



**THE PROMENADE**  
BY VINCITORE

THE UNDOUBTED  
DOWNTOWN OF ARJAN



[www.thepromenade.info](http://www.thepromenade.info)



## WELCOME TO THE BOARDWALK!

Outdoor experiential Lifestyle Retail has become the most Booming & Successful Retail Concept in the World!

The Boardwalk is a culmination of Retail Experience filled with an elegant ornamental façade, beautifully landscaped architecture, energetic sounds and music, and an atmosphere of Diverse Cultural Legacy in itself. It is sure to rejuvenate and uplift all those who come here to enjoy, unwind and relax.

The Promenade with its special Boardwalk offers a Premium Outdoor Lifestyle Retail Experience like never seen before.



Scan To Watch Video

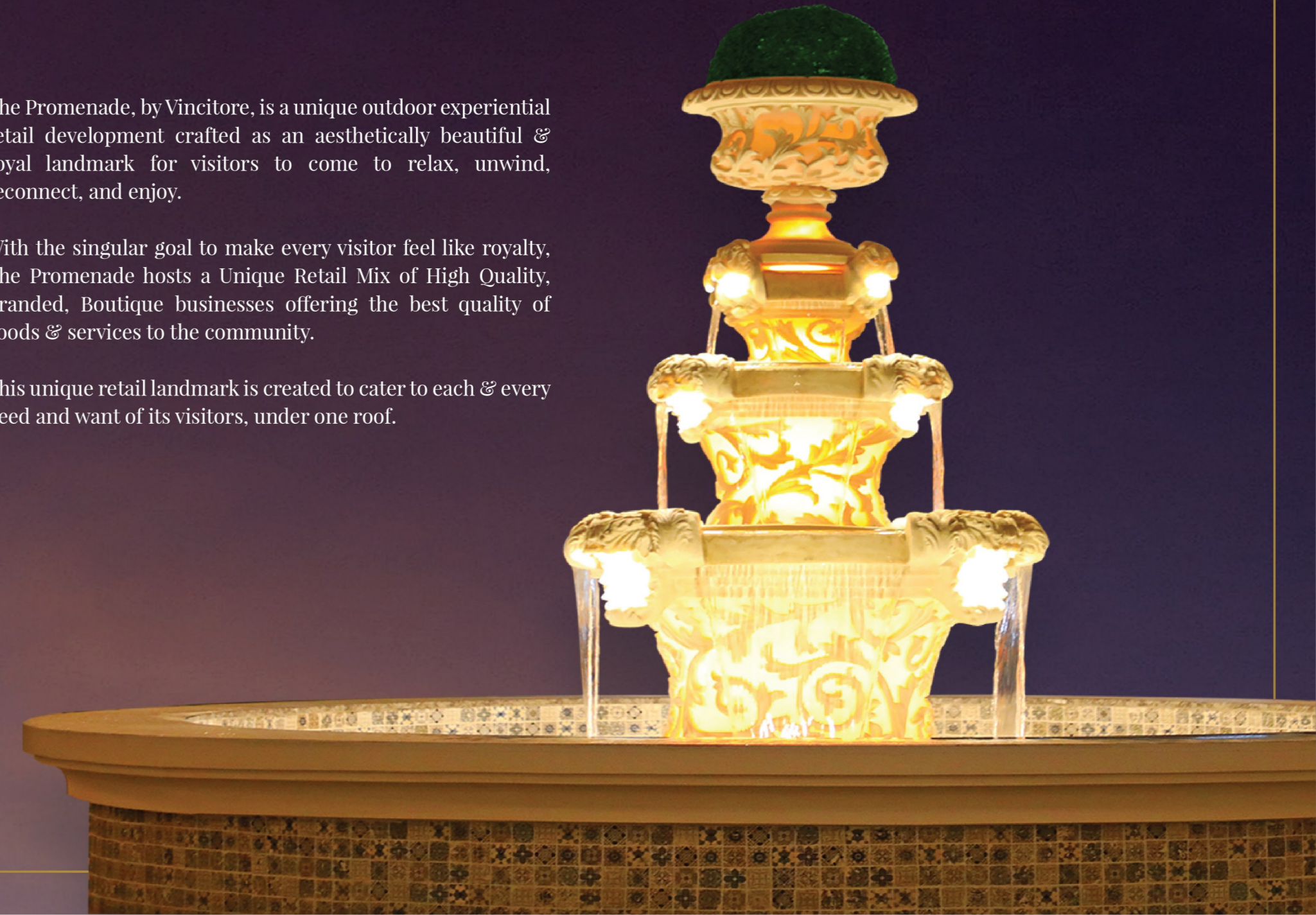
# CONCEPT & VISION...



The Promenade, by Vincitore, is a unique outdoor experiential retail development crafted as an aesthetically beautiful & royal landmark for visitors to come to relax, unwind, reconnect, and enjoy.

With the singular goal to make every visitor feel like royalty, The Promenade hosts a Unique Retail Mix of High Quality, Branded, Boutique businesses offering the best quality of goods & services to the community.

This unique retail landmark is created to cater to each & every need and want of its visitors, under one roof.



## ALL-ENCOMPASSING RETAIL EXPERIENCE!

The Promenade is a unique conceptualization designed to be a high-end retailing space covering over 100,000 Sq. Ft. of total retail infrastructure and leasing area.

With a Unique World-Class Mix of High-Quality brands, Cutting Edge Boutiques, Culinary Craft , exciting Entertainment and Much More, The Promenade is set to be an All- Encompassing Retail Landmark that will cater to each and every need of the community residents and international tourists that visit this unique outdoor retail mall.



## A MARVEL OF DESIGN & ARCHITECTURE!

The Promenade is an architectural landmark featuring picturesque European colonial-style design with stunning Victorian-era aesthetics, crafted ingeniously with GRC Façade, Green and landscaped environments, fresh open air paces, and stone fountains that overtly evokes the beauty, culture, and history of Old Europe.

