

THE S



FOR ILLUSTRATIVE PURPOSE ONLY

A PNC MENON  
SIGNATURE PROJECT

FROM THE HOUSE OF THE

*Palace Maker*

# PNC MENON

THE SOBHA GROUP

13th Floor, Sobha Sapphire, Business Bay,  
PO Box 125250, Dubai, UAE.

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To the connoisseur of fine living.

The mission of my life has been to create beautiful experiences. From designing palaces to royal homes, I sought to leave my mark through a marriage of thoughtful design, detailed aesthetics and flawless quality.

Founding the Sobha Group gave wings to my aspirations of growing one of the world's premier real estate brands. And yet my dream project eluded me. Until now. It is with deep satisfaction that I present to you:

The S.

This tower presents the best of the Sobha Group, and my own passion for giving our customers nothing but the absolute finest.

Every last detail has been meticulously finished to satisfy my desire for both finesse and form. It all comes together to create living spaces that have all that you might wish for, and beyond.

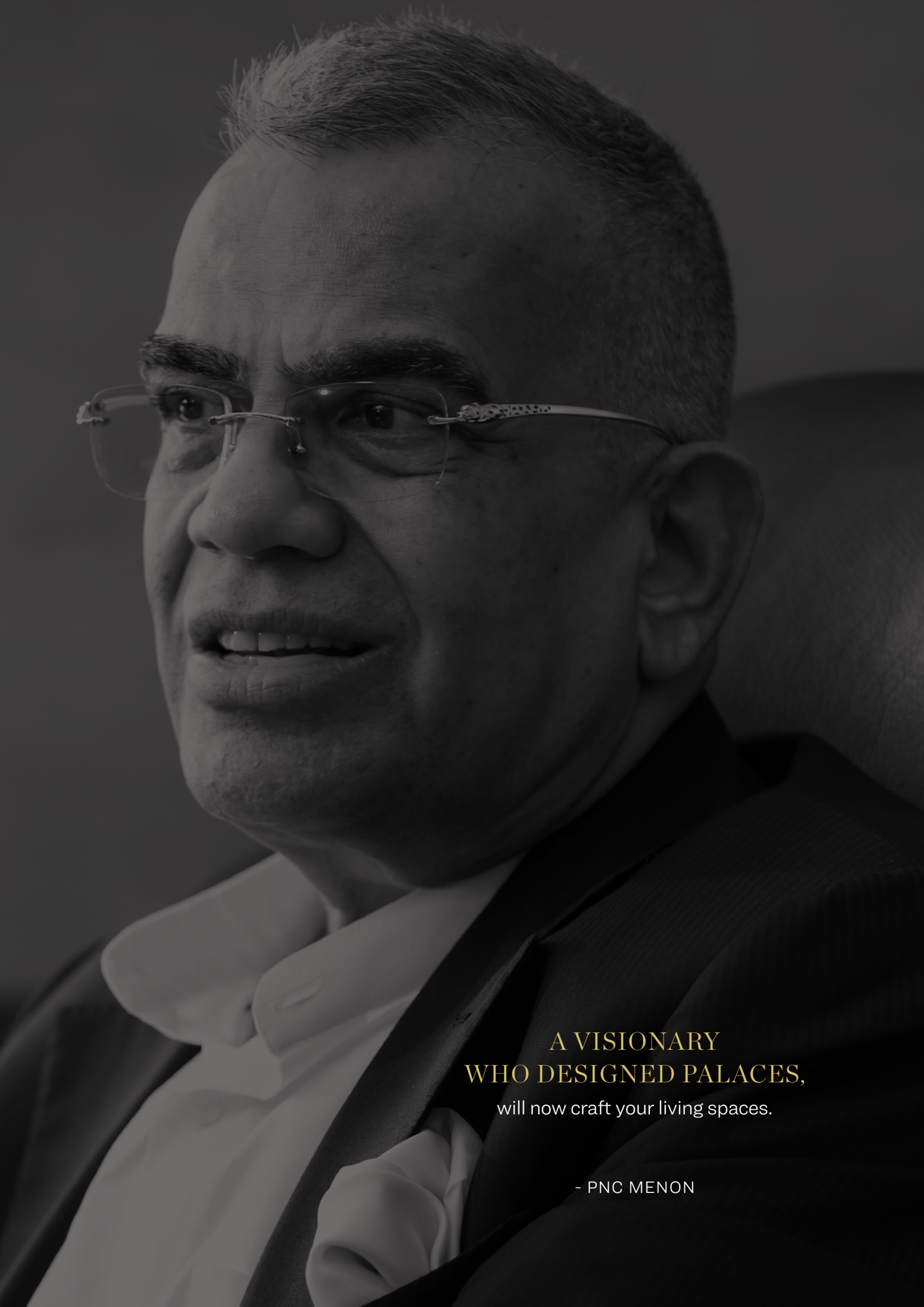
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PNC Menon - Chairman

