

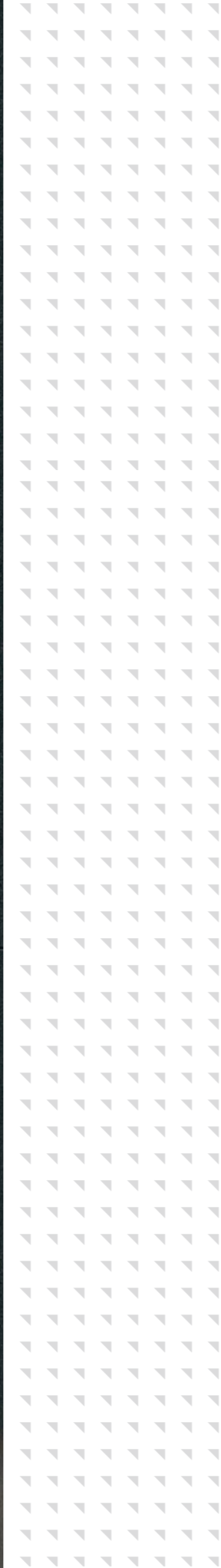
Al Gurg Lifestyle



[Click to continue](#)

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[Click to continue](#)



CONTENTS

Best viewed with Acrobat in full screen. Use Esc key to go back to normal screen. Navigate by using your keyboard's left and right keys or select any topic above. Access the content list anytime by moving your mouse pointer to the right (next page onwards).

OUR STORY

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

Al Gurg Lifestyle 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 Hurair Road and d3 will showcase SieMatic kitchens, La Cornue ovens and the latest addition Schmalenbach wardrobes.

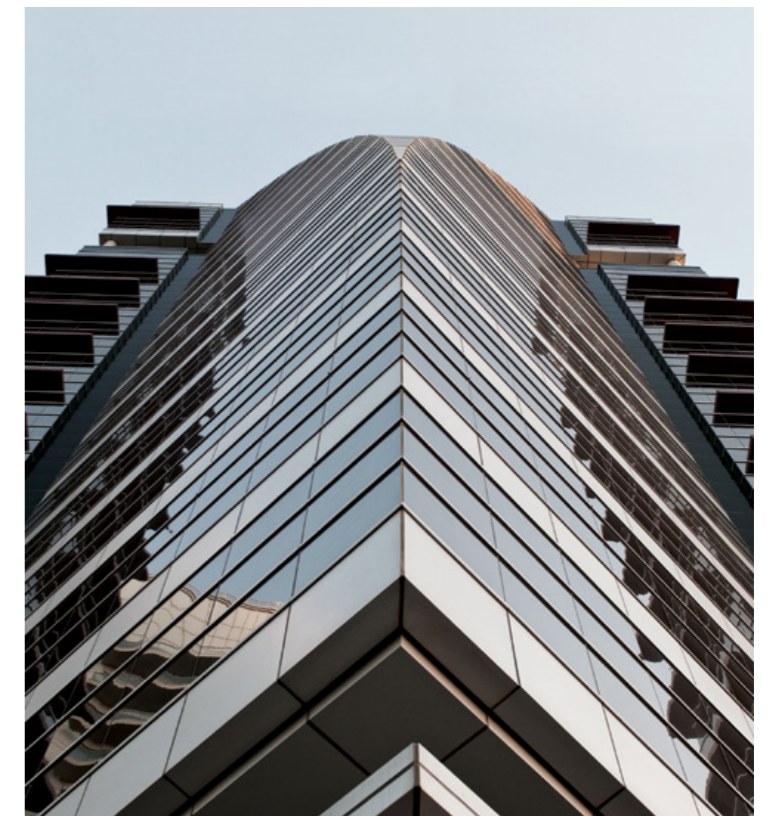




EASA SALEH AL GURG GROUP

Founded in 1960, by H.E. Easa Saleh Al Gurg (KCVO, CBE) the Easa Saleh Al Gurg Group LLC is a multi-divisional conglomerate with over 27 companies.

The Group has a range of diverse product and business interests that predominantly include retail, building and construction, industrial and joint ventures. With an active presence throughout UAE, Oman, Saudi Arabia and Iraq; its reach stretches across Asia, Middle East and the African continent, parts of America, Australia and New Zealand.



