



THE PROMENADE  
BY VINCITORE

# CONCEPT PRESENTATION

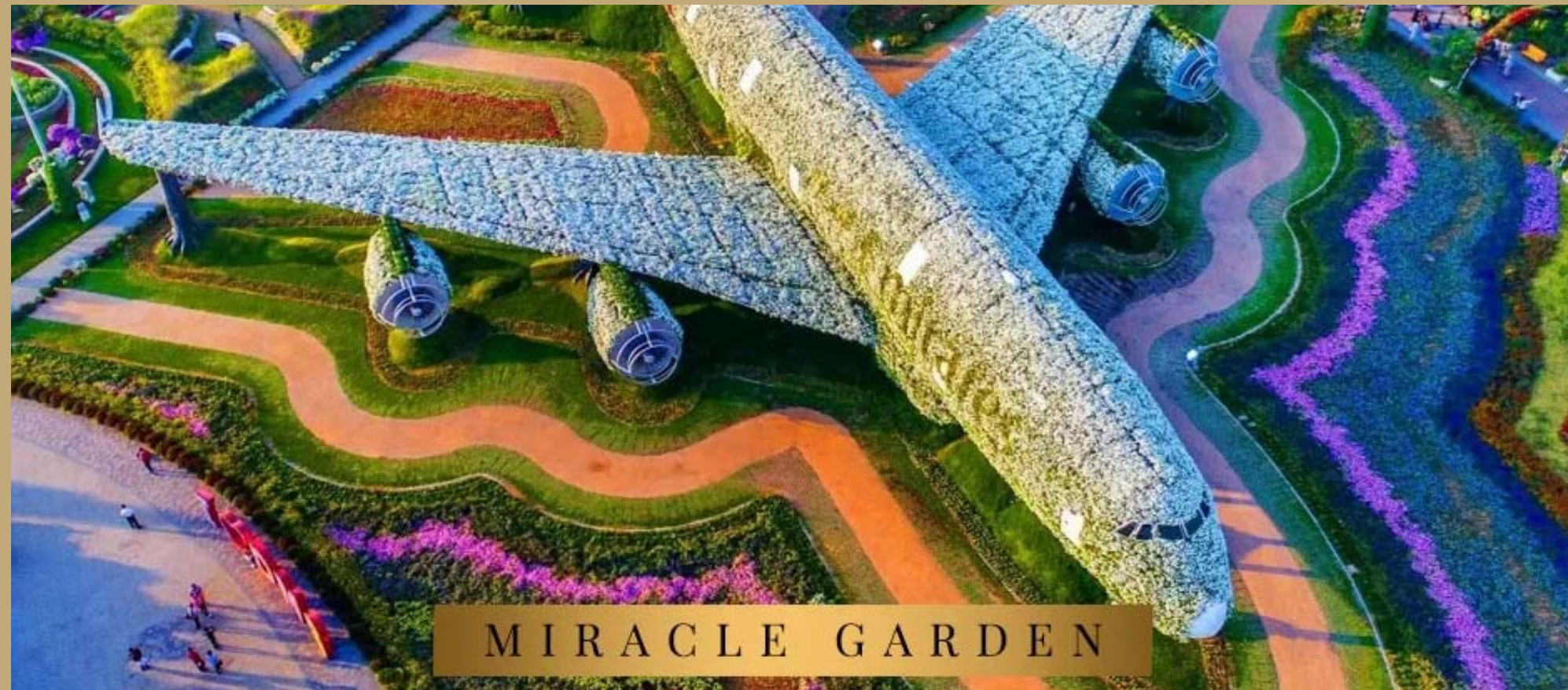




# THE PROMENADE

## BY VINCITORE

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BY VINCITORE



### PRIME LOCATION AND ABUNDANT PARKING

Located in the Heart of Dubailand, 10 minutes away from 250,000 residents & 1 minute away from 3 Million+ Tourists

The Promenade has a Unique Location, which is easily accessible by Car, Public Transport & Walking. With more than 100 Visitor Parking Spots, Dedicated Visitor Facilities, and options of Dine-in, Takeaway & Drive Through.

The Promenade is the ultimate go-to spot for everyone in the community.



### THE CONVENIENT ONE-STOP RETAIL DESTINATION

With an Exclusive High - Quality Branded Retail Mix, The Promenade caters to all of the tourists & residents retail needs under one roof.

