
ZAHRA
THE TIMELESS BEACH RESORT


Where the *sky*
meets the *sea*

INTRODUCING

ZAHRA

An oasis *of* TRANQUILITY

overlooking the mesmerising turquoise
waters and ideally situated on the
Alamein coastline



A lifestyle *of* LUXURY Awaits You

Sprawled on a total area of 890 feddans, Zahra, our newly-initiated North Coast gated-community, is the epitome of all that is opulent and exclusive.

Here, in our beautifully-crafted residences, each of our homeowners shall have the opportunity to live the high-end summer life and enjoy a uniquely-tailored experience.

LETTER FROM THE CEO



Memaar Al Morshedy would like to welcome you all to Zahra, our latest beachside residential community. After years of providing clients with premium locations all around Greater Cairo, we decided to head to Sahel's exclusive Sidi Abdelrahman to build our owners a seaside haven of spectacular international designs.

Homeowners can now enjoy a year-round second home in a residential compound of splendid magnitudes, delivering on a promise of grandeur and fine living with access to luxurious services, amenities and more. With countless perks and exclusive services, our owners are set to enjoy a secure community embracing a luxurious lifestyle that fulfills numerous day-to-day wants and needs.

Nestled between Hacienda Bay and Bo Islands, Zahra overlooks golden sand beaches, azure blue waters and picturesque scenery, in the midst of all the hustle and bustle of the north coast. These homes are at the center of an exclusive summer spot, at the heart of all that is going down in the Sahel scene, with the convenience and luxury features that thousands of Memaar Al Morshedy's homeowners enjoy around the world.

While designing, we always have the interest of our owners in mind and in striving to attain this vision, we will be providing them with exclusive access to restaurants, pool lounges, a sports club, central park and an international hotel chain.

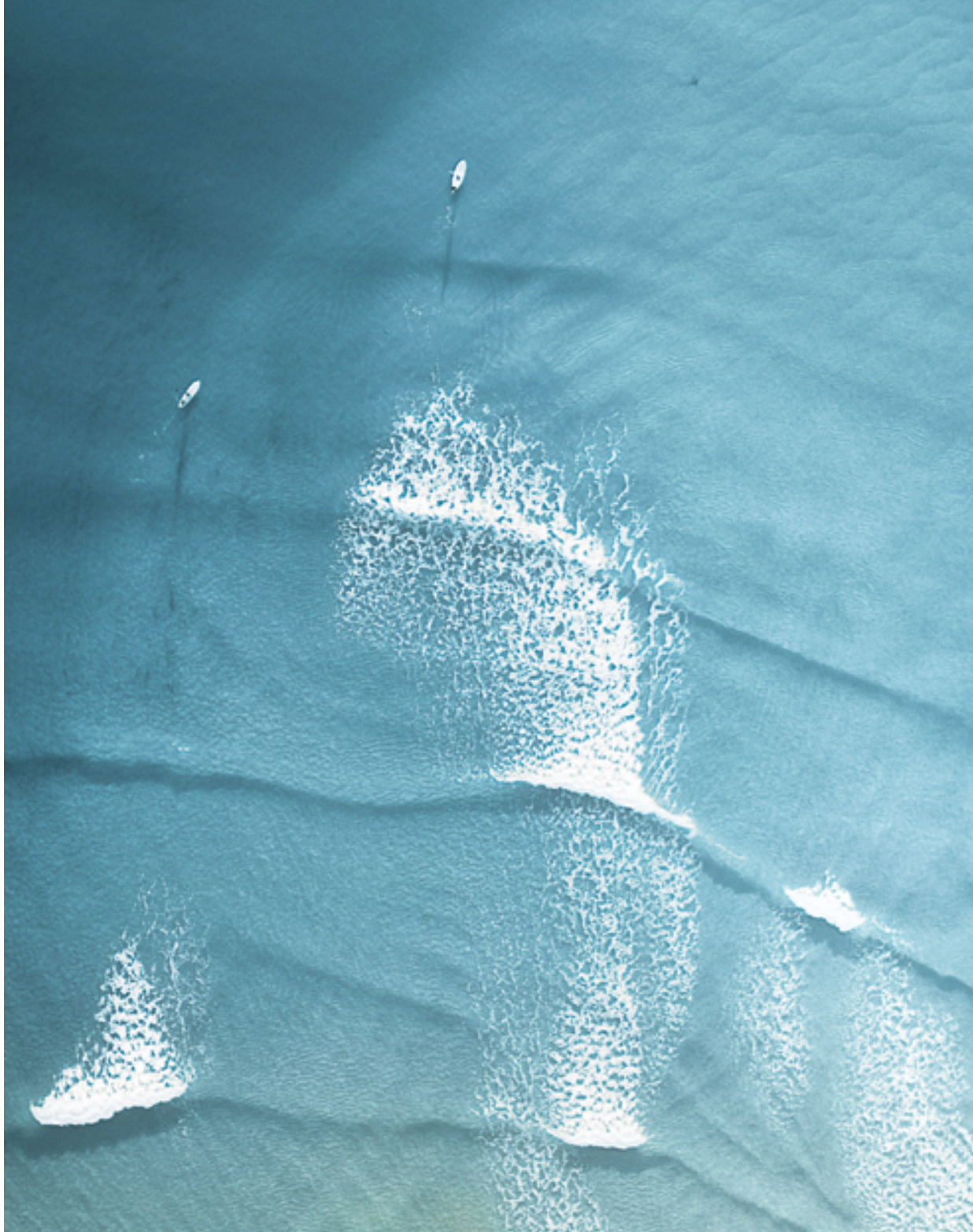
Memaar Al Morshedy looks to build residential communities that will serve our homeowners' living aspirations, while providing them with a lavish lifestyle at a convenient value

