

Vincitore Realty launches Dh375 m Benessere that will change real estate in Dubai - in line with UAE's Happiness Vision

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News Highlights:

- **Vincitore Realty unveils Dh375 million Benessere project that will deliver 380 branded realty homes that are fitted with top-notch luxury facilities**
- **Vincitore Benessere aims to be Dubai's next iconic landmark that will kick start a new trend of Wellness and Happiness in the multi-billion dollar real estate sector of Dubai**
- **Focussing on wellness and happiness, Vincitore delivers quality branded realty at affordable prices with an extended payment plan that makes the home buying easy**
- **Vincitore's real estate portfolio value exceeds Dh730 million with 775 residential units across three projects**

Dubai, UAE

Vincitore Realty, a Dubai-based developer of quality properties and a pioneer in branded realty, today announces the launch of Dubai's first wellness and affordable branded realty project - **Vincitore Benessere** - the developer's third such project in Dubai that will change the way people see real estate in this part of the world.

With a development value exceeding Dh375 million, **Vincitore Benessere** will host 380 branded residences ranging from Studios to 3-Bedroom luxury apartments - all fitted with the best-in-class facilities and amenities suited for medieval-era European royalty and landed aristocracies. It will include 38,000 square feet of high street boulevard retail to the serve the entire community in and around the area.

The project is located in Arjan, next to Miracle Gardens with the magnificent views of the floral display at the Miracle Garden. The launch of **Vincitore Benessere** more than

doubles the developer's real estate portfolio value to Dh730 million (US\$200 million), including the Dh135 million **Vincitore Palacio** and Dh230 million **Vincitore Boulevard**.

'Benessere' in Italian means wellbeing in terms of health, comfort, and happiness. Keeping wellness at the center of the conception, design, creation, and development of homes which are comfortable and convenient, Vincitore is developing **Benessere**, which encompasses all these elements and features in the project which will impart wellness to their customers in terms of happiness and well-being. The project has more than 100,000 square feet of luxurious world-class amenities that will cater to all the wellness needs of each and every resident of the project ensuring their happiness and comfort.

"Real estate is not limited to four walls and a roof. It means a lot more as most buyers put their life savings into a property that they want to live in and call it a 'home'. We are mindful of that and we are putting all our efforts to make the homes worth living in, breathing in and make them enjoyable and happy experience every day," Vijay Doshi, Chairman of Vincitore Realty, said.

"His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice-President and Prime Minister of the UAE and Ruler of Dubai, is inspiring the UAE to cultivate wellbeing as a way of life and enrich the greater happiness of the nation through National Programme for Happiness and Wellbeing Initiative and we at Vincitore completely support this thought and **Benessere** is our contribution in the multi-billion dollar real estate segment of Dubai to make this happen, by giving people a place to live where they can dwell in happiness and complete wellbeing."

The project has been developed in line with the Happiness Vision of the UAE Government that focusses on the wellbeing of the country's citizens and residents. Apartments within **Vincitore Benessere** comes with a number of features that promotes healthy living and wellness - in terms of refreshing air circulation and the air quality that helps residents breathe in the fresh air and promotes longevity of its residents, he says.

"We are blessed with the best leadership that one could hope for - who is constantly guiding us to offer the best to our customers and promote well-being and happiness of the citizens," Vijay Doshi says.

"The UAE Government had earlier launched the Ministry of Happiness and recently launched the Ministry of Possibilities. I am glad that our projects - **Vincitore Palacio**, **Vincitore Boulevard** and **Vincitore Benessere** - display the immense possibilities that a developer could offer to maximise customer happiness.

"In line with the UAE Government's dynamic vision, we, as a developer, are also constantly challenging ourselves to deliver new possibilities and strengthen the country's drive for happiness. **Vincitore Benessere** is a demonstration of our courage of hope - and we hope to deliver the best at a very affordable price."

With a built-up area of 480,000 square feet, the project's net sellable area is 285,000 square feet, offering large community space giving access to world-class health and wellness based amenities.

Although a luxury project, the homes are offered at very affordable prices ranging between Dh1, 000 to Dh1,250 per square foot. Price of a fully-fitted studio apartment starts at Dh 470, 000 and buyers could benefit from an extended up to 7-year payment plan offered by

the developer to help the end-users acquire their dream home.

Planned for delivery in 2021, the project comes with a retail boulevard at the ground level, to support the luxury lifestyle of the residents. The residential space starts at the podium level that has landscaped garden, swimming pool, gymnasium, health club, entrance lobby, a common social networking area, a wellness facility that offers waterfall and mist - to offer freshness and promotes well-being for the residents.

The project's construction will be self-financed by the developer, which ensures that the delivery of the project will not be affected due to the pace of sales and marketing activities.

Veer Doshi, Executive Director of Vincitore Realty, said, "I am happy to announce that we have already received strong buyers' interest and hope to close the sale of 35 percent of the homes in **Vincitore Benessere** in the coming weeks.

"Our designers and project engineers have spent a lot of time in the details of the project offers in order to ensure wellness and happiness. With **Vincitore Benessere**, we are not promoting just living space, we are offering wellness, happiness, and lifestyle - at a very affordable price.

"This is our third such project, built upon the success of our maiden project - **Vincitore Palacio** - that we delivered in 2017. **Vincitore Palacio** is a living testimony of the quality and class that we are delivering. It is one of the best pieces of architecture in the UAE which will be recognised in the real estate sector that reminds people of the Baroque-era architecture in Europe.

"Our second project, **Vincitore Boulevard** - is planned for delivery this year. And now, **Vincitore Benessere** will be a class apart and will add value to the overall real estate offerings in Dubai."

Vincitore Benessere project accompanies one-of-a-kind 3,000 square feet centrally located gymnasium; a 45 meter by 20 meter free-form shape lagoon pool with rock waterfalls, cave-like grottos, etc; 100, -000 square feet of eco-responsible landscaped leisure deck's whose beauty is enhanced by "White Unicorn Horse" symbolising purity and innocence; multipurpose courts for tennis, basketball, handball and volleyball along with squash court.

Besides, the **Vincitore Benessere** homes are delivered along with a jogging track is provided on the periphery of the leisure deck meandering through the landscape; its apartment has a 15 percent wider double glass unit windows illuminating all apartments with natural light as bright light enhances focus and productivity while keeping heat and noise at bay; plethora of other amenities: zen garden, hot and cold mist, rain shower, steam and sauna, yoga and meditation centre, etc.

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Editor's Note

About Vincitore Realty

Vincitore Realty is a Dubai-based boutique developer specializing in high quality designer and affordable branded residences – a completely new phenomenon in the UAE – entered the UAE's real estate sector in 2016 with its maiden project – the Dh135 million **Vincitore Palacio** that was delivered in 2017.

In 2017, Vincitore launched its second project, the Dh220 million **Vincitore Boulevard** that will deliver 216 well-appointed European Baroque-style classic homes later this year. With its third project, the Dh375 **Vincitore Benessere**, the developer is gradually establishing its credential as a serious developer of quality and branded real estate projects.

A family-owned business, Vincitore exercises industry best practices to ensure on-time delivery of properties to clients with value-added quality branded homes. With three projects, the developer's development portfolio value exceeds Dh730 million and growing.

<https://forbesmiddleeast.com/vincitore-realty-launches-dh375m-realty-project>