Welcome to the World of Exciting Boutique Cafes, Restaurants, Salons, Clinics, Groceries, Fitness, Entertainment, Banking & Much More



# 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.





**THE PROMENADE**  
BY VINCITORE

## 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.





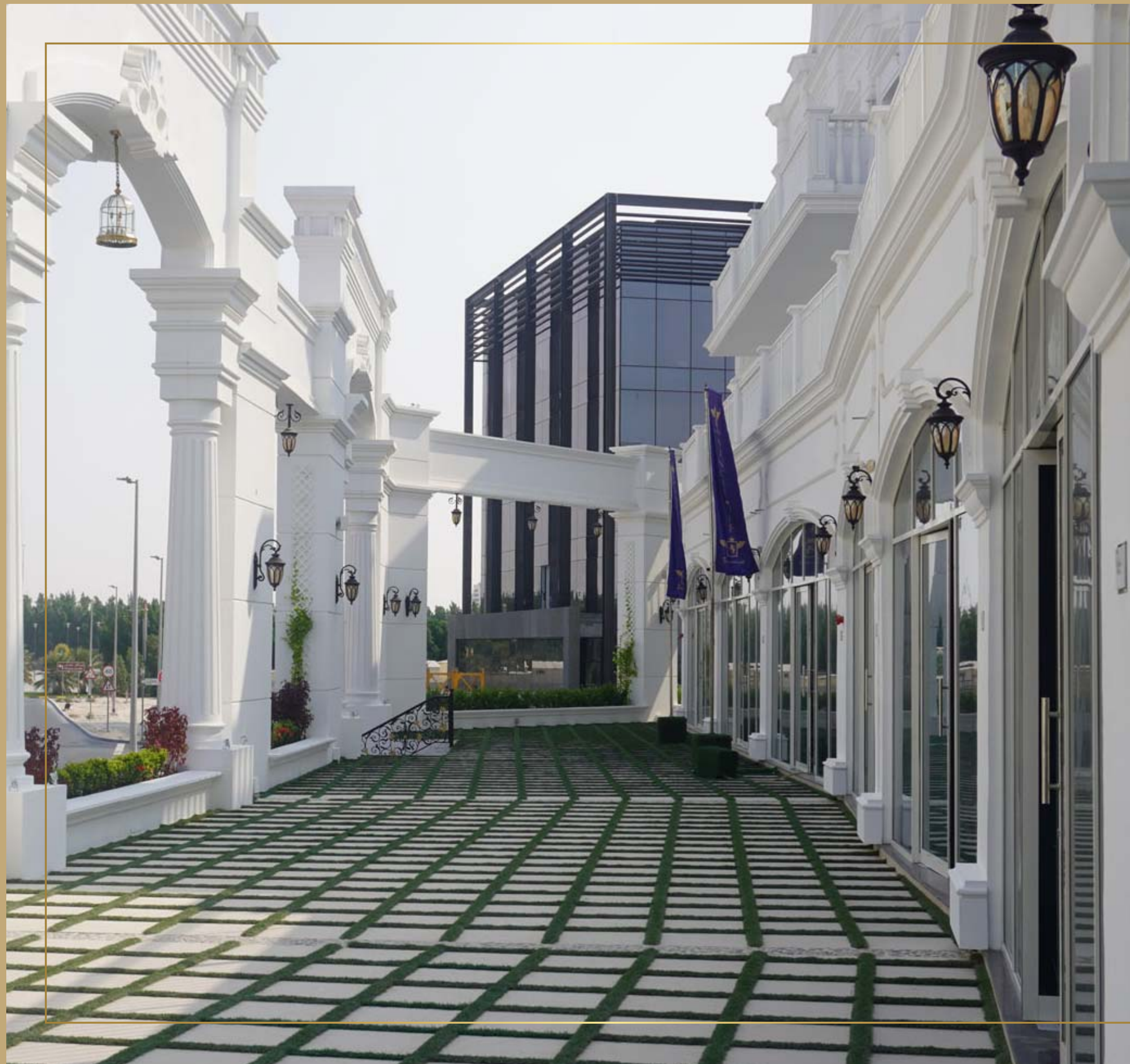
**THE PROMENADE**  
BY VINCITORE

## 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.





**THE PROMENADE**  
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## 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.