With a dedicated 250 m long boulevard boardwalk, The Promenade encompasses a daring new vision of boutique outdoor experiential lifestyle retail.



## UNMATCHED LOCATION

The Promenade by Vincitore has a very strategic and prime location that enables it be a Landmark Retail hub for both International Tourist's and the fast-growing Community of Dubailand.

The Promenade by Vincitore is Centrally Located at the Heart of Dubailand, right opposite one of UAE's top 10 tourist destination – The Miracle Garden & in a 10-minute drive radius of 225,000\* residents of Dubailand.

With Easy Access from Umm Suqeim Street, Hessa Street, Sheikh Mohammed Bin Zayed Road and AL Khail Road, The Promenade is easily accessible by all through Private Transport, Public Transport as well as Walking.

## EASY ACCESSIBILITY



### BY CAR / CAB

HEART OF DUBAILAND AND WELL CONNECTED BY THE MAIN 4 ROADS OF THE AREA.



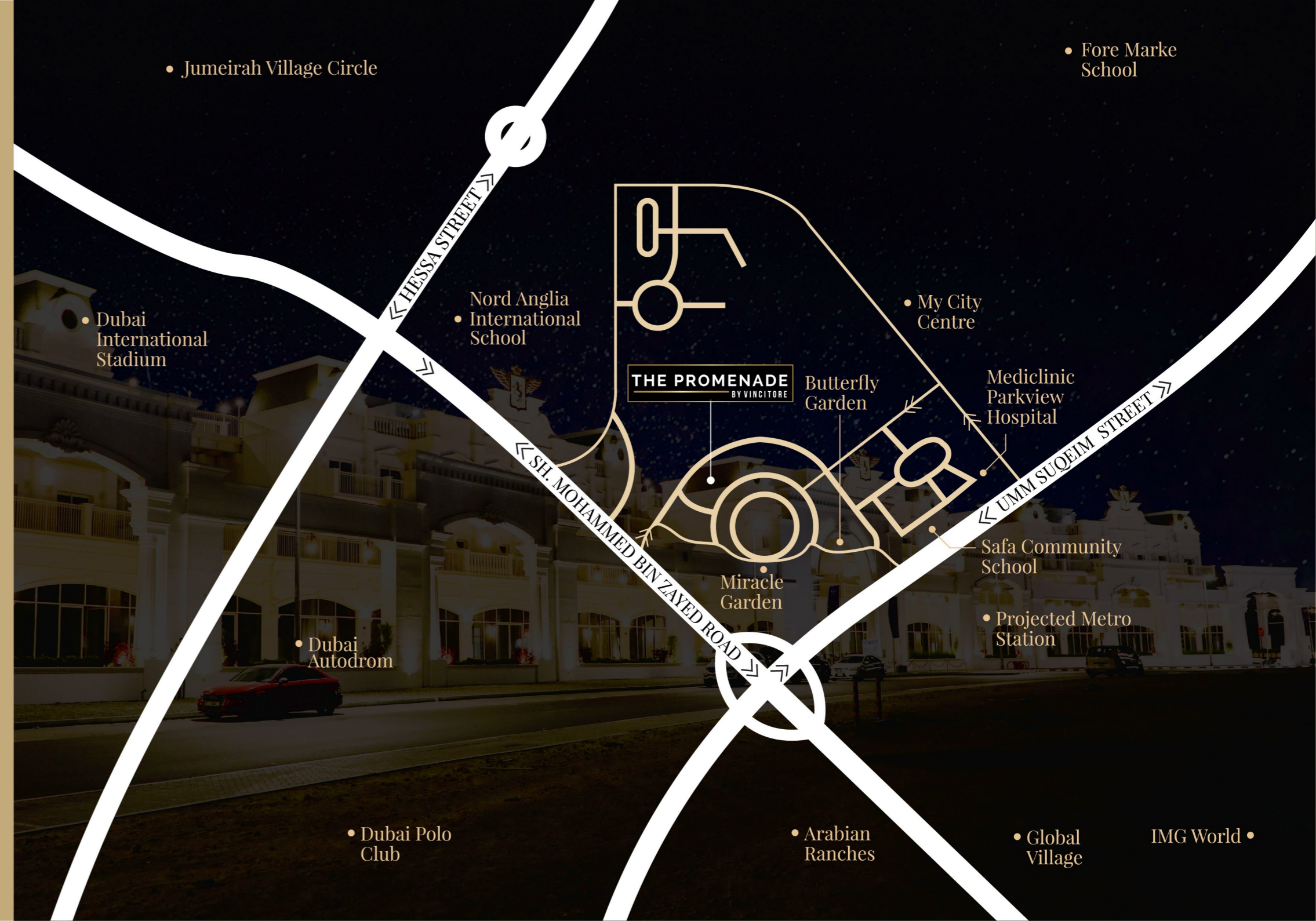
### EASY ACCESS BY WALKING

DESIGNED TO HAVE MULTIPLE WALKABLE AND ACCESSIBLE ENTRANCES FOR PEOPLE OF ALL AGES AND EVEN INCLUDING PETS.



### RTA BUSES

RTA BUS STOP IS STRATEGICALLY LOCATED AT THE FOOTSTEP OF THE PROMENADE, GIVING EASY ACCESS TO TOURISTS AND RESIDENTS FROM DUBAI.