“PERFECTION  
IS NOT A DREAM,  
BUT *a reality*  
THAT I STRIVE  
TOWARDS  
IN MY WORK.”

- PNC MENON



A VISIONARY  
WHO DESIGNED PALACES,  
will now craft your living spaces.

- PNC MENON

Across the world, Mr. PNC Menon's reputation as a master craftsman is legendary. His obsession with detail is what catapulted him from his humble beginnings, to an interior decorator of royal homes, to one of the most respected names in real estate.

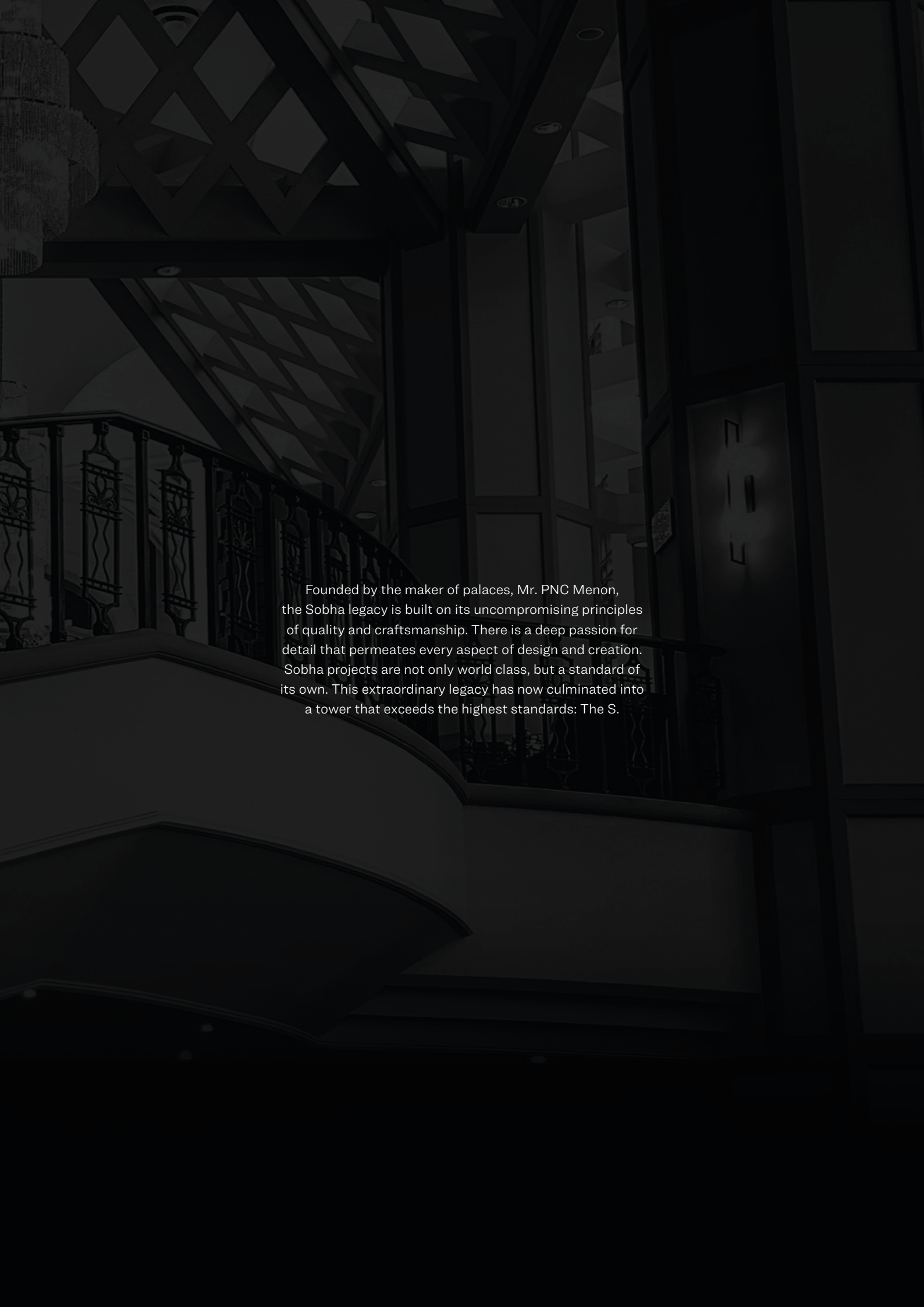
He has always been at the forefront of delivering world-class projects. From creating extravagant palaces and intricate mosques to state-of-the-art campuses and super premium residential spaces - one recurring feature of each of his creations is the exceptional quality that is delivered.