# STRATEGIC & PRIME 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.





**THE PROMENADE**  
BY VINCITORE

Nord Anglia  
International School

• My City  
Centre

**THE PROMENADE**  
BY VINCITORE

Butterfly  
Garden

Mediclinic  
Parkview  
Hospital

SH. MOHAMMED BIN ZAYED ROAD

Miracle  
Garden

Safa Community  
School

• Projected Metro  
Station

UMM SUQEIM STREET

• Dubai  
Autodrom

HESSA STREET





# EASY ACCESSIBILITY

THE PROMENADE  
BY VINCITORE



## 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.



# COMMUNITY

THE PROMENADE  
BY VINCITORE



RESIDENTS



TOURISTS



**THE PROMENADE**  
BY VINCITORE

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 RESIDENTS

THE PROMENADE  
BY VINCITORE



## FOR CHILDREN!

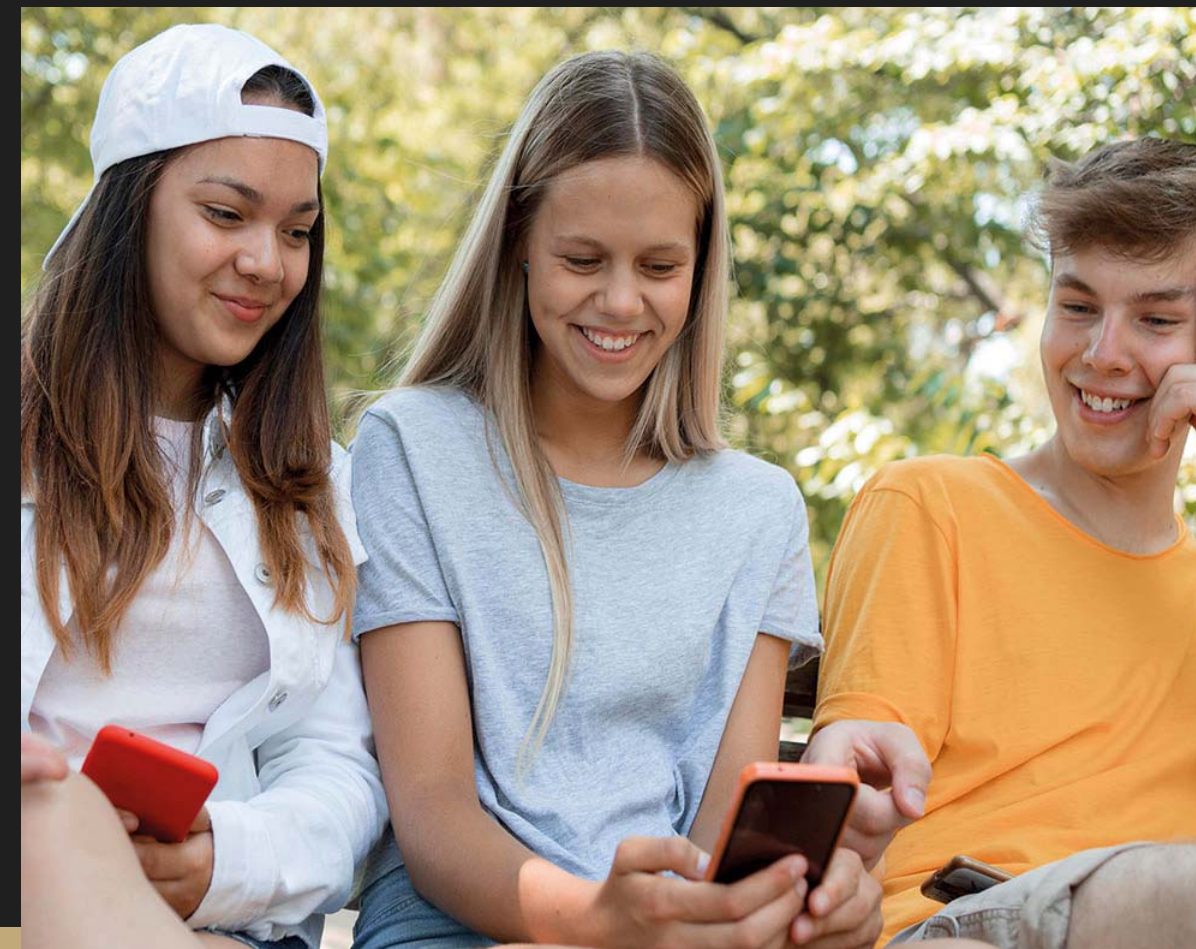
CHILD DAYCARE FACILITY

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BABY STROLLER & CHANGING ROOM

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CHILD-FRIENDLY EXPERIENCES



## FOR YOUTH!

DEDICATED YOUTH ENTERTAINMENT

---

EXCITING YOUTH EVENTS

---

A YOUTH HANGOUT SPOT



## FOR ADULTS!

OUTDOOR LIFESTYLE WITH FOOD,  
BEVERAGES, CAFE & ENTERTAINMENT

---

CONVENIENT EASY PARKING  
& PUBLIC TRANSPORT

---

ONE STOP SHOP FOR ALL YOUR GOODS  
& SERVICES!



FOR RESIDENTS

THE PROMENADE  
BY VINCITORE



## FOR SENIORS!

SENIOR FRIENDLY ACCESS

---

OPEN TO SKY OUTDOOR LIESURE AREA

---

DEDICATED EXPERIENCES FOR SENIORS



## FOR PETS!

PET-FRIENDLY INFRASTRUCTURE

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DEDICATED PET SERVICES & EXPERIENCES

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ENJOY A EVENING STROLL WITH YOUR PET








