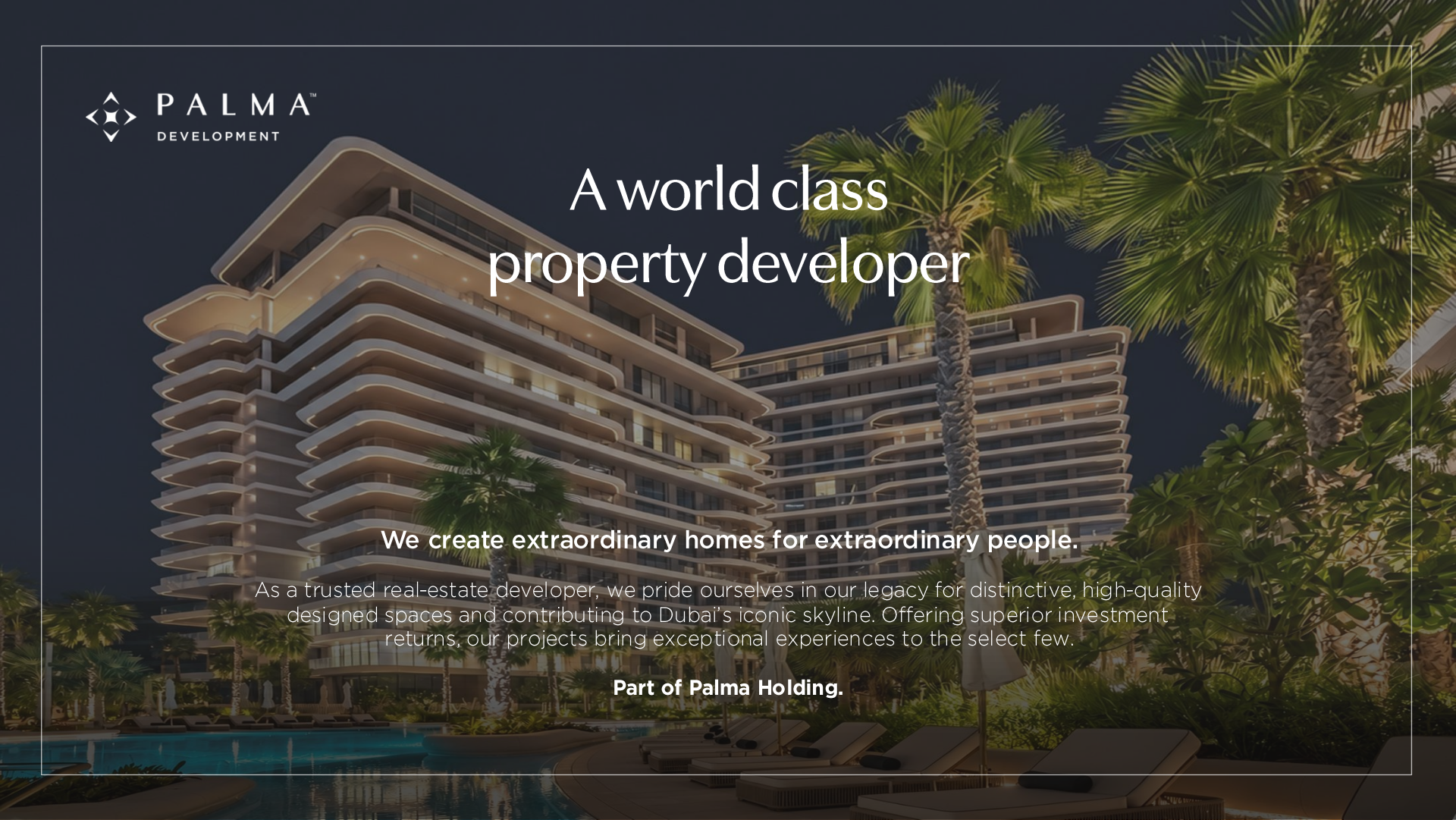
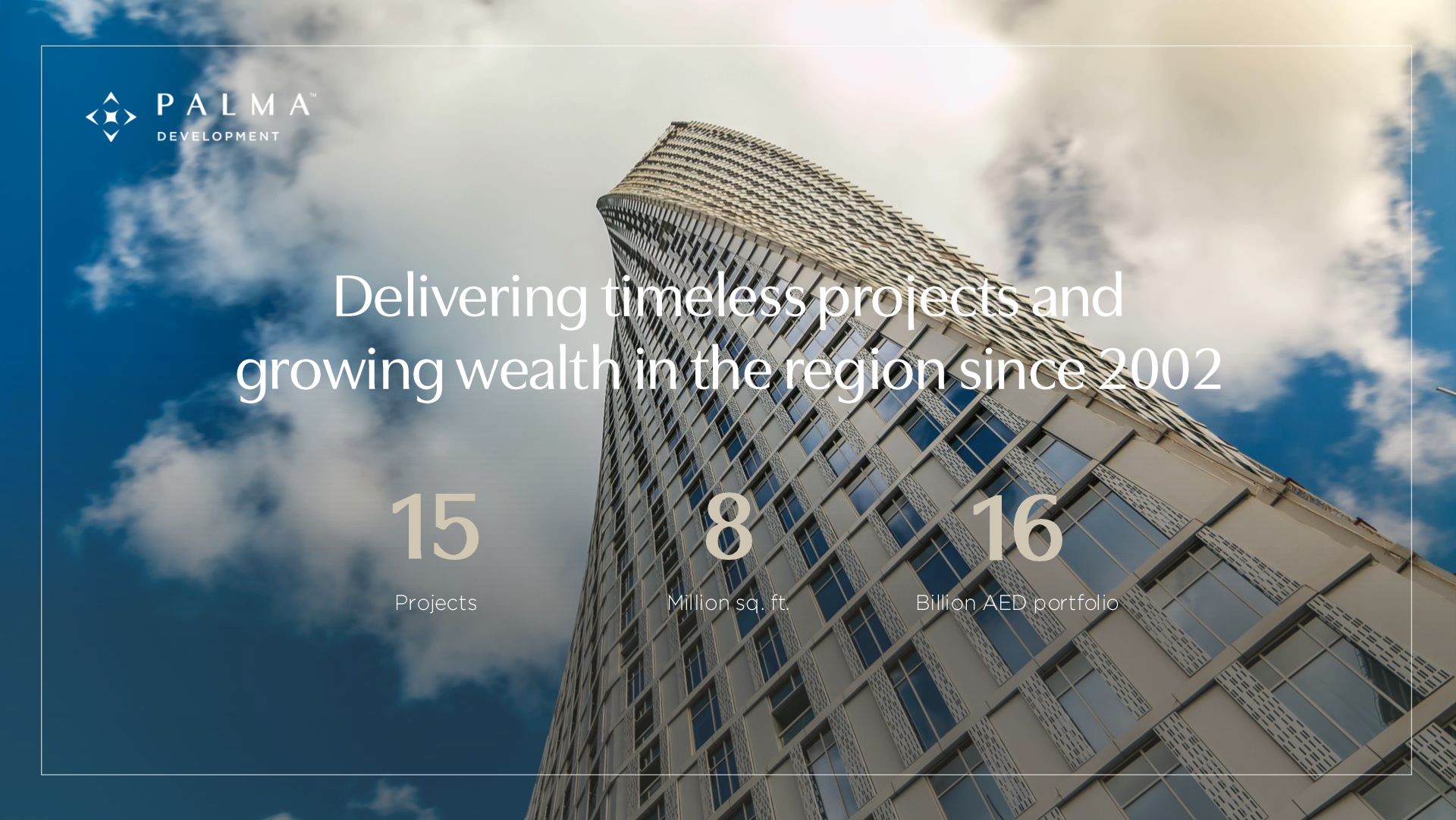

SERENIA DISTRICT
AT JUMEIRAH ISLANDS
PALMA
DEVELOPMENT


PALMA™
DEVELOPMENT
A world class property developer
We create extraordinary homes for extraordinary people.
As a trusted real-estate developer, we pride ourselves in our legacy for distinctive, high-quality designed spaces and contributing to Dubai's iconic skyline. Offering superior investment returns, our projects bring exceptional experiences to the select few.
Part of Palma Holding.




PALMA
DEVELOPMENT
Delivering timeless projects and growing wealth in the region since 2002
15
Projects
8
Million sq. ft.
16
Billion AED portfolio

PALMA™
DEVELOPMENT



Pioneering developer

Established in 2002, a long-standing presence in Dubai's real estate market.



Iconic projects

Developed prestigious projects in prime locations like Palm Jumeirah and Dubai Marina.



Award-winning designs

Recognised for unique and innovative architectural designs.



Timely delivery

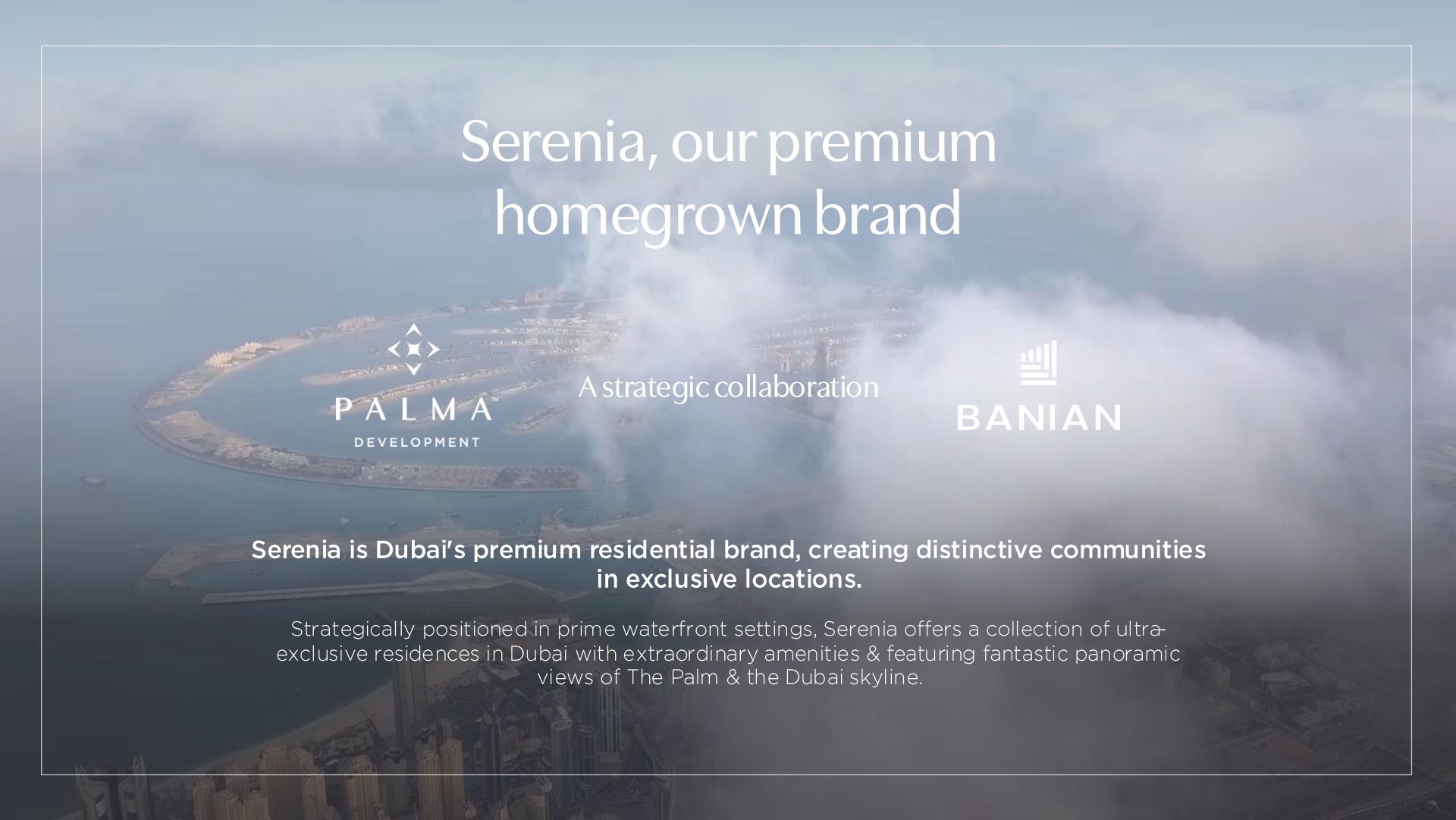
Adhering to project timelines and ensuring on-time completion.