Mr. Menon's deep understanding of creating spaces from the inside out and his passion for perfection is the driving force behind Sobha breaking new boundaries of excellence.



A LEGACY TAKES FORM  
in its highest expression.





Founded by the maker of palaces, Mr. PNC Menon, the Sobha legacy is built on its uncompromising principles of quality and craftsmanship. There is a deep passion for detail that permeates every aspect of design and creation. Sobha projects are not only world class, but a standard of its own. This extraordinary legacy has now culminated into a tower that exceeds the highest standards: The S.

**SIGNATURE RESIDENCES  
ARE SO UNIQUE,  
it took 50 years to create them.**

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For over five decades, Mr. PNC Menon has crafted living spaces for royalty, and magnificent palaces. The palace maker has now turned his inimitable sensibilities to craft his first signature residential project. Conceived and shaped under his watchful eye, every facet of this tower bears his signature style and sophistication. Welcome to a new way of living, that is the hallmark of Signature Residences.



FOR ILLUSTRATIVE PURPOSE ONLY



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**SHEIKH ZAYED ROAD  
IS THE POWER  
CORRIDOR OF DUBAI.**

No wonder you'll feel at home here.

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The city's most prized real estate adorns Sheikh Zayed Road, the power corridor of Dubai. Naturally, you belong here. Being so central also has its visual perks, with every apartment at The S oriented to offer stunning views whichever way you look.

## A VANTAGE POINT

unlike any other.

