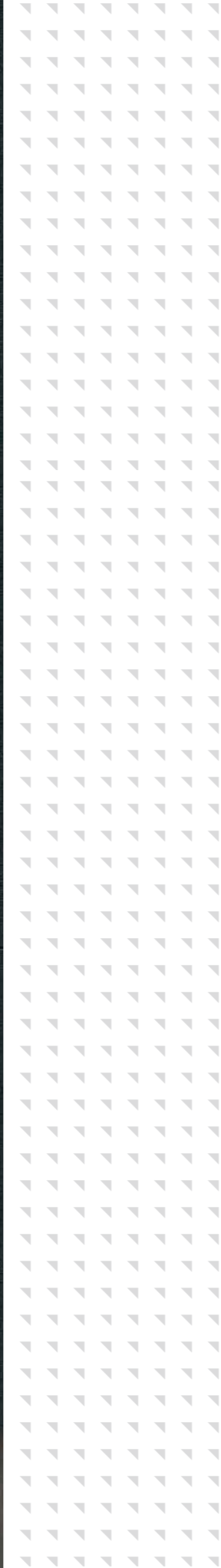


# Al Gurg Living





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# OUR STORY

With a portfolio of brands that fit the aspirational goals of a niche clientele, Al Gurg Living is a key business unit within the Easa Saleh Al Gurg Group's Retail & Lifestyle portfolio.

Al Gurg Living as the name suggests looks to address the needs of a high net worth client segment that prefers bespoke products and services. The entity showroom on Umm Al Sheif has an enviable showcase of aspirational brands for interior spaces – namely SieMatic kitchens, Schmalenbach wardrobes and luxury safes from HEINDL.

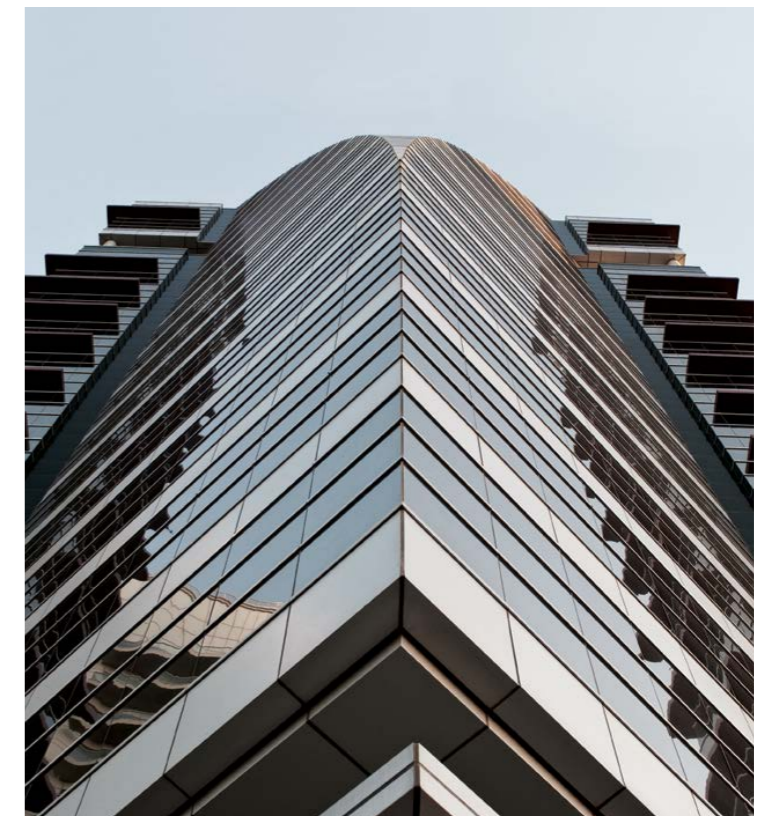




# EASA SALEH AL GURG GROUP

The Easa Saleh Al Gurg Group (ESAG) is one of UAE's most eminent family businesses with 27 companies in its portfolio. With a history dating back to 1960, the Group is partnered by leading companies in various areas of enterprise across wide ranging industry and consumer sectors.

ESAG today is a diversified conglomerate with businesses in retail, building and construction, industrial and real estate. Through selective acquisitions and organic growth, the Group has positioned itself for increased growth and continuing expansion into new markets. ESAG is a regional partner to over 370 international brands and principals from across the world. The Group's key joint ventures include Al Gurg Unilever, Siemens, Al Gurg Fosroc, Al Gurg Smollan, Akzo Nobel Decorative Paints, Siemens Healthcare and Siemens Mobility.