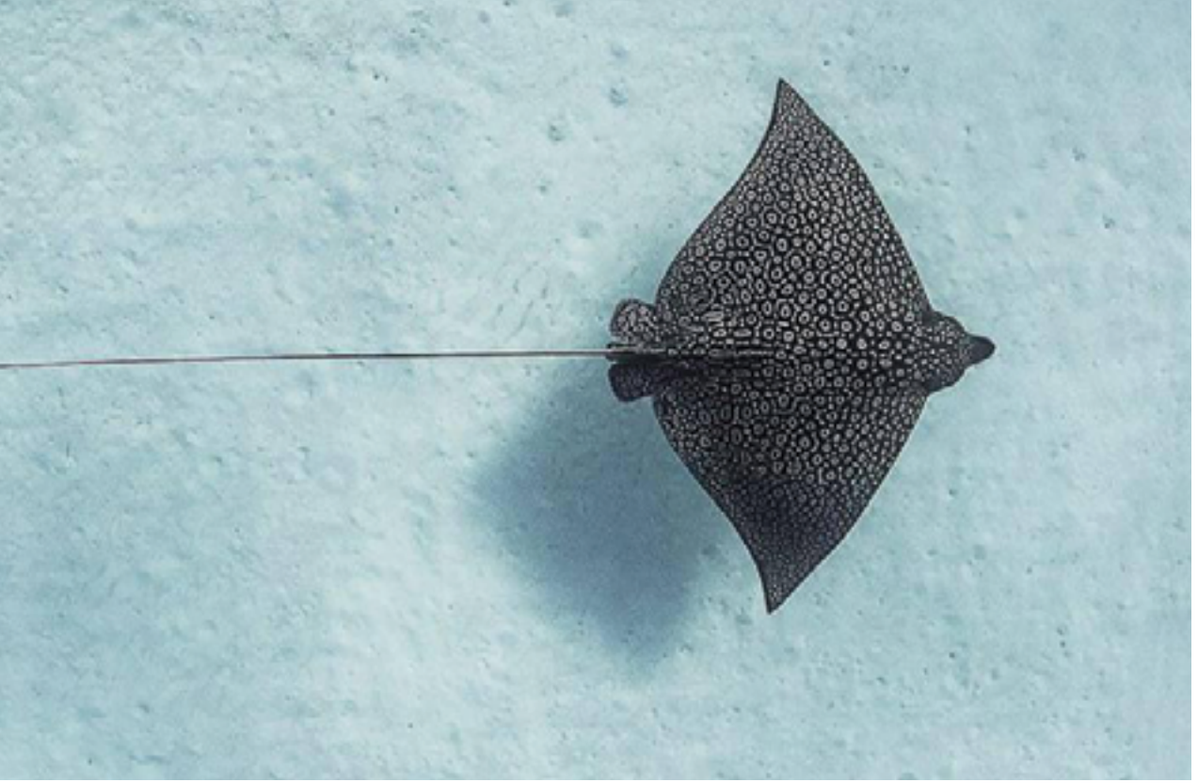
Hassan Morshedy
CEO

Within this gated community, our homeowners can indulge their senses with an unparalleled backdrop of blue scenery.

Zahra does not only offer exclusive beachside access with its 650-meter beachfront, but a series of internal lagoons of crystal-clear Mediterranean waters distributed throughout its entire landscape.

Each of these lagoons is equipped with private infinity pools tailored to cater to both adults and children.











MEMAAR ALMORSHEDY

Since its founding in 1983, Memaar Al Morshedy adopted a clear business strategy, namely, to introduce innovative and streamlined architectural designs that are inherently creative and specifically tailored to the Egyptian market.

Around the globe, Memaar Al Morshedy is synonymous with comfort and opulence. With 35 years of experience under its belt, this senior property developer is renowned for its impeccable picturesque designs, spacious landscapes and luxurious amenities.

The Company's goal has always been to deliver real estate solutions that provide convenience and luxury to its clients worldwide.

DESIGNER

raeffahmi. architects

VAN DER PAS

HADID
DESIGN & DEVELOPMENT GROUP

The Architects

RAEF FAHMI



This community-sensitive architectural firm aims to raise architectural awareness within Egypt and the MENA region by incorporating the infinite richness and diversity of the heritage and culture that distinguish our part of the world into modern workable architectural designs.

Taking initiative from the urban planning perspective, the firm understands the necessity of building architecturally-homogeneous societies that specifically-cater to the diverse needs of clientele.

Raef Fahmi believes in the achievability of architecture for a wide range of budgets, through which a culture that reflects each client's way of life is obtained.

The Designer

VAN DER PAS



With Principals Graham Van Der Pas and Dough Van Der Pas, the talented two men behind the name of the firm, on the forefront of VDP's vision, the Spanish Design Studio has delivered on a number of residential, hotel and commercial projects with a multitude of developers through out Asia, Europe, Africa, Russia, North America and the Middle East.

VDP has long established a brand that specializes in creating exceptional spaces for the commercial market. It has been a concept creator of projects for Marcel Wanders and Philippe Starck's YOO in Hong Kong, Spain, Egypt, USA and Germany.