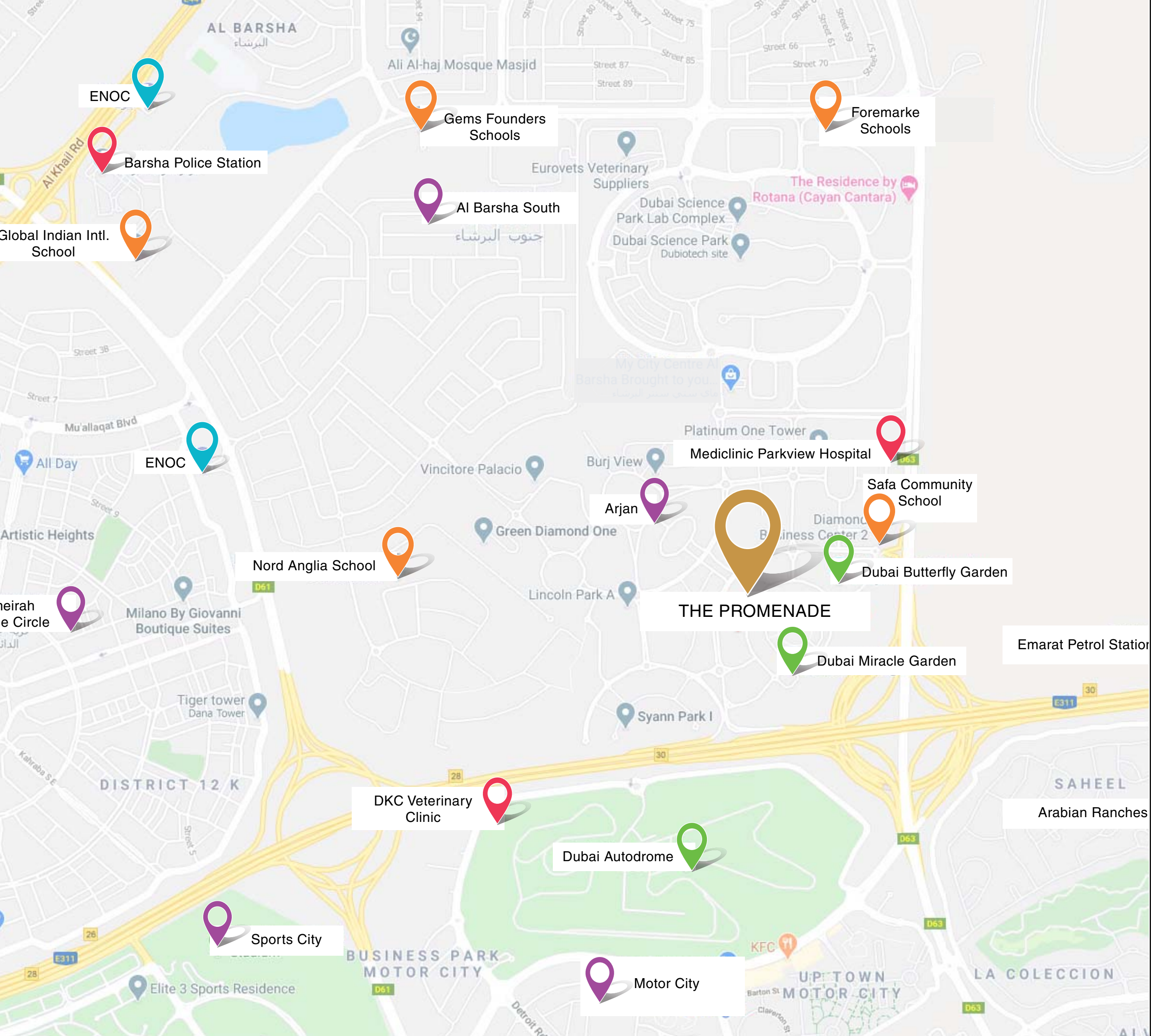
## A LOCATION OF A LIFETIME

Located in the Heart of DubaiLand, The Promenade is a central landmark location for outdoor experiential luxury lifestyle retail destination.

The Promenade is Located just a short drive from 7 bustling communities, multiple hot tourist and recreational landmarks, top educational institutes, and essential daily requirements,

A Perfect Location for people to Unwind, Relax and Recharge.

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





# COMMUNITY FOOTFALL

Area Name (Community)	Total Population
Arjan Residents	11,801
Al Barsha South	34,377
Dubai Motor City	12,000
Dubai Sports City	30,203
Dubai Production City (IMPZ)	14,696
Arabian Ranches	36,426
Jumeirah Golf Estates	5,000
JVC	51,948
Dubai land Residence Complex	25,966
Jumeirah Village Triangle	14,768
<b>TOTAL</b>	<b>237,212</b>

COMMUNITIES THAT ARE  
JUST 15 MINS DRIVE FROM  
THE PROMENADE





**THE PROMENADE**  
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# 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 the 3 Million + international and 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.