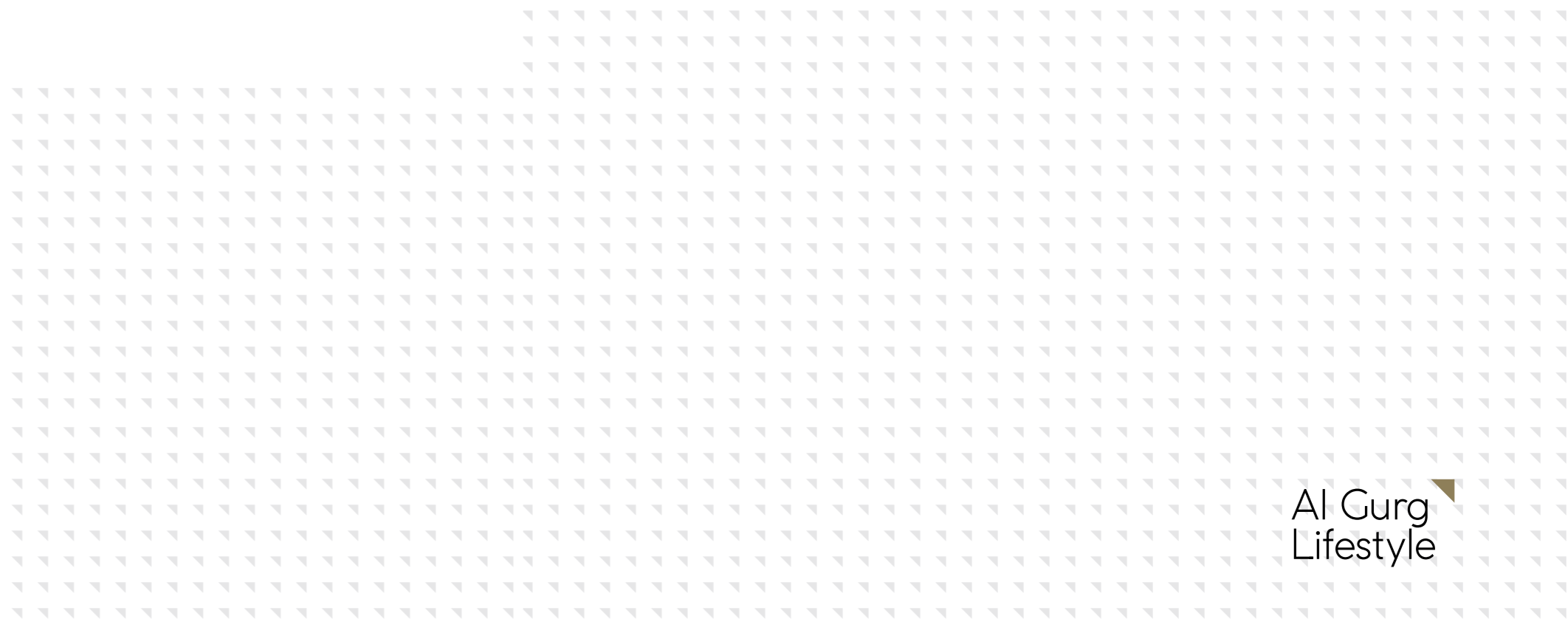


BLENDING AESTHETICS

Elegance through design and style is our promise. A passion for natural materials and intelligent layouts is central to Al Gurg Lifestyle'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.

LA CORNUE

Since 1908, La Cornue ranges have always represented a celebration of all that is glorious about France and the French culinary tradition. Inspired by the Paris Metro, Albert Dupuy realised there was a more efficient way to heat an oven, resulting in the original vaulted oven from La Cornue. Over the years, this oven was further developed to incorporate gas and then later electricity. In 1964, the Château range set the benchmark for future La Cornue products.

The new Château range consumes less power, providing customers an exceptional product to fit into modern homes; made from the highest quality materials – cast iron and stainless steel, bronze or copper; covered in enamel. Each 'Château' cooker is entirely hand-made. With customisable choices of configuration, colours and trims, there are no less than 8,000 options available to design a bespoke cooker to suit individual requirements.



LA CORNUE PRODUCT RANGE



CHÂTEAU

Château ranges have built the legend that is La Cornue. A Château La Cornue range is a timeless and historic object, a unique and prestigious creation.



CORNUFÉ

CornuFé ranges are carefully crafted in small series. These models achieve the challenge of offering first rate cooking performance with a fabulous look.



ISLAND

Our belief is that when space allows, a kitchen designed around a central island unit provides a more functional, gourmet, convivial and elegant environment.

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



BESPOKE DESIGN SERVICES

Based on your interior floor plan, Al Gurg Lifestyle'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 LIFESTYLE PROJECTS

Whether it is high end villas, townhouses or large apartment developments, Al Gurg Lifestyle 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
Lifestyle

SieMatic

LA CORNUE

SCHMALENBACH



VISIT US



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Al Gurg
Lifestyle



A MEMBER OF
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GROUP

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