VDP always looks forward to delivering its expertise in spatial design and marketing material to meet the unique demands of every project through close and intuitive consultation with the client.

"We aim to help our developer clients compete successfully in the property marketplace, by providing excellence in spatial design."

The Architects

MOHAMED HADID



Ever since his early beginnings in Washington D.C., Mohamed Hadid, the man behind Hadid Developments, has been offering the world unsurpassed vision and development acumen.

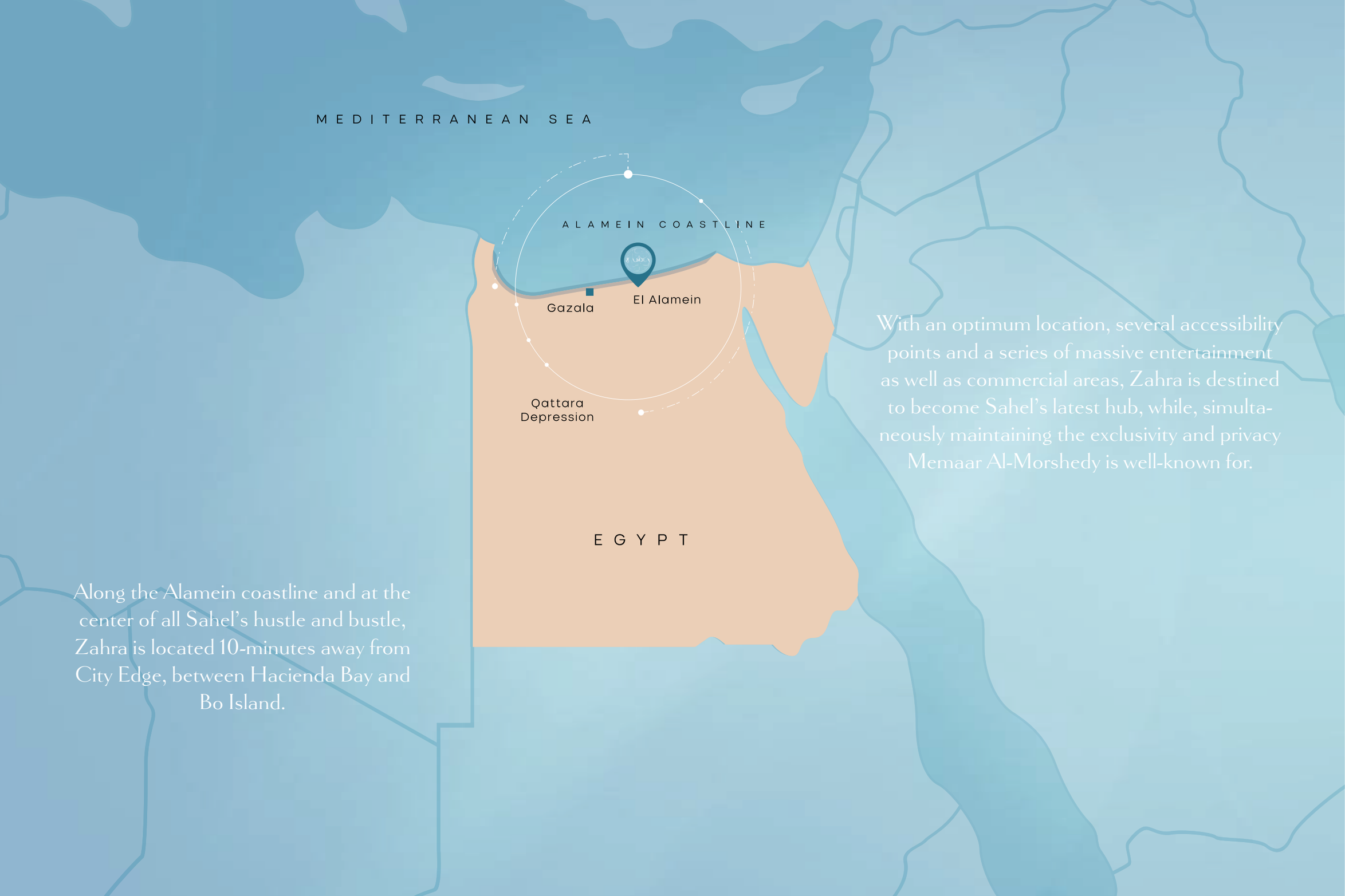
With more than 30 years of experience, Hadid is known for his work establishing office developments like no other at the heart of the American capital as well as residential developments and Ritz Carlton Hotels in Washington, New York, Aspen and Houston. Hadid further expanded his career to become one of the leading figures redefining exquisite estates in Aspen, Mexico and now Beverly Hills.

With a reputation for taking on challenges that might seem insurmountable to many, Hadid's insight coupled with his fusion of business desire, elegance, perfection and the belief in stretching the realm of possibility have led to his creations.



ZAHRA





With an optimum location, several accessibility points and a series of massive entertainment as well as commercial areas, Zahra is destined to become Sahel's latest hub, while, simultaneously maintaining the exclusivity and privacy Memaar Al-Morshedy is well-known for.

Along the Alamein coastline and at the center of all Sahel's hustle and bustle, Zahra is located 10-minutes away from City Edge, between Hacienda Bay and Bo Island.


M40
MARASSI
مراسي
HACIENDA BAY
هاسيندا باي
ZAHRA



EXCEPTIONAL LOCATION.
LIMITLESS POSSIBILITY.

