

*"whatever our souls are  
made of, his and mine  
are the same"*

## CONCEPT 7

*"A new way to live the life you want"*

There are 7 days in the week.  
Someday isn't one of them.

So live your life well

Be who you want to be

Do what you want to do

It's all up to you.

If every day is a new story,  
what's yours today?

Welcome home to  
**CONCEPT 7**



1, 2 and 3  
bedroom apartments and studios  
at the heart of JVC.



Where you belong  
Find your tribe





# JVC

In JVC, everything is right on your doorstep.

Circle Mall's waiting, with its unique mix of shops, restaurants JVC Park is just around the corner, so you can walk off your day or get your morning run done on the 9.8km is a 6.1 mile (14,000-step)

There are also 30 landscaped parks planned for the district, with 18 completed, and nearly all have children's play areas and running tracks. A cycling track is also planned.

Enjoy making connections in a chilled-out neighbourhood that gets who you are, but is still in the progressive and vibrant atmosphere of a world-class city.



**Access all areas**  
The centre of everything

Perfectly positioned in Dubai's coveted commuter belt, Concept 7 offers easy access to all of Dubai's business districts, nightlife, beautiful beaches, hospitals and luxurious shopping and dining destinations.

It is in the enviable position of being only 15 minutes from Al Maktoum International Airport and 30 minutes from Dubai International Airport: the perfect location for stress-free travel.

**Nearby Places**

- 12 minutes – Motor City
- 15 minutes – Dubai Marina
- 18 minutes – Mall of the Emirates
- 19 minutes – Palm Jumeirah
- 20 minutes – Business Bay
- 23 minutes – Dubai International Airport

**JUMEIRAH  
VILLAGE CIRCLE**



CONCEPT 7



## Nature is neutral Add your personality

Materials throughout Concept 7 are real and beautiful. Natural décor that invites you to relax after a tough day, or a blank canvas just begging for you to express yourself – at Concept 7, it's all up to you. Whatever you decide, it's a place to discover craftsmanship in every detail, even in unexpected corners.

*Welcome home to quality.*



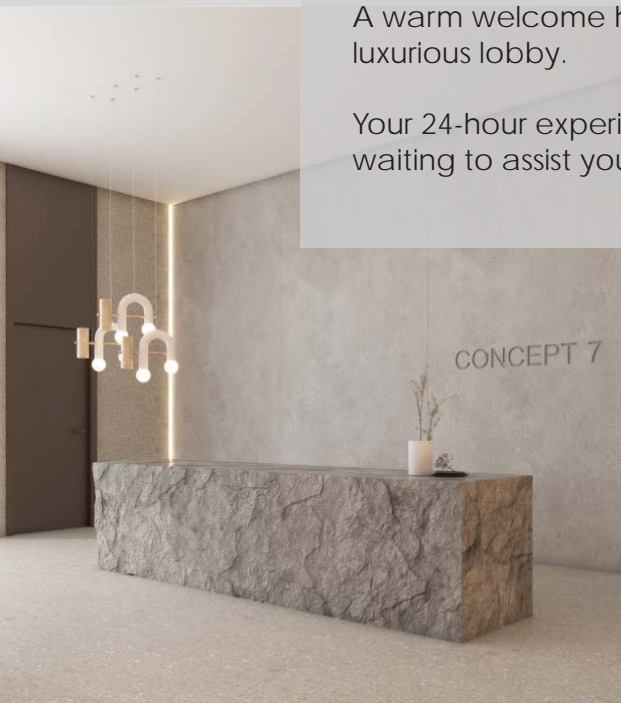


## THE LOBBY

### First impressions last

A warm welcome home is waiting in the luxurious lobby.

Your 24-hour experienced security detail are waiting to assist you at every hour.







