



# SOUL

LUXURY BEACH RESORT





A PLACE  
UNLIKE ANY OTHER

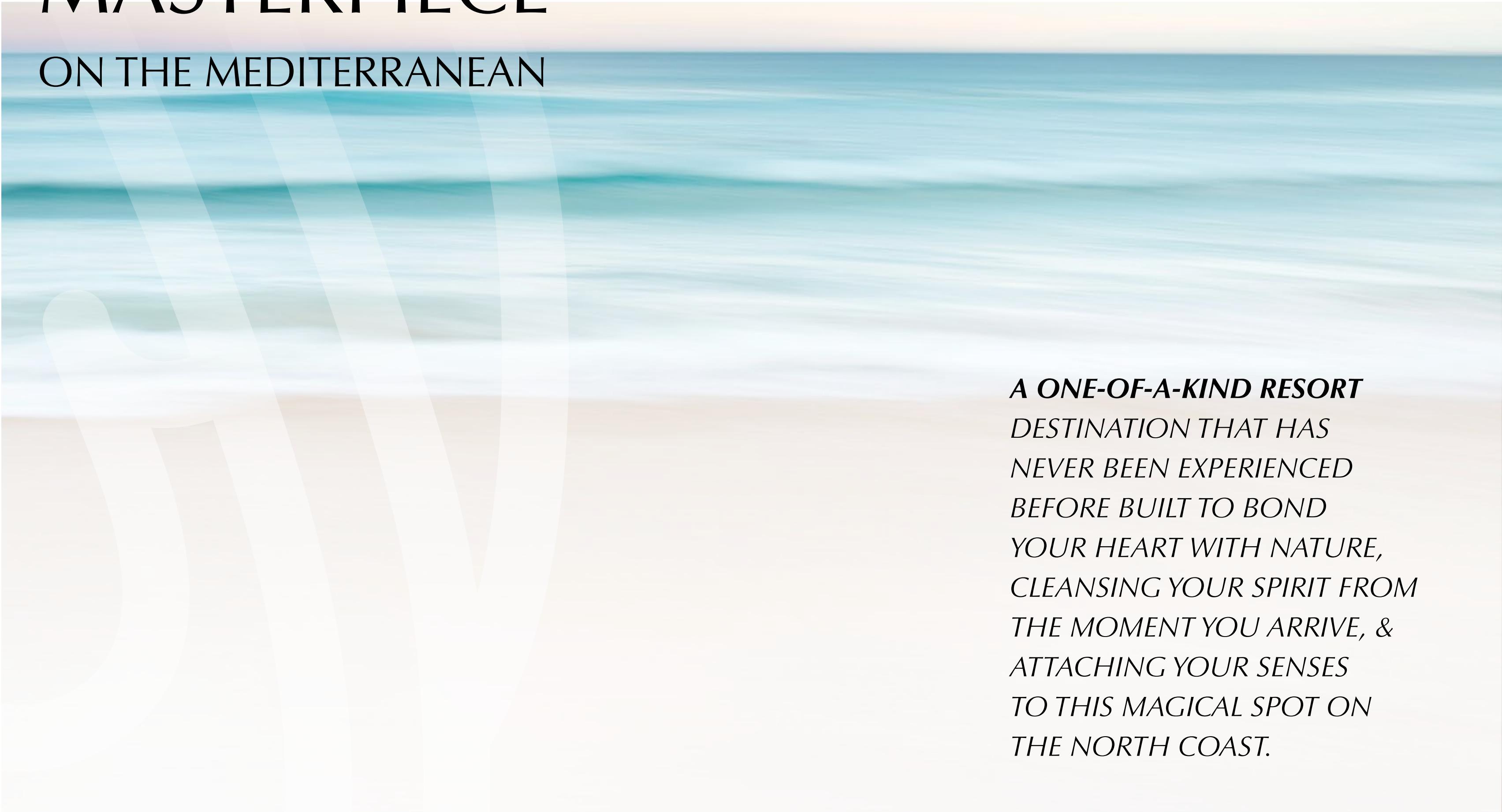
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# A WORLD CLASS MASTERPIECE

ON THE MEDITERRANEAN



**A ONE-OF-A-KIND RESORT**  
DESTINATION THAT HAS  
NEVER BEEN EXPERIENCED  
BEFORE BUILT TO BOND  
YOUR HEART WITH NATURE,  
CLEANSING YOUR SPIRIT FROM  
THE MOMENT YOU ARRIVE, &  
ATTACHING YOUR SENSES  
TO THIS MAGICAL SPOT ON  
THE NORTH COAST.

