



SEPTEMBER 2025

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FROM THE DIRECTOR'S DESK

CAN YOU BUY PROPERTY IN DUBAI WITH CRYPTO? HERE'S THE ANSWER



At Swank Development, innovation isn't a buzzword — it's the way we build the future. This quarter, I explore one of the most exciting shifts in global investment: the rise of cryptocurrency in Dubai's property market.

As Dubai strengthens its position as a hub for blockchain and digital transactions, investors are asking: Can you really buy property here with Crypto? The answer is yes — and projects like Selora Residences are paving the way. In this article, I walk you through how Crypto is reshaping real estate what it means for high-value investments, and why Selora is perfectly positioned for forward-thinking buyers.

Buying a home should be seamless, secure, and future-ready. Whether it's the speed of blockchain, the flexibility of digital currency, or the long-term growth potential of Dubai I believe Crypto is unlocking a new era of opportunity.

This piece is both a guide and a vision — showing how Swank remains committed to clarity, creativity, and embracing tomorrow's tools today.

Here's to building not just homes, but smarter, more accessible ways to own them.

Read the full article: [click here](#)

MOUSTAFA ELSAID
FOUNDER & CHAIRMAN

IN THE MEDIA THE POWER BEHIND ICONIC REAL ESTATE.

Finance & Business
Economic Magazine

Moustafa Elsaid
Founder & Managing Director,
Swank Development

Crafting Timeless **aa**
Architecture with
Purpose and Precision

How Moustafa El-Said is
leading Dubai's next
architectural wave

Stay updated
through our website

**The Power
Behind Iconic
Real Estate**

SWANK
DEVELOPMENT

Moustafa Elsaid is leading a new generation of real estate development, where luxury meets innovation, and every project tells a story of ambition, elegance, and lasting value.

"I don't build from blueprints, I build from emotion, experience, and a sense of responsibility to the people who will live what we create," Says Moustafa El Said, Chairman - Founder.

Every detail with a long-term vision. The Result: A brand that blends European sophistication with Emitati precision, informed in part by moustafa's own experience living in Portugal But swank development is not just about buildings, its about building right.

CONSTRUCTION PROGRESS UPDATES



We are excited to announce significant progress on our 37 Villas project in Dubai, which is steadily advancing toward its full realization. The deep infrastructure services for the community have been successfully completed, ensuring that all villas are connected to essential utilities such as sewage and stormwater systems.

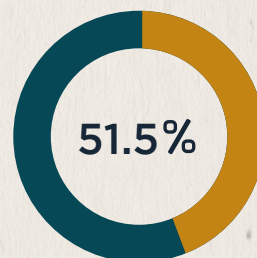
Currently, we are coordinating with the master developer to link these systems to the main network, marking a crucial step in creating a fully integrated, modern community. This milestone underscores our commitment to providing residents with sustainable and reliable infrastructure.



In terms of construction, we are making excellent strides with the foundation works across all villas. Our team is focusing on maintaining the highest standards of quality and efficiency as we build each villa with precision and care.

With %51.5 of the overall project now completed, we are on track to meet our deadlines and ensure that each home will meet the expectations of our future residents. This stage reflects our attention to detail and dedication to creating a vibrant, well-planned community that blends luxury and functionality.

Looking ahead, we are excited about the continued progress of the 37 Villas project and the opportunities it will bring to residents in Dubai. As we move forward with the next stages of development, we remain committed to delivering an exceptional living experience.



OF THE OVERALL
PROJECT

The project's growth will continue to reflect our mission to create homes that are built to last, with thoughtful design, quality construction, and a focus on community and sustainability. Stay tuned for more updates as we continue to bring this remarkable development to life.

