Southlofts

ELEVATED CO-LIVING

A PROJECT BY:

Premier Choice
INTERNATIONAL REAL ESTATE DEVELOPERS

PRESENTED BY:

ABRA

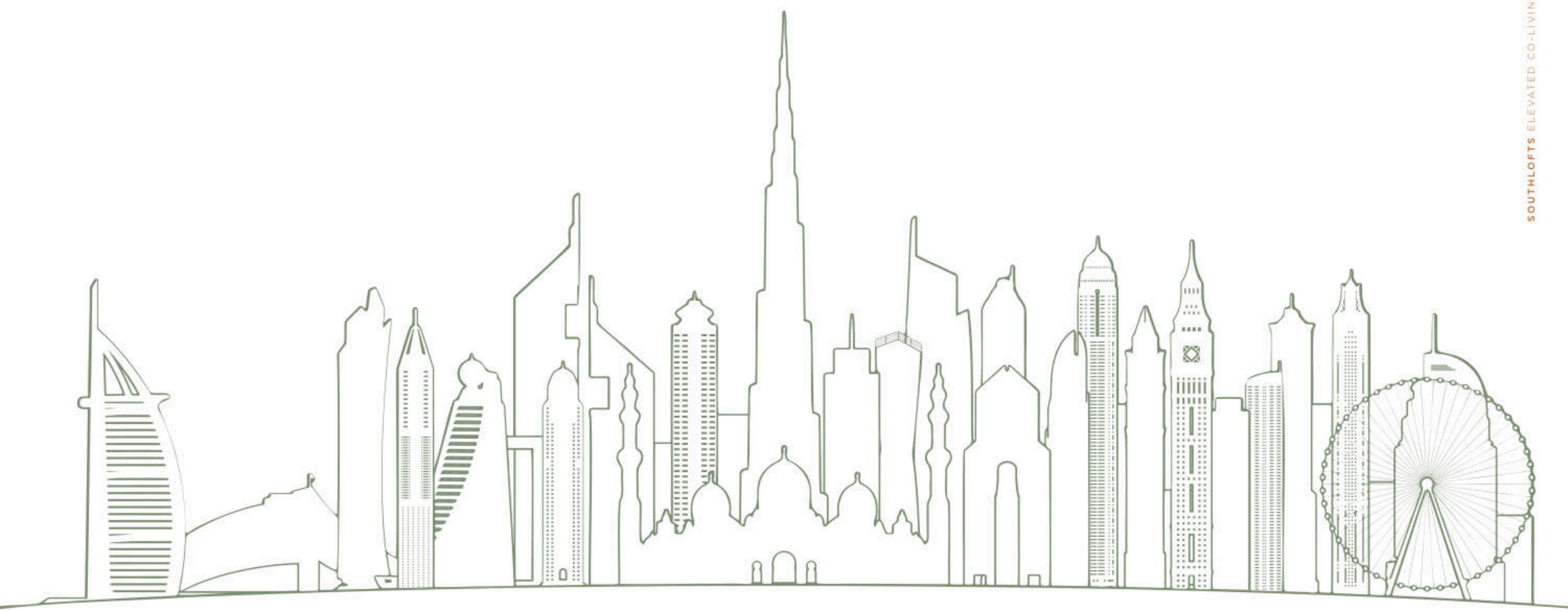

LIVE WHERE LIFE
FLOWS
South Loft is elevated co-living designed for modern Dubai. A place where living, working, and unwinding don't compete; they naturally meet.
Connected, elevated, and effortlessly social.

DUBAI

THE CITY THAT NEVER PAUSES

Dubai runs on ambition, momentum, and new beginnings. South Loft is built for the ones shaping it; founders, creatives, doers.

A place that keeps up with your pace,
then gives you somewhere to exhale.




DUBAI SOUTH
THE NEW CENTRE OF DUBAI
Dubai South is rising as Dubai's new hub of progress; built for innovation, enterprise, and the next generation of makers.
Wide horizons, future-ready infrastructure, and seamless connectivity shape a district designed to move at the speed of ambition.
Here, growth feels intentional; and life feels engaged, clearer, more possible.