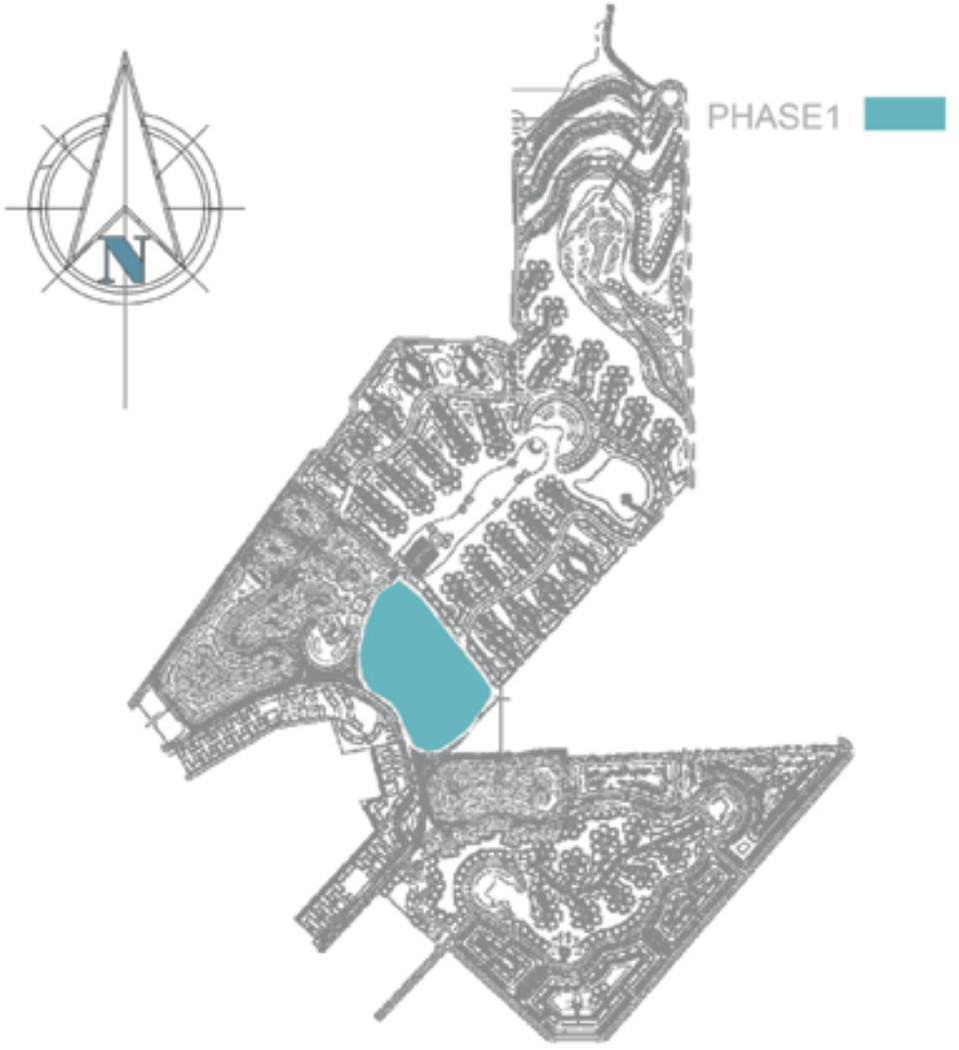
At Zahra, residents have exclusive access to 650 meters of Mediterranean Sea coastline, where individuals or families can bask in the sun or enjoy the clear warm waters that make the North Coast a favorite summer destination.

The 6-zone project is to house around 3,000 units, 80 percent of which are provided with a marvelous view of the numerous internal fjord-like lagoons, while the remaining 20 percent overlook a soothing garden view of the many green areas of the project.

This beautiful spot will offer a suite of unique amenities such as an international hotel chain, water features, a sports club, club house, entertainment area, football club and a central park.


ZAHRA
MASTERPLAN

PHASE 1





The first phase of the project, comprising Zone 1 and 2, shall include 1040 units as well as a total of 10 swimming pools. Each zone has its own private pools as well as kids pools and kids'area

These infinity pools are part of the non-swimmable, sea- connected internal lagoons that are distributed throughout the project, making for breathtaking scenery.

At the heart of each lagoon, a bridge-connected cabana with a private linear plunge pool - as well as a serving deck - is built for residents to sip on their summer drinks and socialize while enjoying a swim in the crystal waters of the pool.

ZONE 1 &2
Ground Floor



ARCHITECTURE













COMBINING MODERN ARCHITECTURE WITH INNOVATIVE LANDSCAPING

Contemporary in form yet classical in function







Waterfront living is more than about the buildings. Each property is nestled in a community of its own, with first-class facilities, and amenities close at hand.









