



# BLISS TOWER

Dubailand

Where Life Blossoms

A project by  
Pure Bliss Development LLC

DLM PARTNER  
 GRID











## A New Language of Living

Pure Bliss Development LLC stands for a vision of living, that goes beyond the ordinary crafting spaces where architecture uplifts and design brings quiet joy to everyday moments.

In partnership with GRID, the Development Lifecycle Management Partner, this vision is brought to life with purpose, precision, and care. From concept to completion, every detail is shaped with clarity and soul.

The result is Bliss Tower – a serene landmark where thoughtful design and graceful living meet. Here, space is not just built, but beautifully composed, allowing life to breathe, pause, and truly blossom.

**Here, life doesn't just happen it blossoms**









## About GRID

At GRID, we don't just build we shape experiences. Each of our developments is a reflection of thoughtful design and timeless elegance.

For us, architecture is not just a structure, but a story one that inspires, connects, and elevates everyday life.

Our design philosophy is rooted in purpose. We create spaces that do more than exist they breathe, invite, and evolve. We challenge the ordinary to reimagine urban living with creativity, depth, and meaning.

With a portfolio of over 30 projects and 6.8 million square feet of development, valued at \$2.2 billion, our legacy is defined by vision and precision. From the refined sophistication of The Lucan in Chelsea and the couture elegance of Elie Saab Residences in Bayswater, to the tranquil modernity of Casa Serene in Dubai, and the iconic W Residences, every project is a unique expression of our ethos.

Spanning the UAE, UK, and Cyprus, GRID is committed to creating places that stand the test of time spaces that enrich lives, inspire pride, and leave a lasting imprint on the cities we shape.

### Flagship Projects:

●	●	●	●
Elie Saab Residences	The Lucan	Casa Serene	Jumeirah Golf Estate Villas
August 2022	May 2025	June 2025	2025





# A Philosophy in Bloom





## The Art of Simplicity. The Power of Stillness.

Inspired by the quiet confidence of Enso, and the fleeting grace of Sakura, Bliss Tower is a home where serenity flows. Its soul is rooted in Japandi design – where Nordic functionality meets Japanese harmony. The result?

Spaces that are minimalist, yet warm.

Purposeful, yet poetic.

Alive, yet calming.





# The 5 Petal Story

Your Life. In Full Bloom.





PETAL 01  
CONNECTED LIFE



PETAL 05  
EFFORTLESS LIVING



PETAL 02  
SERENE DESIGN



PETAL 04  
SPACIOUS LIVING



PETAL 03  
HOLISTIC WELLNESS







PETAL 01

# CONNECTED LIFE

Near Everything. Far From the Chaos

Nestled just away from the city's rush, yet close enough for life's essentials - Bliss Tower is your quiet corner of the world. Minutes from where you work, shop, and play - but light years away from the noise.

Here, time slows.

And you finally find space to grow.





Future-ready with metro connectivity and bus corridors.