08 mins
Expo City Dubai
10 mins
Palm Jebel Ali
12 mins
Al Maktoum Int'l Airport (DWC)
14 mins
Dubai Hills Mall
18 mins
Dubai Marina
20 mins
Jumeirah Lake Towers
Palm Jebel Ali
Palm Jumeirah
Logo Islands
Dubai Marina
Dubai Parks & Resorts
Sheikh Zayed Road
Ibn Batuta Mall
Jumeirah Lake Towers
Emirates Hills
Al Khail Road
Jafza
Sheikh Mohamed Bin Zayed Road
Jumeirah Village Circle
Southlofts
ELEVATED CO-LIVING
Dubai Industrial City
Expo City
Emirates Road
Emaar South
Al Maktoum Int'l Airport (DWC)

ELEVATED CO-LIVING

YOUR OWN GENIUS LOCI

Southlofts is Dubai's first-of-its-kind elevated coliving address; crafted as a complete home for modern city lives.

Spaces flow from focus to connection to recharge, with design that feels warm, intentional, and beautifully livable.

For people building what's next, Southloft offers something rare: a home that keeps pace; and keeps you grounded.




Premier choice
Southlofts


Premiere theatres
SOUTH LOFTS

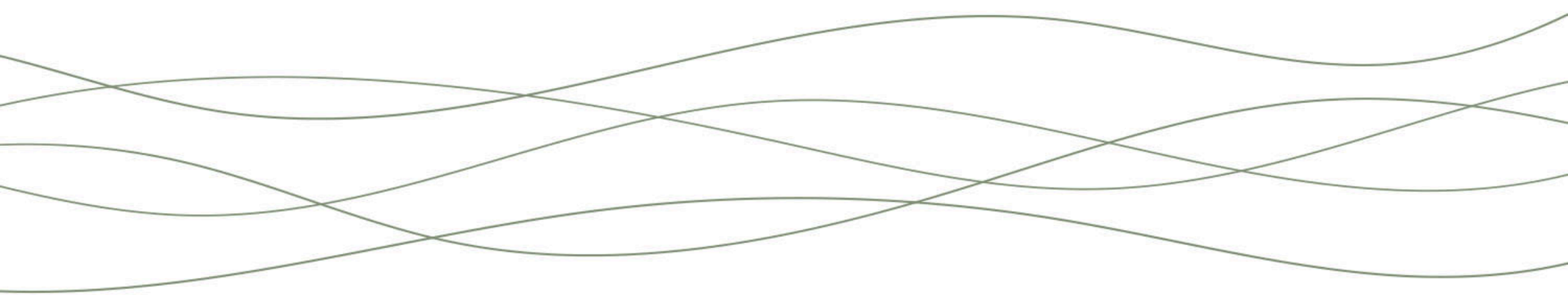


SOUTHLOFTS BY PCI

AN ECOSYSTEM DESIGNED FOR LIFE IN FLOW

Southlofts is shaped around moments you naturally return to; spaces that extend the feeling of home beyond your front door. Warm, residential materials and calm proportions create an atmosphere of ease, while intuitive zoning lets the day unfold smoothly.

Here, connection arrives softly, becoming a natural and uplifting part of everyday living.







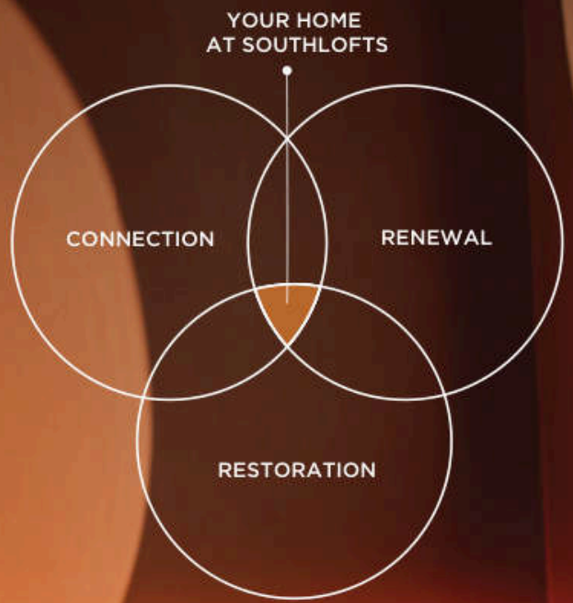

Premier choice
Southlofts

AMENITIES AT SOUTHLOFTS

EFFORTLESSLY ORCHESTRATED

At Southlofts, amenities are shaped around the full rhythm of life; connection, solitude, and restoration.