ZAHRA WILL FULFIL ALL
THAT YOUR HEART DESIRES










Living
redefined



LIFE AT THE WATER'S EDGE



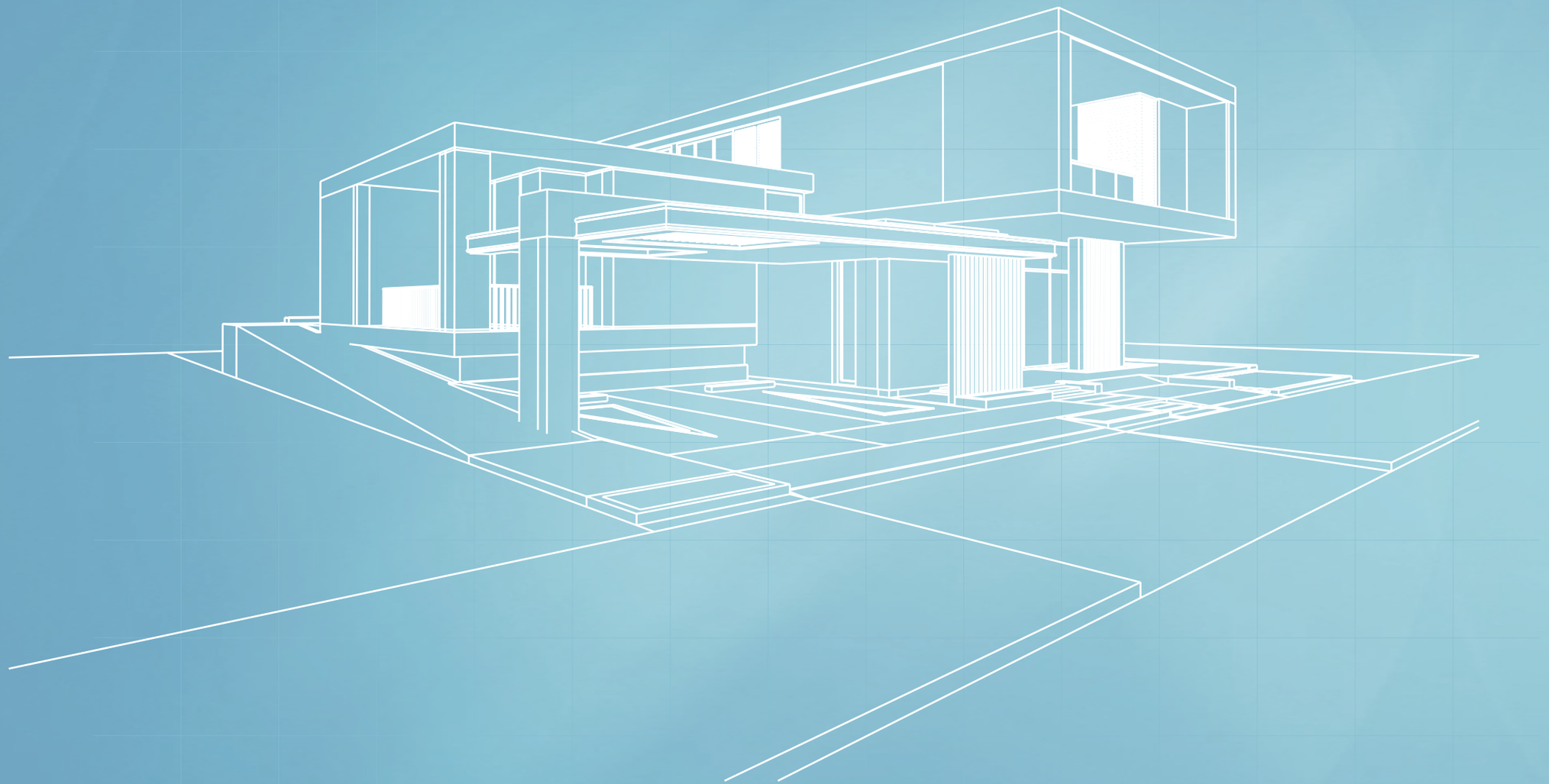








Light, Bright Modernism *by* Master Architects



UNLEACH
YOUR SPIRIT







ZAHRA WILL FULFIL ALL THAT YOUR HEART DESIRES

Here, the whole residential community is interconnected by a network of major multi-laned streets, jogging and cycling lanes, as well as an electric tram lane.

The entire property is accessible via 8 gates, which are all connected to Sahel's main roads.

Parking is not an issue here as each resident will have a private parking spot within the vicinity of their unit.





Whether you are swimming in your own private pool, relishing the sun's warmth on the golden sand beach or enjoying the many amenities Zahra has to offer, you will feel right at home.




INTERIOR DESIGN

Zahra's residences
combine contemporary elegance
with subtle,
signature Zahra's *style*