Strong investment potential

Providing attractive returns for investors.

Serenia, our premium homegrown brand



Serenia is Dubai's premium residential brand, creating distinctive communities in exclusive locations.

Strategically positioned in prime waterfront settings, Serenia offers a collection of ultra-exclusive residences in Dubai with extraordinary amenities & featuring fantastic panoramic views of The Palm & the Dubai skyline.


SERENIA
LIVING
SERENIA
RESIDENCES
THE PALM

SERENIA
RESIDENCES
THE PALM

Located on Palm Jumeirah, Serenia Residences is the first residential project on the island's most coveted crescent.

The project offers a redefined beachfront living, where we crafted our own definition of premium living, setting new benchmarks of excellence and world-class standards.

Exquisite beachfront living

Outdoor infinity pool

Located on the crescent





Serenia Living elevates the concept of exclusive residence at Palm Jumeirah.

Located adjacent to Atlantis The Palm, this premium beachfront development is on the first plot of the west crescent and comprises of 226 apartments, penthouses and sky mansions with panoramic views. It was handed over in Q1 2026, exactly on time.

The Reserve Residential Hospitality, a bespoke residential hospitality service is first applied in Serenia Living.

One of the largest residential swimming pools

Direct access to the beach

Lush landscaping and resort lifestyle


TOWER 2










EAT
DRINK
NAP




PICTURE
DICTIONARY


RESERVE


XGK-Garam
Singles
Hole 1
Par 4
366.4yd
4th
5
0
0 / 4
Player 1
4th
Player 2
Dist. 230.0yd
Hgt -11.7yd
G.Edge 234.7yd
Next 22.6yd
Dist. 230.0yd
Hgt -11.7yd
L-Click: Aim
R-Click: Info
Auto
Lock
ROUGH (90%)
3 Wood
Analysis
Func.
Menu


SERENIA DISTRICT
AT JUMEIRAH ISLANDS
The future of the Serenia brand


SERENIA DISTRICT
AT JUMEIRAH ISLANDS
EXCEPTIONAL URBAN LIVING



Located on Jumeirah Islands, Serenia District is a community built for longevity.

Serenia District, Palma Development's master-planned community, brings a completely new meaning to community living. Its second phase now opens with East Residence 2 and East Residence 3, offering exceptional urban living for families, professionals and long-term investors who expect more from the place they call home.

Tranquil lakeside living

Urban vibrancy

Centrally located

SERENIA DISTRICT
AT JUMEIRAH ISLANDS

Serenia District – An enduring investment

A community that adds to your lifespan

The energy of urban Dubai outside, yet your home is serene and built for wellness and rejuvenation.

Quality of life that you can feel

Healthy living becomes a way of life, everyday. Every aspect of the development is considered to improve quality of life.

A developer dedicated to one project

Every detail is perfected and delivered exactly as promised.

A fully established community

Jumeirah Islands is known for its villas, making apartment living here rare. Set within a fully developed community, Serenia District places residents at the heart of Dubai, with a calm, serene lifestyle the moment they return home.


SERENIA DISTRICT
AT JUMEIRAH ISLANDS
The 6 principles of living well

PALMA™
DEVELOPMENT

SERENIA DISTRICT
AT JUMEIRAH ISLANDS

01
Unique location

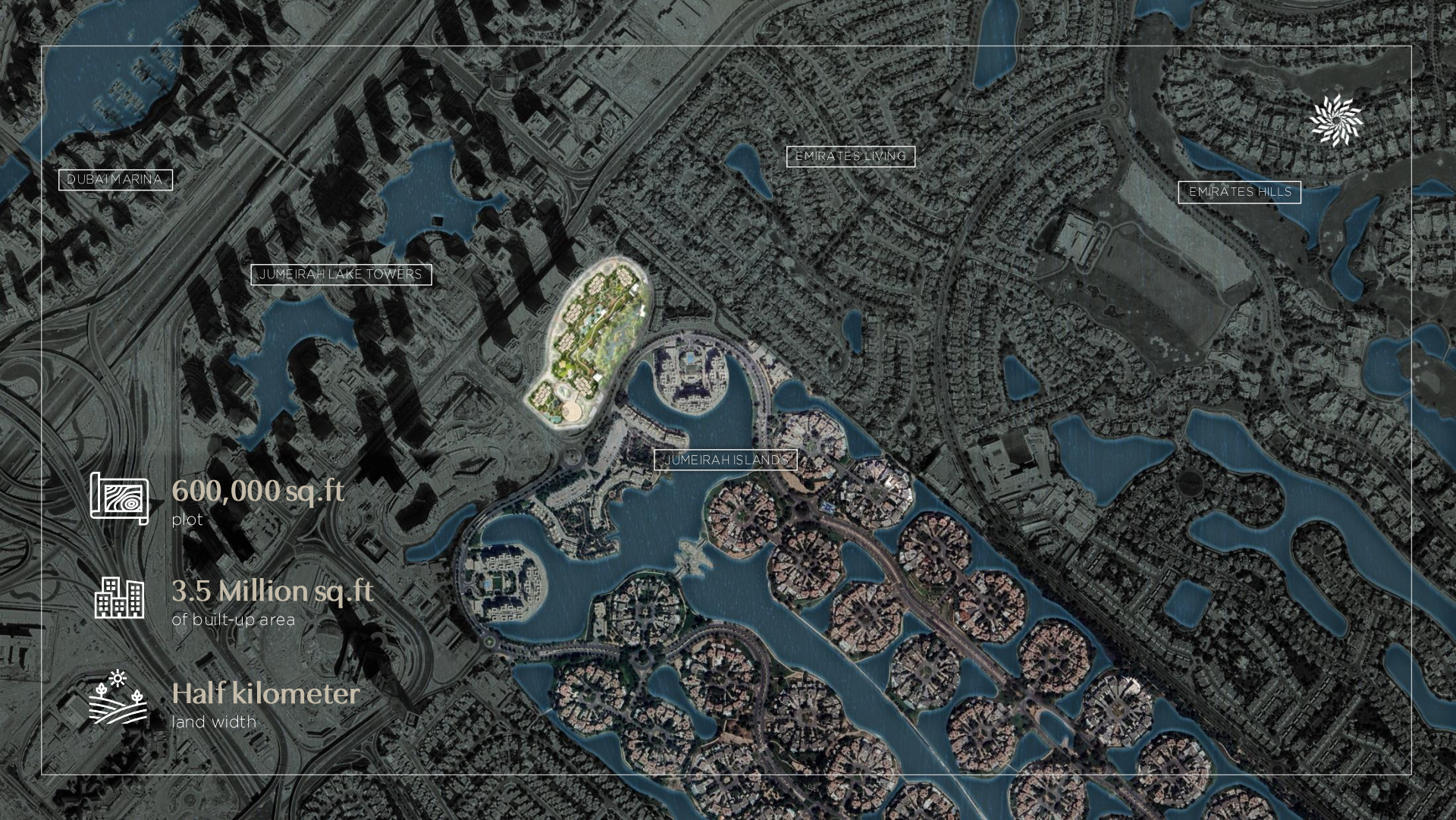
02
Cultivating a community

03
Timeless design & architecture

04
Curated contemporary interiors

05
Serenia Signature Clubhouse

06
Extraordinary resort lifestyle


DUBAI MARINA
EMIRATES LIVING
EMIRATES HILLS
JUMEIRAH LAKE TOWERS
JUMEIRAH ISLANDS
600,000 sq.ft
plot
3.5 Million sq.ft
of built-up area
Half kilometer
land width