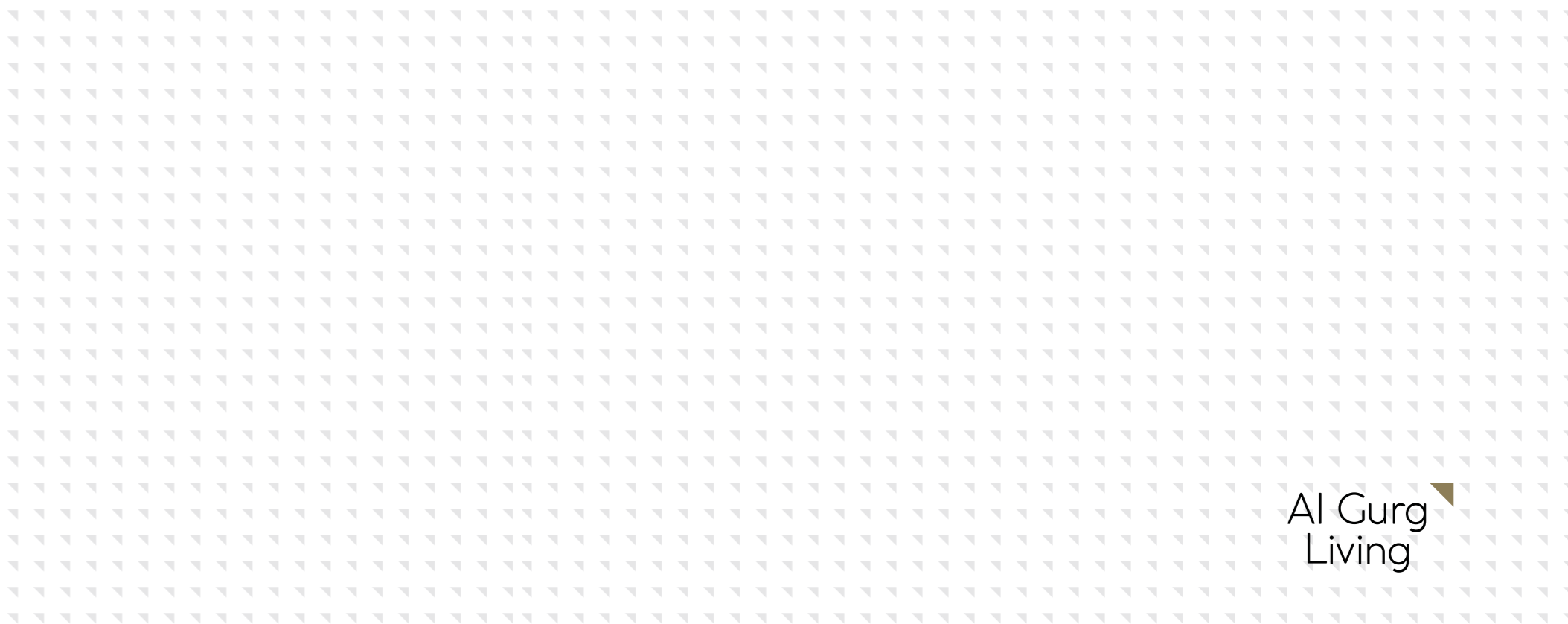




## BLENDING AESTHETICS

Elegance through design and style is our promise. A passion for natural materials and intelligent layouts is central to Al Gurg Living's bespoke services. Our brands are crafted in a style and manner that combines the timeless aesthetics of traditional craftsmanship with the precision of modern technology. We believe in exclusivity through simplicity and style through timeless aesthetics.

# OUR BRANDS



# SieMatic

SieMatic is a premium brand with a long tradition. Since 1929, SieMatic has dedicated itself in the realisation of individual interior design solutions. Exclusive SieMatic showrooms and quality retail specialists showcase the design principle behind the company's three themes – PURE, URBAN and CLASSIC – with constantly evolving reinterpretations in more than 60 countries worldwide.

The new SieMatic collection in PURE style gives minimalist kitchen design completely new contours and a unique character. The latest concept for handle-free kitchens from SieMatic completely redesigns grip, light, lines, material, transparency and space.



# SIEMATIC KITCHEN STYLES



## PURE

The SieMatic Pure style collection opens up a cornucopia of creative options, with room concepts integrating the functions of the kitchen with the architecture.



## URBAN

SieMatic's style collection URBAN is the unconventional, intuitive juxtaposition of carefully selected objects; modest and ostentatious, flea market find and design classic.



## CLASSIC

SieMatic cooperates with renowned international designers to develop room planning concepts for the style collection Classic, whose options offer broad latitude for interpretation.

## SCHMALENBACH

Founded in Germany, Schmalenbach is a renowned luxury brand exporting tailor made wardrobes and cabinet furniture worldwide. Started in 2002, it has gained popularity due to its ability to customise furniture based on individual requirements.

This custom-built furniture, allows customers to arrange their living, working and public space according to individual needs. The hand-made furniture is manufactured according to the required dimension, material and surface requirements. The bespoke wardrobes include interesting details such as tie and belt pull out, mirror pull out or drawers with integrated jewellery inserts.