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*DUBAI  
MARINA*

2

MINUTES

*EMIRATES  
GOLF COURSE*

5

MINUTES

*BURJ AL  
ARAB*

8

MINUTES

*PALM  
JUMEIRAH*

5

MINUTES

*MEDIA  
CITY*

6

MINUTES

*INTERNET  
CITY*

2

MINUTES

*KNOWLEDGE  
VILLAGE*

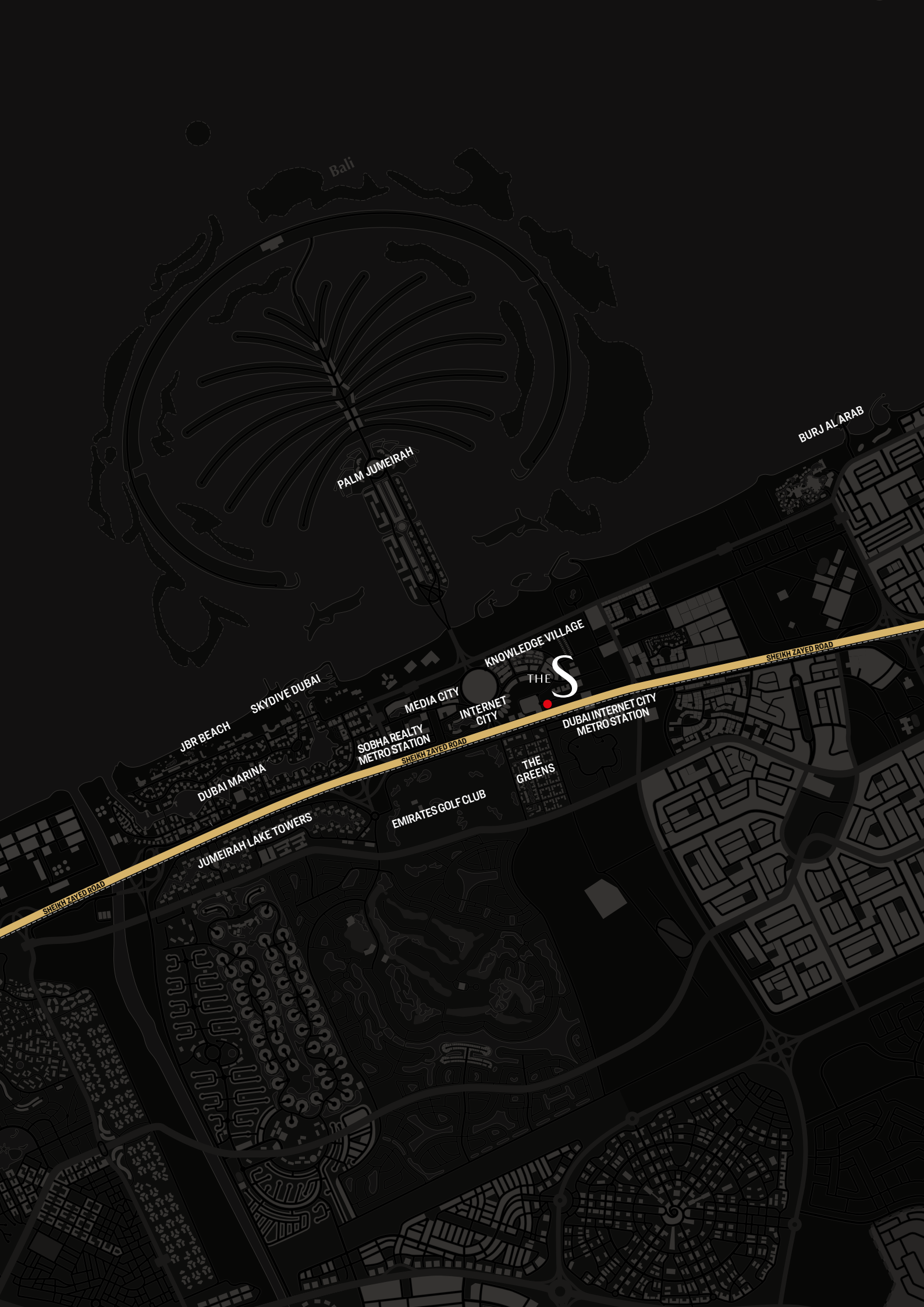
3

MINUTES

*MALL OF  
EMIRATES*

10

MINUTES



Bali

PALM JUMEIRAH

BURJ AL ARAB

KNOWLEDGE VILLAGE

THE S

JBR BEACH

SKYDIVE DUBAI

MEDIA CITY

INTERNET CITY

DUBAI INTERNET CITY METRO STATION

SOBHA REALTY METRO STATION

THE GREENS

DUBAI MARINA

EMIRATES GOLF CLUB

JUMEIRAH LAKE TOWERS

SHEIKH ZAYED ROAD

SHEIKH ZAYED ROAD

SHEIKH ZAYED ROAD



## STUNNING VIEWS

Wherever you look

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Wherever your eyes wander, they'll rest on glorious sights. The tower has been oriented to allow gorgeous views from all sides. Sweeping sights of the sea can be viewed from the north side, while green vistas of the golf course greet from the south.



## THE S IN NUMBERS

Facts that tell a story

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A 60 storey magnificent high-rise with 41 stories of superlative residences.