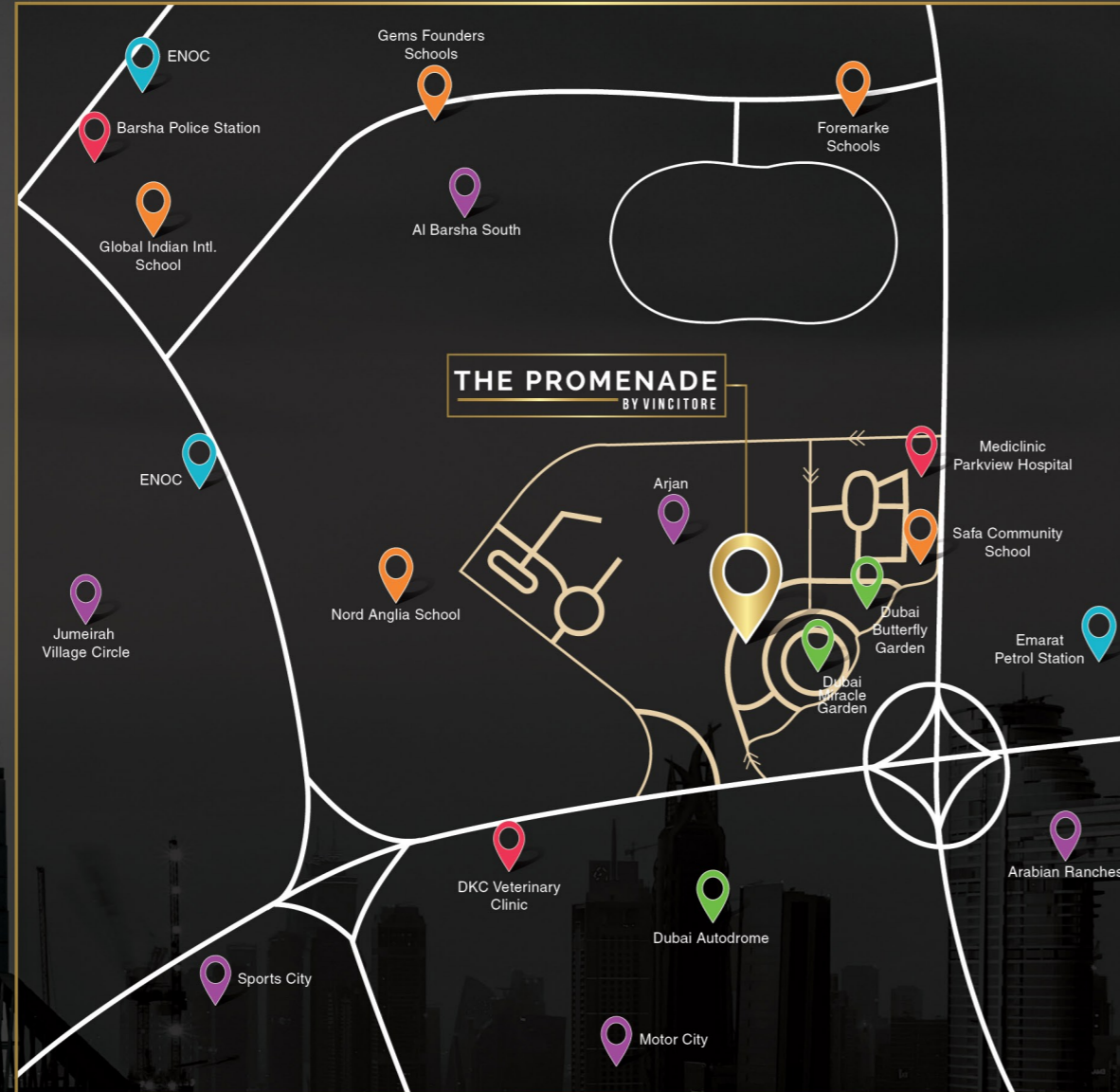
MASSIVE - UNTAPPED TOURIST & RESIDENTS FOOTFALL WITH  
**HUGE BUSINESS POTENTIAL**

The Promenade is 15\* minutes away from 7 prominent and growing communities & right opposite to one of the UAE's Top 10 Tourist Attraction - Dubai Miracle Garden. Making it one of its kind retail with a massive footfall...

**3\* MILLION+ TOURISTS**  
IN JUST 2\* Mins.  
WALKING DISTANCE

**237,212\* RESIDENTS**  
IN JUST 15\* Mins.  
DRIVE RADIUS

-  Communities
-  Recreational Spots
-  Schools
-  Essentials
-  Fuel Stations



THE ONLY RETAIL DESTINATION IN DUBAILAND THAT'S  
**FUTURE READY**

This unique retail landmark is created to cater to each & every need, want & future demand of our retailers & visitors.

 <p>100+ VISITOR PARKING</p>	 <p>TAILOR MADE ELECTRICITY (20-100KW)</p>	 <p>EXCLUSIVE OUTDOOR AREA (FOR SEATING &amp; MARKETING)</p>	 <p>5 Mtr. FLOOR TO CEILING Ht.</p>	 <p>DRIVE THROUGH DINE IN (&amp; DELIVERY OPTIONS AVAILABLE)</p>
 <p>FLEXIBLE TAILOR-MADE SPACES</p>	 <p>DEDICATED LOADING UNLOADING</p>	 <p>DEDICATED STORAGE ROOM</p>	 <p>DEDICATED 24 X 7 SECURITY</p>	 <p>PRAYER ROOM</p>

A ONE STOP DESTINATION FOR ALL

# RESIDENTS

Located in the Heart of Dubailand, in a 10 minutes radius of



250,000\* residents of the  
7 Distinct Residential Communities

of Arjan, JVC, Motor City, Sports City, Arabian Ranches, Dubai Hills, and Al Barsha South.

The Promenade has a Unique Location, which is easily accessible to all by Car, Public Transport & Walking.

With more than 100 Visitor Parking Spots, Dedicated Visitor Facilities & Amenities as well as Multiple Shopping Options of Walk-in, Delivery & Drive Through.