# FOR TOURISTS

THE PROMENADE  
BY VINCITORE



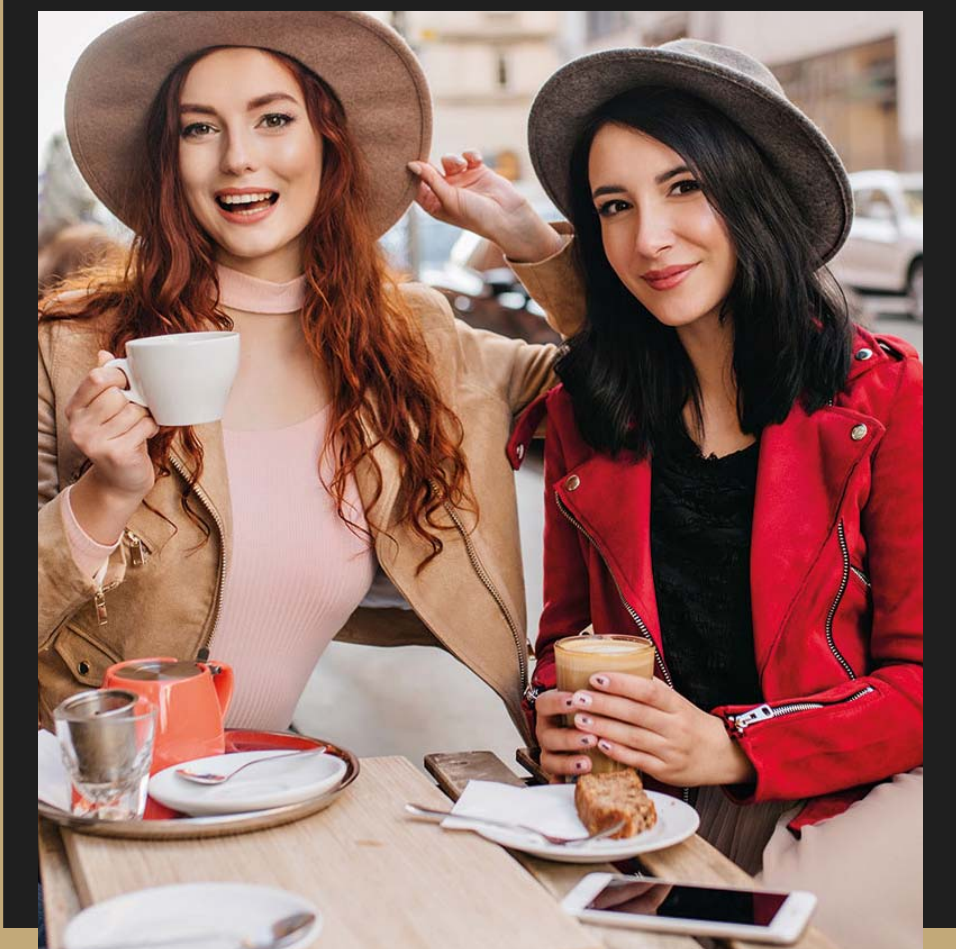
UNIQUE  
OUTDOOR  
EXPERIENTIAL  
RETAIL



TOURIST  
FRIENDLY  
SERVICES



CONVENIENT  
& DAILY  
TRANSPORT



UNIQUE FOOD  
&  
ENTERTAINMENT  
FOR TOURISTS



# TOURIST FOOTFALL

JUST 2 MINS  
WALKING DISTANCE FROM  
THE PROMENADE

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





# EXCLUSIVE AMENITIES FOR RESIDENTS & TOURISTS

**THE PROMENADE**  
BY VINCITORE



BEAUTIFUL LOUNGING RETAIL BOARDWALK



DEDICATED COVERED PARKING



BUS STAND AND PUBLIC CAR PARKING



WATER FOUNTAIN



# EXCLUSIVE AMENITIES FOR RESIDENTS & TOURISTS

**THE PROMENADE**  
BY VINCITORE



LUXURIOUS BATHROOM



BABY CHANGING ROOM



PRAYER ROOM



360 DEGREE MUSIC AND ENTERTAINMENT ON BOARDWALK



LUSH DESIGNER LANDSCAPING WITH PUBLIC SEATING AREA



# FOR RETAILERS



OPPORTUNITY



RETAIL CATEGORIES



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...





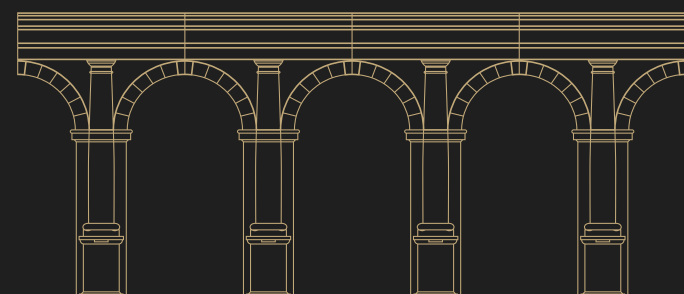
### CONCEPT & VISION

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.