# 01

## VISION

**“CELEBRATING  
THE MEDITERRANEAN SEA  
WITH A SHINING JEWEL  
THAT WILL TRANSFORM  
THE NORTH COAST  
OF EGYPT”**



# 02

## THE MASTERMINDS

WHEN  
GREAT MASTERMINDS  
GATHERED, THEY CREATED  
A WORLD-CLASS MASTERPIECE

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### MASTERPLANNER

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GCH

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### LANDSCAPE ARCHITECT

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SWA

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### HOTEL, RETAIL ARCHITECT

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GENSLER

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### ARCHITECTS

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MDR

IN-ARCHITECTS

ATELIER

WSA

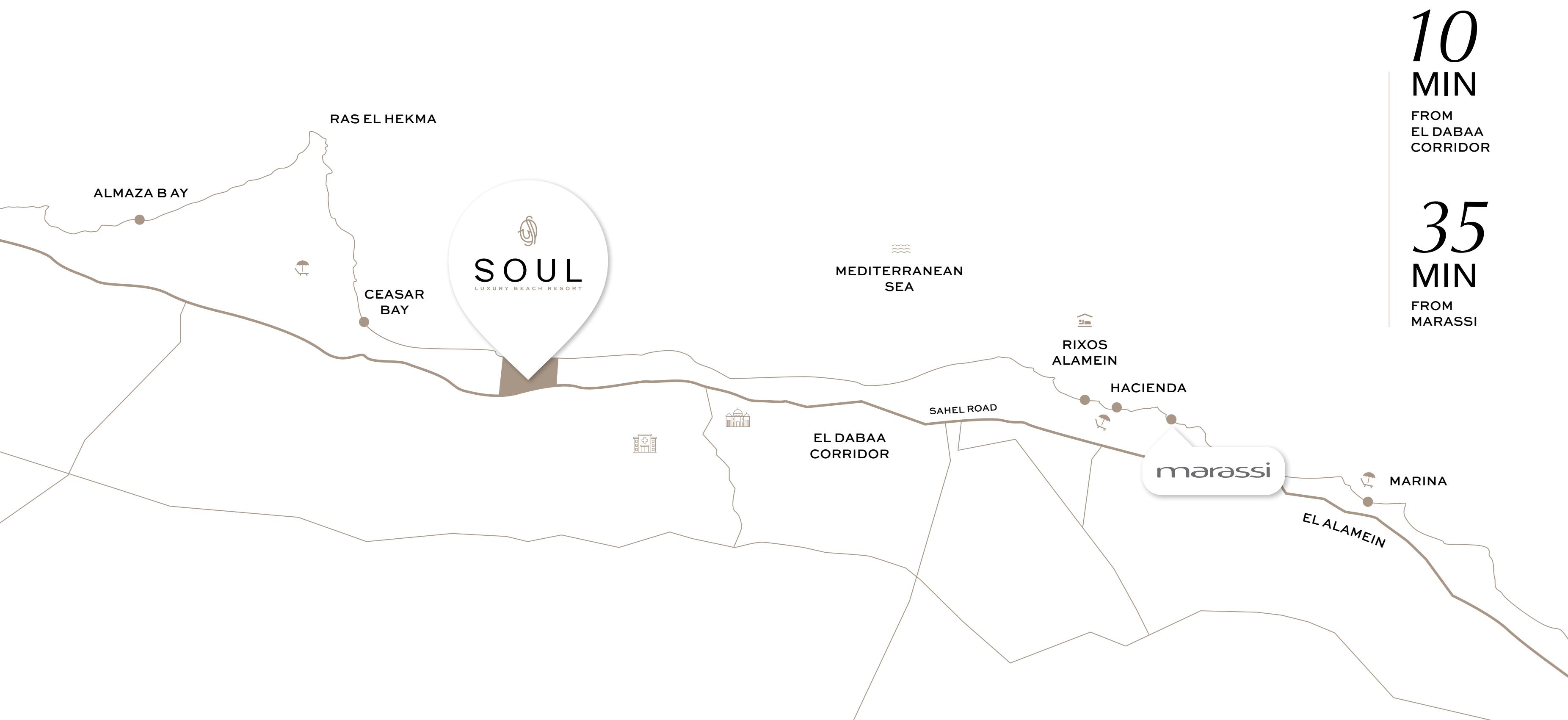
ATELIER STMB

CBA

# 03

## LOCATION

# LOCATED IN THE HEART OF THE NORTH COAST OF EGYPT



# 04

# MASTERPLAN

CONNECTED  
TO NATURE

4 NATURAL BEACHES      1.5 KM BEACH FRONTAGE  
EXCLUSIVE LAGOON BEACHES      1 INFINITY BEACH  
20 KM WATER-FRONTAGE



VIEWS ARE *STUNNING*.  
THE SEA IS *INFINITE*.  
THE DESIGN IS *TIMELESS*.



05

# SOL TOWN



A MUSIC  
INFUSED CONCEPT  
*THAT OFFERS A VARIETY  
OF LAVISH LIFESTYLE  
EXPERIENCES.*



SOL TOWN



A FIRST  
OF ITS KIND  
COLLABORATION.