The Promenade is the one-stop destination for everyone in the community looking for a high-quality, convenient, and pleasant retailing experience



## FOR CHILDREN!

CHILD DAYCARE FACILITY

BABY STROLLER & CHANGING ROOM

CHILD-FRIENDLY EXPERIENCES

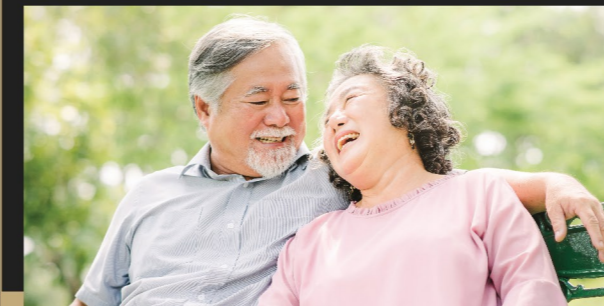


## FOR YOUTH!

DEDICATED YOUTH ENTERTAINMENT

EXCITING YOUTH EVENTS

A YOUTH HANGOUT SPOT



## FOR SENIORS!

SENIOR FRIENDLY ACCESS

OPEN TO SKY OUTDOOR LEISURE AREA

DEDICATED EXPERIENCES FOR SENIORS

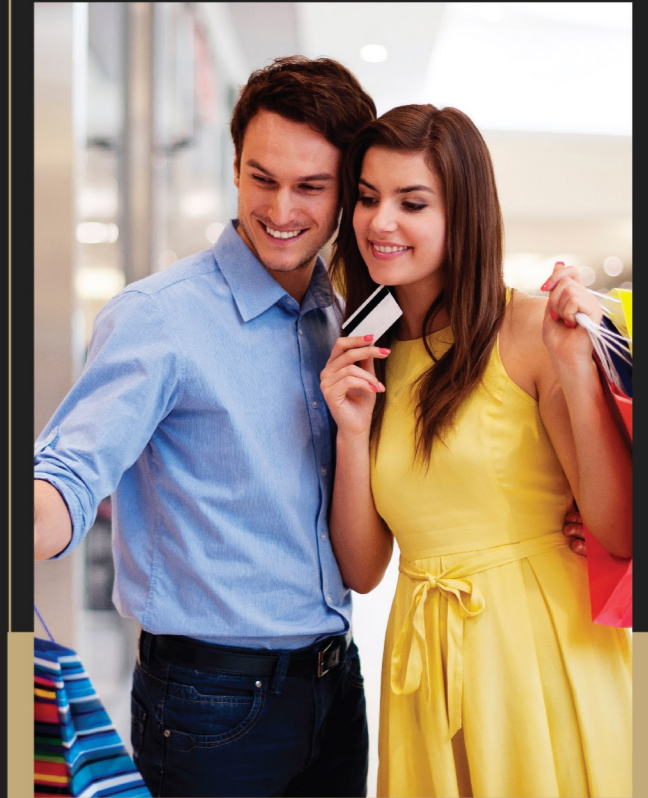


## FOR PETS

PET-FRIENDLY INFRASTRUCTURE

DEDICATED PET SERVICES & EXPERIENCES

ENJOY A EVENING STROLL WITH YOUR PET



## FOR ADULTS!

OUTDOOR LIFESTYLE  
WITH FOOD, BEVERAGES, CAFE &  
ENTERTAINMENT

CONVENIENT EASY PARKING  
& PUBLIC TRANSPORT

ONE STOP SHOP FOR ALL YOUR GOODS  
& SERVICES!

A UNIQUE OUTDOOR EXPERIENCE CRAFTED FOR

# TOURISTS

Located Opposite the World Famous and Top 10 Tourist Locations of Dubai, The Dubai Miracle Garden, The Promenade has been crafted keeping in mind



**3 Million\*+ International & Local Tourist Footfall.**

With Dedicated F&B and Entertainment Concepts, as well as boutique gift shopping and traditional local concepts,

The Promenade promises an exciting experience for all tourists that come here to experience the enchanting and everlasting beauty of Dubai.



UNIQUE OUTDOOR EXPERIENTIAL RETAIL



TOURIST FRIENDLY SERVICES



CONVENIENT & DAILYTRANSPORT



UNIQUE FOOD & ENTERTAINMENT FOR TOURISTS

## TOURIST FOOTFALL

Tourist Destination	Tourist Footfall
Dubai Miracle Garden	2.5 Million*
Dubai Butterfly Garden	0.5 Million*

