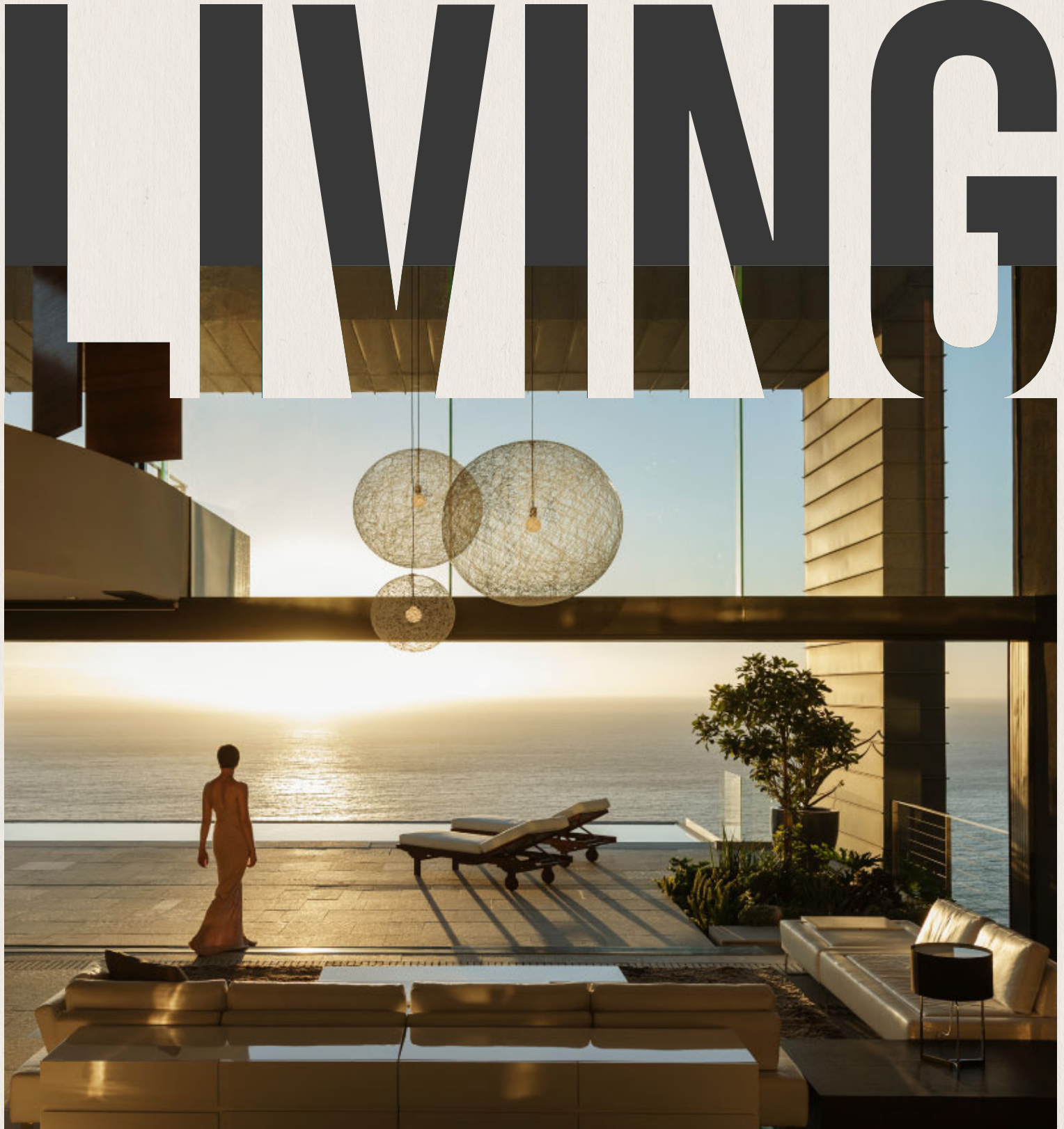


SEPTEMBER 2026

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FROM THE DIRECTOR'S DESK

PROGRESS BUILT WITH PURPOSE.

At Swank Development, progress is measured not only by the milestones we reach, but by the lasting value behind every step forward.



Lua Residences, our private collection of 37 villas in Meydan, has entered its pre-handover stage, bringing an architectural vision closer to becoming home.

