Dubai, is releasing 13 exclusive apartments as part of the Signature Collection in Seventh Heaven, part of phase two in the community. With price tags ranging between Dh5 million and Dh10 million, the one- to three-bedroom units in the Signature Collection will test the market appetite for luxury properties.

While 144 apartments in Seventh Heaven were launched in March 2014 and 90 per cent of which has been already sold out, the developer decided to retain a few units and sell them closer to completion to give end users a look and feel of what lies in store. The Signature apartments come with upgraded finishes, flooring, kitchen appliances, bigger terraces, etc. They comprise four one-bedroom apartments, eight two-beds and one three-bed unit.

The Signature Collection apartments are priced from Dh2,500 per square foot, with areas ranging from 1,700sqft to 3,300sqft.

Meanwhile, Seventh Heaven apartments sold earlier commanded under Dh2,000 per sq ft.

While Al Barari earlier included mostly residential offerings in the form of The Residences, The Reserve, The Farm restaurant, a health club and spa, the developer is widening the product mix to in-



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**Nicolas Trabucco,**  
Head of marketing, Al Barari

clude more apartments and other community offerings such as a hotel, school and other facilities.

“We will add a hotel, dining areas, a central forest on an island and a floating retail market. The themed gardens in Al Barari were earlier accessible only by residents. We want to give the public an option to roam around facilities in Al Barari as well. The overall masterplan will take five to 10 years for completion. It will include retail offerings, medical facilities, a school and assisted living facilities. We have allocated areas for different areas and preliminary designs are ready,” Nicolas Trabucco, head of marketing, Al Barari, told *Khaleej Times*.

Two floors in Seventh Heaven

will house F&B and retail offerings. After studies with a global consultancy, it has been decided to include a bank, grocery, nursery, small coffee shop and other retail outlets, including a tailor. “We are in touch with a few local and international retail brands, but nothing has been finalised as yet,” added Trabucco.

While construction at Seventh Heaven has hit the 65 per cent mark, the apartments are scheduled to be handed over in Q2 2017.

“We have a complete variety of buyers: Indians, Pakistanis, Westerns, Dutch, French, Brits, etc., in Seventh Heaven. Earlier, only families were buying into Al Barari, including Emiratis, Indians and Pakistanis. The apartments cater to a wider audience, including young couples, businessmen, etc. We mostly sell to end-users who are seeking the luxury finishes, privacy, greenery and tranquility associated with Al Barari,” informed Trabucco.

The developer said it has been seeing more interest from Chinese buyers for apartments in Seventh Heaven. “We have tied up with brokerages who have connections with local Chinese buyers and those based in China. The Dubai real estate market was very quiet owing to Ramadan and the summer. Cityscape Global gave people a clear overview of the market. The market will start moving between now and mid-December,” he added.

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### What else does Al Barari offer?

Other components of phase two in Al Barari include Ashjar and The Nest. Ashjar comprises 203 apartments spread across nine low-rise towers, with less than 10 apartments in each building.

While 70 per cent of the apartments have been sold out, Ashjar is 64 per cent complete and expected to be handed over by Q4 2017. Apartments here are priced at Dh2,500 per sq ft, on par with those in the Signature Collection.

Meanwhile, The Nest includes 55 four-bedroom villas for rent. The developer will release 15 villas by the year end while the remaining 40 villas will be released in Q1 and Q2 of 2017. The rents will range from Dh450,000 to Dh500,000 annually for a villa, depending on the location and specifications.

Phase one of Al Barari includes The Residences featuring 189 villas – all have been sold – and The Reserve encompassing 28 plots, of which 14 have been built and sold as per the client’s requirements. “We have built some shell and core villas on 14 plots while a few plots are available for sale,” said Nicolas Trabucco, head of marketing, Al Barari.