JUST 2 MINS WALKING DISTANCE FROM THE PROMENADE





EXCLUSIVE AMENITIES FOR RESIDENTS & TOURISTS



BEAUTIFUL LOUNGING RETAIL BOARDWALK



DEDICATED COVERED PARKING



BUS STAND AND PUBLIC CAR PARKING



WATER FOUNTAIN

EXCLUSIVE AMENITIES FOR RESIDENTS & TOURISTS



LUXURIOUS BATHROOM



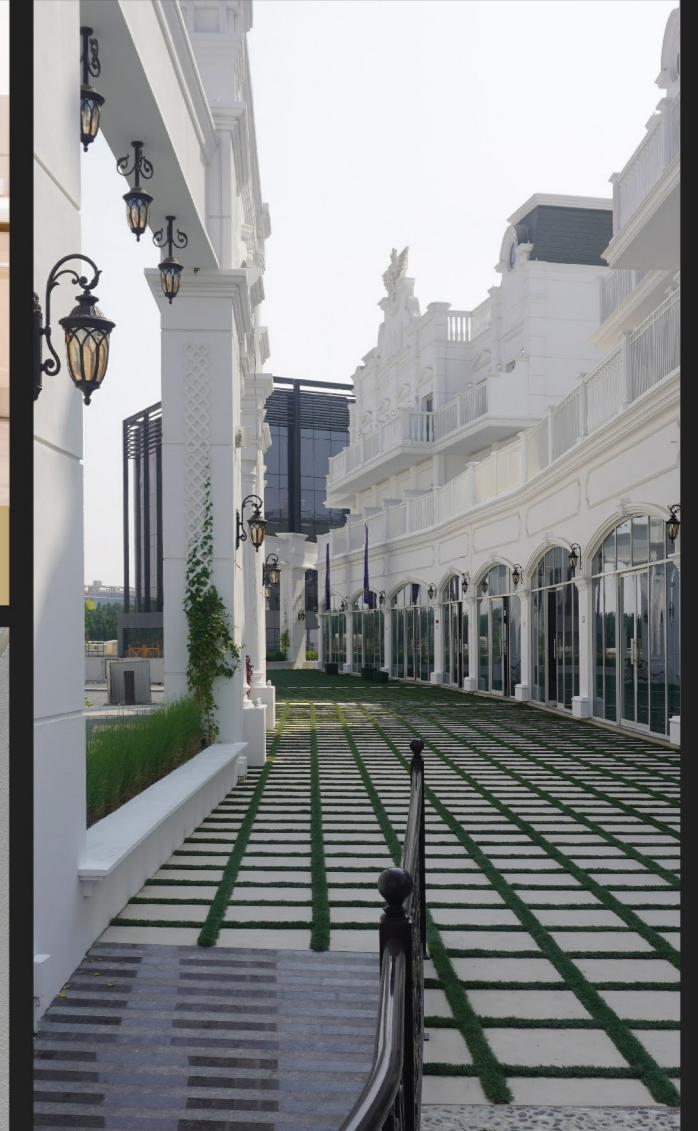
BABY CHANGING ROOM



PRAYER ROOM



360 DEGREE MUSIC AND ENTERTAINMENT ON BOARDWALK



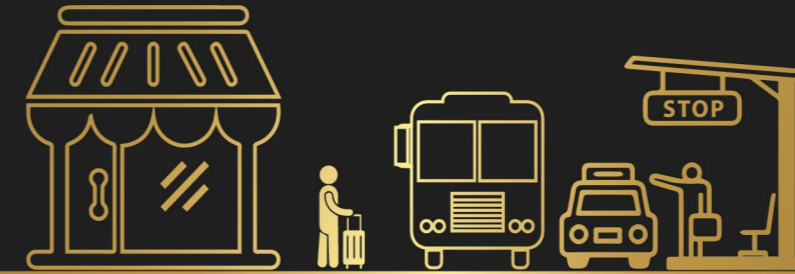
LUSH DESIGNER LANDSCAPING WITH PUBLIC SEATING AREA

FOR RETAILERS

# OPPORTUNITY

A VISION THAT NEEDS SIMILAR  
PASSIONATE PARTNERS

With an largely untapped and under-served market of Dubailand & surrounding communities, along with the 3 Million\*+ Global Tourist footfall at our property location, a business of high quality with similar vision is guaranteed to thrive...



## MASSIVE BUSINESS POTENTIAL

The Promenade is 10 minutes away from 250,000\* residents of 7 prominent and growing communities & right opposite to 3 Million Tourists that visit the Dubai Miracle Garden. Making is one of its kind retail with a massive footfall...

3 MILLION\*  
TOURISTS OF MIRACLE GARDEN

250,000\*  
RESIDENTS OF NEARBY COMMUNITIES

12,000\* LOCAL RESIDENTS



## WORLD-CLASS RETAIL MIX

With the singular goal to make every visitor feel like royalty, The Promenade will host a Unique Retail Mix of High Quality, Branded, Boutique businesses that will offer the best quality of goods & services to the community.

ALL ENCOMPASSING, ONE STOP  
SHOP RETAIL MIX

SELECTED BRANDS WITH  
HIGH QUALITY PRODUCTS AND SERVICES

NON-COMPETITIVE, COLLABORATIVE  
AND VALUE MULTIPLYING  
RETAIL MIX

EXCLUSIVE INFRASTRUCTURE FOR EACH RETAIL UNIT



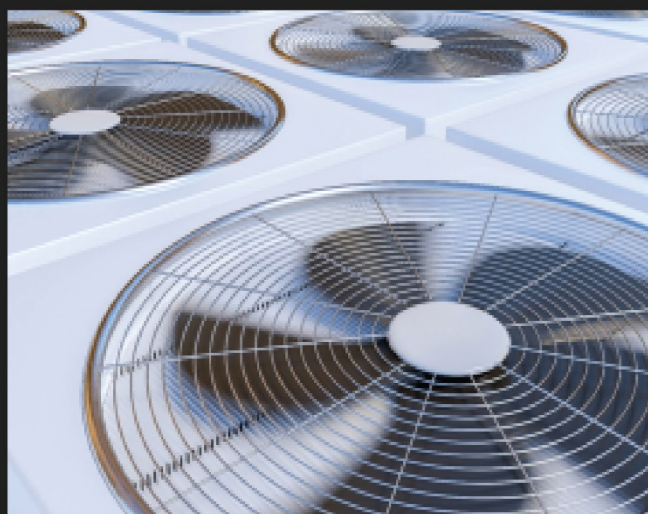
5 METER FLOOR TO CEILING HEIGHT



3.5 -4 MTR CLEAR DOOR HEIGHT



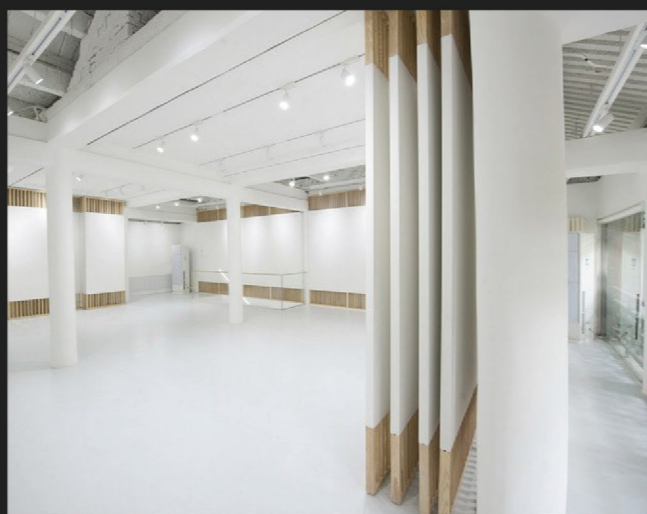
TAILOR MADE ELECTRICITY & POWER: 20- 100 KW