At Selora Residences, initial construction works have commenced, while the official launch of Phase 2 at IPS 2026 marked another defining moment in our journey. The exhibition allowed us to strengthen relationships, share our perspective and present the values shaping every Swank community: purposeful design, disciplined execution and uncompromising quality.

We were equally proud to celebrate the graduation of Emirati engineering students following their three-month internship with us, reflecting our responsibility to invest in the industry's future.

As we look ahead, our focus remains clear: to deliver with integrity, grow with purpose and create communities that hold meaning for generations.

“True progress is creating lasting value with every step forward.”

-Moustafa Elsaid
FOUNDER & CHAIRMAN

IN THE MEDIA | IPS 2026

WHERE VISION TOOK CENTRE STAGE



From 7 to 9 September 2026, Swank Development joined the International Property Show at Dubai World Trade Centre, where it officially launched Selora Residences Phase 2. At the heart of the stand was Selora's detailed masterplan, introducing visitors to an exclusive collection of 32 villas shaped around nature, wellbeing and family living. Across three days, the stand welcomed investors, partners and industry professionals from diverse markets. Each morning began with the Swank Breakfast, creating a warm setting for meaningful conversations and new connections.



IPS also provided a platform for Moustafa Elsaid, Founder and CEO of Swank Development, to share his perspective through an industry panel and a series of media interviews. The occasion was further distinguished by the graduation of Emirati engineering students following their three-month internship with Swank Development. From the launch of Selora Phase 2 to the relationships strengthened throughout the exhibition, IPS 2026 reflected a company moving forward with confidence, clarity and purpose.

SPEAKING ENGAGEMENT | IPS 2026

REAL ESTATE AS A STRATEGIC ASSET CLASS IN UNCERTAIN TIMES



During IPS 2026, Moustafa Elsaid, Founder and CEO of Swank Development, joined industry leaders for a panel examining real estate as a long-term investment during changing market conditions and global uncertainty.

Drawing on his experience across Dubai, Abu Dhabi, Saudi Arabia, Egypt, Southeast Asia and other international markets, Moustafa contributed a perspective shaped by different economic cycles and investor expectations.

The discussion explored the qualities that make a real-estate asset resilient, alongside the challenge of balancing rising construction and financing costs with quality, responsible pricing and long-term returns.

For Swank Development, lasting value begins with considered locations, purposeful design and disciplined execution. Moustafa's participation reflected the company's belief that real estate is more than a transaction: when approached with clarity and responsibility, it can create enduring value for residents, investors and the wider city.



MEDIA SPOTLIGHT | IPS 2026

SHARING THE VISION BEHIND SWANK



During IPS 2026, Moustafa Elsaid, Founder and CEO of Swank Development, joined Lena Newsroom, blinx, IPS Studio, Volna Radio and Amira Samir for a series of media interviews.

The conversations explored Swank Development's journey, its boutique approach to creating family-centred communities and the official launch of Selora Residences Phase 2.

Moustafa also shared the thinking behind Selora's nature-led philosophy, its exclusive collection of 32 villas and the importance of designing communities around wellbeing, connection and everyday family life.

The interviews extended to Dubai's continued appeal as a destination for living, working and investing, highlighting the role of quality, purposeful design and long-term thinking within an evolving market.

Across each platform, one principle remained consistent: exceptional real estate begins with a clear understanding of the people it is created for.



EMPOWERING THE NEXT GENERATION

HCT STUDENTS GRADUATION AT IPS 2026



In collaboration with the Higher Colleges of Technology, Swank Development welcomed Emirati students for a three-month internship beginning on 3 June 2026. Representing Civil, Mechanical and Electrical Engineering, the students gained practical industry exposure while working alongside Swank Development's engineering and project teams. The programme connected academic learning with real-world experience and offered insight into the different stages of development and construction.

Their journey culminated in a graduation ceremony held at the Swank Development stand during IPS 2026. In the presence of Moustafa Elsaid, Founder and CEO of Swank Development, HCT representatives and the Swank team, the students were recognised for their dedication and successful completion of the programme. The initiative reflects Swank Development's commitment to supporting Emirati talent and helping prepare the next generation of engineers for the future of the UAE's development industry.