medley  
by LYCHEE®

*Blanche*  
YOUR GATEWAY TO STYLE

WAV  
POOL BAR

BEAT.  
PUSH THE TEMPO

Do  
BOUTIQUE STORE

CHA  
•  
CHA  
SWEET ENOUGH TO MAKE YOU CHA CHA



# WAVES

POOL BAR



# Blanche

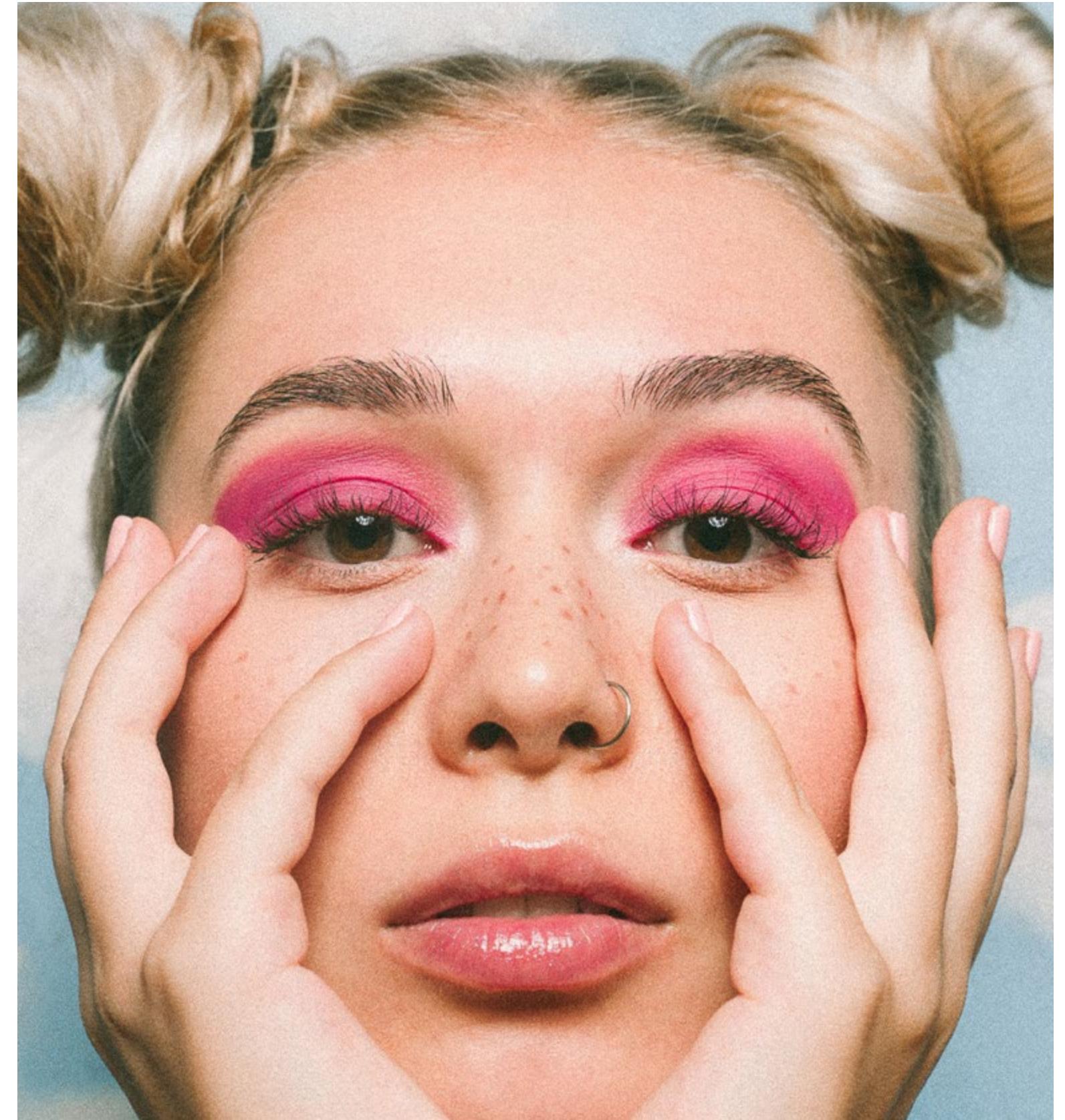
YOUR GATEWAY TO STYLE





# IBI BEAT.

PUSH THE TEMPO



# medley

by LYCHEE®



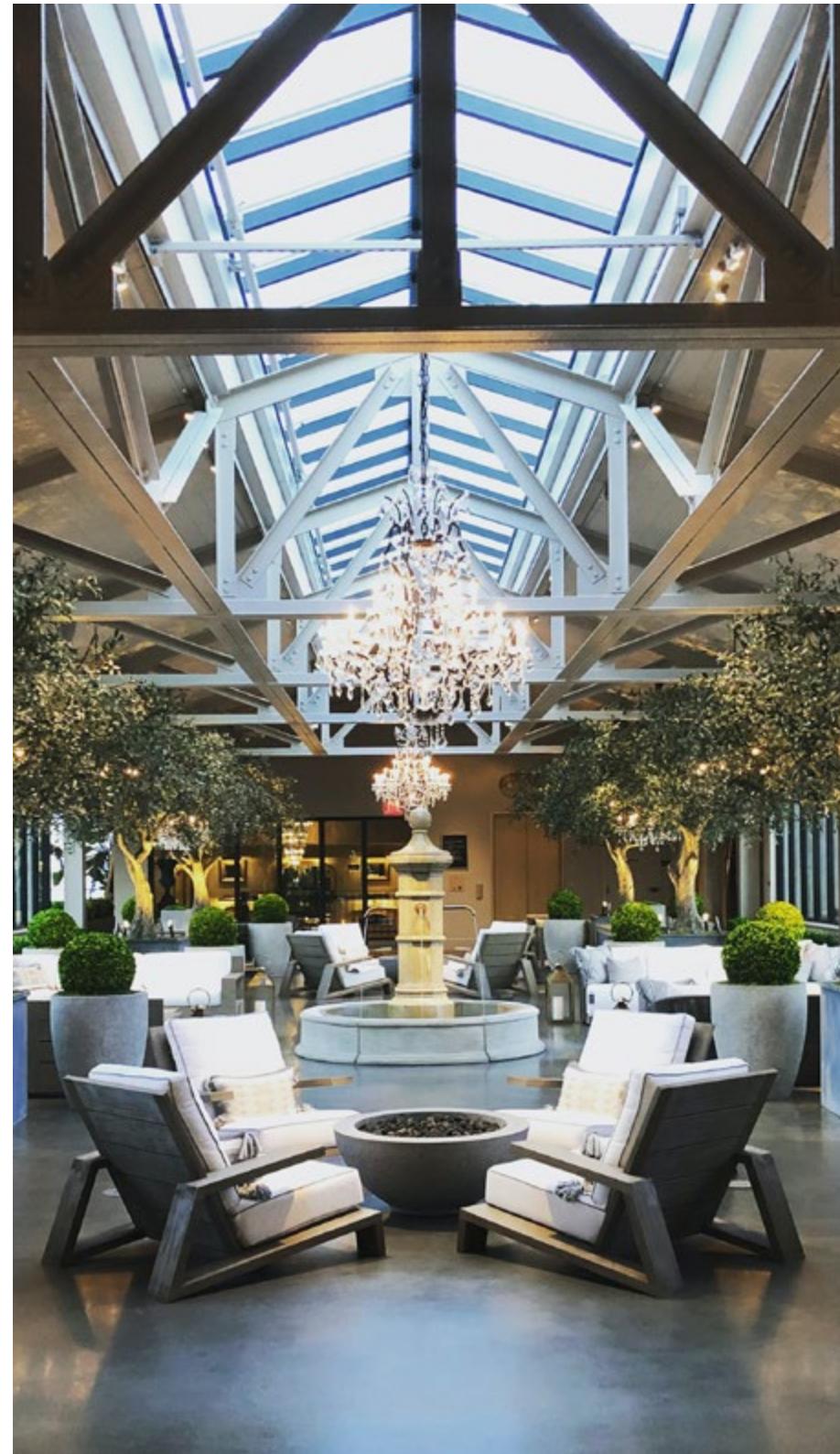


SOL TOWN

DO  
BOUTIQUE STORE

06

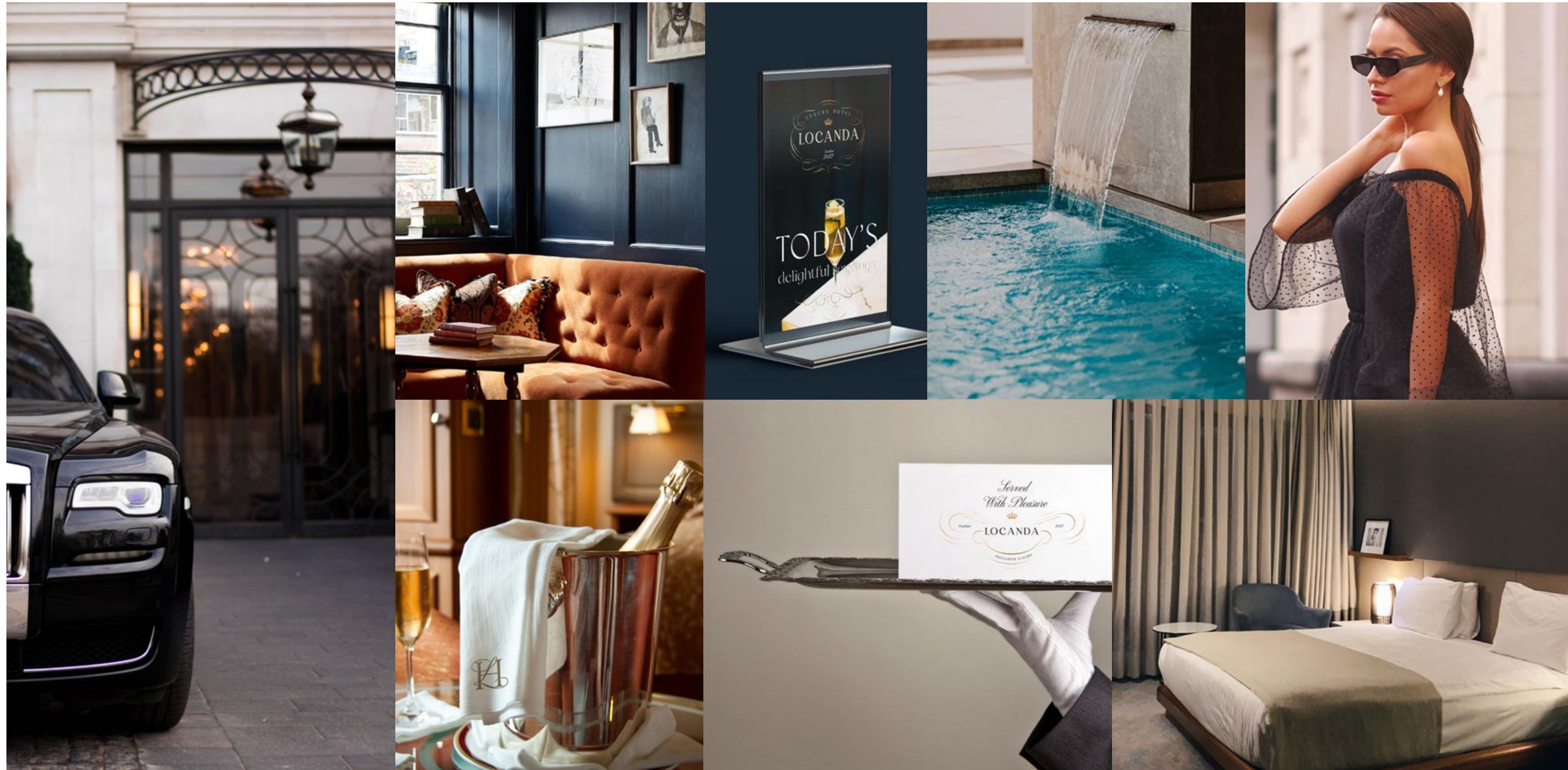
A  
BRAND  
NEW  
DEFINITION  
OF HOSPITALITY  
AND LUXURY.



LOCANDA HOTEL  
AND RESIDENCES



# TIMELESS LUXURY





# LOCANDA HOTEL & RESIDENCES





LOCANDA HOTEL  
AND RESIDENCES



07

# CASCADING LAGOONS

*SWIMMABLE  
LAGOONS FLOWING  
DOWN WITH  
BREATHTAKING  
SEA VIEWS.*



08

SOUL BEACHES

# INFINITY BEACH



*AN ELEVATED  
1 KM BEACH IN THE  
MIDDLE OF THE  
RESORT WITH FULL  
SEA HORIZON VIEW.  
DOUBLING THE  
BEACH FRONTAGE.*