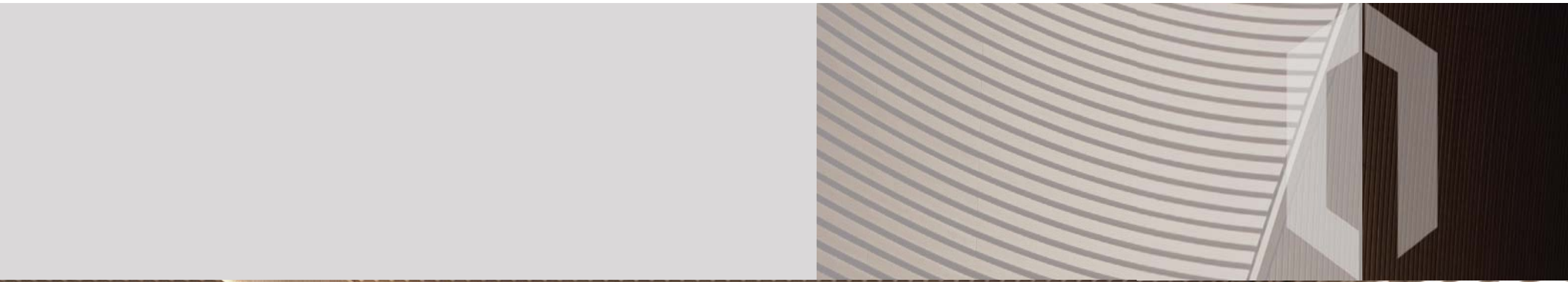
## POOL & GYM

Swim, sweat and find your zen

Whether you want to relax or recharge those batteries of yours, Concept 7 has the space and equipment needed to live well, seven days a week of course. A massive floor for fitness supports your every move, and a large swimming pool is ideal for laps or just chilling.











**STUDIO LIVING**



# STUDIO APARTMENT TYPE 1

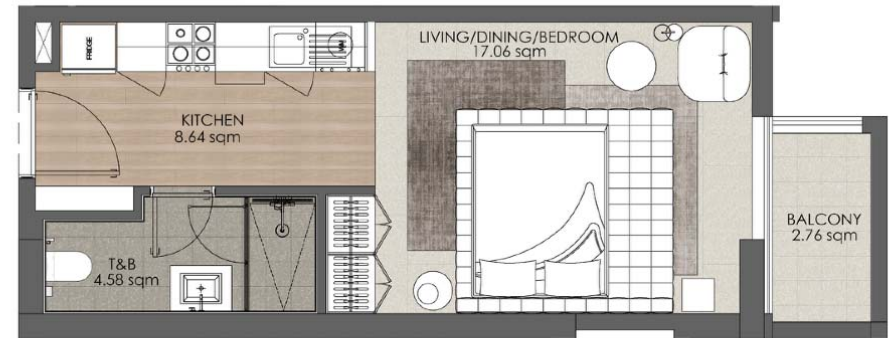


FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.



All pictures, plans, layouts, information, data and details included in this brochure are indicative only and may change at any time in accordance with the final designs of the project, regulatory approvals and planning permissions.

# STUDIO APARTMENT TYPE 2



FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.



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## Simplicity lives here **Rooms at Concept 7**

The soft earth palette is inspired by the Dubai desert, making you feel right at home. Meanwhile, each room is designed to let an abundance of natural light shine on through. The result is simple, clean and open, yet warm and inviting.











**ONE BEDROOM**

# 1 BEDROOM APARTMENT TYPE 1



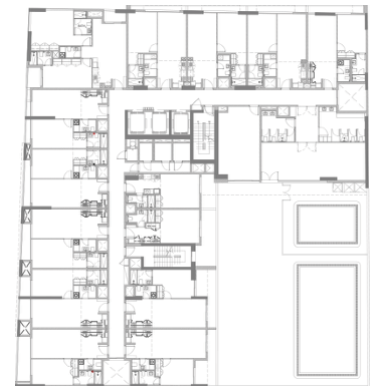
FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.



# 1 BEDROOM APARTMENT TYPE 2



FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.







## **Floorplans and specifications** Only the best will do

Concept 7 has been designed to include high-grade specifications, materials and fittings so you know that your new apartment is both built to last and a sound investment too.

# 1 BEDROOM APARTMENT TYPE 3



FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.