HYBRID INVERTER AC UNIT



PROVISION FOR TOILET AND PANTRY



FLEXIBLE TAILOR MADE SPACE

EXCLUSIVE INFRASTRUCTURE FOR EACH RETAIL UNIT



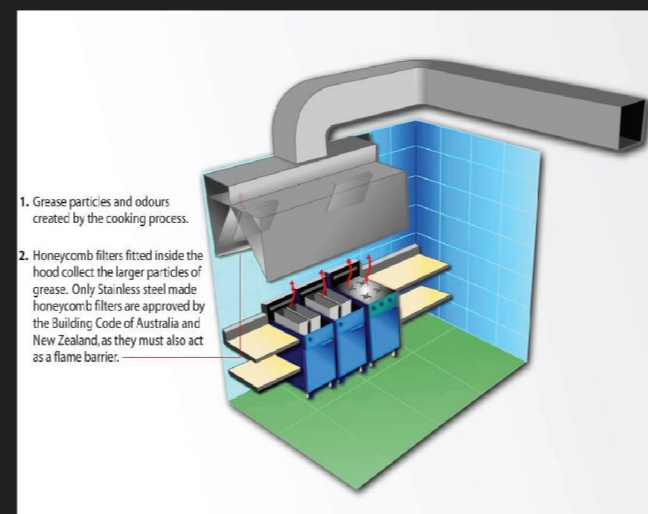
PROVISION FOR CNG SUPPLY



DEDICATED CCTV AND SECURITY



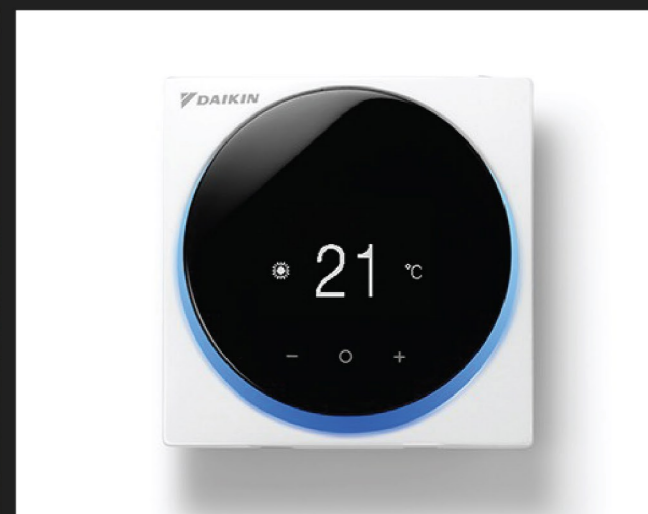
PROVISION FOR GREASE TRAP



DUCTING PROVISION FUME EXTRACTION



PROVISION FOR WATER SUPPLY



MADOKA DAIKIN THERMOSTAT

EXCLUSIVE INFRASTRUCTURE FOR RETAILERS



SPECIAL EXCLUSIVE USE AREA FOR EXPERIENTIAL & OUTDOOR FRIENDLY RETAILERS



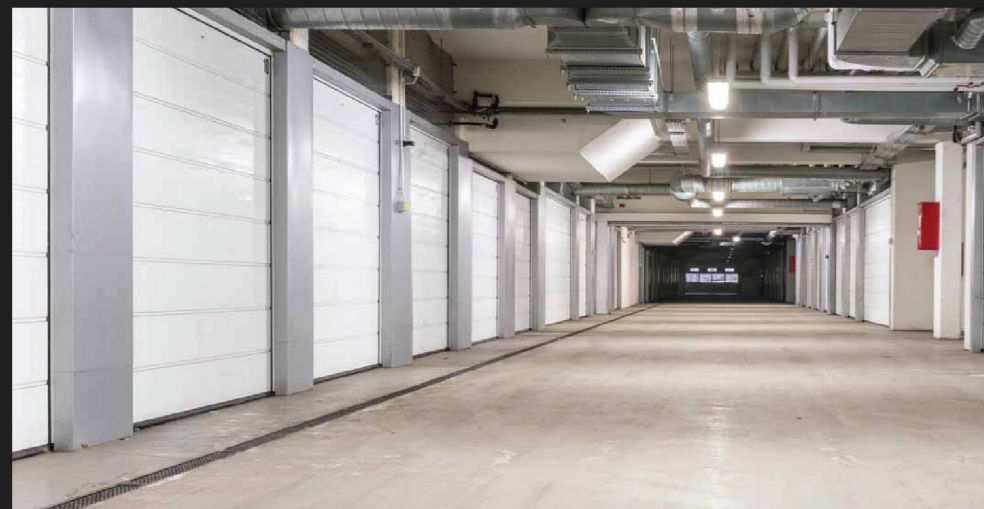
DEDICATED CAR PARKING MANAGEMENT SYSTEM FOR RETAILERS