IN THE MEDIA

INTERNATIONAL PROPERTY AWARDS



SWANK DEVELOPMENT WINS AT THE INTERNATIONAL PROPERTY AWARDS

LEISURE DEVELOPMENT DUBAI & RESIDENTIAL DEVELOPMENT 20+ UNITS DUBAI



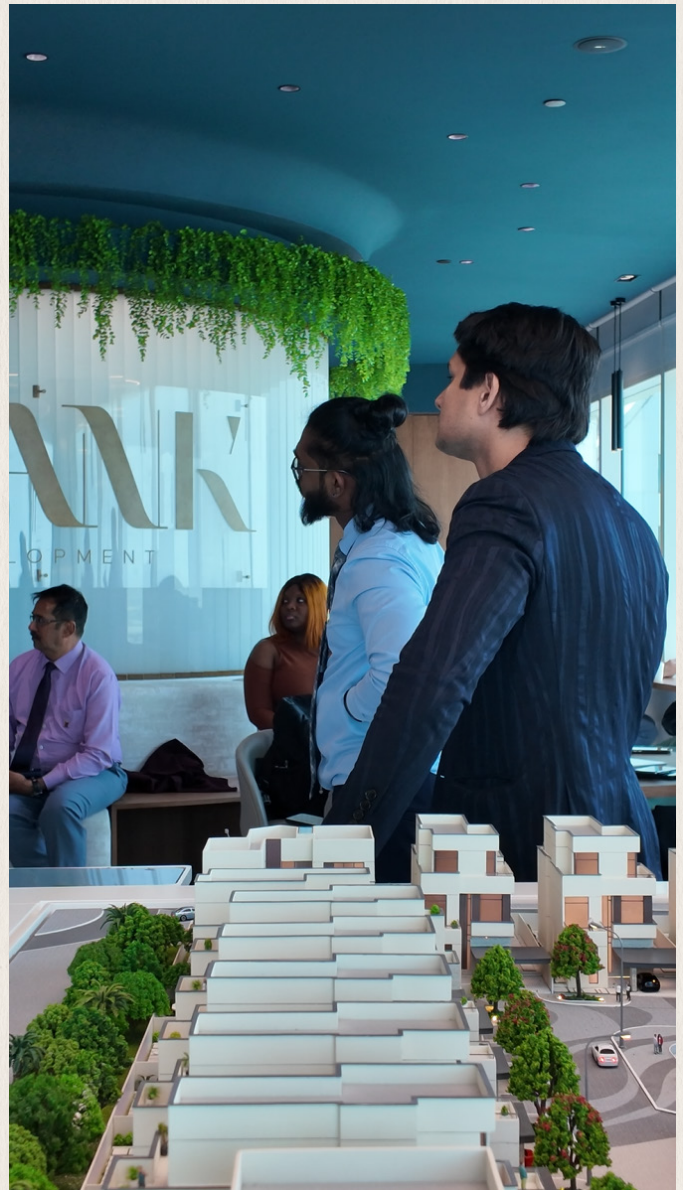
We are proud to announce that Swank Real Estate Development L.L.C. has been honored at the prestigious International Property Awards for Selora Residences, Dubai. Our landmark community was recognized in multiple categories: Architecture Multiple Residence, Leisure Development, and Residential Development (20+ Units).

These awards are a testament to our commitment to redefining luxury living in Dubai — blending timeless design, innovative architecture, and world-class community experiences. With Selora, we continue to set new benchmarks for excellence, creating spaces where lifestyle, nature, and sophistication meet.

IN THE OFFICE | EXCLUSIVE OPEN HOUSE

Swank Development recently hosted an exclusive Open House at our Sales Gallery, welcoming clients, brokers, and partners to discover Selora Residences firsthand. The event showcased the project's architectural elegance, premium finishes, and community features, including the private lagoon and lifestyle amenities. Guests had the opportunity to explore detailed mock-ups, experience the vision behind Selora, and engage directly with our team of experts.

The day was marked by meaningful conversations, strong connections, and an overwhelming response — reinforcing Selora's position as one of Dubai's most sought-after residential communities.



A big thank you to all the amazing brokers who joined us today for a successful Open House at our sales gallery! Great connections, exciting opportunities, and a sneak peek into our latest projects. Here's to more collaborations ahead!

EXCLUSIVE PAYMENT PLAN

35/65



Private Pool • Private Lagoon • Gym • Private Lounge
Mohammed Bin Rashid City

Swank Development recently launched an exclusive campaign for Selora Residences, offering a limited-time 65/35 payment plan designed to give investors and homeowners greater flexibility. With %35 during construction and %65 on handover, this initiative reflects our commitment to making luxury living in Dubai more accessible, while maintaining long-term value.

SWANK DEVELOPMENT'S SECOND ANNIVERSARY

Celebrating Two Years of Vision & Excellence

This September marks a milestone for Swank Development as we proudly celebrate our second anniversary.

In just two years, Swank has grown from a bold idea into a pioneering real estate development company, shaping communities with creativity, innovation, and a commitment to excellence. Our journey has been defined by a vision to deliver spaces that inspire, connect, and elevate lifestyles, while ensuring every detail reflects the highest standards of quality and design.

From the unveiling of Selora Residences to our recognition at the International Property Awards, each achievement stands as a testament to the hard work, passion, and dedication of our team. Along the way, we've built strong partnerships, welcomed investors and homeowners into our community, and brought architectural ideas to life that will endure for generations.

As we celebrate this special occasion, we look forward with excitement to the future. The next chapter promises new projects, new milestones, and a continued pursuit of redefining real estate excellence in Dubai and beyond.

Here's to celebrating two incredible years — and to many more years of shaping a legacy of trust, innovation, and distinction.

Swank Development — Building Tomorrow, Today.



SWANK LOUNGE PODCAST | EPISODE #4

VISIBILITY = CREDIBILITY



WHY OUTDOOR ADS STILL MATTER IN DUBAI REAL ESTATE

In this thought-provoking episode of the Swank Living Podcast, we step outside the screen and onto the streets. Join our Managing Director and special guest from Media Strike as they explore the power of outdoor advertising in shaping Dubai's real estate landscape. From Sheikh Zayed billboards to airport screens, we uncover how visibility builds credibility and why smart developers still invest in high-impact outdoor campaigns. Whether you're a marketer, investor, or developer, this is your guide to leveraging the skyline for results.

Listen now on all major platforms.



Watch the full episod [HERE](#)

EVERY ISSUE OF SWANK DEVELOPMENT MAGAZINE OFFERS A GLIMPSE INTO THE FUTURE OF LUXURY LIVING. FROM PROJECT MILESTONES TO EXCLUSIVE EVENTS, WE INVITE YOU TO STAY CONNECTED WITH THE LATEST UPDATES, AND CONTINUE THIS EXCITING JOURNEY WITH US.

LET'S KEEP IN TOUCH

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