Spaces for shared moments and easy conversation sit alongside quiet corners for personal pace and reset. Wellness is woven in through movement, breath, and water; designed as a daily ritual, elevating your life.



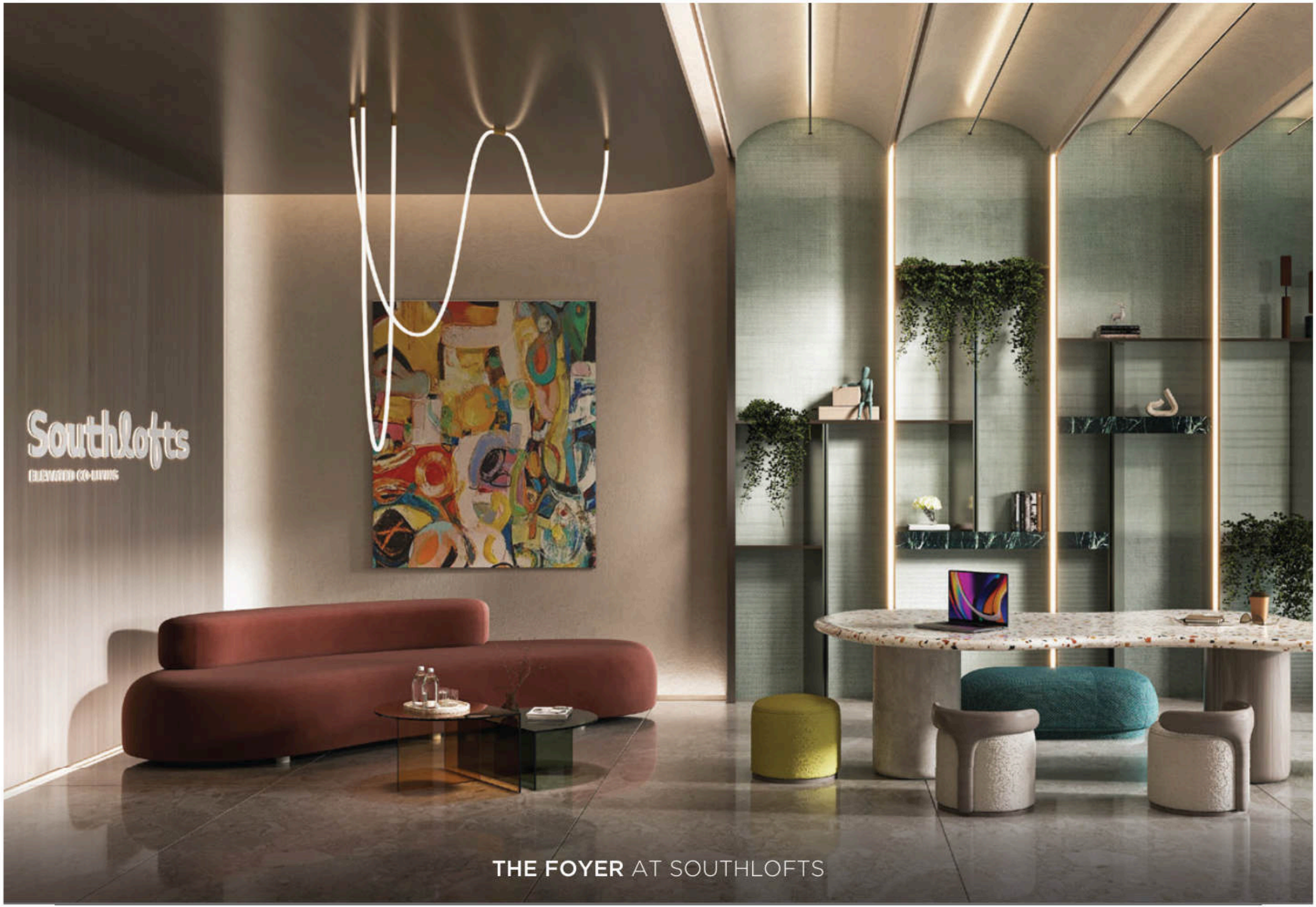


THE FOYER AT SOUTHLOFTS

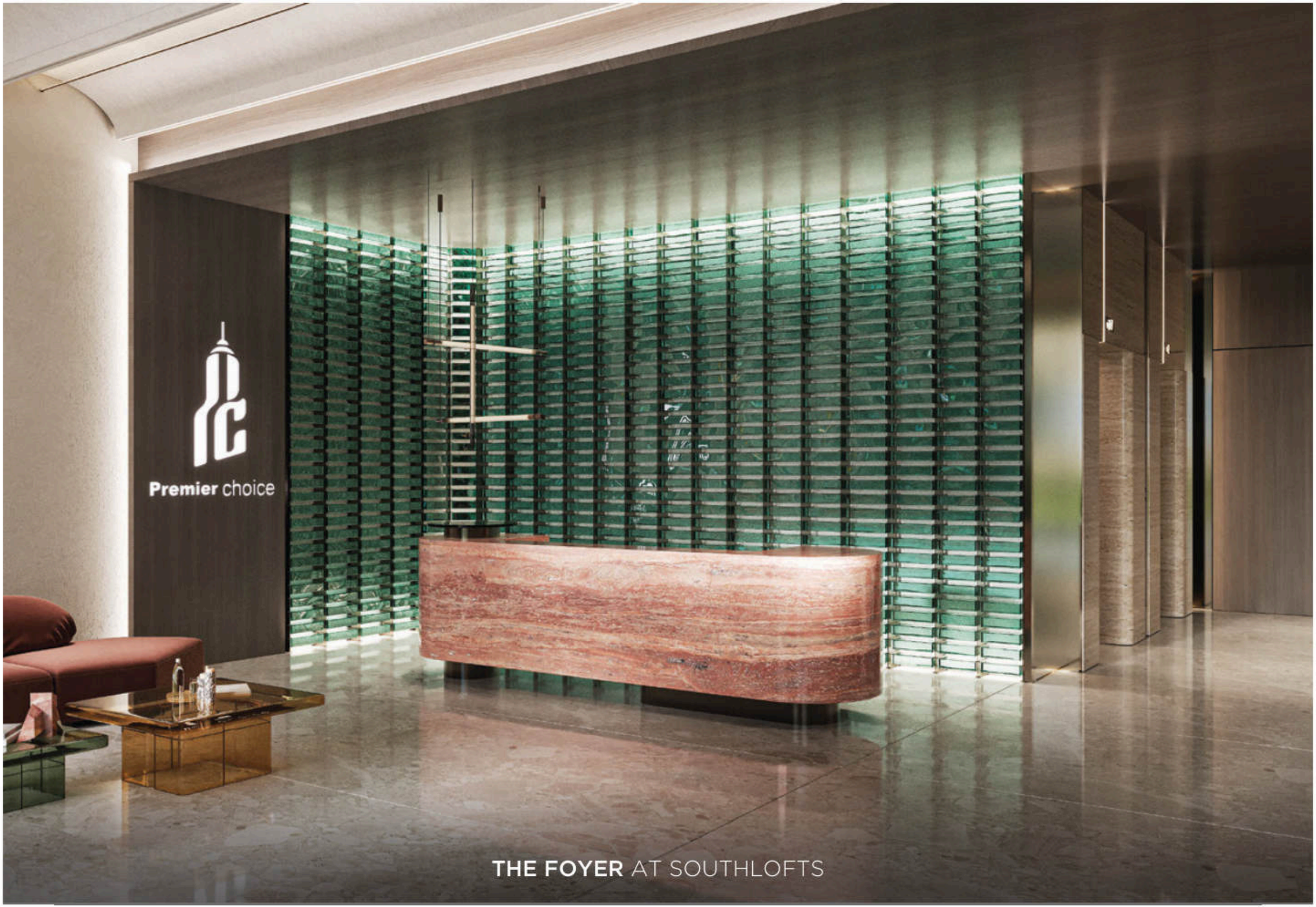
YOUR ARRIVAL, ELEVATED

A warm, light-filled welcome that sets the tone from the first step inside.