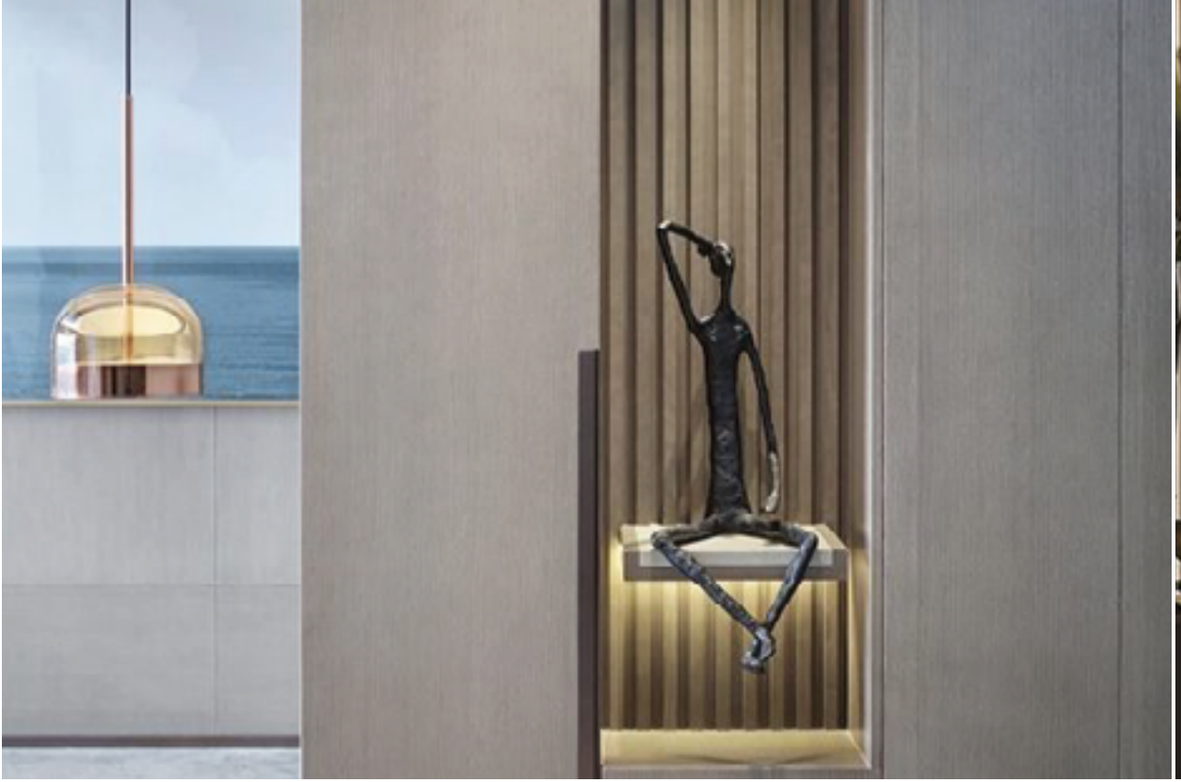


Zahra's residences combine contemporary elegance with the subtle signature style of Memaar Al-Morshedy.

Each unit is provided with state-of-the-art design elements optimized for the maximum level of comfort. Moreover, the degree of elegance within these living spaces is a product of grandiose international design crossing paths with the beauty of homegrown styles.

The residential community offers a myriad of spaces that start from 57 m^2 for units and 65 m^2 for bungalows.



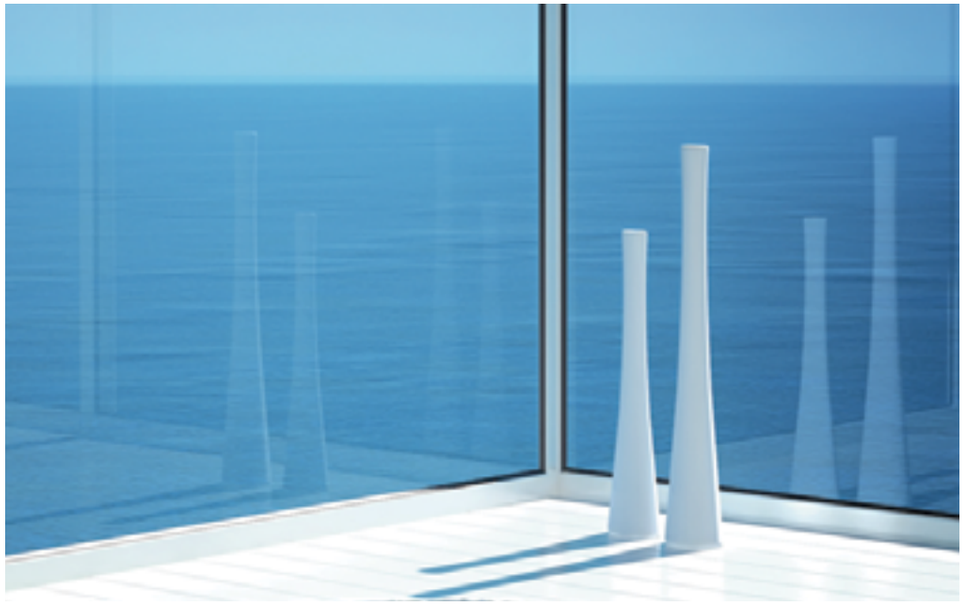








Floor to ceiling windows maximize sight-lines and bathe apartments in abundant natural light.





Natural materials such as marble, wood and glass are used to stunning effect, their organic patterns harnessed as if artworks





COMBINING MODERN ARCHITECTURE
WITH INNOVATIVE LANDSCAPING

Contemporary in form but classic in function



ZAHRA
Club

Every resident is a member of The Zahra Club, unlocking access to our exclusive first-class facilities.



Membership
grants access to a range
of glamorous spaces where guests might be
entertained,
business ideas exchanged
and new collaborations dreamed up.



Setting a new standard for
the high-rise living *EXPERIENCE*



FIRST CLASS *a*menities

WHERE HOME MEETS EXCLUSIVE AMENITIES

From a wide-array of restaurants to a central park resembling that of New York City, Zahra's exclusive properties are accessible to its residents. Now, homeowners can enjoy a clubhouse, sports club, ice skating rink, bazaars and an entertainment area.

MARINA & YACHT CLUB

PRIVATE BEACH CLUB

CONCIERGE SERVICE

FITNESS CENTER

SPORT VILLAGE

GOLF COURSE

SPA & WELLNESS

FAMILY FUN

CHILDREN'S PLAYGROUNDS

SHOPPING MALL

RESTAURANTS

ZAHRA AQUARIUM



A SAILOR'S PARADISE





ZAHRA

MARINA



Offering Riviera-style living in a modern aesthetic setting, with yachts moored along the shore and some of the city's best dining, entertainment and leisure facilities,
Zahra Marina was designed to satiate your craving for an all-round waterfront lifestyle.