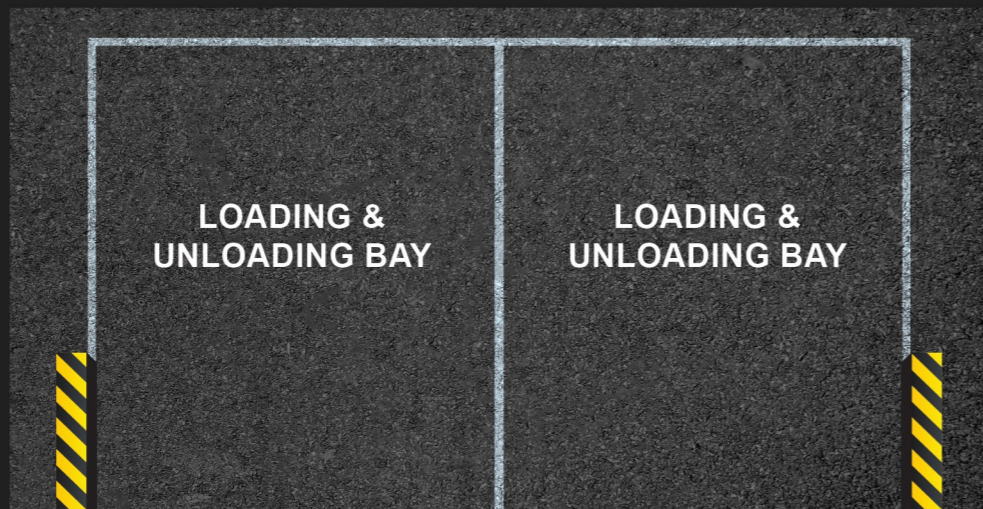
DEDICATED DROP OFF POINT & DRIVE THROUGH PICK UP



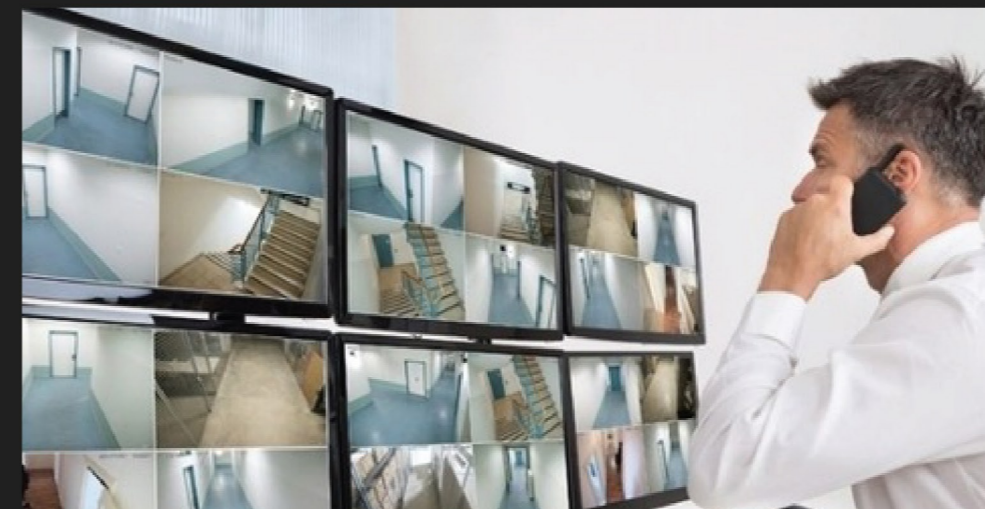
DEDICATED RETAIL DRIVE



DEDICATE STORAGE ROOMS



LOADING & UNLOADING BAY



DEDICATED CCTV CONTROL ROOM



BRANDING & MARKETING ALONG THE PROPERTY & TV

CURATED WORLD-CLASS

# RETAIL CATEGORIES

WELCOME TO THE WORLD OF

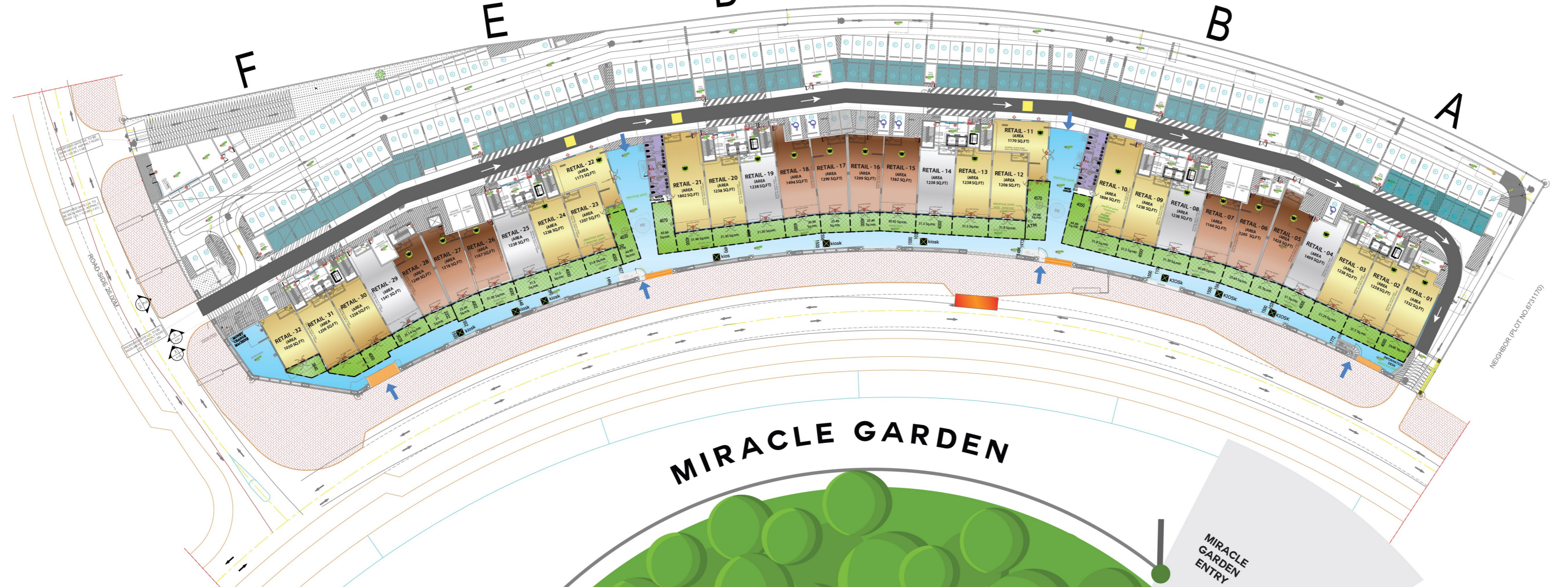
Exciting Boutique Cafes, Restaurants, Salons, Clinics, Groceries, Fitness, Entertainment, Banking & Much More... The Promenade will host a Unique Retail Mix of High Quality, Branded, Boutique businesses that will offer the best quality of goods & services to the community.
















