



SERENIA DISTRICT

AT JUMEIRAH ISLANDS



PALMATM
DEVELOPMENT



A world class property developer

We create extraordinary homes for extraordinary people.

As a trusted real-estate developer, we pride ourselves in our legacy for distinctive, high-quality designed spaces and contributing to Dubai's iconic skyline. Offering superior investment returns, our projects bring exceptional experiences to the select few.

Part of Palma Holding



Delivering timeless projects and growing wealth in
the region since 2002

15

Projects

8

Million sq. ft

16

Billion
AED Portfolio



Pioneering Developer

Established in 2002, a long-standing presence in Dubai's real estate market.



Iconic Projects

Developed prestigious projects in prime locations like Palm Jumeirah and Dubai Marina.



Award-Winning Designs

Recognized for unique and innovative architectural designs.



Timely Delivery

Adhering to project timelines and ensuring on-time completion.



Strong Investment Potential

Providing attractive returns for investors.

A strategic collaboration



PALMATM
DEVELOPMENT



BANIAN

Serenia, our premium homegrown brand

Serenia is Dubai's premium residential brand, creating distinctive communities in exclusive locations.

Strategically positioned in prime waterfront settings, Serenia offers a collection of ultra-exclusive residences in Dubai with extraordinary amenities & featuring fantastic panoramic views of The Palm & the Dubai skyline.





Located on Palm Jumeirah, Serenia Residences is the first residential project on the island's most coveted crescent.

The project offers a redefined beachfront living, where we crafted our own definition of premium living, setting new benchmarks of excellence and world-class standards.



Exquisite
beachfront Living



Outdoor infinity
pool



Located on the
crescent





Serenia Living elevates the concept of exclusive residence at Palm Jumeirah.

Located adjacent to Atlantis The Palm, this premium beachfront development is on the first plot of the west crescent and comprises of 226 apartments, penthouses and sky mansions with panoramic views.

Estimated Completion Q4 2025



One of the largest
residential swimming
pools



Direct access to
the beach



Lush landscaping
and resort lifestyle



SERENIA DISTRICT

AT JUMEIRAH ISLANDS

Exceptional Urban Living



Principles

01

Unique
location

02

Cultivating a
community

03

Timeless design
& architecture

04

Curated
contemporary
interiors

05

Serenia Signature
Clubhouse

06

Extraordinary
resort lifestyle

DUBAI MARINA

EMIRATES LIVING

EMIRATES HILLS

JUMEIRAH LAKE TOWERS

JUMEIRAH ISLANDS



600,000 sq.ft
plot



3.5 Million sq.ft
of built-up area



Half kilometer
land width



Urban serenity



20 Km

walkways & pathways



Self-sufficient

community hub

Urban vibrancy



DUBAI HARBOUR

BURJ AL ARAB

BLUEWATERS

JUMEIRAH ISLANDS



01

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& architecture

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Serenia Signature
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Extraordinary
resort lifestyle




An elevated definition of
urban serenity

A close-up, blurred image of green palm fronds, creating a sense of movement and texture.


Distinguished address,
exceptional lifestyle

A blurred image of light reflecting off the surface of water, creating a shimmering, textured effect.

Cultivating connections,
creating community

A black and white photograph of two women smiling and looking towards the camera, suggesting a warm, social atmosphere.

Where discovery leads to
purpose

A close-up, blurred image of a person's face, focusing on the mouth and nose, with a soft, ethereal quality.

Where discovery leads to
purpose

A photograph of a paved path winding through a lush, green park with trees and a lamppost, leading towards a group of people in the distance.

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& architecture

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Extraordinary
resort lifestyle

Japanese inspired architecture



入れ子

Clean, simple aesthetics & design

Drawing inspiration from the Ireko design language, the design radiates tranquility, emphasizing simplicity and thoughtful use of space.