Located at the crossroads of the Palm Jumeirah, Sheikh Zayed Road and Dubai Internet City.

6 levels of enclosed podium parking to house your supercars.

24/7 concierge & security service for complete safety and convenience.

Landscaped outdoor areas to greet you.





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# MAKE A STATEMENT

In the rarefied space of The S.

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The S makes a grand statement from the moment you step in. It starts at the lobby itself. Step inside and let the towering entrance enthrall you.

- Double-height entrance lobby that lets the world know you've arrived.
- Dedicated storage facility for home deliveries.
- Floor to ceiling marble-finish tile cladding with metal accents.

A man with a beard and glasses, wearing a dark suit, white shirt, and dark tie, is shown in profile from the chest up. He is wearing large, white, over-ear headphones and has a slight smile on his face. The background is dark and out of focus, suggesting an office or modern interior setting. The overall tone is professional and sophisticated.

A HIGH-RISE WITH ITS  
OWN UNIQUE SIGNATURE.

And state of the art contactless lifts .

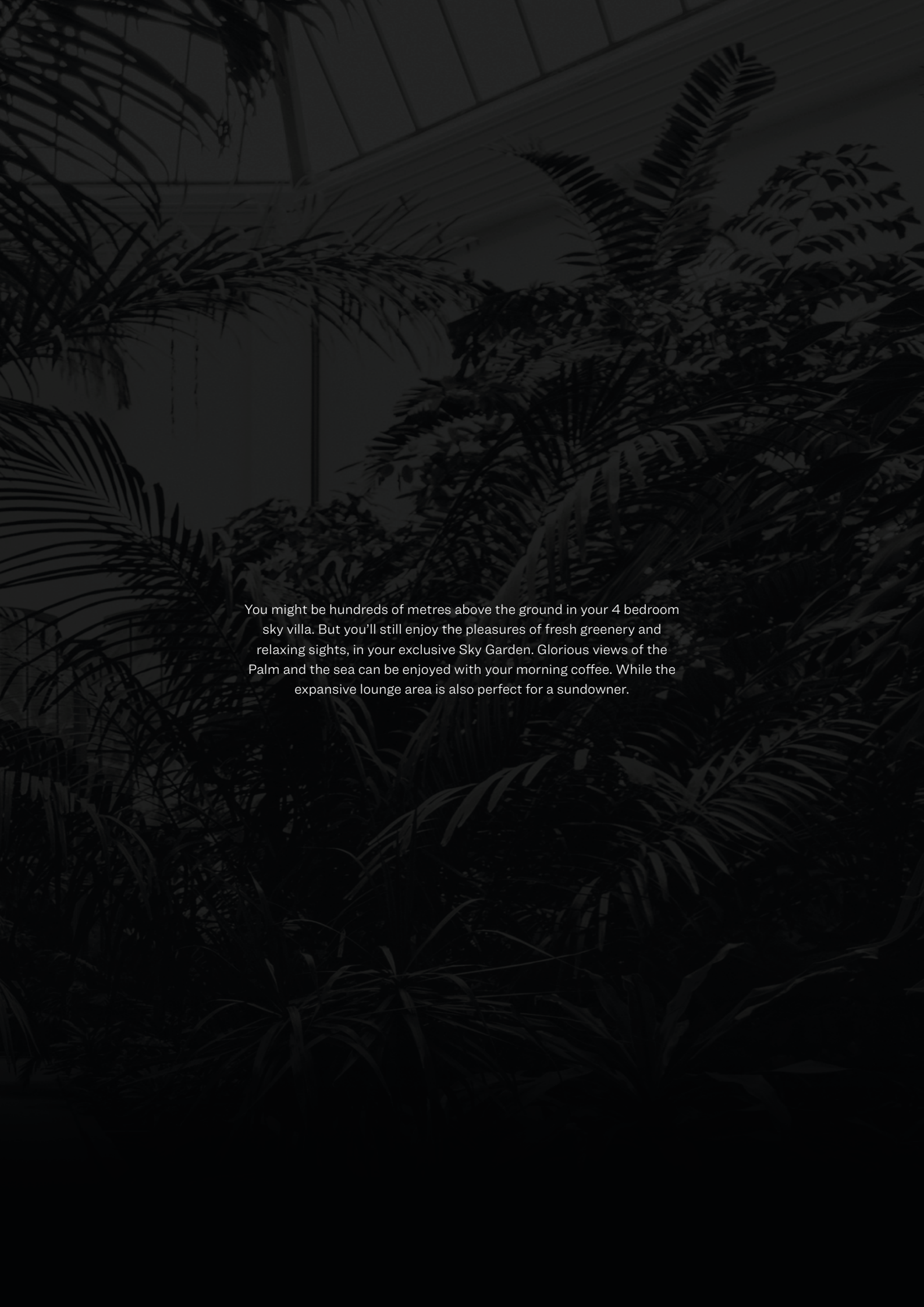
A man with a beard and glasses, wearing large white headphones, is shown in profile, looking upwards and to the left. He is wearing a dark suit jacket over a light-colored collared shirt. The background is a dark, metallic elevator interior. To the right, an elevator control panel is visible, featuring two circular buttons at the top, a digital display showing the number '0', and a horizontal bar below it. The overall lighting is dim, creating a sophisticated and futuristic atmosphere.