# SCHMALENBACH



# HEINDL GERMANY

Al Gurg Living in partnership with Heindl offers exclusive German made luxury safes and vault rooms that provide the highest level of security for valuables and precious possessions. As per individual preference, these luxury safes can be fully customised in size and appearance.

Heindl's safety solutions are trusted by reputed international brands and certified by recognized global institutions such as ISO and Euronorm for quality craftsmanship. These handcrafted luxury safes and vault rooms produced with the finest materials, offer protection against fire damage, and use patented light weight filling compared to standard safes.





# BESPOKE DESIGN SERVICES

Based on your interior floor plan, Al Gurg Living's experienced designers will offer state-of-the-art cost effective layouts. Our wide range of products and materials are suitable for all kinds of room and budgets. Our design concept is based on current lifestyle and furnishing trends. This allows the option to move away from rigid product range sketches, to ones that are more flexible and precise with careful consideration of the customer's individual lifestyle.

Our international designers can guide you through the entire process.





# AL GURG LIVING PROJECTS

Whether it is high end villas, townhouses or large apartment developments, Al Gurg Living has years of local experience coupled with excellent performance which serves to enhance the property's profile and probability.

## Citywalk

A large scale urban living destination by Meeras with 995 SieMatic contemporary open plan kitchens.

## First Vivanta by Taj Hotel - JLT

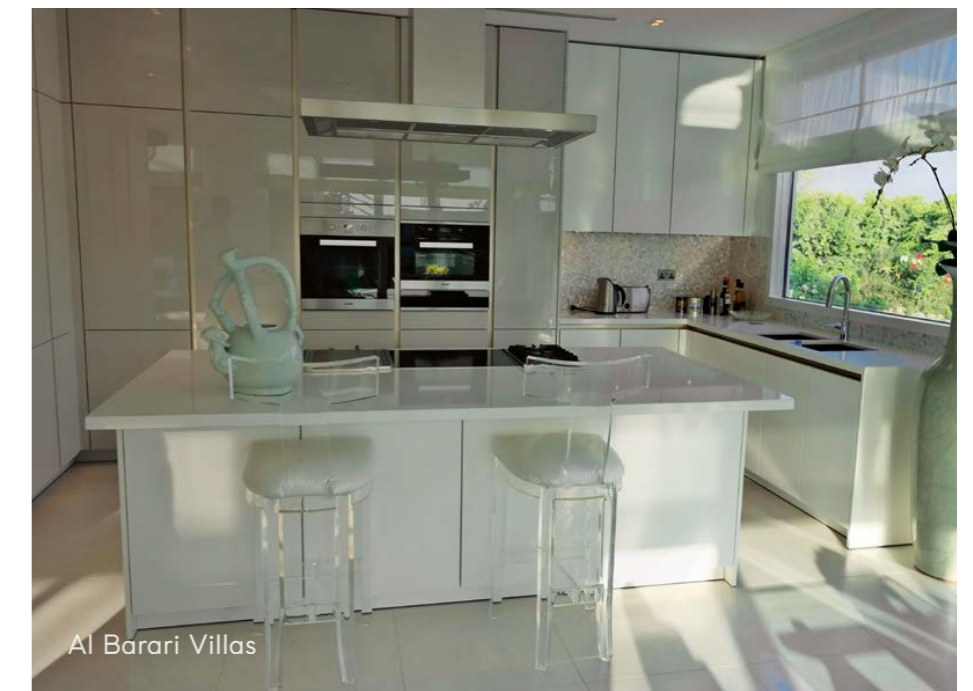
The project will comprise a combination of hotel rooms and branded apartments. Furnishing of five penthouses and nine kitchens

## Al Barari Villas

305 luxury villas with two unique different styles, classic and contemporary.

## The 118, Downtown Dubai

The most prestigious square kilometre of real estate in the world, Downtown Dubai has 28 apartments with bespoke classic and contemporary SieMatic kitchens.





## THE 8 - Palm Jumeirah

The 8 is located on the Crescent of Palm Jumeirah. This U shaped, low-rise project will feature a 110 key hotel as well as a mix of two and three bedroom apartments and penthouses. Six penthouses. 12 SieMatic kitchens and 28 Schmalenbach wardrobes are being provided.

## Jumeirah Golf Estates - Limetree Valley

Luxurious golf development with 121 villas around the fairways of the Earth Golf Course at Jumeirah Golf Estates. These classic villas include kitchens from the SieMatic classic range.

## Al Gurg Villas Jumeirah

22 high end villas based in Jumeirah. All villas are equipped with modern, contemporary kitchens.

## Acacia Avenues Jumeirah

50 luxury villas in the heart of Jumeirah designed around the contemporary Pure range kitchens.



# CONNECT WITH US

Al Gurg  
Living

SieMatic

SCHMALENBACH



# VISIT US



Ground Floor, Eiffel 1 Building - Sheikh Zayed Road  
Umm Al Sheif, PO Box 672, Dubai, UAE



[Get directions](#)

Al Gurg  
Living



A MEMBER OF  
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GROUP

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