# STUNNING BEACH EXPERIENCE

*1.5 KM OF PRISTINE SANDY COASTLINE.  
REVITALISING VISTAS AND ACTIVITIES  
ALONG THE WATERFRONT.*

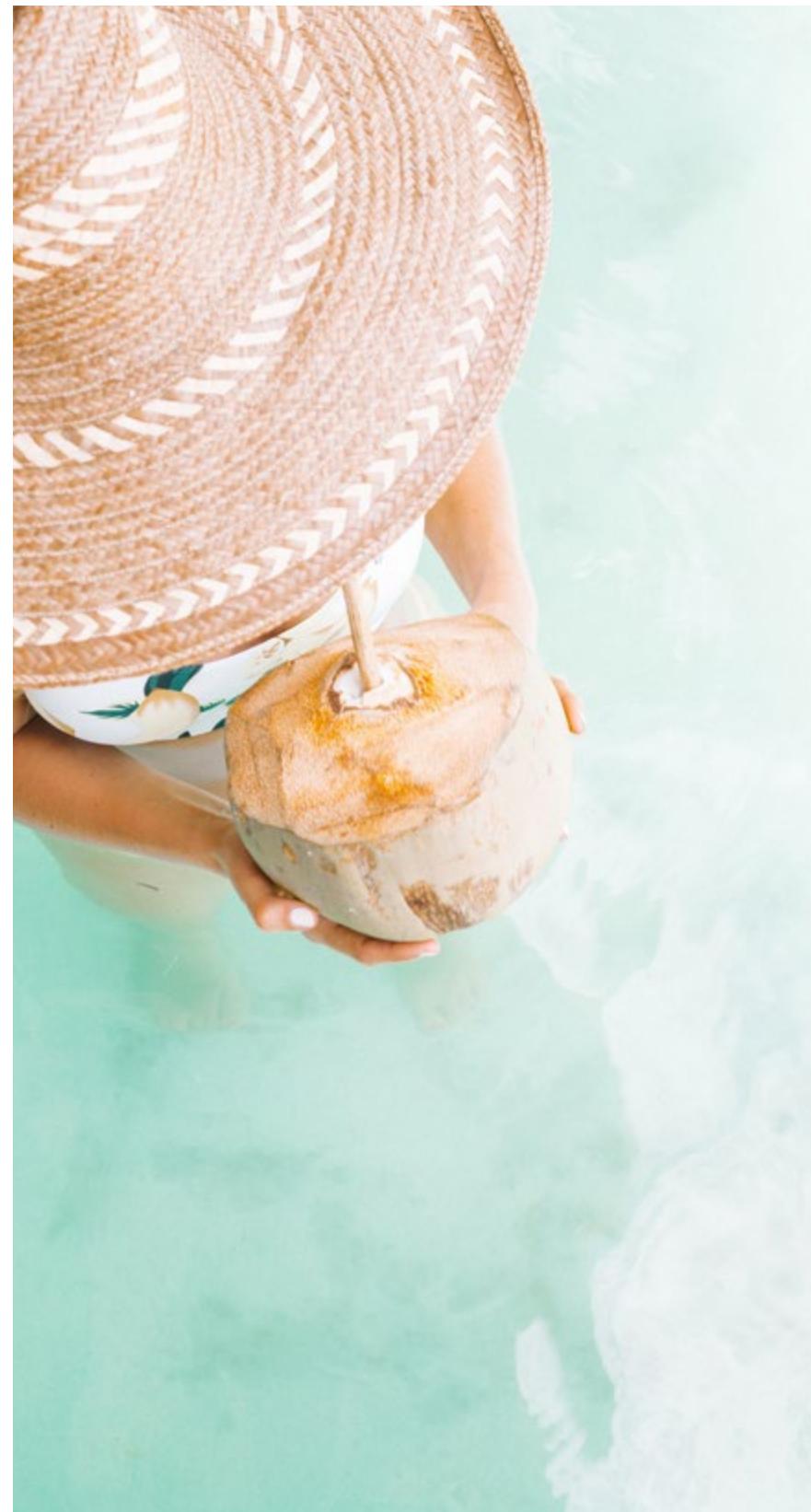






# VIBRANT BEACH CLUBHOUSE





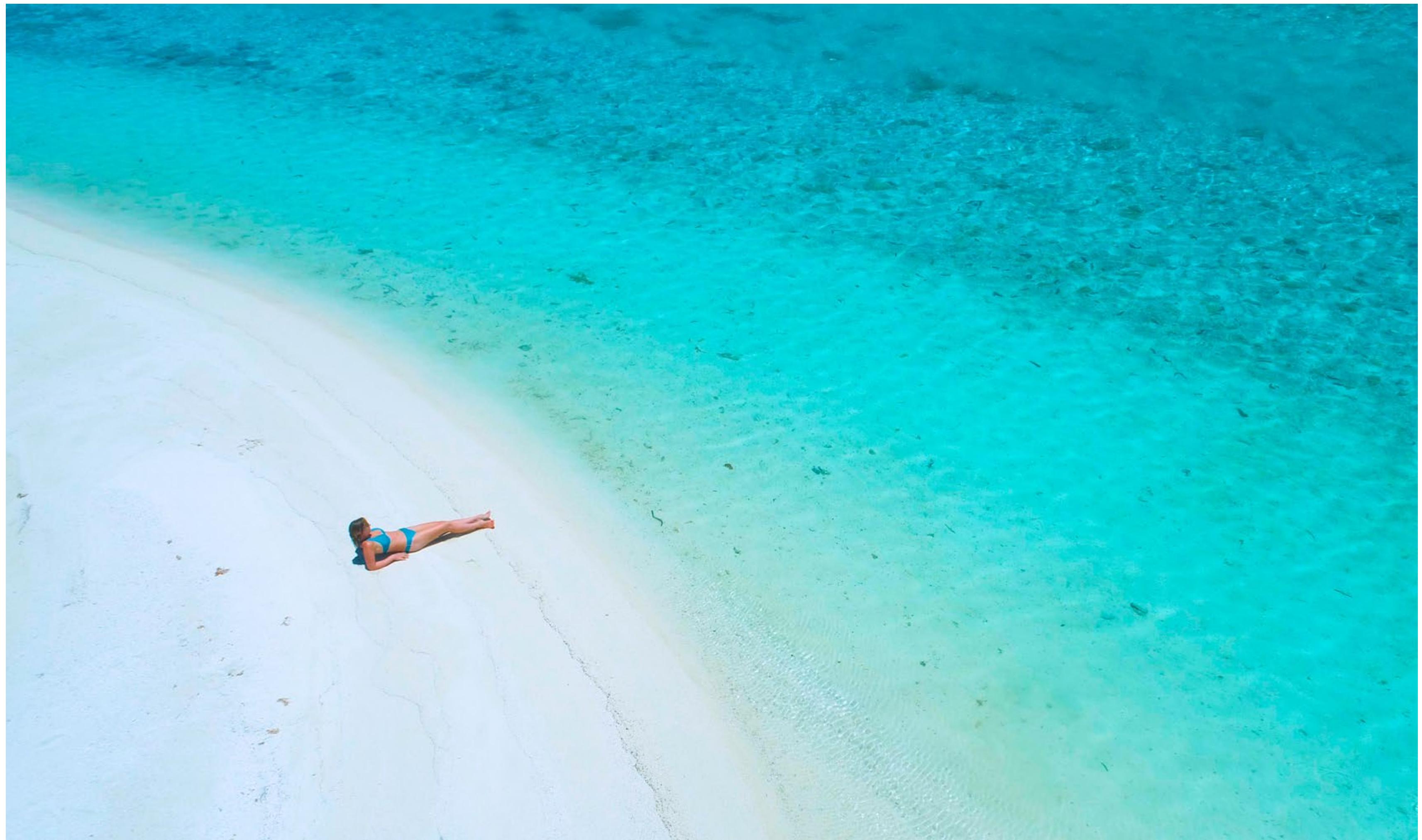
# PICTURESQUE INFINITY POOL



# UNPARALLELED LAGOON BEACH CABANAS

*RECONNECT YOUR HEART WITH THE  
BEAUTIFUL NATURE AND THE SERENITY  
OF YOUR SURROUNDINGS.*





# SECRET BEACH



# PRIVATE GETAWAYS

*SMALL LAGOON BEACHES  
BETWEEN HOUSES.*



# LAGOON CABANAS

*UNIQUE WATER  
CABANAS WITH  
UNPARALLELED  
SCENERIES OF THE  
SEA & EXCLUSIVE  
WATER-FRONT  
DINING*





# ASTONISHING ART SHADES



BREATH  