The S is ahead of its time, with a series of automated living features. While smart lights, curtains and other linked aspects will answer to your smartphone's commands, even the contactless high-speed lift can be arranged to greet you through your phone.

A dark, monochromatic photograph of a tropical garden. The foreground is filled with the silhouettes of palm fronds, creating a dense, layered texture. In the background, a building with large, curved glass windows is visible, partially obscured by the foliage. The overall mood is serene and evocative.

**SKY GARDENS**

Where memories grow.



You might be hundreds of metres above the ground in your 4 bedroom sky villa. But you'll still enjoy the pleasures of fresh greenery and relaxing sights, in your exclusive Sky Garden. Glorious views of the Palm and the sea can be enjoyed with your morning coffee. While the expansive lounge area is also perfect for a sundowner.






A dark, high-contrast photograph of a modern kitchen. The scene is dimly lit, with light coming from a window on the left and recessed ceiling lights. The kitchen features a large island in the foreground, cabinetry along the back wall, and a window with a view of trees. The overall mood is sophisticated and elegant.

A KITCHEN THAT FEELS LIKE  
FINE DINING.

Except, the dress code is optional.



Every time you step out for a meal, you're likely to miss dining in.

It's the hallmark of a Signature dining experience at home.

The aesthetic and planning of your kitchen is designed to make you feel pampered. Even if you decide to step in and play the role of chef for the evening. The 12-seater lounge accommodates your entire family, and a bevy of guests. If you feel like a more intimate setting is called for, there's also a dedicated seating area with high chairs and tables.

## WHAT'S COOKING?

The option of knowing is up to you.

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Clear height of 3m in the dining area and 2.5m in the kitchen.