# 1 BEDROOM APARTMENT TYPE 4

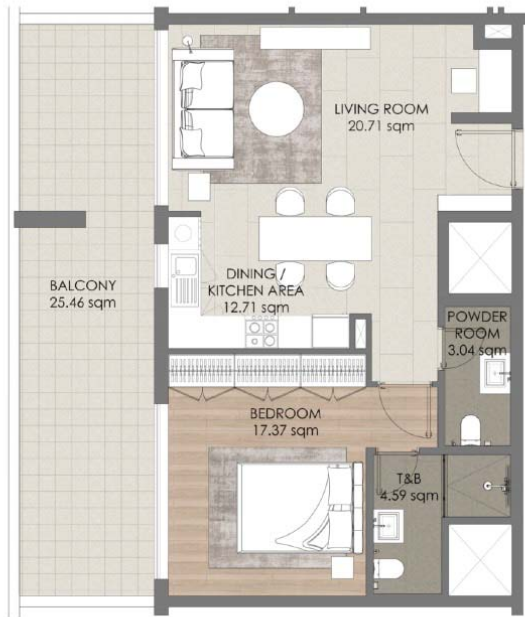


FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.





# 1 BEDROOM APARTMENT TYPE 5



FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.



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# 1 BEDROOM APARTMENT TYPE 6



FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.



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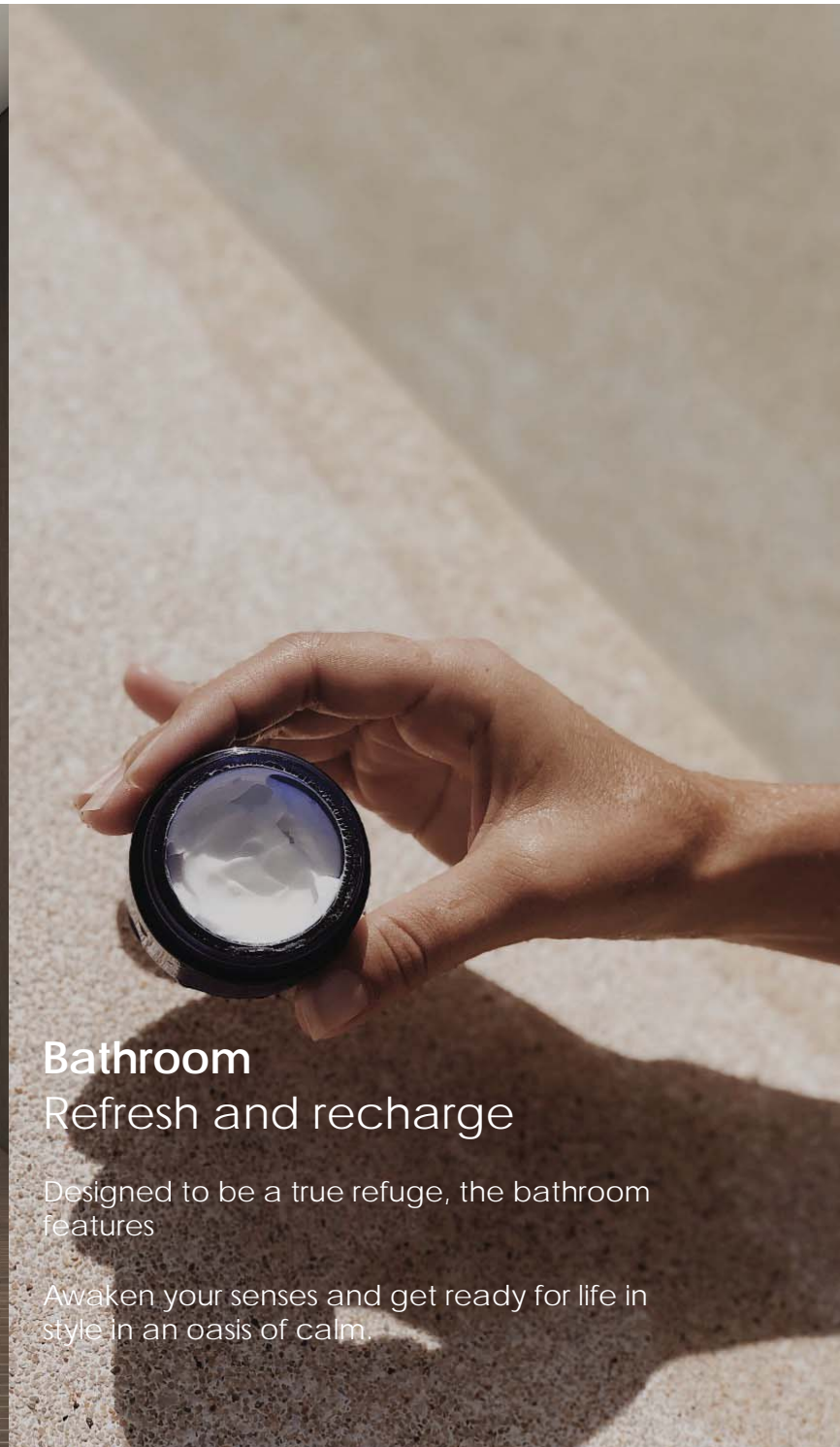


