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Boutique property developer Abyaar launches its new corporate identity and vision

Abyaar introduces new benchmark of excellence and luxury

Dubai, United Arab Emirates, 31 August 2008:

Abyaar Real Estate Development today unveiled its new corporate identity which now bears the calligraphic elements of a signature, more accurately representing the boutique developer's defining characteristics of commitment to passion and precision.

The new Abyaar logo embodies the company's vision to be the developer behind the region's 'signature' buildings, the first of which was launched earlier this year - the VentiQuattro tower - in Dubai's Marina, consisting of designer, ready-to-live units in association with Radisson SAS.

The logo design – a gold “Abyaar” signature – reflects the developer's unabated commitment to creating pieces of art meriting an artist's signature, as opposed to run-of-the-mill real estate.

Marzooq Al-Rashdan, Vice Chairman and Managing Director of Abyaar, says “Our new look better represents our outlook. We are not simply changing aesthetics, but rather have constructed an entire way of thinking and designing when it comes to real estate and property in the region. Our project with renowned French designer Christian Lacroix, among several others, reflects our vision to create works of art as opposed to just towers and buildings,” Al-Rashdan says.

“Our vision is implemented from the very early stages of a project's inception, right up until final completion. Every step is planned and made with an artist's personal touch and passion. We create individualistic landmarks.

Abyaar's boutique character and out-of-the-ordinary promise of quality and precision is best represented by their upcoming, somewhat *avante garde* projects, three of which will be featured next month at Cityscape Dubai. Preliminary hints suggest that all three will set new benchmarks for quality, luxury, excellence and design in real estate.

Among several design-focused features, all Abyaar properties bear a “signature entrance”, immediately making residents and visitors aware that they are stepping into one of the developer's boutique creations. In addition, the focus on double-volume ceilings and expansive in and outdoor living areas reinforces Abyaar's commitment to contemporary design through three dimensional thinking and conceptualization.



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Al-Rashdan adds, "Our aim is to continually outdo customer satisfaction, and offer design and quality conscious buyers property which surpasses their expectations in terms of luxury and excellence."