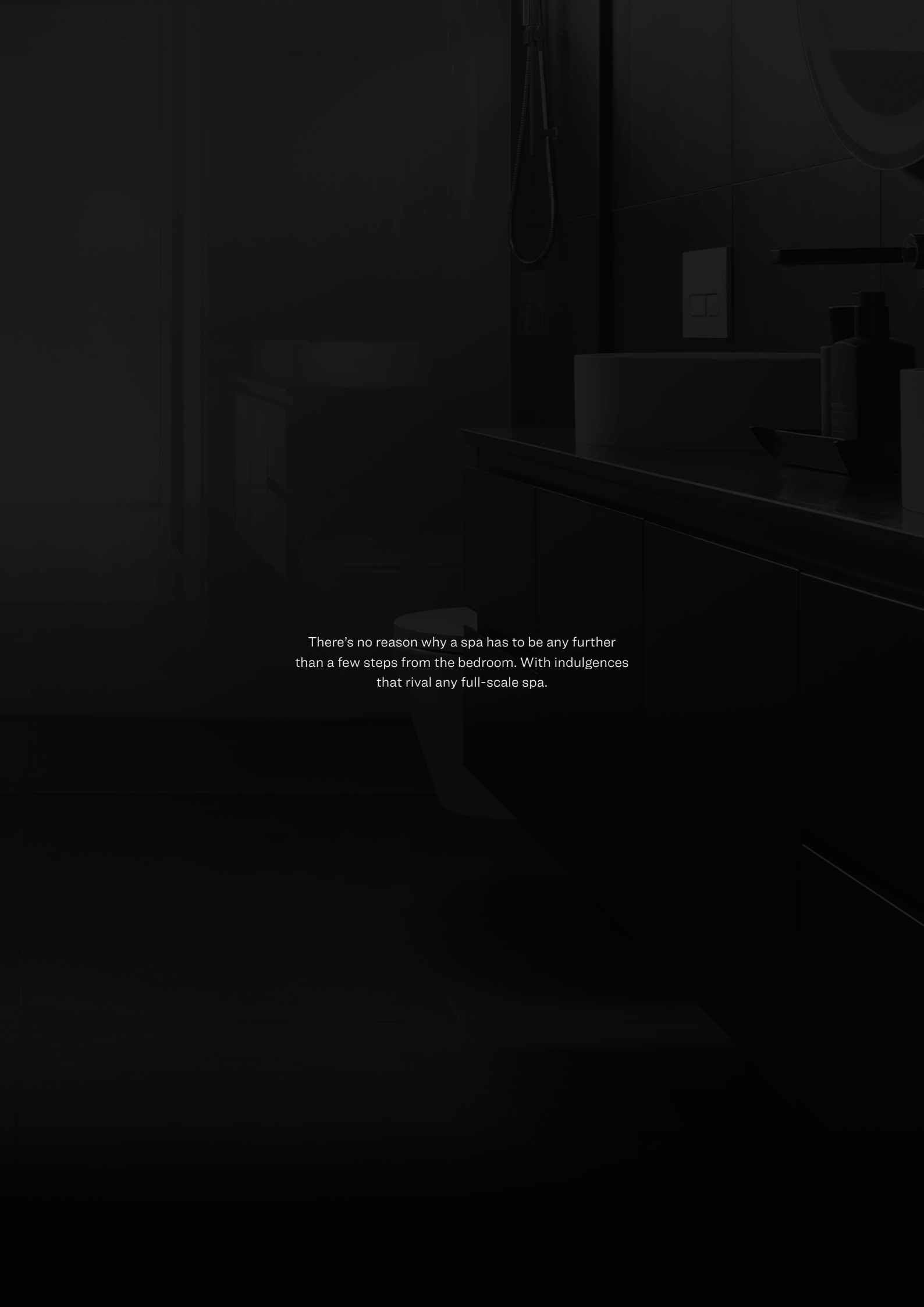
Separate display and preparatory kitchen equipped with electrochromic smart glass for practicality and convenience.

Display kitchen equipped with state-of-the-art home appliances.



## SPA BATHROOMS

With no appointment needed.



There's no reason why a spa has to be any further than a few steps from the bedroom. With indulgences that rival any full-scale spa.

## YOU DESERVE TO BE PAMPERED

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As you step in, the large glass windows make an impression, as they bestow commanding views of sea, and the Sheikh Zayed Road.

All the sanitaryware in your washroom comes from the best in the industry. All bath fittings come with brushed nickel finish and a supersized Magic Mirror TV facing the bathtub and shower enhances the beauty of your private spa-like washroom.