## Bedrooms Peace is waiting

Embrace the minimal and find a place of peace in-between your to-do list. A sanctuary that still lets you wake up to views of the desert or Dubai skyline.

High-quality, sleek fitted closets make sure everything has its place.





## Bathroom

### Refresh and recharge

Designed to be a true refuge, the bathroom features

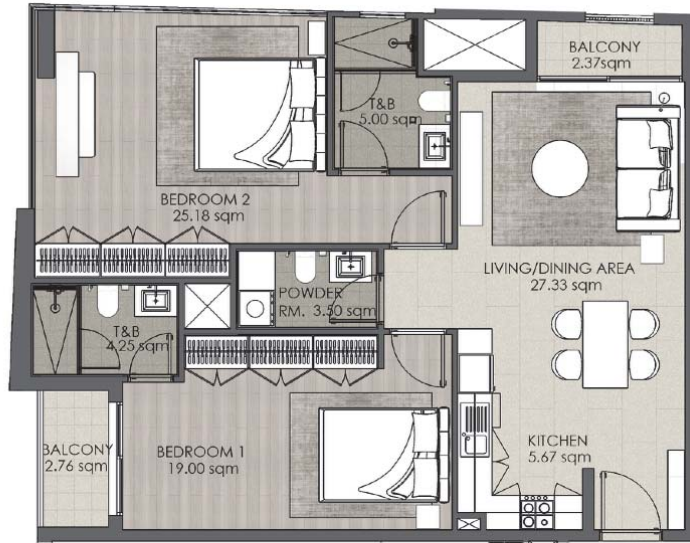
Awaken your senses and get ready for life in style in an oasis of calm.





**TWO BEDROOM**

## 2 BEDROOM APARTMENT TYPE 1



FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.



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## 2 BEDROOM APARTMENT TYPE 2



FLOORS: 2 TO 25, 28 TO 46  
 INTERIOR AREA: 373 SQ. FT.  
 BALCONY AREA: 63 SQ. FT.  
 NET AREA: 436 SQ. FT.