Designed with calm proportions and refined materials, it opens the day with ease and quiet confidence.



THE FOYER AT SOUTHLOFTS



THE FOYER AT SOUTHLOFTS

Southlofts
ELEVATED CO-LIVING

PODIUM FLOOR PLAN

THE COMMONS

01. SKYSCOPE
02. THE FEAST
03. THE ATELIER
04. THE GREENS
05. PAWSCAPE
06. THE ARENA
07. THE PLAYFIELD

THE RETREAT

08. THE LOUNGE

THE SANCTUARY

09. STRIDE
10. FLOW




THE SKYSCOPE AT SOUTHLOFTS


THE FEAST AT SOUTHLOFTS


THE ATELIER AT SOUTHLOFTS


THE COMMONS AT SOUTHLOFTS
ELEVATED COMMUNITY
A shared place shaped for everyday moments; warm, social, and effortlessly inviting.
Conversations, quiet work, and chance encounters flow naturally through the day.
Here, connection feels easy, becoming a seamless part of daily life.


PAWSCAPE & THE GREENS AT SOUTHLOFTS


FLOW AT SOUTHLOFTS


STRIDE AT SOUTHLOFTS

Southlofts
ELEVATED CO-LIVING

ROOF FLOOR PLAN

THE COMMONS

11. THE HORIZON

12. FLOAT

13. THE HUB

THE SANCTUARY

14. THE FORGE

15. THE HAVEN



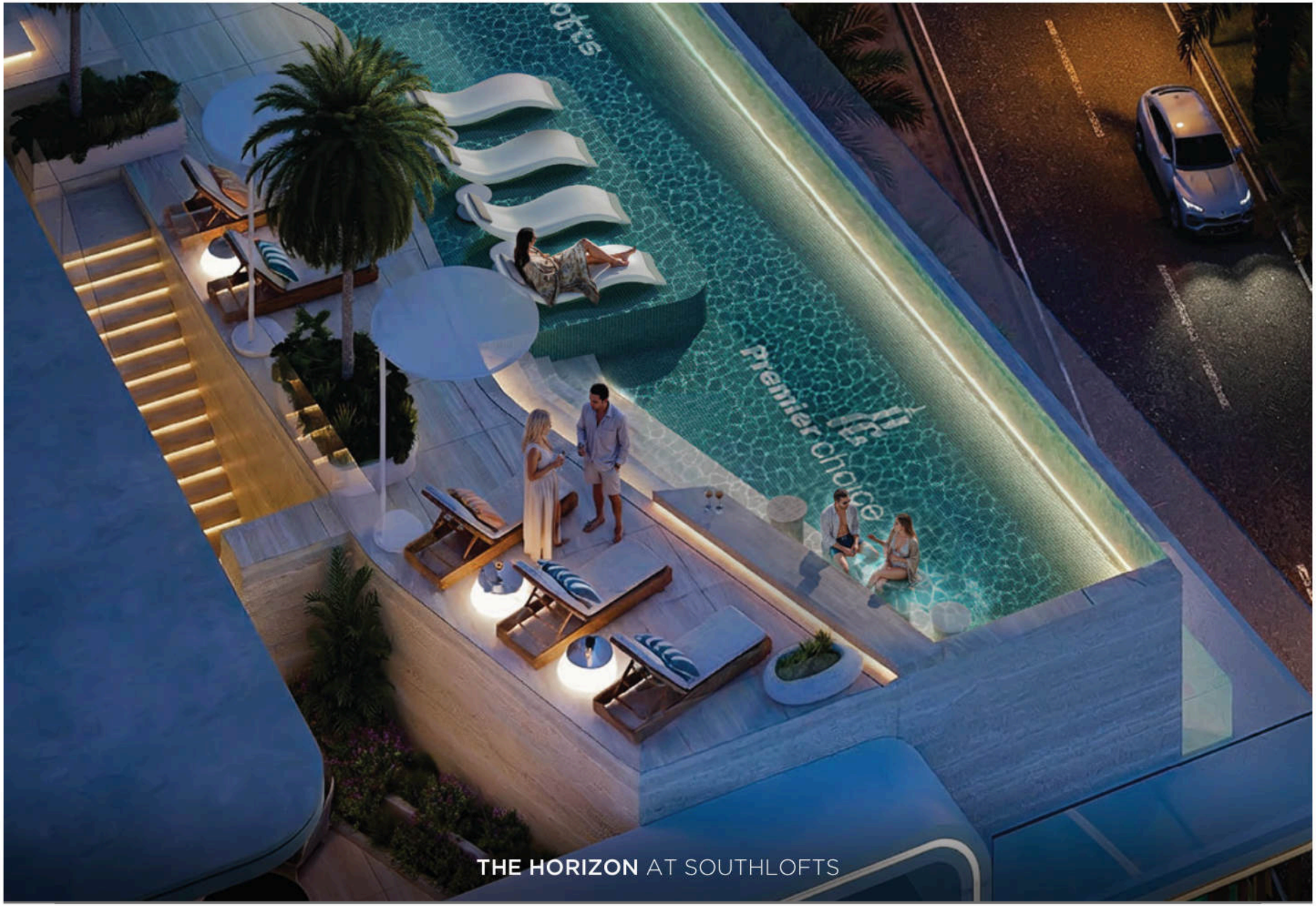
THE HORIZON AT SOUTHLOFTS

ENDLESS BLUE HORIZONS

Water meets sky in a seamless line of calm.

Swim, settle, and stay awhile; where the infinity edge and poolside bar turn every afternoon into something beautifully unhurried.





THE HORIZON AT SOUTHLOFTS


THE HORIZON AT SOUTHLOFTS



THE FORGE AT SOUTHLOFTS

DISCOVER YOUR STRENGTH

A space shaped for momentum; where discipline turns into progress and energy becomes habit.

At Forge, every session builds something stronger, sharper, and more resilient.


THE FORGE AT SOUTHLOFTS


THE FORGE AT SOUTHLOFTS


THE SANCTUARY AT SOUTHLOFTS
A RITUAL OF RESTORATION
A wellness space designed to reset the body and steady the mind.
Breathe, stretch, move, and return to the world feeling lighter.
Because feeling well should feel effortless.



