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OFF PLAN

Iconic Tower

Location: Dubai Internet City, Dubai

Starting From: AED 2,600,000

Permit No: 2

Iconic Tower

DEVELOPER	PROPERTY TYPE	HANDOVER	PAYMENT PLAN	STATUS
Mered	**Apartments**	**Q3 2028**	**50/50**	**Off Plan**

ABOUT THE PROJECT

Iconic Tower is an ultra-premium residential development by **MERED** in Dubai Internet City, bringing Italian design, expansive residences and resort-inspired amenities to one of Dubai's most strategically located business and lifestyle districts. Designed by internationally acclaimed **Pininfarina**, the 66-storey tower offers an exclusive collection of one-, two- and three-bedroom apartments distinguished by sophisticated architecture, generous layouts and panoramic views.

The architecture is one of the project's defining characteristics. **Iconic Tower by MERED** represents Pininfarina's first residential tower in Dubai, translating the Italian design house's expertise in automotive, industrial and architectural design into a distinctive high-rise form. The tower's sculpted façade, flowing lines and refined proportions create a recognizable silhouette within the Dubai Internet City skyline.

Inside, residences are designed around space, light and contemporary luxury. One-bedroom apartments begin from approximately 862 sq. ft., while larger two- and three-bedroom homes provide substantially more generous accommodation. Floor-to-ceiling glazing creates bright interiors while opening residences to views across the city, sea and surrounding skyline.

The interior specification reflects the project's premium positioning. Kitchens incorporate **Bertazzoni appliances**, while bathrooms feature sanitary ware from **Villeroy & Boch** and fittings from **Grohe**. Natural materials, refined finishes and carefully selected fixtures contribute to a contemporary European aesthetic that complements the tower's Pininfarina-designed architecture.

Lifestyle facilities are extensive, with MERED dedicating more than **40,000 sq. ft.** to amenities. Residents can enjoy an infinity swimming pool, fully equipped fitness centre, yoga facilities and dedicated wellness spaces. A sauna, steam room and treatment areas provide opportunities to relax and recover within the building.

The project also caters to families and professionals. Children's play areas provide dedicated environments for younger residents, while co-working and meeting spaces support remote and hybrid working. Private lounges, social areas and landscaped outdoor spaces create additional settings for relaxation and entertaining.

A distinctive feature of the development is its private club-style approach to resident facilities. The amenities are designed to function as an extension of the individual homes, giving residents access to fitness, leisure, work and social environments without leaving the tower.

The **Dubai Internet City** location is another major advantage. The district is one of the Middle East's most established technology and business hubs, home to regional offices of major international companies. Dubai Media City and Dubai Knowledge Park are immediately nearby, creating one of Dubai's largest concentrations of professional employment.

Iconic Tower also sits close to **Sheikh Zayed Road**, providing convenient connections across the city. Dubai Marina, JBR, Palm Jumeirah and Mall of the Emirates are all within easy reach, while Downtown Dubai, DIFC and Dubai International Airport can be accessed through Dubai's principal road network. Metro connectivity further strengthens the location for residents who prefer public transport.

For end-users, Iconic Tower offers a combination that is difficult to replicate: internationally recognized design, generous residences and a central location between Dubai's major coastal lifestyle districts and technology employment centres. Professionals and couples can consider the one-bedroom collection, while larger two- and three-bedroom residences offer additional space for families.

For investors searching for **apartments for sale in Dubai Internet City**, Iconic Tower provides exposure to a location with an established corporate ecosystem and limited supply of comparable premium residential developments. Its Pininfarina design, high-end specifications and proximity to major employment centres give the project distinctive positioning within Dubai's luxury apartment market.

Overall, **Iconic Tower Dubai** combines Italian design, contemporary luxury and an exceptionally strategic location, making it a compelling choice for buyers considering a premium **off-plan property in Dubai** for personal use or investment.

Why Buy Iconic Tower Through A1 Properties?
With multiple layouts and a wide range of floor positions, selecting the right residence at Iconic Tower requires careful comparison. A1 Properties can help buyers evaluate available properties according to layout, size, floor, orientation, sea or skyline views, price per square foot and payment structure.

With {YEARS_IN_MARKET} years in the market, A1 Properties provides experienced guidance to both investors and end-users navigating Dubai's luxury property market. Investors can assess acquisition

pricing, unit positioning, rental considerations and future resale potential, while end-users can focus on practical factors such as living space, views, privacy, floor level and long-term suitability.

Our advisors can provide end-to-end assistance covering property selection, negotiation, reservation, documentation, financing support and ownership transfer. Following completion, A1 Properties can also assist owners with leasing and future resale, providing continuity throughout the property's ownership cycle.

Whether you are buying, selling, renting, or investing, our expert advisors are ready to help you find the right opportunity.

PAYMENT PLAN

5%	45%	50%
Down Payment	During Construction	On Handover

Generated by A1 Properties. Information is subject to change. For the latest availability and pricing, please contact our team.