BRAND EUROPEAN ARCHITECTURE

VICTORIAN ERA AESTHETICS

IT'S A BRAND - NOT JUST ANOTHER RETAIL



### FUTURE READY INFRASTRUCTURE

This unique retail landmark is created to cater to each & every need and want of our retailers & visitors, under one roof. With amazing retail facilities, including tailor made electricity (20 – 100 KW), flexible area, 5m clear indoor ceiling height, exclusive outdoor area for seating and marketing, abundant 100+ retail visitor parking, common facilities like bathroom, prayer room for visitors, dedicated 24x7 security, storage areas, loading/unloading bay and even drive through opportunities, The Promenade will cater to all of our retailers & visitors needs to ensure absolute success for all.

TAILOR MADE ELECTRIC POWER  
20-100 KW

5 MTR. FLOOR TO CEILING HEIGHT

EXCLUSIVE OUTDOOR AREA FOR SEATING



### HOT PRIME LOCATION

Located in the Heart of Dubailand & bang opposite one of Dubai's Top 10 Tourist Location, the Dubai Miracle Garden. The Promenade has a Unique Location, which is easily accessible by Car, Public Transport & Walking.

RIGHT OPP. MIRACLE GARDEN WITH

LOCATED AT THE CENTRE OF 7 PROMINENT &  
FAST-GROWING EXPAT AND LOCAL COMMUNITIES

EASY ACCESS FROM SHEIKH MOHAMMED BIN  
ZAYED ROAD, AL KHAIL ROAD  
AND UMM SUQEIM STREET





## MASSIVE FOOTFALL & 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







CLICK HERE TO WATCH THE VIDEO



# EXCLUSIVE INFRASTRUCTURE FOR EACH RETAIL UNIT

**THE PROMENADE**  
BY VINCITORE



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

THE PROMENADE  
BY VINCITORE



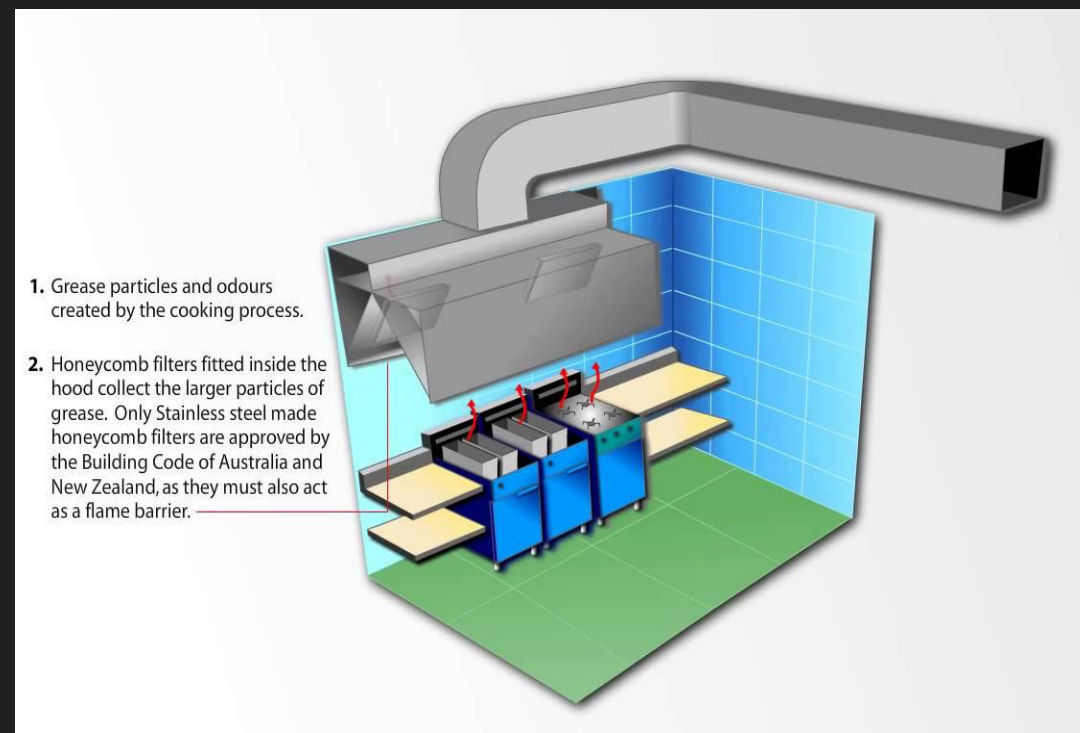
PROVISION FOR CNG SUPPLY



DEDICATED CCTV AND SECURITY



PROVISION FOR GREASE TRAP



DUCTING PROVISION FUME EXTRACTION



PROVISION FOR WATER SUPPLY



MADOKA DAIKIN THERMOSTAT



# EXCLUSIVE INFRASTRUCTURE FOR RETAILERS

**THE PROMENADE**  
BY VINCITORE



SPECIAL EXCLUSIVE USE AREA FOR EXPERIENTIAL  
& OUTDOOR FRIENDLY RETAILERS



DEDICATED CAR PARKING MANAGEMENT SYSTEM  
FOR RETAILERS



DEDICATE STORAGE ROOMS



LOADING & UNLOADING BAY



# EXCLUSIVE INFRASTRUCTURE FOR RETAILERS

**THE PROMENADE**  
BY VINCITORE