THE HAVEN AT SOUTHLOFTS

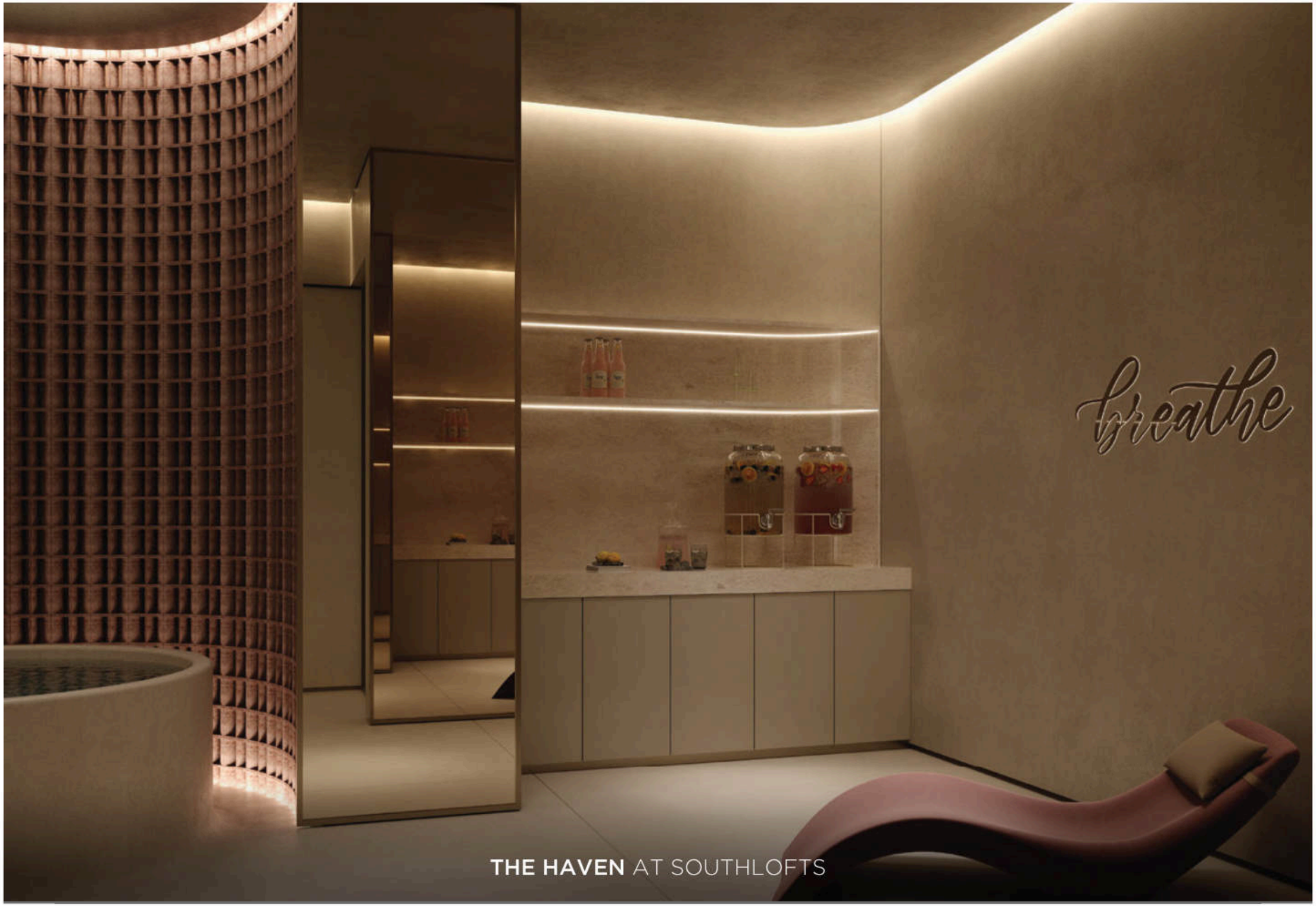
YOUR HAVEN OF RESTORATION

A sanctuary designed for deep reset; warmth, stillness, and sensory calm. The cold plunge stands at its heart, awakening the body and sharpening the mind, before easing you back into balance.



THE HAVEN AT SOUTHLOFTS


THE HAVEN AT SOUTHLOFTS



THE HAVEN AT SOUTHLOFTS


THE SOUTHLOFTS LIFESTYLE
WHERE LIFE CONNECTS
An effortless blend of work, play, and shared energy defines the rhythm here.
From focused moments to spontaneous laughter, the day unfolds in good company.



THE HUB AT SOUTHLOFTS



THE HUB AT SOUTHLOFTS


INTERIORS AT SOUTHLOFTS
PRIVATE COMFORT.
SHARED ENERGY.
Interiors are designed to feel warm, modern, and intentional; natural materials, clean lines, and generous light. Your personal space stays yours. But beyond your door, the building expands into community; places to work, host, unwind, and reset.


THE LIVING SUITE AT SOUTHLOFTS


THE LIVING SUITE AT SOUTHLOFTS


THE LIVING SUITE AT SOUTHLOFTS



THE KITCHEN AT SOUTHLOFTS


THE BATHROOM AT SOUTHLOFTS


EXPERIENCE SOUTHLOFTS THROUGH
THE VR TOUR



SMART LIVING AT SOUTHLOFTS

INTELLIGENT LIVING, INSTINCTIVELY YOURS

HOME AUTOMATION

Amazon Echo Show 10

Centralised Control of Lighting

Real Time Energy Monitoring

ORVIBO SMART PANELS

Smart Panel with each Apt.

Seamless Touch Control

Customisable Scene Settings

SMART ACCESS CONTROL

Advanced Digital Smart Door Lock System

Multi-mode Access

Worldwide App Based Remote Access


SOUTHLOFTS BY PCI
YOUR SPACE, FOR A LIFE IN FLOW
Live in a way that feels lighter; more open, more connected, more yours.
At Southlofts, every day flows with ease: community when you want it, calm when you need it, wellness built in.
Welcome home to Elevated Coliving.

Southlofts

ELEVATED CO-LIVING

A PROJECT BY:

Premier Choice
INTERNATIONAL REAL ESTATE DEVELOPERS

PRESENTED BY:

ABRA