INSIDE SELORA

FROM GROUNDBREAKING TO FOUNDATIONS



Following the official groundbreaking of Selora Residences, construction has progressed to its next important stage, with enabling, foundation and concrete works now underway on site.

This milestone marks Selora's transition from planning and mobilisation to visible physical progress. Each stage is being carefully coordinated by Swank Development's project team, engineers, consultants and construction partners.

Located in District 11, Mohammed Bin Rashid City, Selora Residences comprises 32 standalone villas designed around nature, wellbeing and family living. At the heart of the community will be Laguna Maré, the only crystal lagoon in Meydan, complemented by Casa Selora and a considered collection of wellness, leisure and family amenities.

As construction advances, Selora moves one step closer to becoming the community envisioned from the beginning: nature, artfully designed.

PROJECT MILESTONE | LUA RESIDENCES

A VISION NEARING COMPLETION



Lua Residences, Swank Development's private collection of 37 villas in Meydan, has entered its pre-handover stage and is moving closer to welcoming its first residents.

Across the community, the architectural vision has taken physical form. Spacious interiors, private pools, elevators and smart-home technology come together within homes designed around comfort, privacy and family living.

As the development progresses through its final stage, attention remains focused on completion works, quality inspections and handover preparations. With handover approaching soon, Lua represents a defining milestone for Swank Development: the transformation of its inaugural community from blueprint to built form, ready to become home.

CAMPAIGNS

EXPANDING SELORA'S REACH



SELORĀ
RESIDENCES

**YOUR FAMILY'S
PREMIUM DUBAI ADDRESS**

**4-Bedroom Stand-Alone Villas
Starting from £2.04M**

📍 Dubai, Meydan, MBR City

Golden Visa Eligible | Register Your Interest

Swank Development delivered a sequence of focused campaigns to connect Selora Residences with new audiences.

A UK awareness campaign introduced the development internationally, followed by native lead-generation advertisements targeting the wider UAE market and European and British residents.

Ahead of IPS 2026, an integrated radio, digital, social media, email and WhatsApp campaign promoted exclusive offers and the official launch of Selora Residences Phase 2.



سوانك
التطوير
SWANK
DEVELOPMENT
ARTISANS OF EXCEPTIONAL

**OFFICIAL RELEASE
OF SELORA RESIDENCES PHASE 2**

VISIT SWANK DEVELOPMENT
AT IPS 2026

September 7, 8, 9
Dubai World Trade Center
SWANK Stand B-17, Hall no.4

SELORĀ
RESIDENCES
NATURE ARTFULLY DESIGNED



SELORĀ
RESIDENCES

A LEGACY BEYOND BORDERS

**4-Bedroom Stand-Alone Villas
Starting from £2.04M**

📍 Dubai, Meydan, MBR City

Golden Visa Eligible | Register Your Interest

During the exhibition, 'Have Breakfast With Us' welcomed guests to the Swank stand each morning, creating a warm setting for meaningful connections.

LOOKING AHEAD



THE NEXT CHAPTER TAKES SHAPE

As Lua Residences approaches handover and Selora's first foundations take shape, Swank Development continues to move forward with clarity and purpose.

Each milestone reflects our commitment to thoughtful design, disciplined execution and communities created around the people who will call them home.

Guided by our values and strengthened by every partnership, we look ahead to the next chapter, continuing to build with care, create with intention and shape places of lasting meaning.

SELŌRA
RESIDENCES
NATURE ARTFULLY DESIGNED

LUA
RESIDENCES
THE LIGHT OF MEYDAN

EACH EDITION OF SWANK LIVING REFLECTS MORE THAN PROGRESS. IT REFLECTS HOW WE THINK, HOW WE BUILD, AND HOW WE ENGAGE WITH THE COMMUNITIES AROUND US.

FROM DEVELOPMENTS TO CONVERSATIONS, AND FROM MILESTONES TO MEANINGFUL INITIATIVES, WE CONTINUE TO MOVE FORWARD WITH CLARITY, PURPOSE, AND A LONG-TERM PERSPECTIVE.

WE INVITE YOU TO STAY CONNECTED AS WE CONTINUE SHAPING SPACES, BUILDING RELATIONSHIPS, AND CONTRIBUTING TO THE EVOLVING LANDSCAPE OF REAL ESTATE IN DUBAI.

STAY TUNED

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