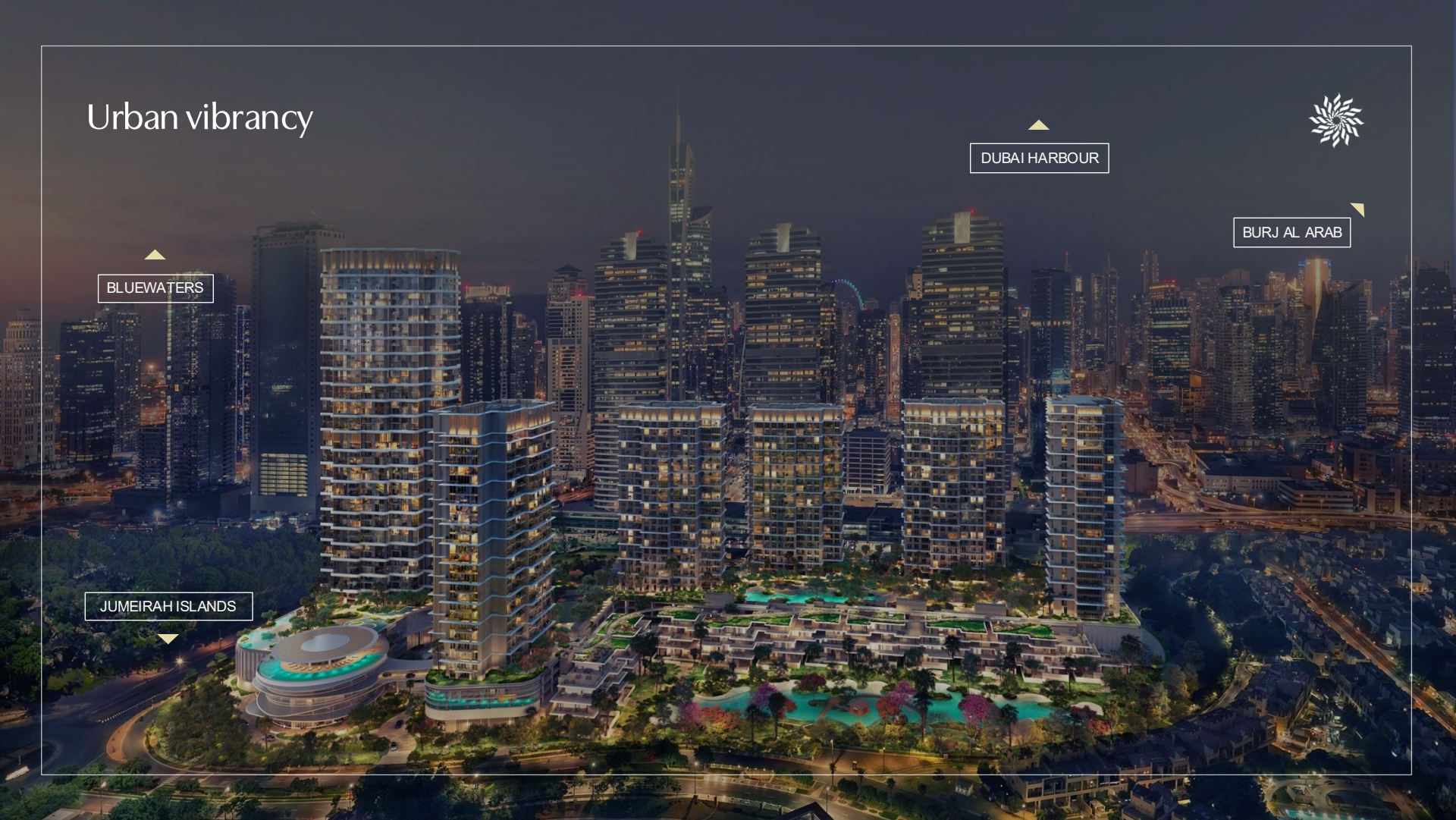
Urban serenity

20 Km
walkways & pathways

Self-sufficient
community hub



Urban vibrancy



Northwest skyline view








CEREAL



Southeast lake view





Jumeirah Islands Pavillion



Jumeirah Islands Community


BODY OF ART



Northeast city view





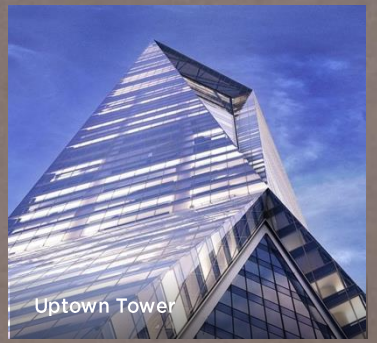



LINEN
BODY OF ART



Southwest community view








STONE
BOOK OF ART



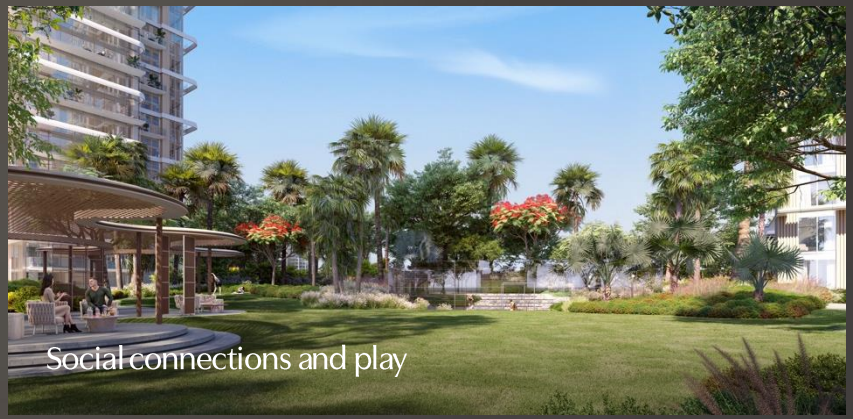
PALMA™
DEVELOPMENT

SERENIA DISTRICT
AT JUMEIRAH ISLANDS

01	02	03	04	05	06
Unique location	Cultivating a community	Timeless design & architecture	Curated contemporary interiors	Serenia Signature Clubhouse	Extraordinary resort lifestyle


Built for longevity


A sense of community where you belong


Social connections and play

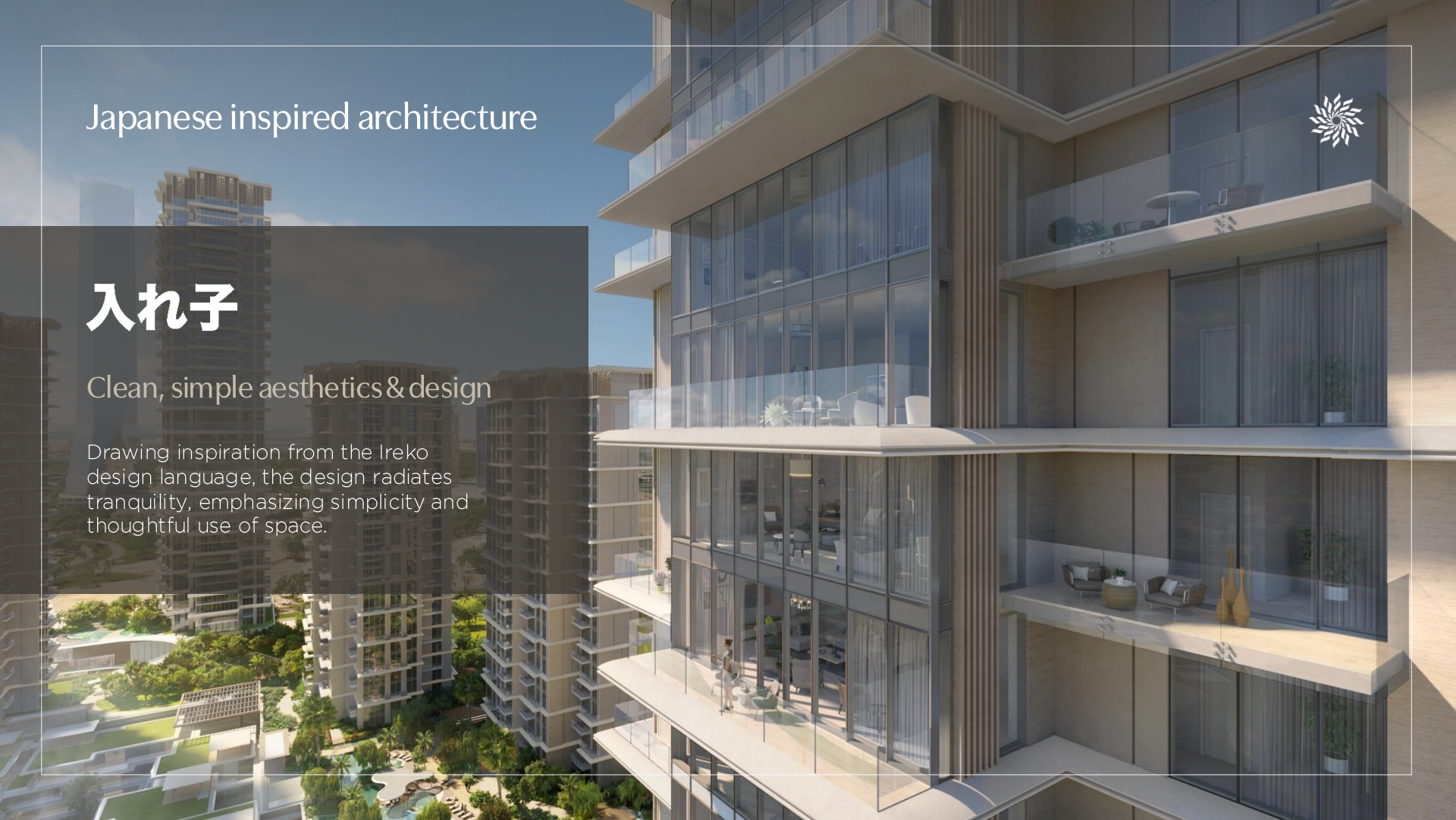

A place for everyone

PALMA™
DEVELOPMENT

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AT JUMEIRAH ISLANDS

01	02	03	04	05	06
Unique Location	Cultivating a community	Timeless design &architecture	Curated contemporary interiors	Serenia Signature Clubhouse	Extraordinary resort lifestyle





Japanese inspired architecture

入れ子

Clean, simple aesthetics & design

Drawing inspiration from the Ireko design language, the design radiates tranquility, emphasizing simplicity and thoughtful use of space.









Sophisticated starlight façade lighting



Rooted in natural elemental forces, the seamless fusion of subtle natural lighting evokes feelings of tranquility, be it night or day.

Designed by a global architectural giant, Nikken Sekkei.



Nikken Sekkei is the world's 3rd largest architectural firm.

Renowned for their visionary projects, including One Za'abeel, the world's longest cantilever building.

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DEVELOPMENT

SERENIA DISTRICT
AT JUMEIRAH ISLANDS

01	02	03	04	05	06
Unique Location	Cultivating a community	Timeless design & architecture	Curated contemporary interiors	Serenia Signature Clubhouse	Extraordinary resort lifestyle

Residential units
kitchen, dining & living







01 General Flooring, Skirting
Limestone Effect Porcelain Tile

02 Countertops & Backsplash
Reconstituted Stone

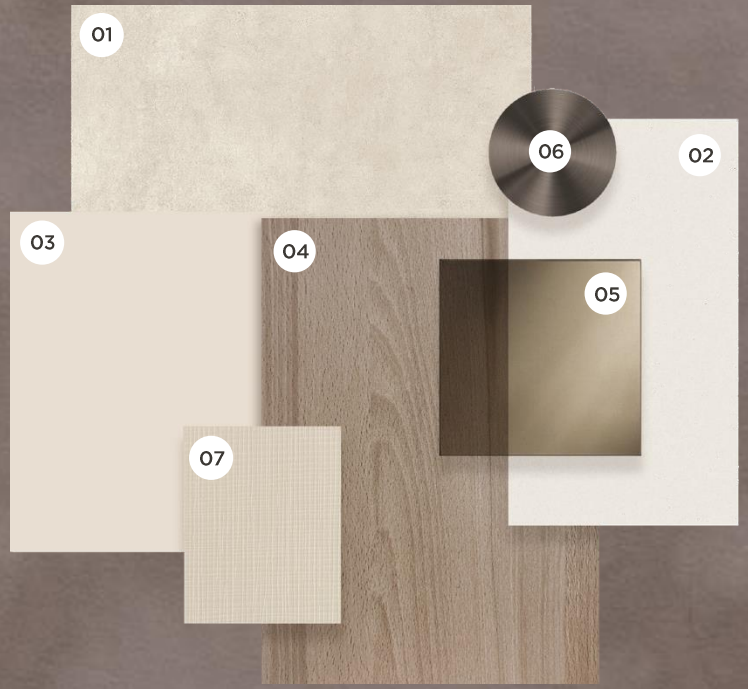
03 Kitchen Cabinetry
(Upper Cabinet External Finish)
Laminate