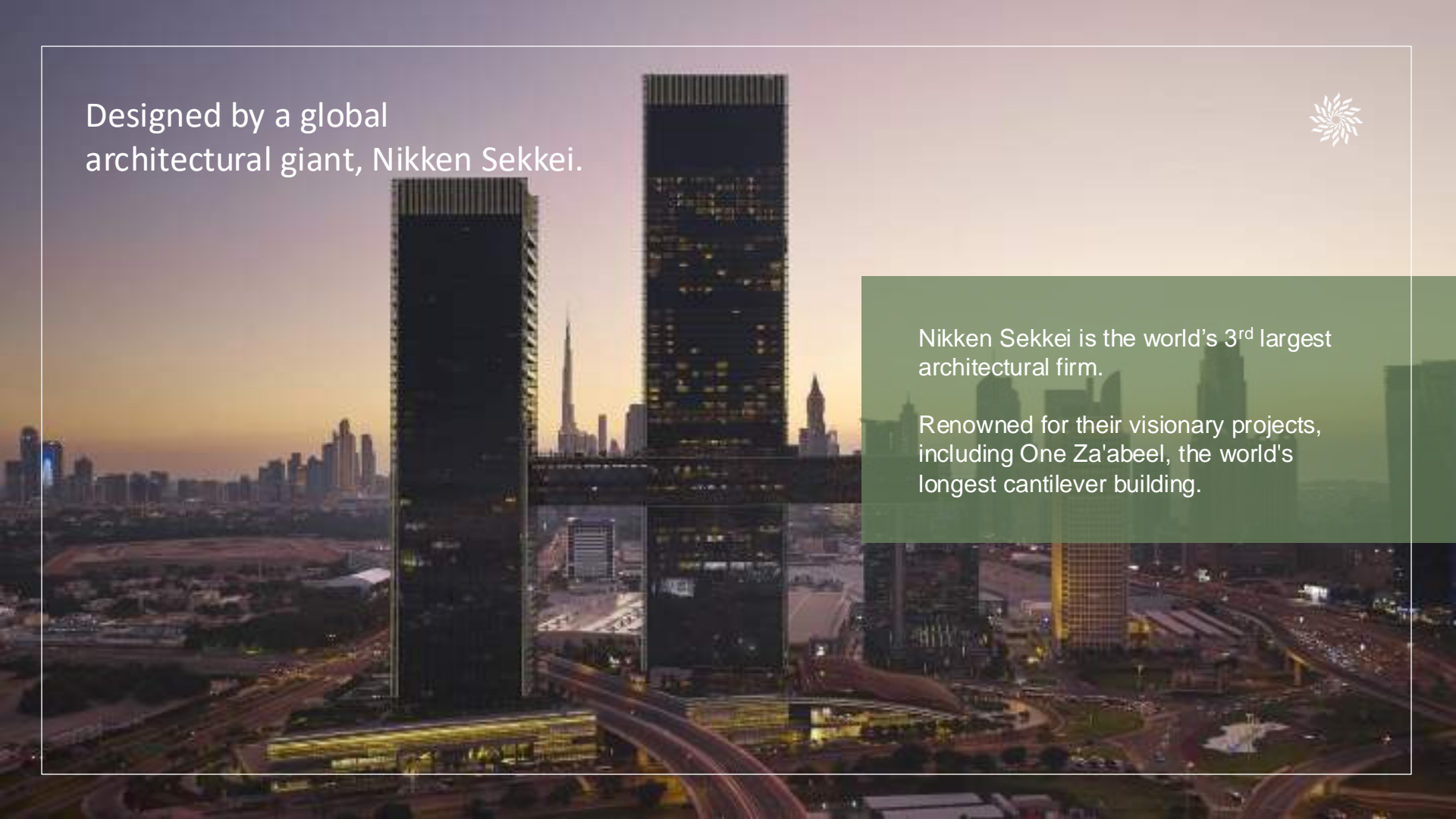


Sophisticated starlight façade lighting



Rooted in natural elemental forces, the seamless fusion of subtle natural lighting evokes feelings of tranquility, be it night or day.



An aerial photograph of the One Za'abeel skyscraper in Dubai, United Arab Emirates, at dusk. The building is a dark, rectangular tower with a distinctive horizontal band near the top. It stands prominently against a twilight sky, with the city skyline and the Burj Khalifa visible in the background. The foreground shows a complex highway interchange and surrounding urban development.

Designed by a global
architectural giant, Nikken Sekkei.



Nikken Sekkei is the world's 3rd largest
architectural firm.

Renowned for their visionary projects,
including One Za'abeel, the world's
longest cantilever building.