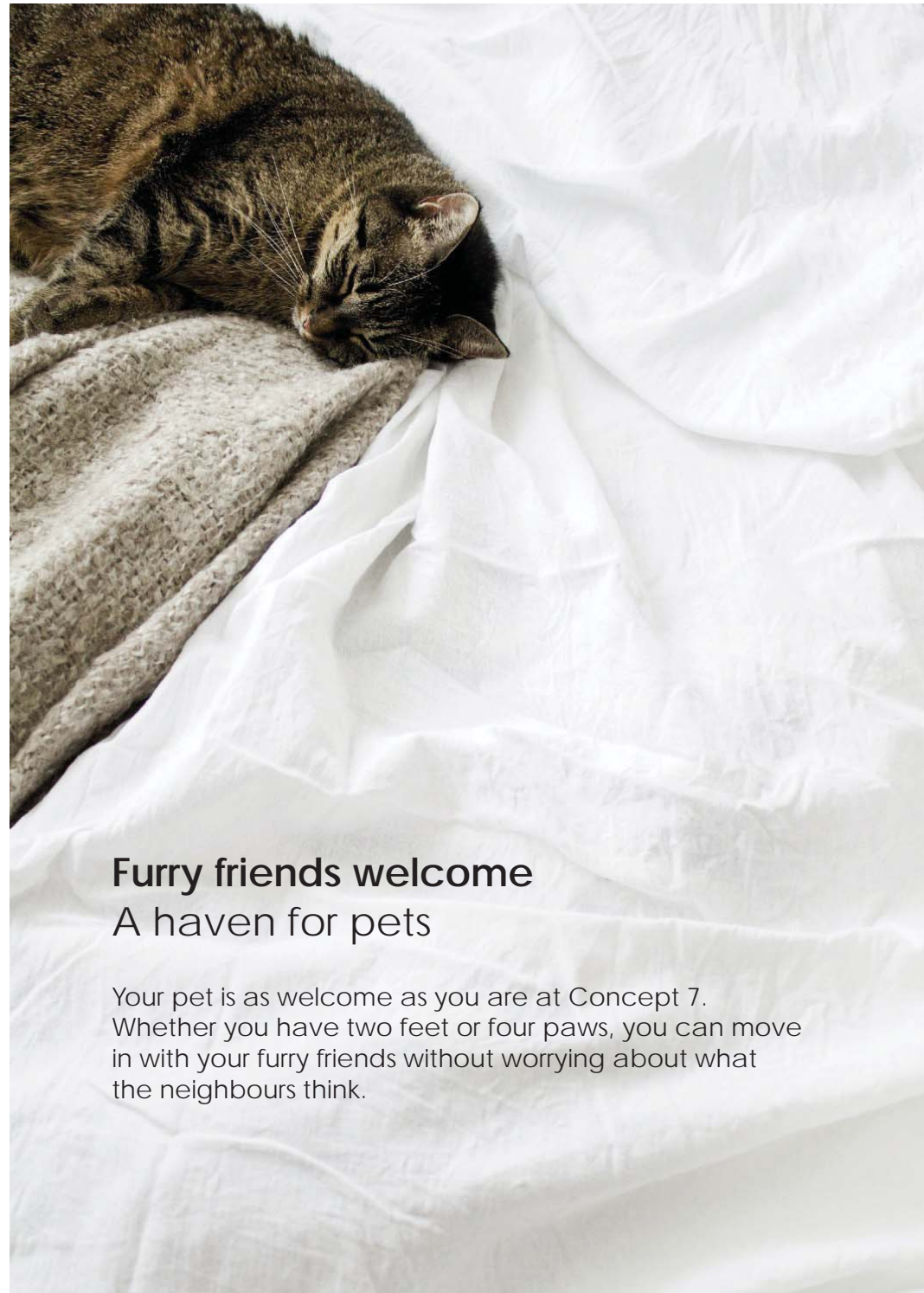
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# 2 BEDROOM APARTMENT TYPE 3



FLOORS: 2 TO 25, 28 TO 46  
INTERIOR AREA: 373 SQ. FT.  
BALCONY AREA: 63 SQ. FT.  
NET AREA: 436 SQ. FT.



## Furry friends welcome A haven for pets

Your pet is as welcome as you are at Concept 7. Whether you have two feet or four paws, you can move in with your furry friends without worrying about what the neighbours think.



## Living Room

An oasis of calm

Everyone needs a stunning space to entertain and relax that's just totally **them**.

Step into a space flooded with natural light for that perfect pure and simple look and invite your friends for sunset gatherings on your perfectly positioned balcony. Here, you'll always feel like you're on holiday.





## Kitchen

It's all in the detail

Show off your culinary skills in a streamlined, clutter-free space. Experience the latest in discreetly fitted appliances, understated doors and sleek high-quality worktops.

Welcome to the center of all the action, whether you're partying or cooking up a feast.