04 General Joinery
Timber Look Laminate

05 Shutters (Tall Unit)
Bronze Tinted Glass

06 General Metal & Brassware
Gun Metal Finish

07 Kitchen Cabinetry (Carcass)
Textured Laminate

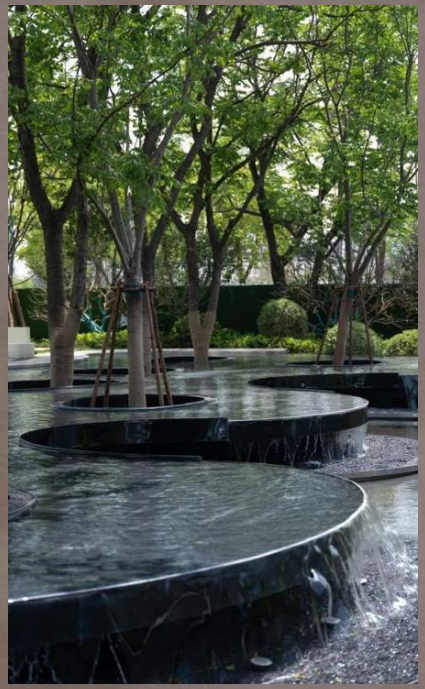


Common areas crafted to
exude elegance and tranquility







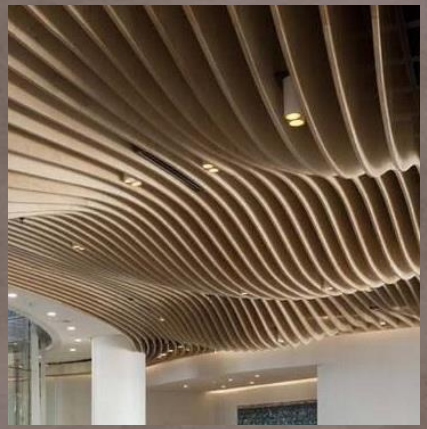




Common areas crafted to
exude elegance and tranquility











Amenities crafted to
exude elegance and tranquility











PALMA™
DEVELOPMENT

SERENIA DISTRICT
AT JUMEIRAH ISLANDS

01	02	03	04	05	06
Unique location	Cultivating a community	Timeless design & architecture	Curated contemporary interiors	Serenia Signature Clubhouse	Extraordinary resort lifestyle

Serenia Signature Clubhouse: The hub of Serenia District



100,000 Sq.Ft
of amenities over 4 levels

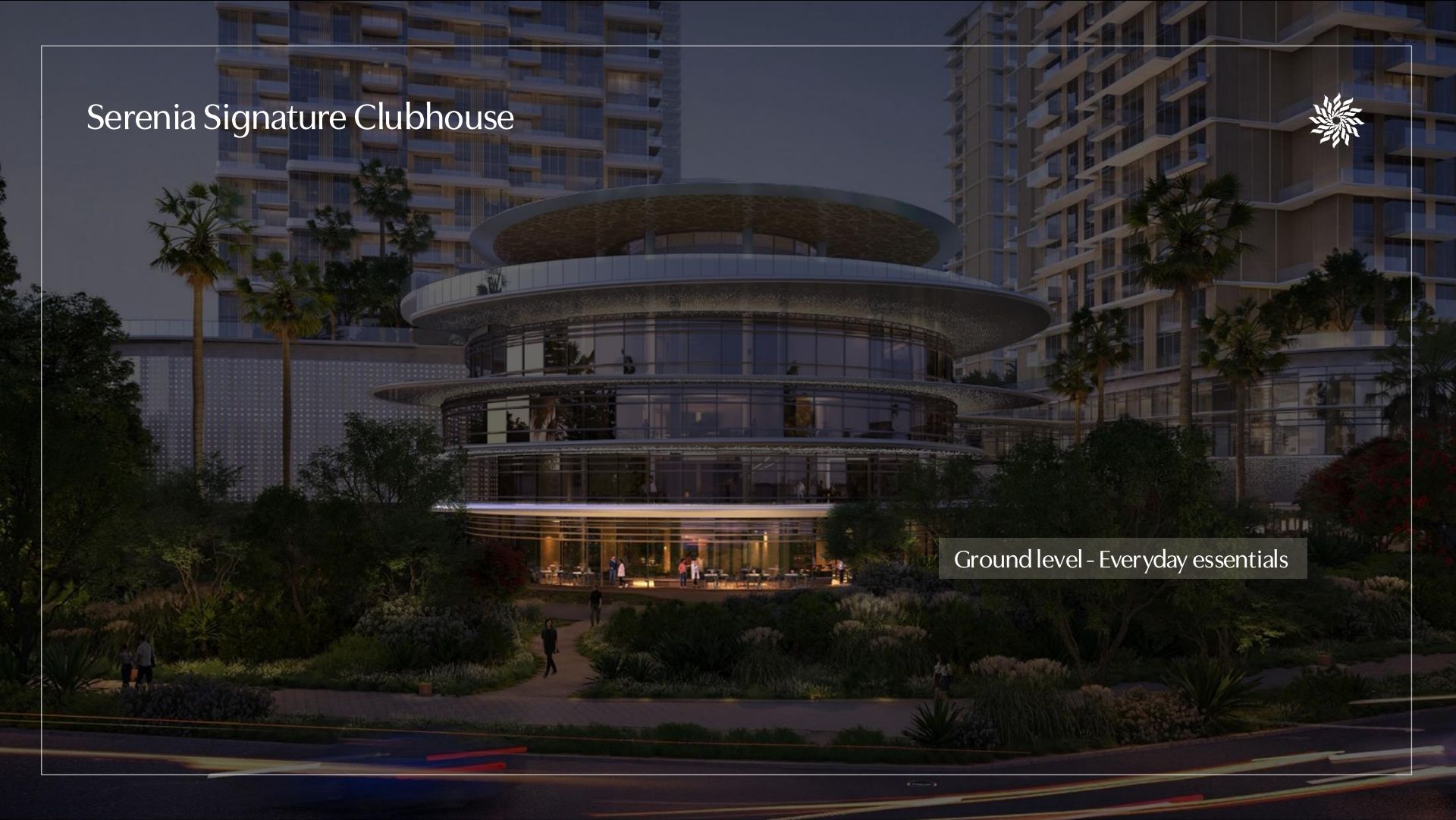
A Community hub
for all residents at Serenia District

Exciting
retail concepts



- Panoramic infinity pool
- State of the art gym
- Dedicated ladies' gym
- Rooftop café
- Male & female spa
- Indoor paddle court
- Indoor basketball half-court
- Games room
- Multi-functional hall
- Retail & F&B spaces