DEDICATED DROP OFF POINT &  
DRIVE THROUGH PICK UP



DEDICATED RETAIL DRIVE



DEDICATED CCTV CONTROL ROOM



BRANDING & MARKETING  
ALONG THE PROPERTY & TV



CURATED WORLD-CLASS

# RETAIL CATEGORIES

WELCOME TO THE WORLD OF

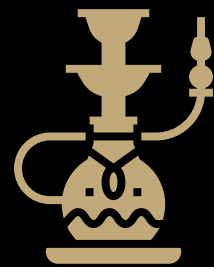
Exciting Boutique Cafes, Restaurants, Salons, Clinics, Groceries, Fitness, Entertainment, Banking & Much More... The Promenade will host a Unique Retail Mix of High Quality, Branded, Boutique businesses that will offer the best quality of goods & services to the community.





# RETAIL CATEGORIES

THE PROMENADE  
BY VINCITORE



SHEESHA CAFÉ  
RESTAURANT



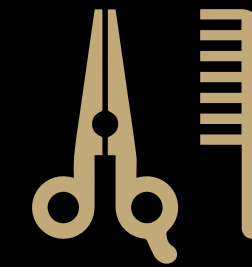
SUPERMARKET



COFFEE SHOP



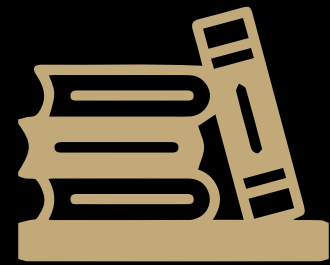
GAMING  
CAFÉ/CENTRE



MALE & FEMALE  
SALONS & SPAS



FASHION &  
ACCESSORIES  
BOUTIQUES



BOOK STORE



DESERT STORE /  
CONFECTIONERY



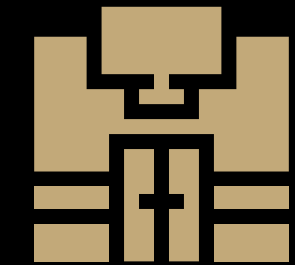
FOOD & BEVERAGES  
OUTLET



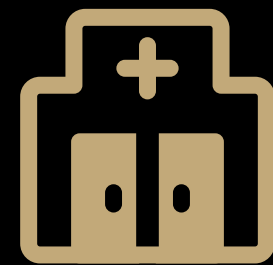
KIDS CARE  
OUTLET



BANKS



ELECTRONICS  
STORE



CLINICS &  
PHARMACIES



TOURIST  
ENTERTAINMENT  
CONCEPTS



COMMUNITY  
ENTERTAINMENT  
CONCEPTS



FITNESS  
CONCEPT



CO-WORKING  
SPACES



TOURISTS  
GIFTS SHOP



# DOWNLOAD RESOURCES

THE PROMENADE  
BY VINCITORE



## SPECS & AVAILABILITY

DOWNLOAD TECHNICAL SPECS,  
AVAILABILITY  
AND RETAIL CATEGORIES LIST

DOWNLOAD



## FLOOR PLAN & LAYOUT

DOWNLOAD THE SUPER PREMIUM,  
PREMIUM, REGULAR AND OVERALL LAYOUT ,  
DESIGN OF THE PROMENADE

DOWNLOAD



## RETAIL PICTURES

DOWNLOAD  
COME AN EXPERIENCE A UNIQUE  
OF THE PROMENADE

DOWNLOAD



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.







# WHO WE ARE

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THE VINCITORE GROUP IS  
AN AWARD-WINNING REAL ESTATE DEVELOPMENT AND MANAGEMENT GROUP  
BASED IN DUBAI, UAE, FOCUSED ON DEVELOPING AND MANAGING DESIGNER LUXURY REAL  
ESTATE PROJECTS THAT WILL BECOME ICONIC LANDMARKS IN THE UAE.







  
**BOUTIQUE**  
*Designer*  
**DEVELOPER**



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.