Embracing
NATURE



All the units on a water feature “It’s time to own a place that gives you relaxation, rest & tranquility”







An Oasis
reimagined

FINDING BALANCE

Discover Life Enhancing Wellness Immpersions



PATHWAYS TO EQUILIBRIUM

Start the new decade with a sense of peace and inner stability.



ZAHRA

WELLNESS



Welcome to the place where the
forces of Nature are at your service



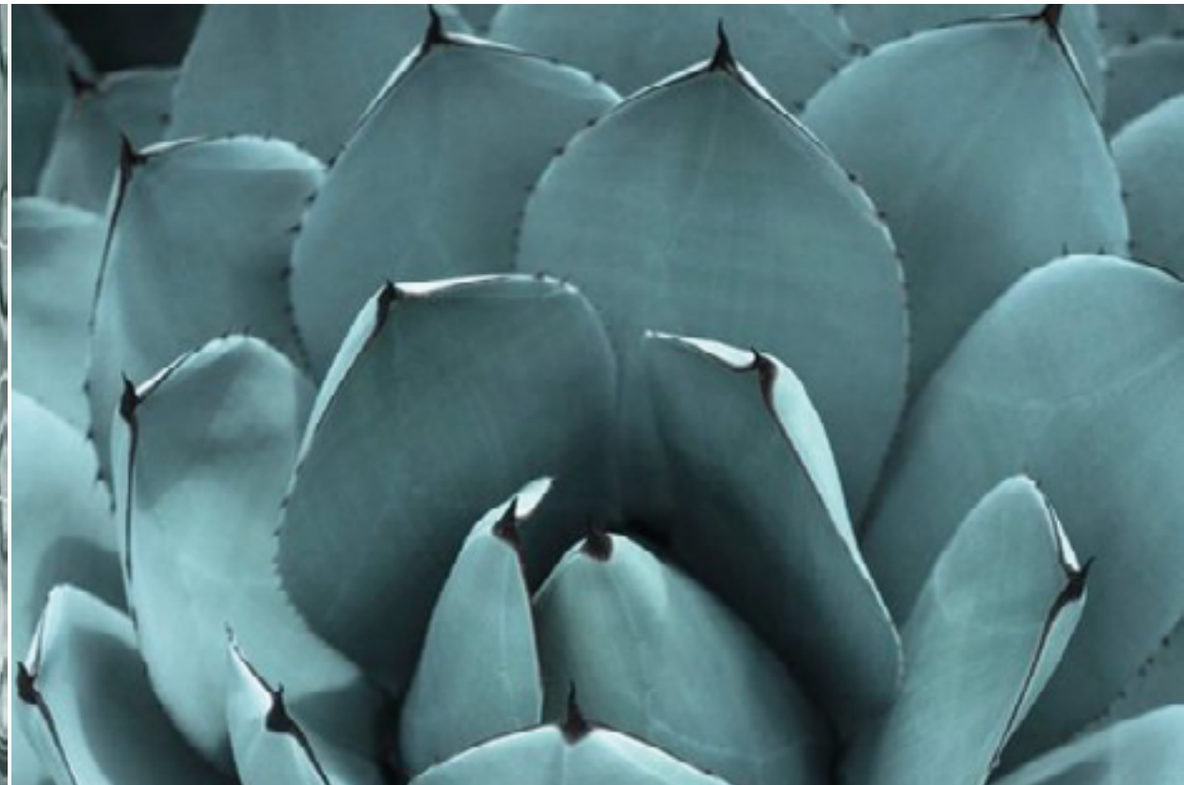
Essence of
WELLNESS

Living by the sea is no longer an ulti-
mate dream









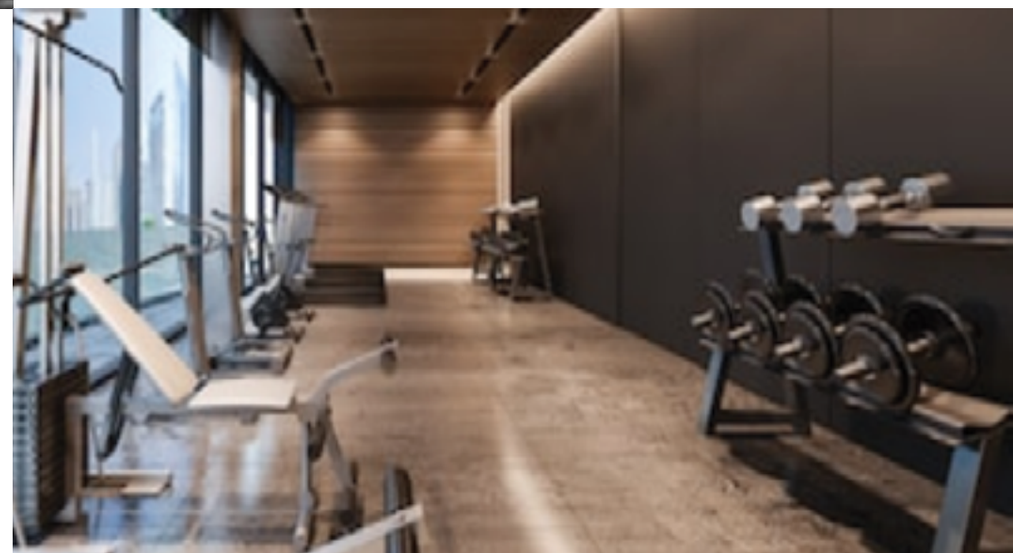



SPORTS
club



UNPARALLELED
QUALITY OF LIFE

Keep your fitness and maintain your health by exercising in one of the finest sports clubs in the region.