# RETAIL LAYOUT

# THE PROMENADE BY VINCITORE

## LEGEND FOR RETAIL LAYOUT



-  Super Premium Retail Unit
-  Premium Retail Unit
-  Regular Retail Unit
-  Retail Drive
-  Arcade Wall (11 mtr. High)
-  Exclusive use outdoor area for retail unit
-  Promenade Retail Boardwalk
-  Public Washroom & Prayer Room
-  Exclusive Drive Through Retail
-  Dedicate Retail Parking (100+)
-  Dedicated Retail Entry
-  Dedicated Access from Road
-  RTA Public Bus Stop

# BRAND VINCITORE



## Who We Are

Vincitore Realty is Dubai's Finest Bespoke Real Estate Development firm offering passionately designed Landmark Projects.

Being a Boutique Designer Developer, we believe in offering Quality over Quantity, giving our esteemed customers superior value for their investments and the highest client satisfaction in the industry.

Every Vincitore Project is created with a unique and awe-inspiring design, using only the best quality materials and finishes.

We proudly claim

*"Every inch of Vincitore's project is designed, engineered and crafted to perfection"*

ensuring a classy and luxurious lifestyle for our clients.



# OUR CORE BUSINESS OFFERINGS

VINCITORE REALTY - A ONE STOP DESTINATION FOR ALL YOUR QUALITY INVESTMENTS



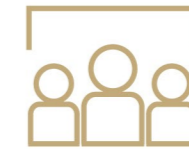
Destination Lifestyle Projects



Vincitore Brand Embellish



PROPERTY & ASSET MANAGEMENT



OWNERS ASSOCIATION



RETAIL MANAGEMENT



HIGH STREET RETAIL DEVELOPMENT



OUR **LEGACY,**  
*Inspiration.*

Founders

YOUR

**Mr. Vijay Doshi**  
Hailing from a successful business family, Mr. Vijay C. Doshi embarked upon his entrepreneurial journey at just 20 years of age. His in-depth understanding of the real estate industry is what motivated him to venture into property development. Propelled by the drive to raise the bar on expectations and add value to people's lifestyle, he founded Vincitore Real Estate Development LLC in 2013.

**Mr. Vir Doshi**  
Following his father's footsteps, Mr. Vir Doshi infuses his young energy and enthusiasm in Vincitore Real Estate Development LLC. He is an engineering graduate from UC Berkeley, California and brings his technical expertise to the company.





# VINCITORE BRAND RECOGNITION & AWARDS

 WINNER OF INTERNATIONAL FINANCE AWARDS 2017 ***** UAE FASTEST GROWING REAL ESTATE BRANDED QUALITY PRODUCT	 WINNER OF <i>Luxury</i> LIFESTYLE AWARDS 2017 LUXURY APARTMENTS IN DUBAI	 WINNER OF INTERNATIONAL BUSINESS EXCELLENCE AWARDS 2018 SECOND PLACE REAL ESTATE & CONSTRUCTION CATEGORY
 WINNER OF GULF REAL ESTATE AWARDS 2018 THIRD PLACE LUXURY RESIDENTIAL & CUSTOMER EXPERIENCE INITIATIVE	 WINNER OF MEED AWARD 2018 ***** UAE RESIDENTIAL PROJECT OF THE YEAR 2018 - UAE	 WINNER OF MIDDLE EAST MOST PROMISING BRAND AWARD 2019 MIDDLE EAST LEADERSHIP AWARDS 2019



Scan to know more about our Awards and recognition

# BRAND VINCITORE DNA

The primary nucleotides that form the brand's DNA are:

## Quality

The emphasis is on producing something that is of a high standard, with universal appeal, and done in accordance with global best practices at optimal levels.

## Style

Born of innovation, the brand exudes a sense of uniqueness that is inspirational and pioneering. Everything related to the brand is best in its class, and like no other.

## Functionality

Ultimately, being efficient and practical is what sets the brand apart. Whether it is a living space or a corporate gift, the emphasis is on adding value.

These form the core values of the company as well, and are incorporated in everything that is related to the brand. Every property developed by the brand, every artwork, every piece of collateral, every communication and every kind of engagement with stakeholders encompasses these three core values.



Brand Values:

## Passion

Redefining Dubai's pride by gifting the city with landmark projects

## Trust

Most trusted brand of Dubai because of our excellence, commitment & ethics

## Craftsmanship

Every inch is engineered, designed and crafted to maximize space and utility



# OUR MEDIA PRESENCE

AS FEATURED ON:



Scan to see Vincitore Brand Presence

THROUGHOUT THE YEAR

# EVENTS & ACTIVITIES

The Promenade is set to be the Hub of all activities and engagements in the Dubailand and neighboring Community. We will be hosting all types of community events open to public and dedicated events throughout the year, so make sure to sign up for the newsletter or check it out below to get the latest information on events and engagements.



# THE PROMENADE

BY VINCITORE

COME BE A PART OF  
THE FUTURE OF RETAIL!

☎ 800 BRAND (27263)

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