IN THE  
SERENITY



BREATH-TAKING  
SEA VIEW



# MAGICAL SUNSETS BY THE BEACH



# SERENE VIBES



09

# HALF-MOON PIER



*A DEFINING FEATURE  
OF THE MASTERPLAN.  
400M OF BOARDWALK  
WITH AN INFINITY  
POOL. STUNNING  
SUNSET VIEWS &  
UNRIVALLED VIEWS OF  
THE MEDITERRANEAN.*



# PIER INFINITE POOL



# SOOTHING TIMES BY THE PIER



10



# THE WATER GATE

*ENTER THROUGH THE  
ICONIC WATERFALL  
ENTRANCE. AN  
IMPRESSIVE ARRIVAL  
EXPERIENCE THAT  
WELCOMES YOU TO  
THE WORLD OF SOUL.*

# STUNNING ARRIVAL



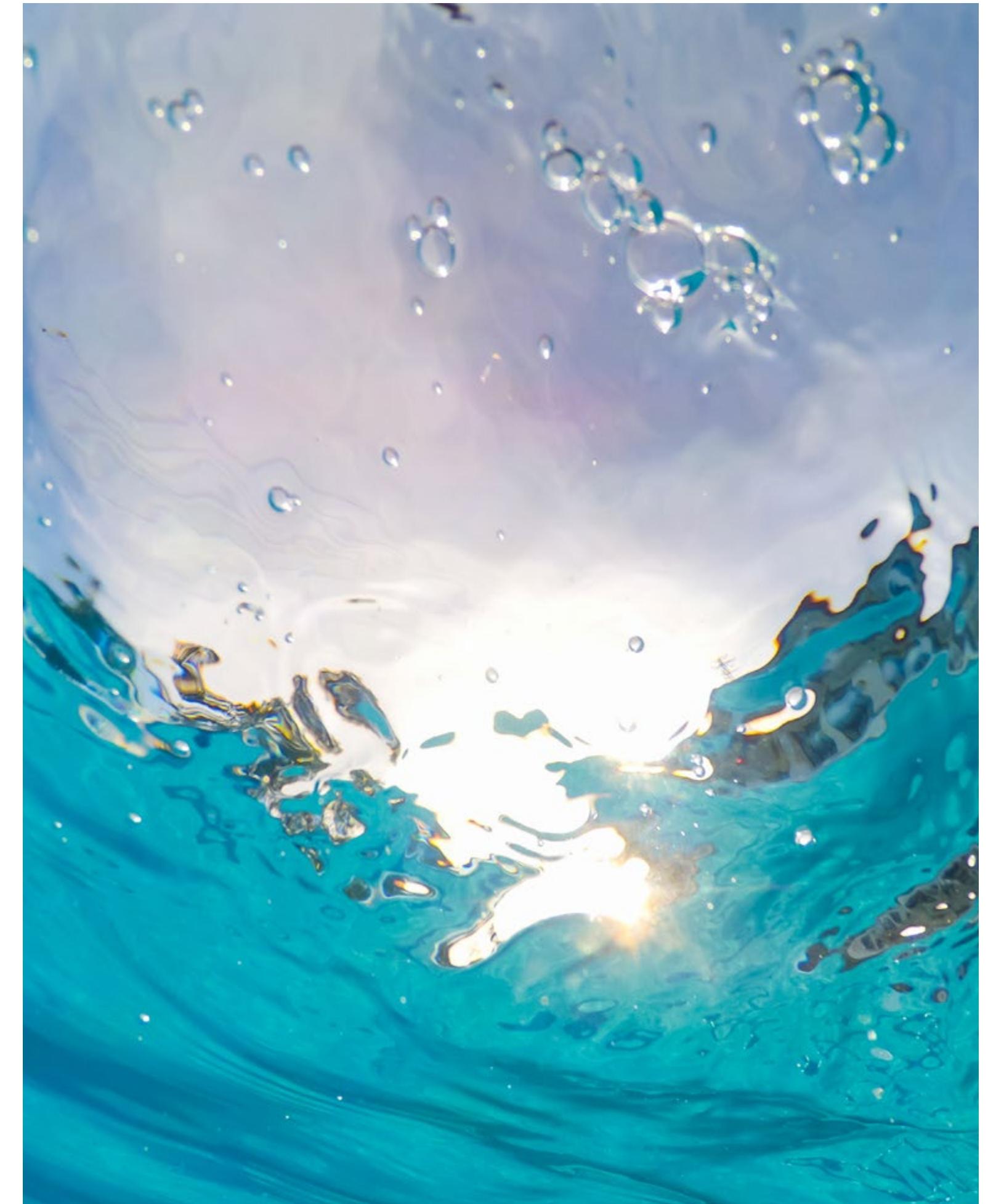


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*UNDERWATER  
SCULPTURES & ACTIVITIES*