**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.

OUR  
*Founders*



YOUR



KING

*Inspiration.*







# 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

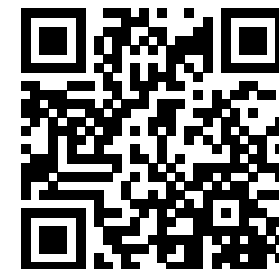
Every inch is engineered, designed and crafted to maximize space and utility





# OUR MEDIA PRESENCE

AS FEATURED ON:



Scan to see Vincitore Brand Presence



# VINCITORE BRAND RECOGNITION & AWARDS



FASTEST GROWING REAL ESTATE BRANDED QUALITY PRODUCT



LUXURY APARTMENTS IN DUBAI



REAL ESTATE & CONSTRUCTION CATEGORY



LUXURY RESIDENTIAL & CUSTOMER EXPERIENCE INITIATIVE



RESIDENTIAL PROJECT OF THE YEAR 2018 - UAE

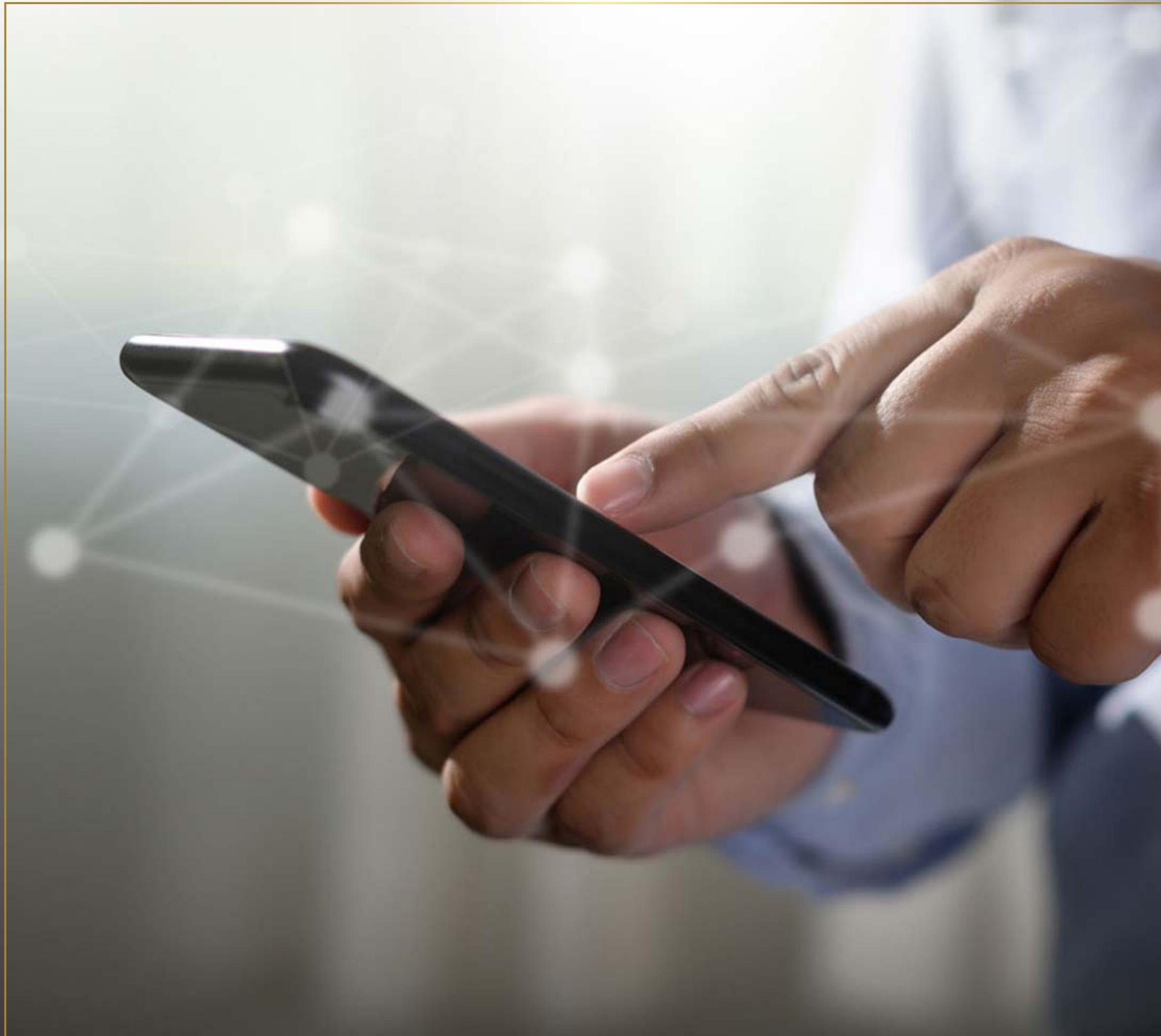


MIDDLE EAST LEADERSHIP AWARDS 2019




Scan to know more about our Awards and recognition





PLEASE LET US KNOW IF YOU HAVE  
ANY QUESTIONS OR QUERIES

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VISIT THE PROMENADE

**THE PROMENADE**  
BY VINCITORE

ADDRESS: Vincitore Boulevard, Opp. Miracle garden,  
Arjan, Dubai, UAE.