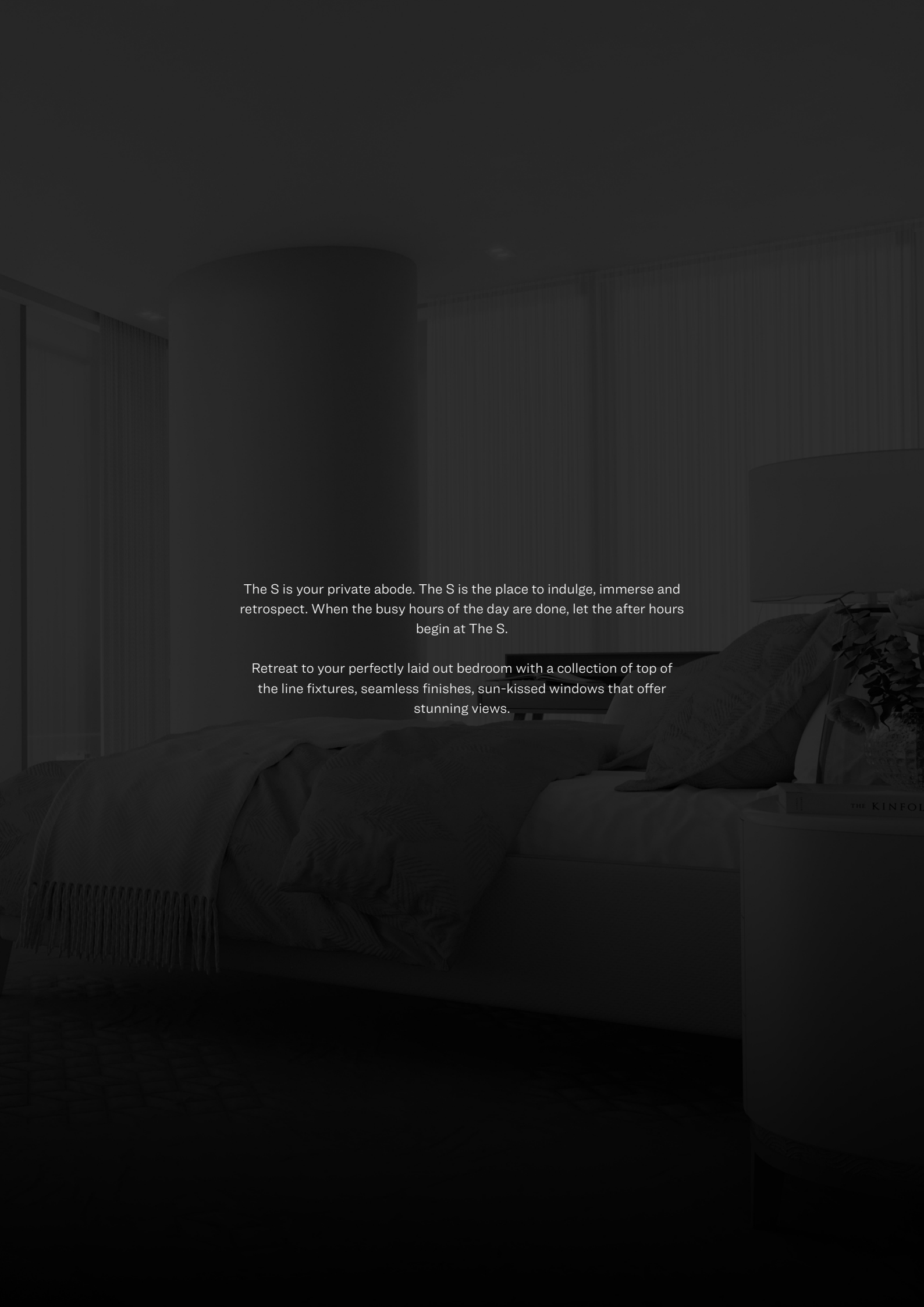






EVERY ROOM IS A  
MASTERPEICE IN ITSELF

More so the bedrooms.



The S is your private abode. The S is the place to indulge, immerse and retrospect. When the busy hours of the day are done, let the after hours begin at The S.

Retreat to your perfectly laid out bedroom with a collection of top of the line fixtures, seamless finishes, sun-kissed windows that offer stunning views.



## BEDROOMS THAT ARE YOUR PRIVATE RETREAT.

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Clear heights of 3m in the master bedroom and 2.8m in the other 3 bedrooms.

Furnished with high-quality glass wardrobes that are leatherette panelled.

Wooden shutters with sensor-operated lights.

Master bedroom finished with luxurious chevron cut oak flooring in the dressing area.