MAGICAL  
UNDERWATER  
SCULPTURE

*HIDDEN BENEATH THE  
LAGOONS. DIVE IN TO A  
UNIQUE VIEWING EXPERIENCE.*





## A KIDS PARADISE

*THERE'S ALWAYS ROOM FOR SOME  
PLAYFUL ADVENTURES IN THE WATER  
AND AMUSING SPLASHES THAT ADD  
MORE FUN TO THE SOUL.*



# 12

## ICONIC WALKS

# THE BEACH BOARDWALK



*WALKWAY ALONG  
THE BEACH SET IN  
LUSH TROPICAL  
LANDSCAPING.*

# THE RIBBON ROAD

*ENJOYABLE  
PEDESTRIAN  
EXPERIENCE*



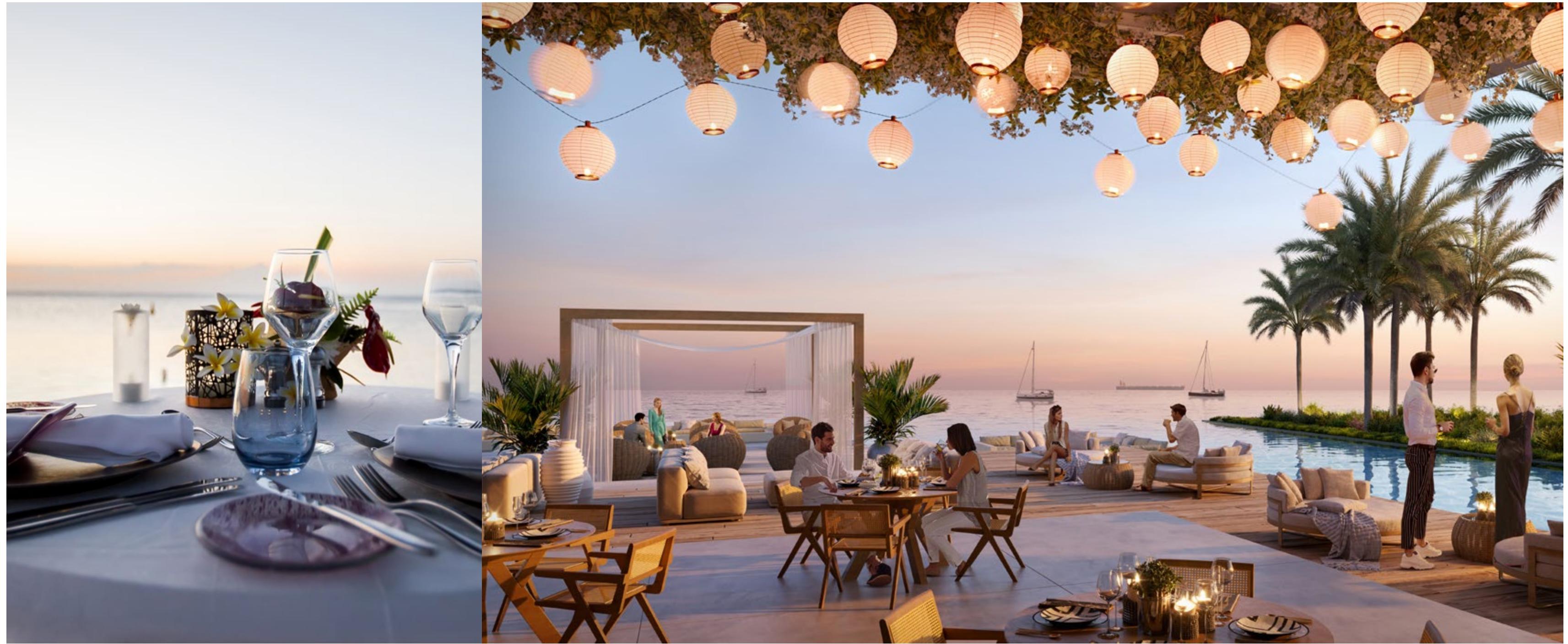


13  
*FASHION  
& FINE DINING*

RETAIL  
THERAPY

*GLOBAL BRANDS.  
LUXURY BOUTIQUES.  
LIFESTYLE SHOPPING.  
ARTISANAL TREATS.*

# WATER-FRONT FINE DINING



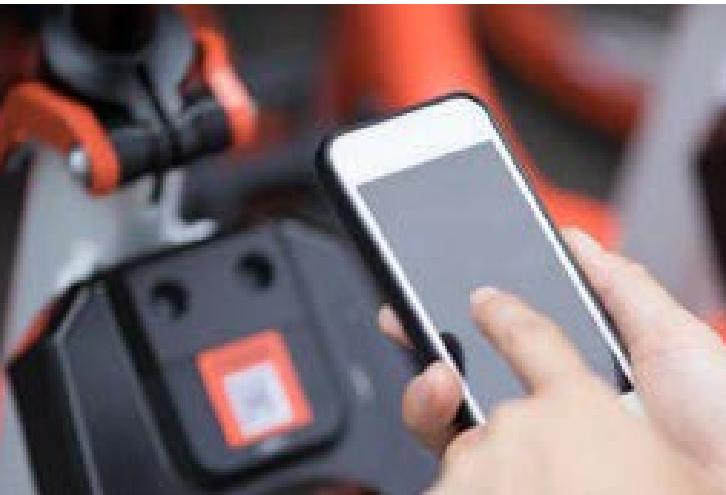
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WELLNESS & LEISURE  
REJUVENATE  
IN STYLE

WELLNESS PROGRAMS  
AMIDST SERENE  
SURROUNDINGS.  
OUTDOOR SPORTS  
FACILITIES.