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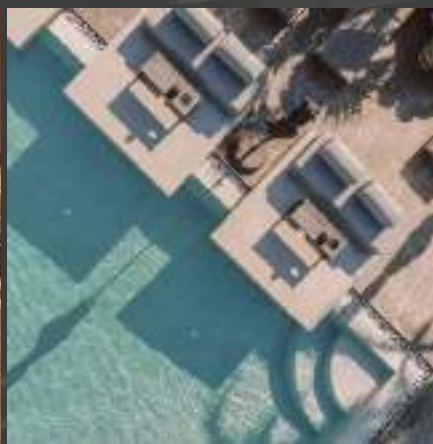
Serenia Signature
Clubhouse

06

Extraordinary
resort lifestyle



Interiors crafted to exude elegance and tranquillity











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Serenia Signature
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Extraordinary
resort lifestyle

One-of-a-kind clubhouse



100,000 Sq.Ft
of amenities over 4 levels



A Community hub
for all residents at Serenia
District



Exciting
retail concepts





Panoramic infinity pool

State of the art gym

Dedicated ladies' gym

Rooftop café

Male & female spa

Indoor paddle court

Indoor basketball half-court

Games room

Multi-functional hall

Retail & F&B spaces

Serenia Signature Clubhouse



Ground floor dedicated for
exciting retail concepts



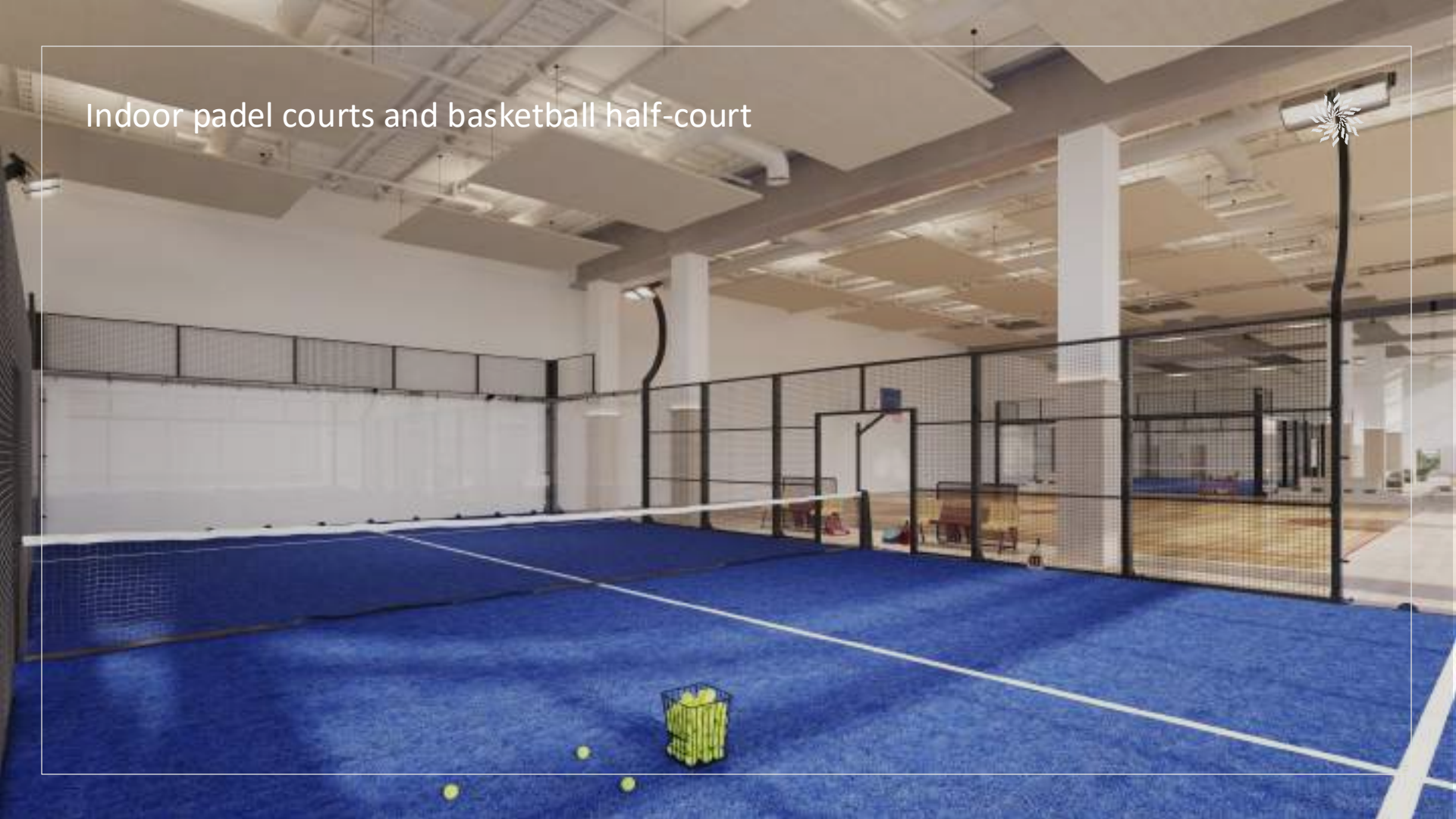
Spa & ladies' gym floor level



Multi-functional games room



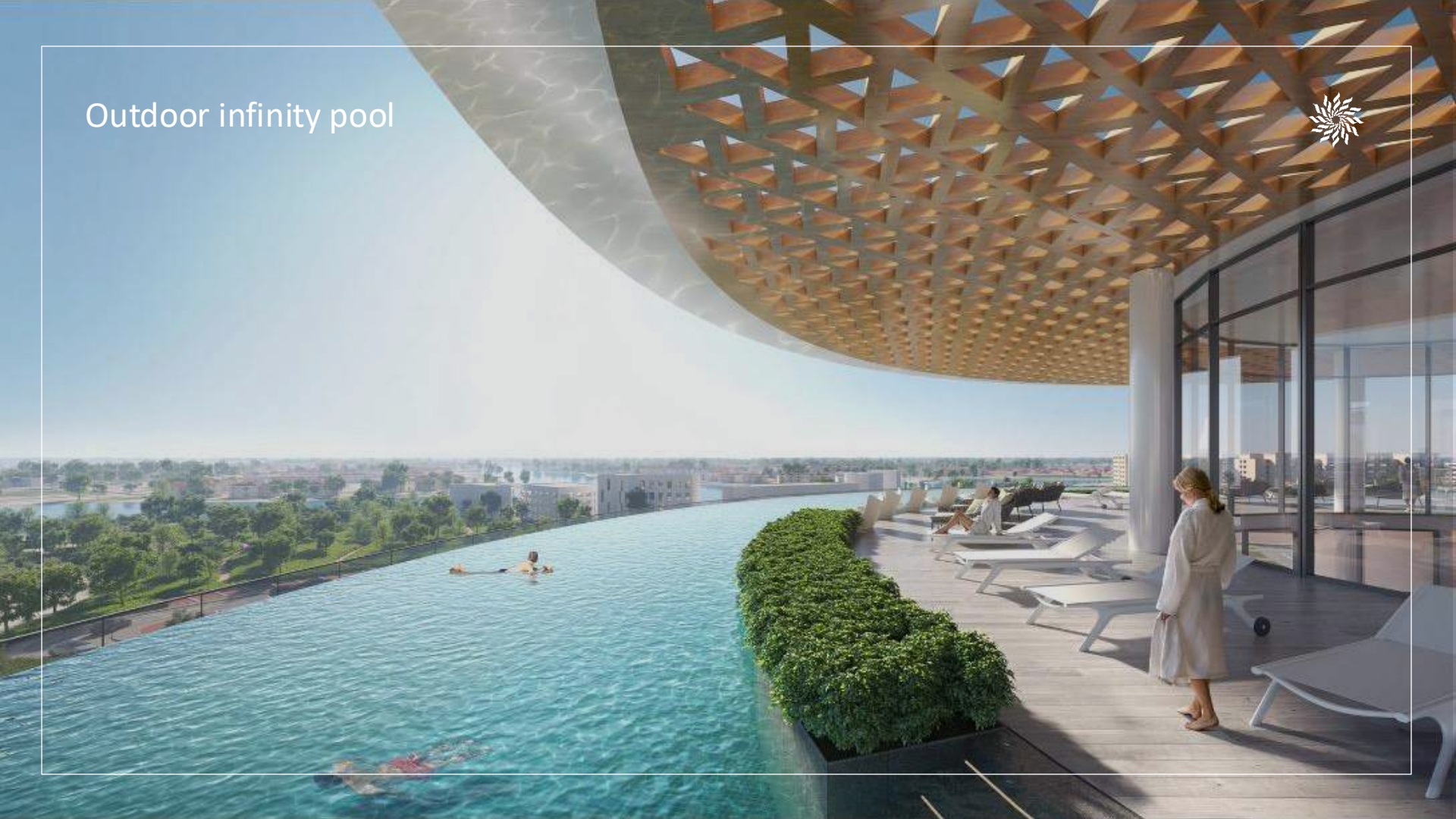
Indoor padel courts and basketball half-court