Serenia Signature Clubhouse



Exciting retail concepts on ground level

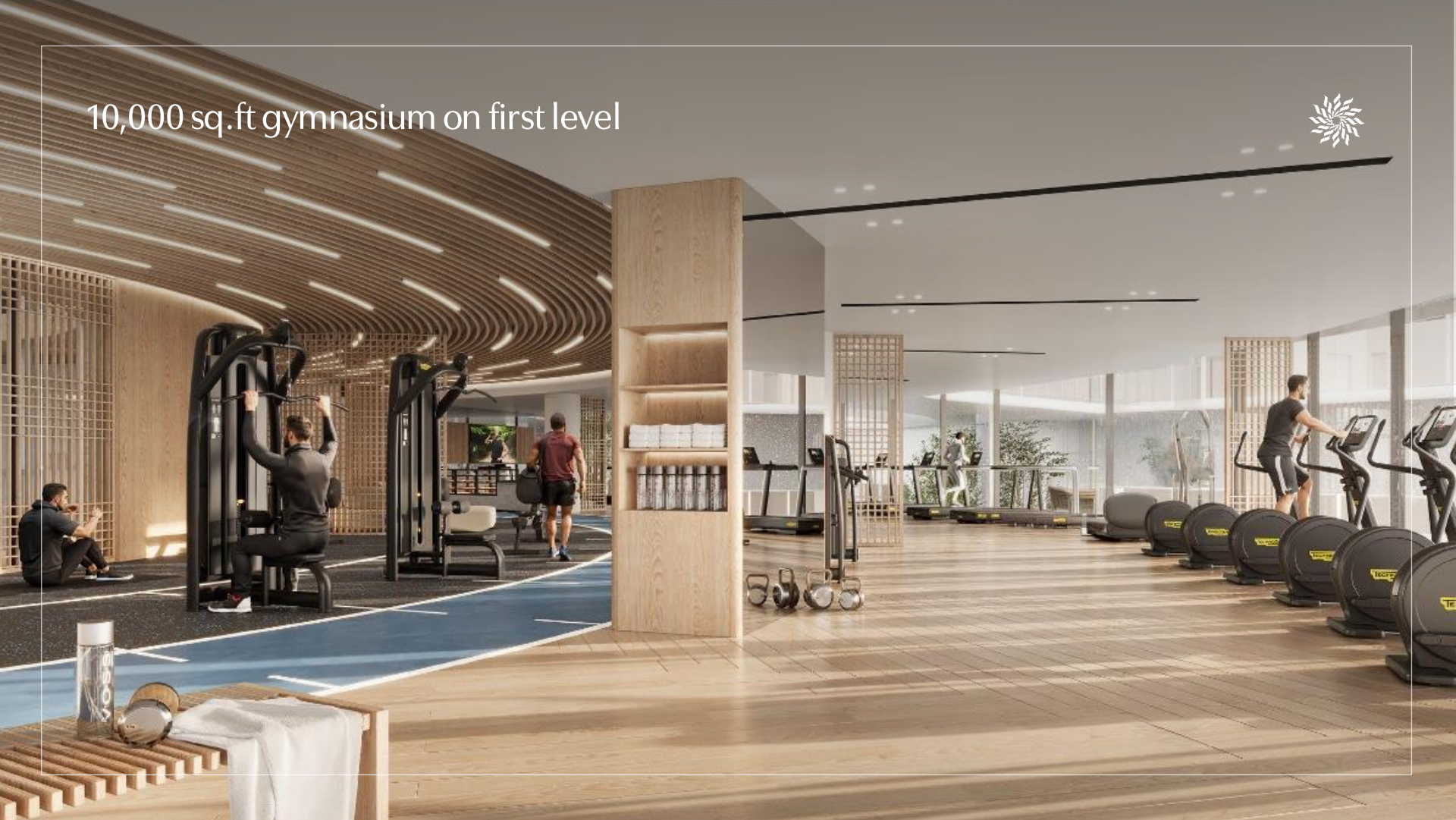


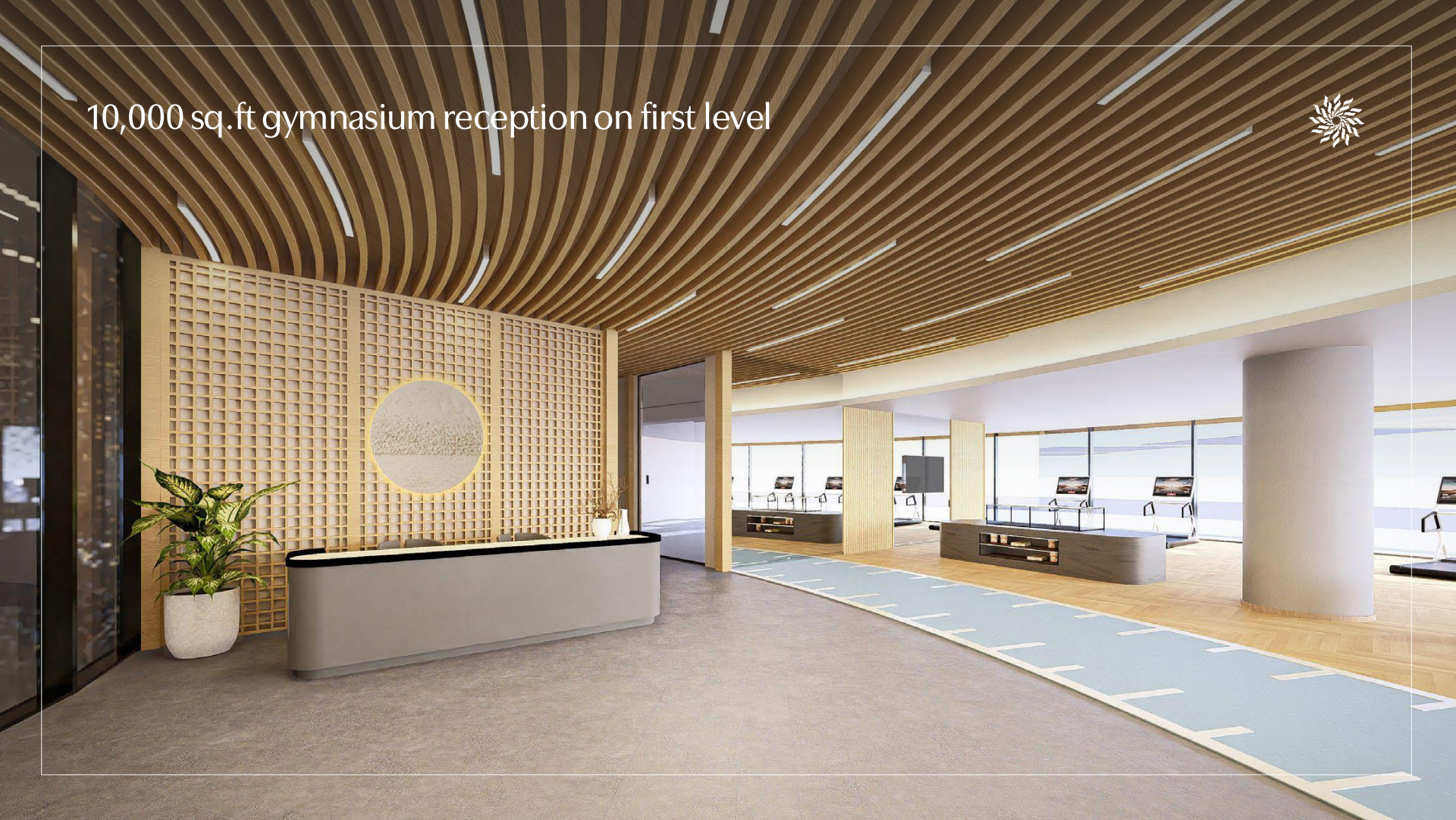
Atrium on ground level



Serenia Signature Clubhouse



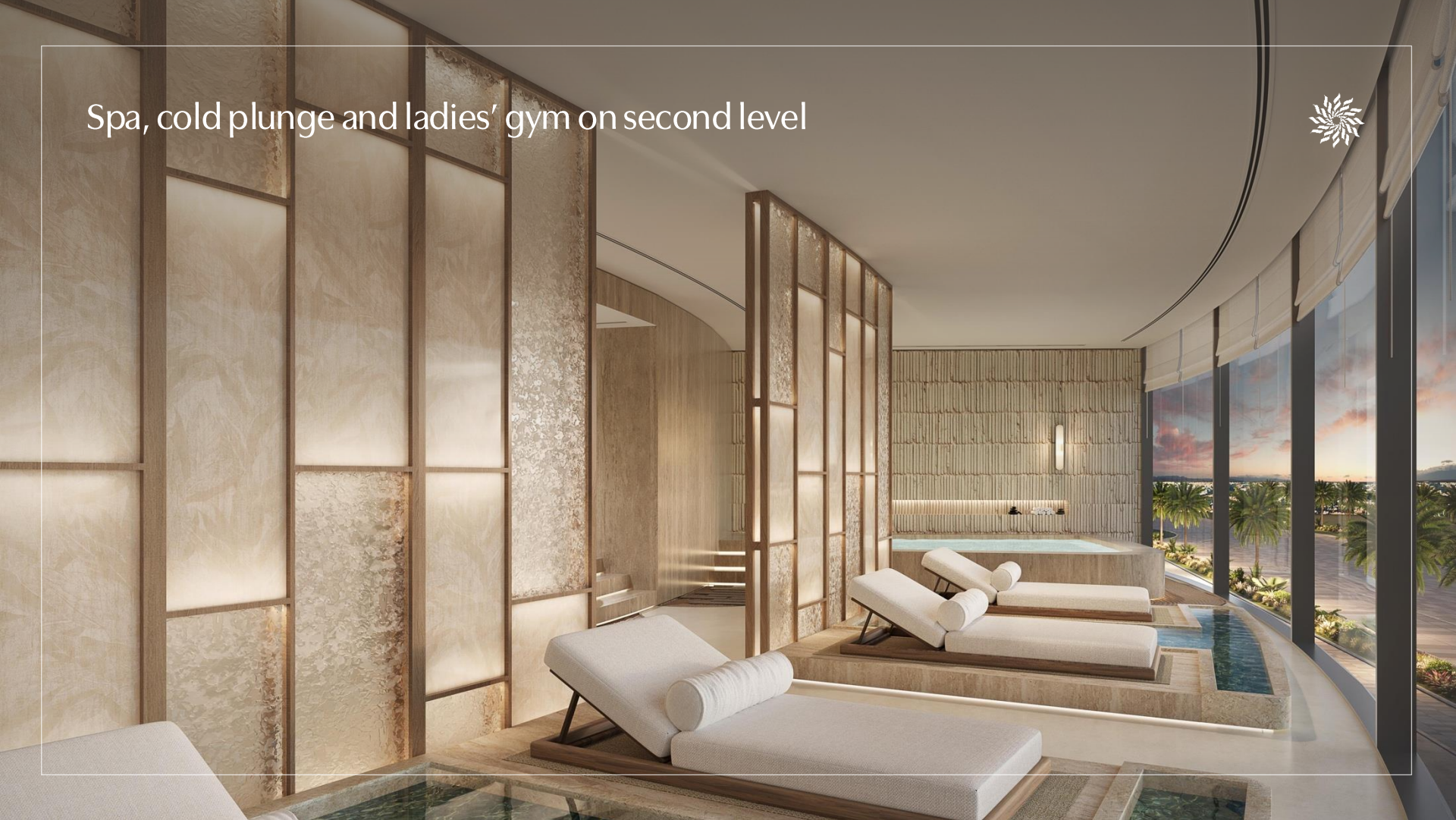

10,000 sq.ft gymnasium on first level


10,000 sq.ft gymnasium reception on first level

Serenia Signature Clubhouse



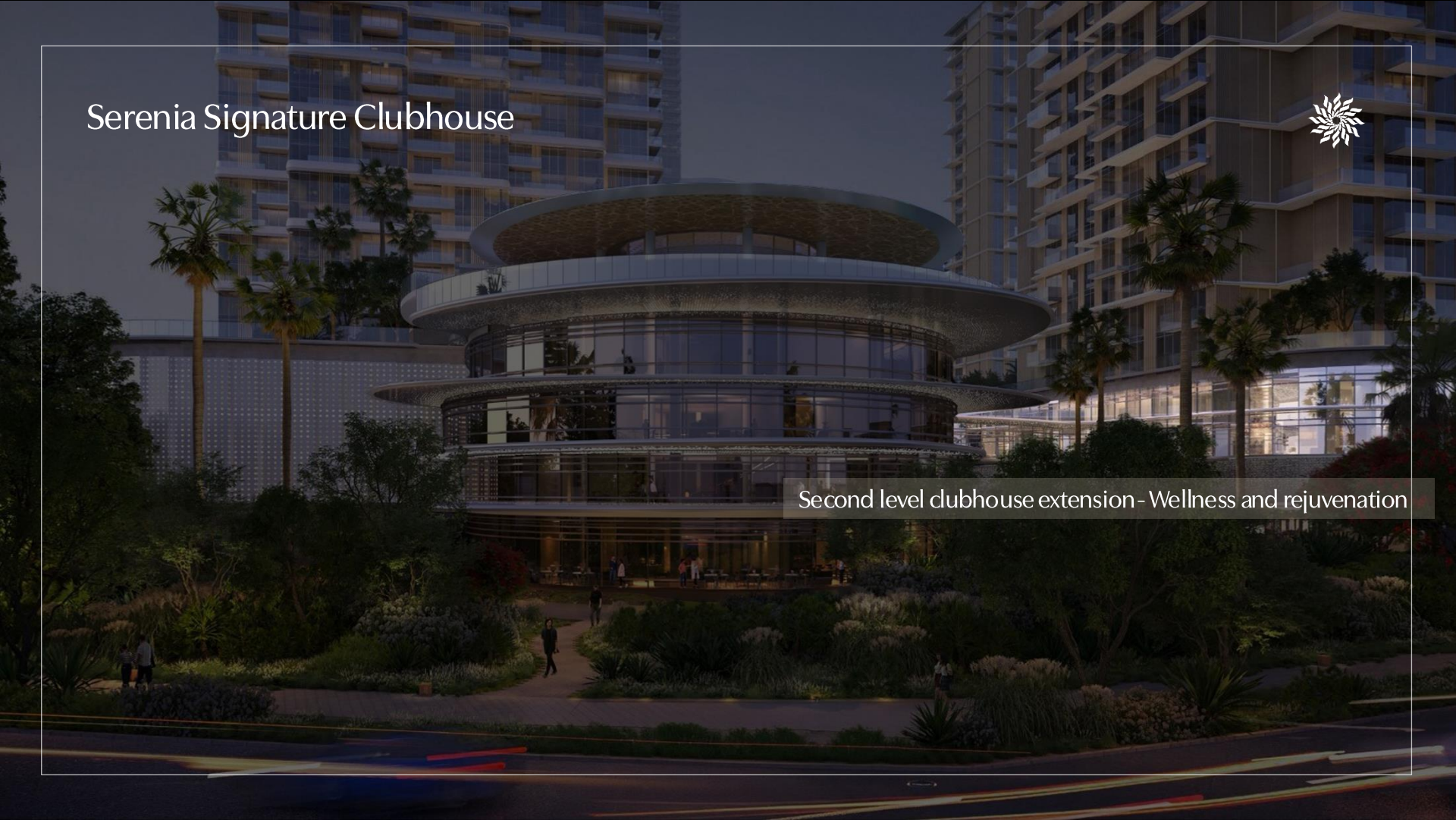
Second level - Wellness and rejuvenation