WHEN THE BEACH IS YOUR FRONT YARD

Whether it is yoga on the beach or weightlifting at the gym, residents will discover that our facilities are well-equipped for their preferred physical activity.



Fine dining
AT HOME

For Zahra's residents
dinner at mine
can always mean something
memorable





Enjoy a wide variety of restaurants bringing in cuisines from different parts of the world, located only a few minutes away from the comfort of your home.

Clients can relish their warm meals while admiring the beautiful scenery of azure-blue fjords and clear indigo skies.

At Zahra, a clubhouse of an area of 7.5 acres that is only accessible to residents awaits our homeowners for an unforgettable experience.




Shopping
center

New shopping experience located at our mega commercial strip that will fulfill all your needs and gives you more peace of mind





In Zahra's shopping center, you can find all that you are looking for

A Downtown area connecting two commercial areas as well as a 100,000-m² entertainment hub is also accessible via a network of major roads, jogging and cyclic lanes and an electric tram lane





Meet, eat, sip, shop and relax in Zahras Mall – an all-day destination



The commercial areas comprise a broad assortment of shops and brands selected to cater to the needs of our homeowners.

Enjoy a first-class shopping experience at any of the many outlets clustered around the Downtown area.



A wide variety of restaurants located in premium spots that will satisfy your craving all day long



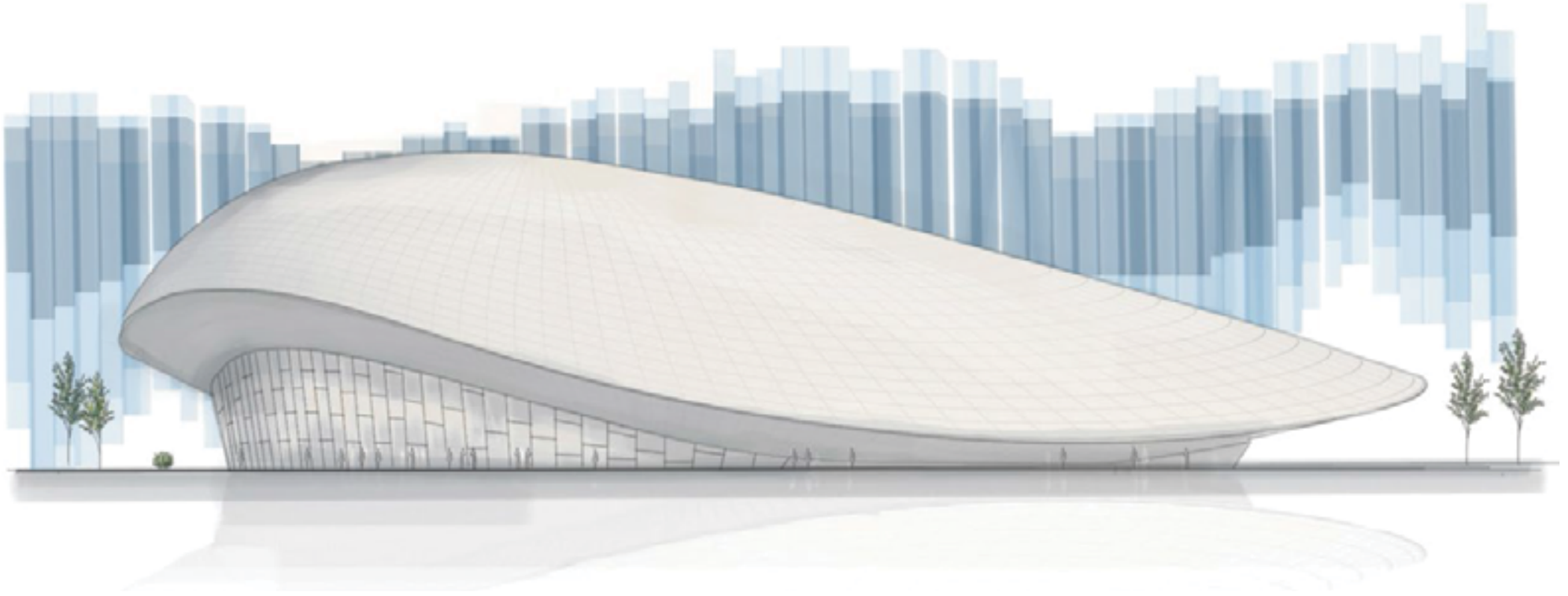


Our commercial strip will provide you with the best shopping experience that will fulfill all your needs.


AQUARIUM
Park








Skyline


Rayhanah Plaza


Crytal Plaza


Lakefront

SKYLINE

lakefront
6th October

ONE
KATTAMEYA

ZAHRA

DEGLA
VIEW

KATTAMEYA
GATE

CRYSTAL
PLAZA

RAYHANAH
PLAZA

GRAND GATE

Bavaria
Town

DEGLA LANDMARK
NASR CITY

دجلة تاورز
مدينة نصر

RAYHANAH
RESIDENCE

RAYHANAH
AVENUE

Maadi Grand City
معادى جراند سيتى

دجلة بالمز
السادس من أكتوبر

دجلة جاردنز
السادس من أكتوبر

MEMAAR ALMORSHEDY

19086

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ZAHRA