Spa overlooking Jumeirah Islands



Outdoor infinity pool



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Extraordinary
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Health & Social

2

5

Nature Discovery

1

Serenia Signature Clubhouse

3

Sports & Recreation

4

Family Oasis

6

Wellness Retreat



40+
Amenities



½ KM
Podium



5
Pools



4
Sports Courts
(3 Indoor,
1 Outdoor)

Serenia Signature Clubhouse



1

Serenia Signature Clubhouse

Health & Social



2

Health & Social



Health & Social



01 Lap pool

02 Shallow pool

03 Pool deck

04 Exclusive garden

05 BBQ area

06 Water feature

07 Seating area

08 Lobby entrance

09 Private garden

10 Garden path

Health & Social



Health & Social



Sports & Recreation



3

Sports & Recreation

Sports & Recreation



1

6

5

3

2

4

7

01 Bridge

02 Active lawn

03 1-km active path & walkway

04 Shaded structure

05 Multi usage games areas

06 BBQ area

07 Private garden

Sports & Recreation



Family Oasis



4

Family Oasis

Family Oasis



4

2

10

11

8

9

3

6

7

5

1

01 Walkway

02 Lobby entrance

03 Pool deck

04 BBQ platform

05 Shaded structure

06 Family pool

07 Shallow pool

08 BBQ area

09 Seating area

10 Private garden

11 Outdoor shower

Family Oasis



Family Oasis



Nature Discovery



5

Nature Discovery

Nature Discovery



5

1

2

3

7

6

4

01 Nature playground

02 Mechanical water play

03 Wadi water play

04 Shallow water play

05 Lookout pavilion

06 Lookout platform

07 Treehouse

Nature Discovery



Wellness Retreat



6

Wellness Retreat

Wellness Retreat



4

3

5

2

1

6

01 Yoga deck

02 Wellness lawn

03 Meditation garden

04 BBQ area

05 Seating area

06 Lookout pavilion

Wellness Retreat





Health & Social

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In numerology, 6 represents nature and balance — qualities embodied by the 6 integrated towers and the six unique lifestyle zones of the community.



SERENIA DISTRICT
AT JUMEIRAH ISLANDS





WEST RESIDENCE

Discover West Residence at Serenia District

46 floors of elevated tranquillity

West Residence comprises of 46 floors with the Signature Serenia Clubhouse integrated with the tower. Discover unique landscape views of Jumeirah Islands and a panoramic view of the entire district.





WEST
RESIDENCE

46

Floors

419

Units







PALMA™
DEVELOPMENT



SERENIA DISTRICT
AT JUMEIRAH ISLANDS



WEST
RESIDENCE
EVEN FLOORS

All drawings are preliminary and approximate. Drawings are not to scale and are subject to change without notice. The information herein does not constitute an offer. The information is provided for general information only and is not intended to be used as a basis for any investment decision. The drawings are not to be used for any other purpose. The drawings are not to be used for any other purpose. The drawings are not to be used for any other purpose.



ODD FLOORS

[illegible]

West Residence Payment Plan



Launch Payment Plan (60%-40%)

Installment	Percentage	Schedule
Deposit (1 st Installment)	10%	Immediate
2 nd Installment	10%	30 Days
3 rd Installment	10%	June 2025
4 th Installment	10%	January 2026
5 th Installment	10%	January 2027
6 th Installment	10%	June 2027
Final Installment	40%	December 2028

*The payment schedule provided is indicative and subject to change without prior notice at the sole discretion of the developer.



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