Spa, cold plunge and ladies' gym on second level

Ladies' gym on second level



Serenia Signature Clubhouse



Second level clubhouse extension - Wellness and rejuvenation

Indoor padel courts and basketball half-court second level clubhouse extension




Indoor pool at second level clubhouse extension

Private cinema at second level clubhouse extension




Kids' soft play area on second level clubhouse extension



Lounge at second level clubhouse extension

Serenia Signature Clubhouse



Third level - Social and recreation


Games room on third level

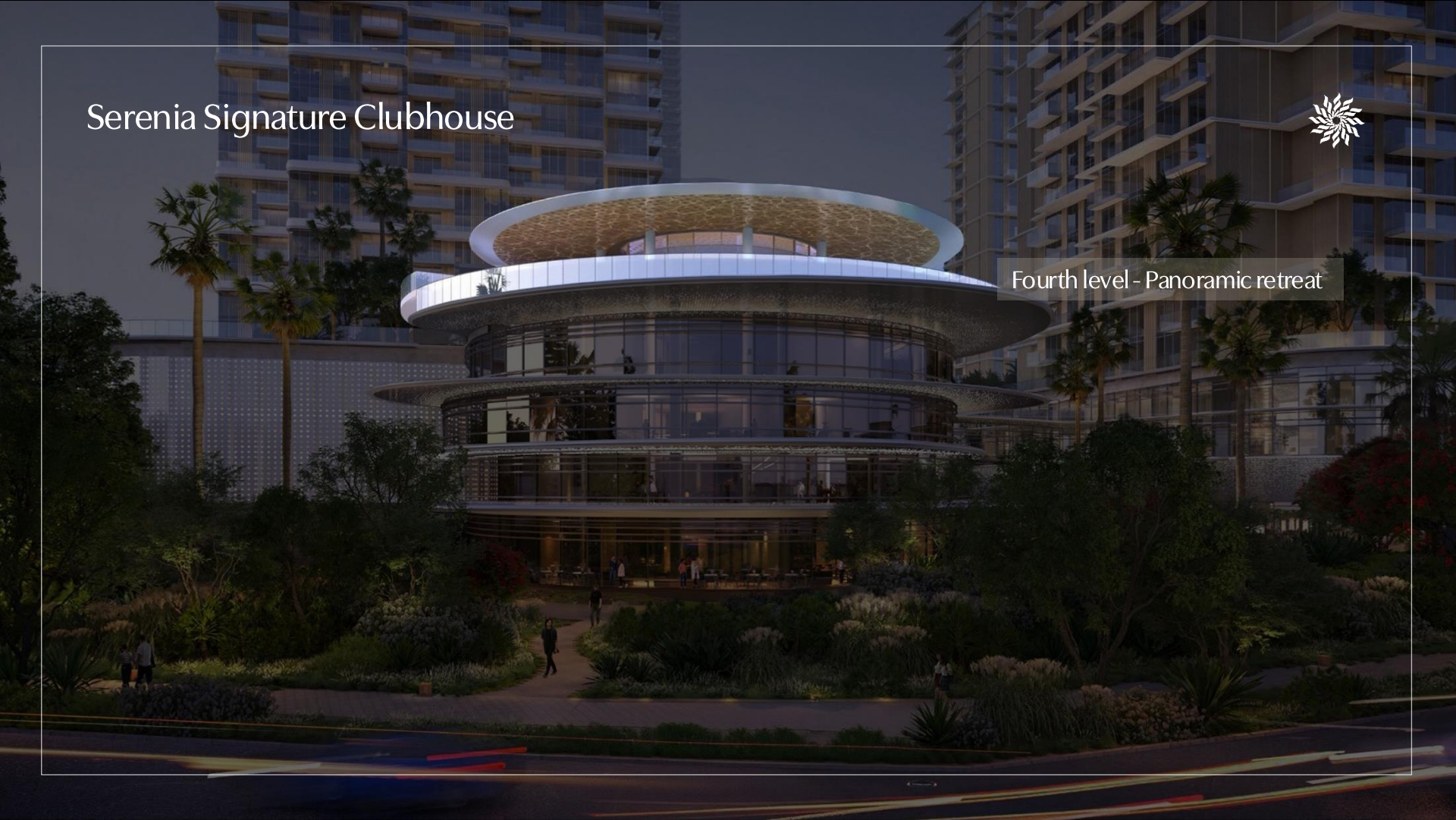
Multipurpose hall on third level



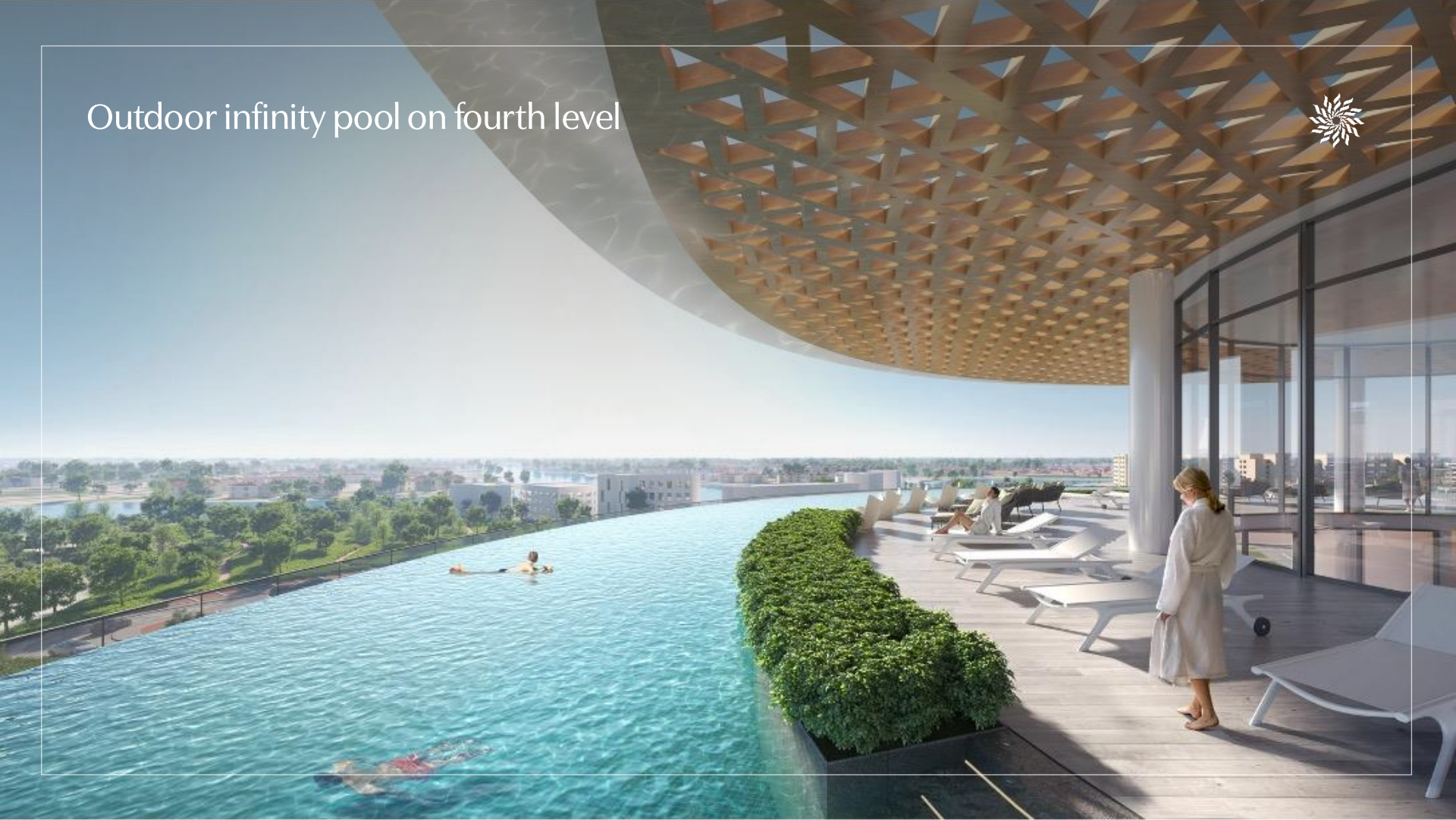
Meeting rooms on third level



Serenia Signature Clubhouse



Fourth level - Panoramic retreat


Outdoor infinity pool on fourth level

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SERENIA DISTRICT
AT JUMEIRAH ISLANDS