## STATE OF THE ART TECH



15

*SMART LIVING  
& SUSTAINABILITY*

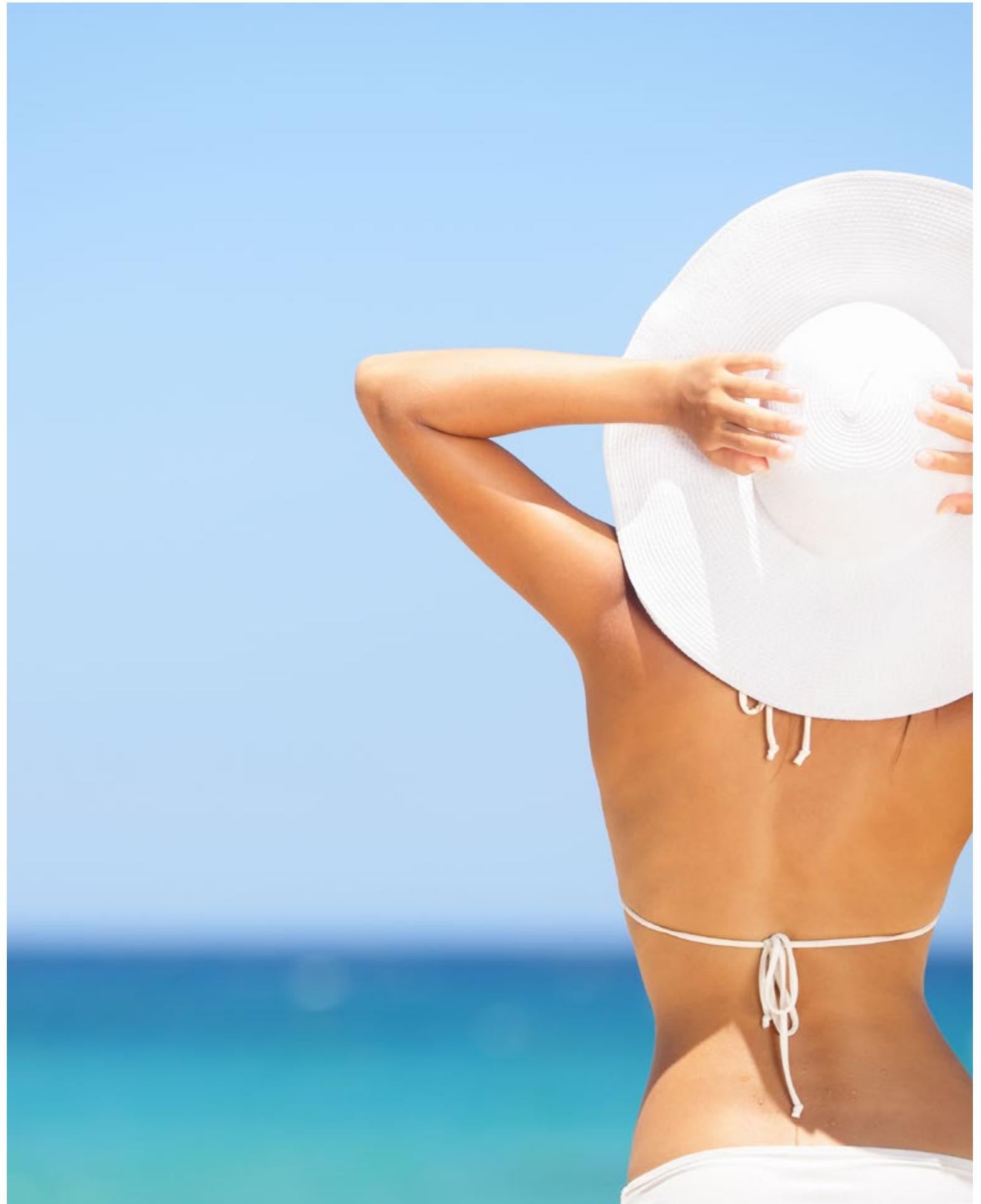
CAREFUL  
URBAN  
PLANNING  
AND  
MANAGEMENT

*ONE OF THE MOST SUSTAINABLE  
DESTINATIONS IN THE NORTH COAST.  
ECO-FRIENDLY PRACTICES. GREEN  
SPACES. SMART TECHNOLOGY.*

16

*WATER-FRONT HOMES*

EXCLUSIVE  
*WATERSIDE*  
LIVING



# SPECTACULAR LAGOON VIEWS



# WIDE-OPEN BLUES



# BREATH-TAKING SCENERIES





# SOUL MASTERPIECES





THE  
*One*

TOTAL  
GROSS AREA **687** SQM

5 ENSUITE BEDROOMS



*Bliss*

TOTAL  
GROSS AREA **916** SQM

7 BEDROOMS



*Glow*

TOTAL  
GROSS AREA **784** SQM

6 BEDROOMS



*Charm*

TOTAL  
GROSS AREA **601** SQM

6 BEDROOMS



*Vintage*

TOTAL  
GROSS AREA **535** SQM

6 BEDROOMS



*Vogue*

TOTAL  
GROSS AREA **537** SQM

6 BEDROOMS



*Sky*

TOTAL  
GROSS AREA **507** SQM

6 BEDROOMS



*Spark*

TOTAL  
GROSS AREA **429** SQM

5 BEDROOMS



*Shine*

TOTAL  
GROSS AREA **339** SQM

3 BEDROOMS



# *Creek* SIDE

TOTAL  
GROSS AREA **353** SQM

3 BEDROOMS



*Glam*

TOTAL  
GROSS AREA **282** SQM

3 BEDROOMS

## BEACH HOUSE



*Middle*

TOTAL  
GROSS AREA **255** SQM

4 BEDROOMS

*Corner*

TOTAL  
GROSS AREA **193** SQM

3 BEDROOMS

EMAAR | EH  
MISR