01
Unique location

02
Cultivating a community

03
Timeless design & architecture

04
Curated contemporary interiors

05
Serenia Signature Clubhouse

06
Extraordinary resort lifestyle

Lifestyle zones



1
Serenia Signature Clubhouse

2
Health & Social

3
Sports & Recreation

4
Family Oasis

5
Nature Discovery

6
Wellness Retreat

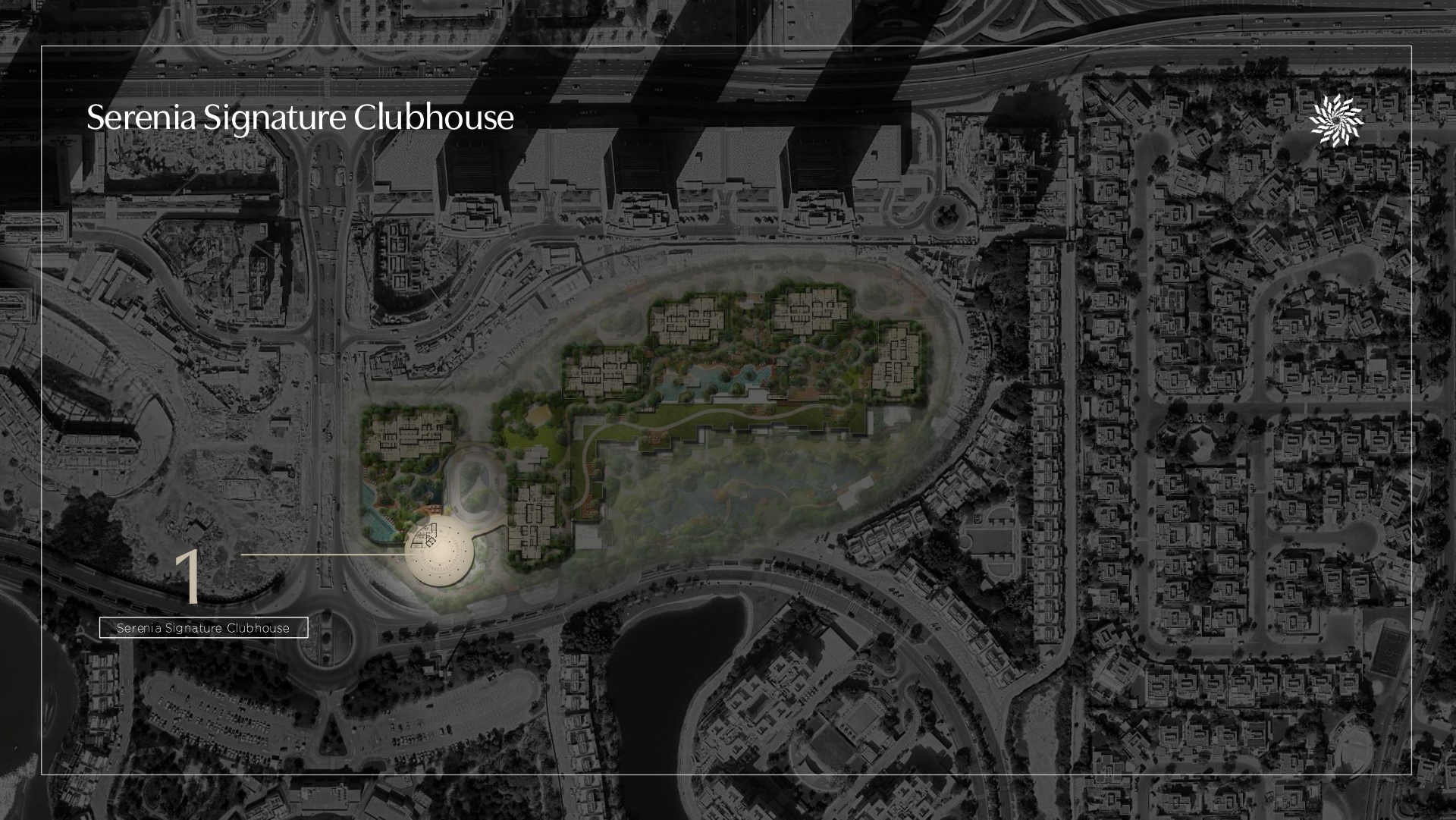
40+
Amenities

½ KM
Podium

5
Pools

4
Sports Courts
(3 Indoor,
1 Outdoor)

Serenia Signature Clubhouse



Health & Social

Health & Social

2



Health & Social



01 Lap pool

02 Shallow pool

03 Pool deck

04 Exclusive garden

05 Water feature

06 Shaded seating area

07 Lobby entrance

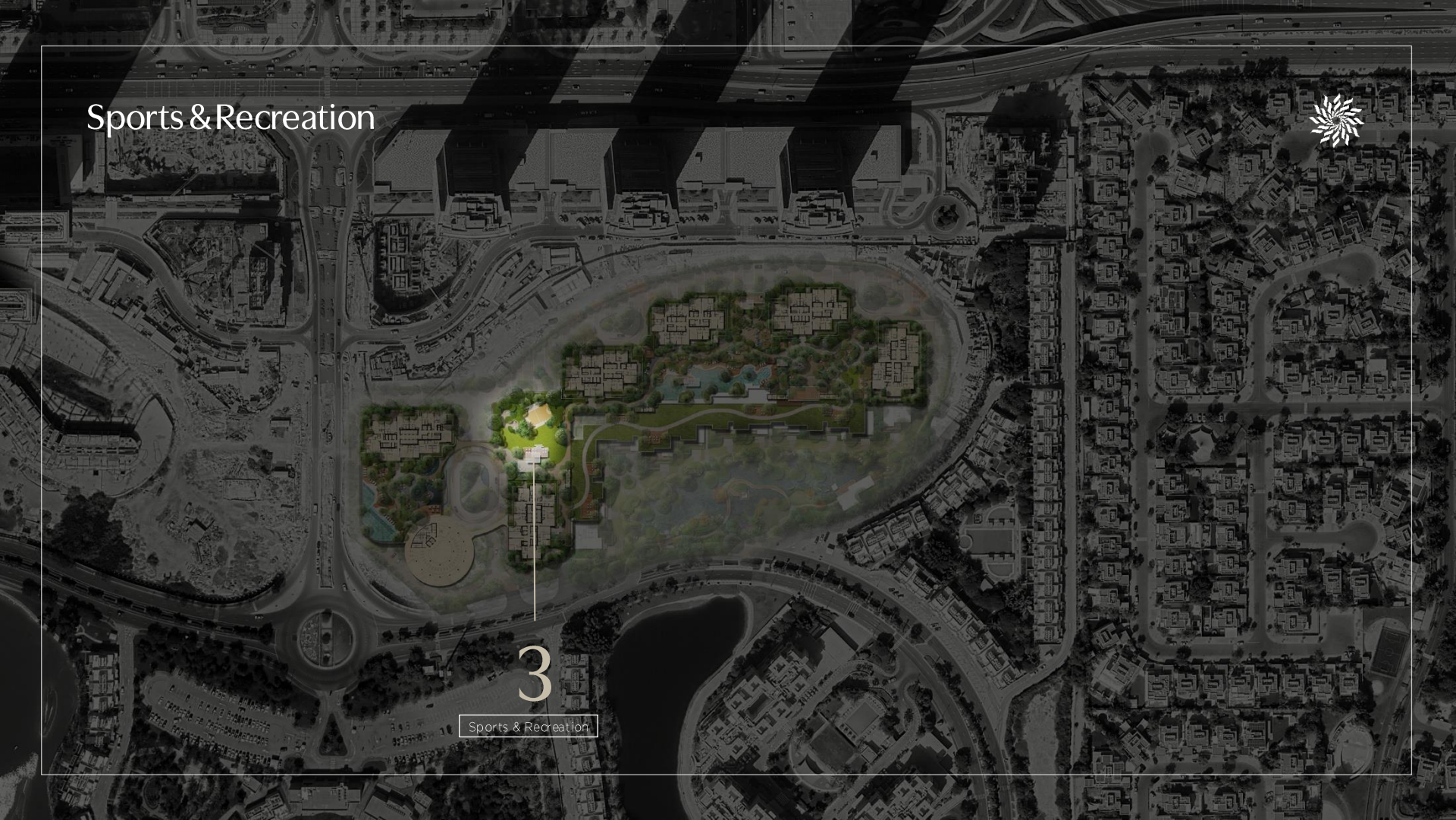
Health & Social



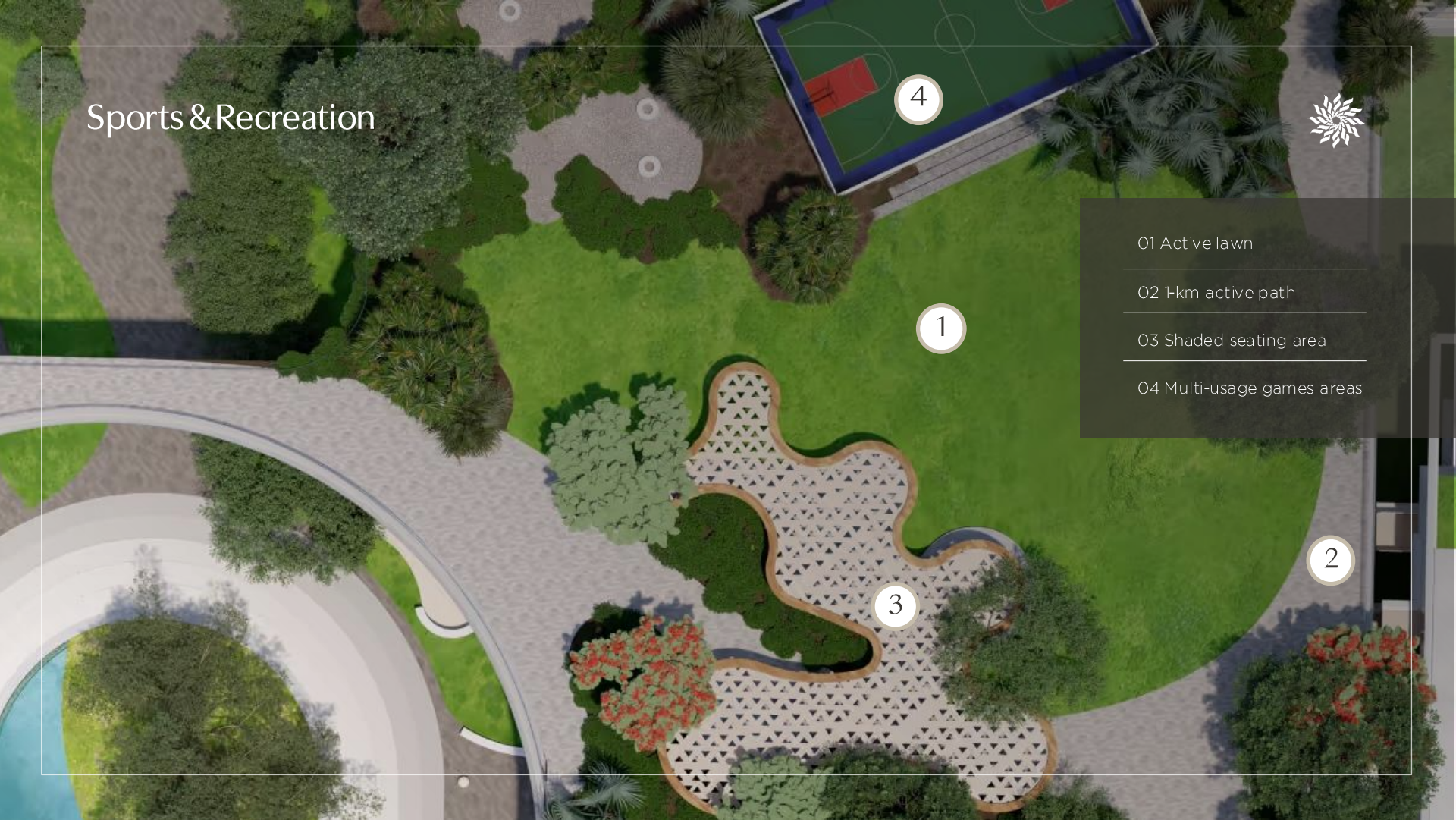
Health & Social



Sports & Recreation



Sports & Recreation



01 Active lawn

02 1-km active path

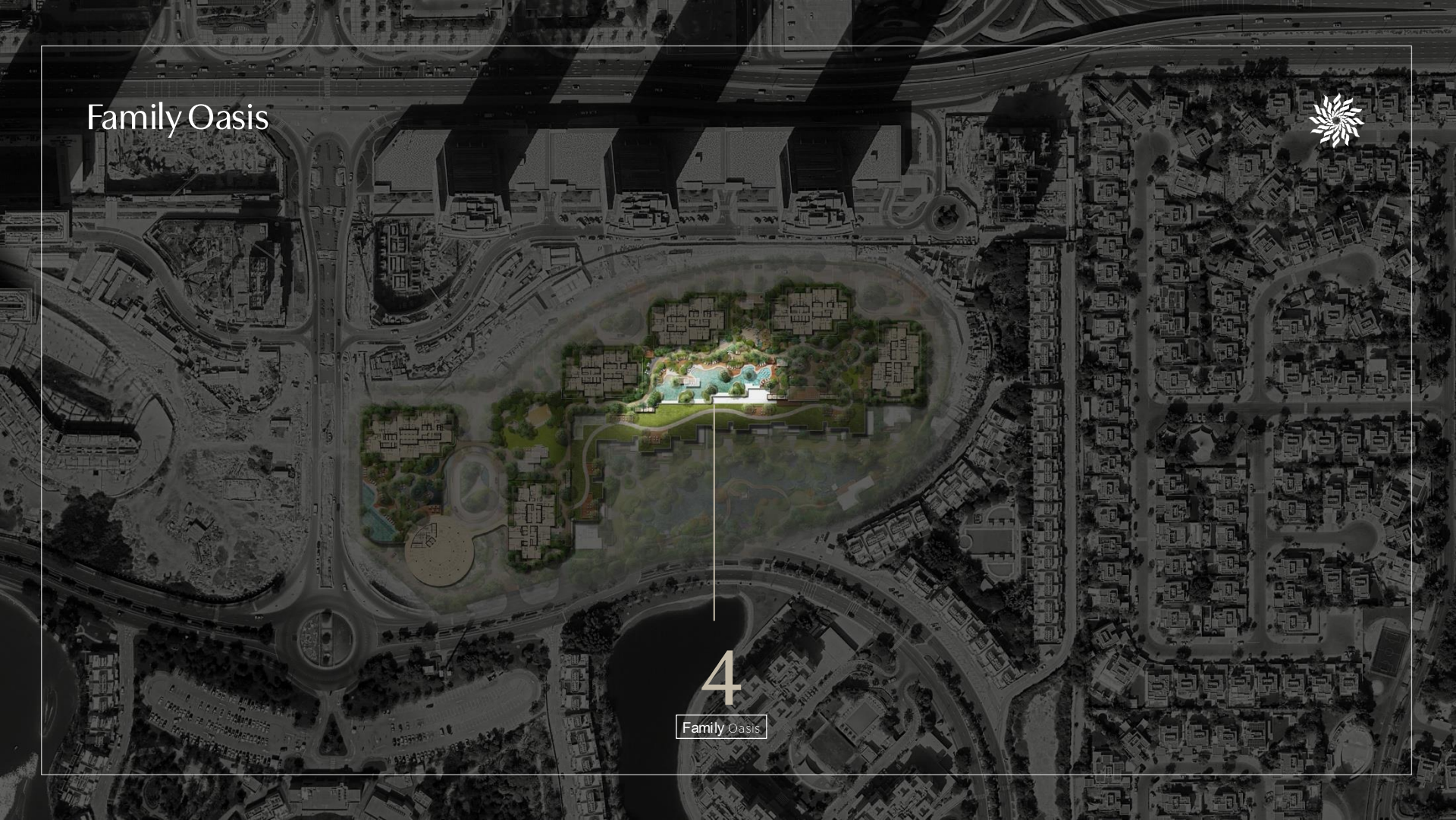
03 Shaded seating area

04 Multi-usage games areas

Sports & Recreation



Family Oasis



4

Family Oasis

Family Oasis



01 Pool deck

02 BBQ platform

03 Family pool

04 Shallow pool

05 Private garden

06 Outdoor shower


Family Oasis

Family Oasis



Nature Discovery



Nature Discovery



01 Nature playground

02 Mechanical water play

03 Wadi water play

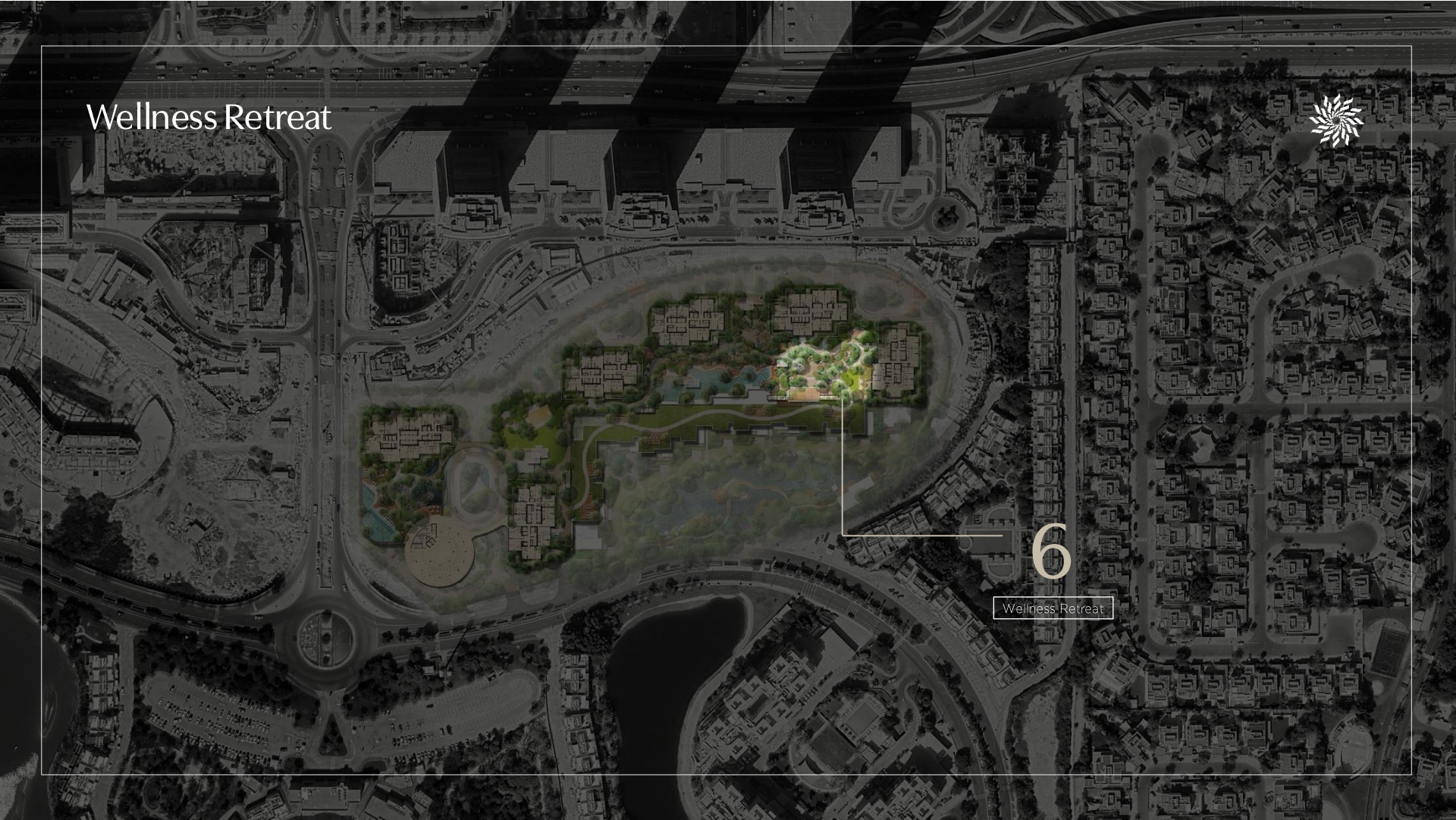
04 Shallow water play

05 Lookout seating platform

06 Treehouse


Nature Discovery

Wellness Retreat



Wellness Retreat

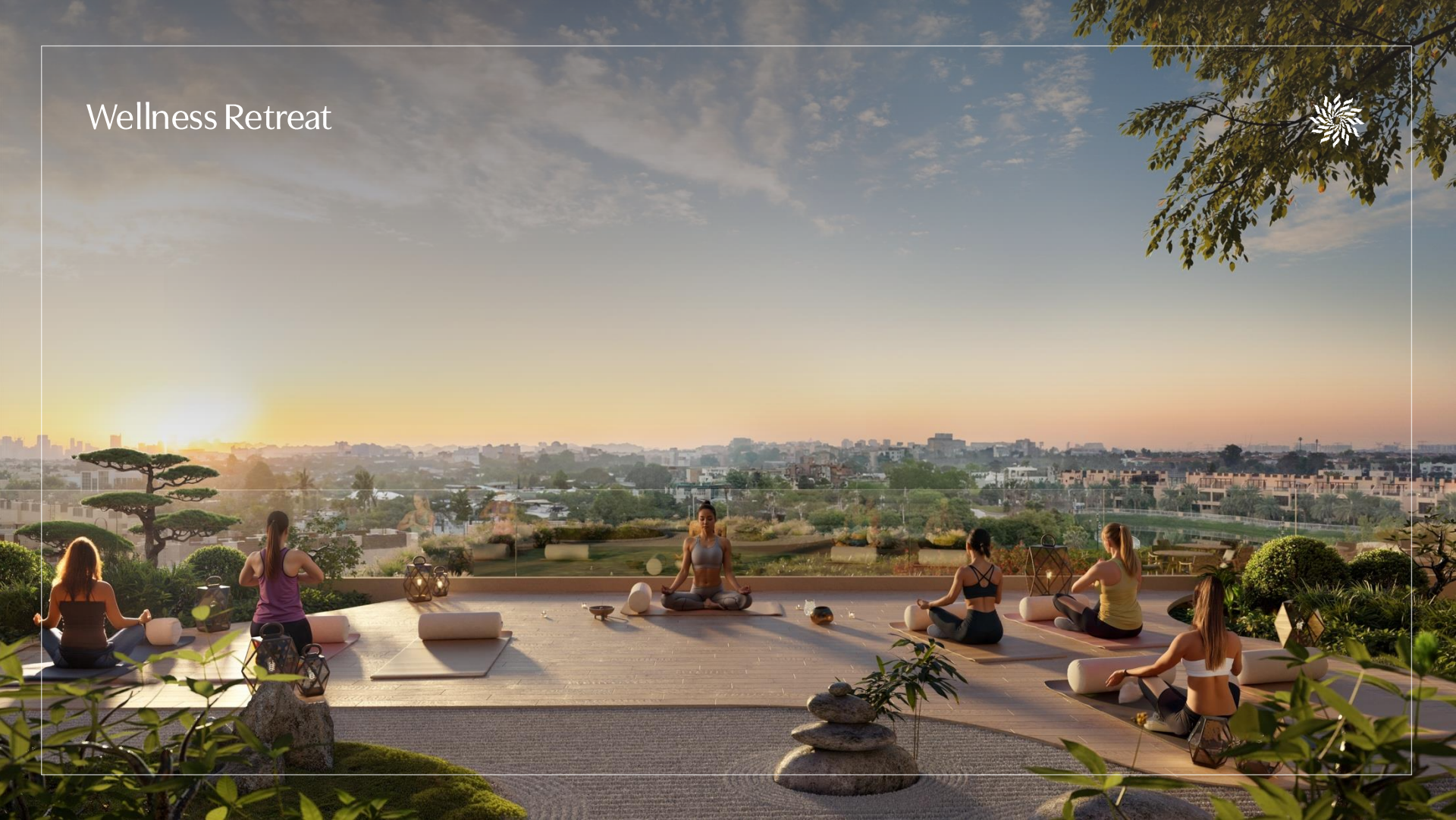


01 Wellness deck

02 Wellness lawn

03 Meditation garden

Wellness Retreat



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SERENIA DISTRICT
AT JUMEIRAH ISLANDS

A lifestyle designed for longevity, inspired by the Japanese art of living well




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AT JUMEIRAH ISLANDS
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