Surrounded by over 60% green zones as per Dubai's 2040 plan

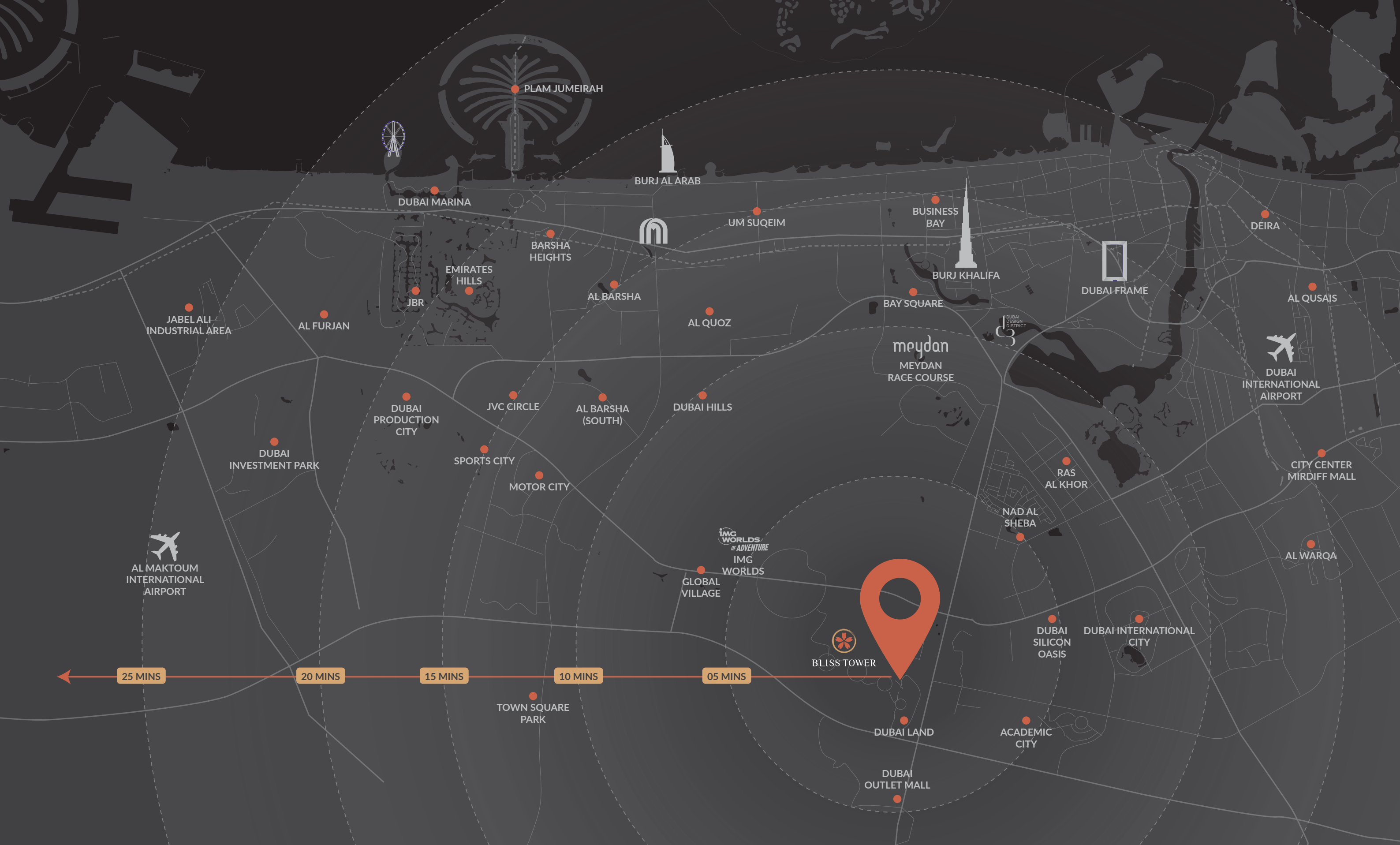


Access to schools, malls, and entertainment within minutes









5 mins  
IMG Worlds

10 mins  
Dubai Outlet Mall

15 mins  
Academic City and DSO

20 mins  
Downtown Dubai





PETAL 02

# SERENE DESIGN

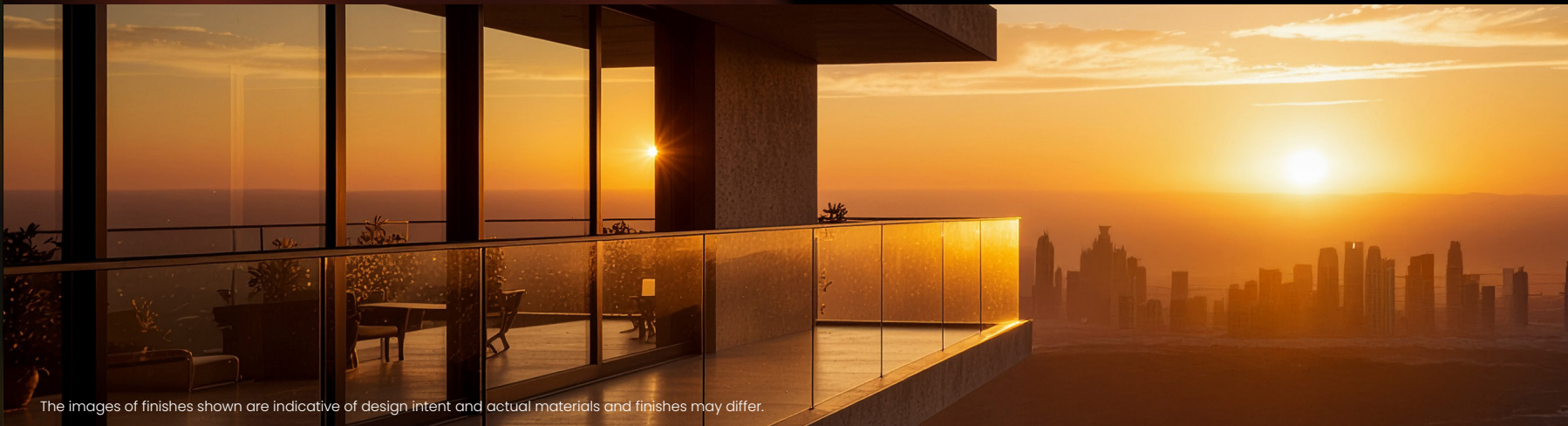
A Home That Knows How to Breathe



Bliss Tower reflects the quiet strength of **Japandi design** - where **Scandinavian simplicity** meets **Japanese soul**.

Clean lines. Thoughtful proportions. Organic textures.





Balconies that open to stillness.

Natural light flows like poetry.

The architecture of Bliss Tower is graceful without shouting, confident without demanding attention.

And every element – stone, wood, metal, glass – feels in perfect harmony.

This is not just a building. It's a living, breathing expression of peace.





PETAL 03

# HOLISTIC WELLNESS

Wellness That Grows with You

At Bliss Tower, wellness isn't a feature. It's a lifestyle. We have created environments – indoor and outdoor – that uplift your body, calm your mind, and renew your spirit.

Every day here is a quiet invitation to be well.





Spaces to recharge. Moments to reflect.

Wellness woven into every day.

At Bliss Tower, wellness isn't just an amenity — it's an experience thoughtfully woven into your everyday life.

We believe that true well-being is found in balance — between body and mind, movement and rest, solitude and connection.





Actual Render: Splash Pad



## Outdoor Wellness Amenities



Infinity Lap Pool & Jacuzzi



Splash Pad & Kids' Pool



Pool-Facing Reading Nook



Yoga Deck & Meditation Lawn



Celebration Lawn



Outdoor BBQ



Kids' Play Area









Indoor Wellness Amenities



Natural Light Fitness Studio



Yoga/Zumba Room



Indoor Games Room



Steam & Sauna Room



Banquet Hall







Actual Render: Gym





PETAL 04

# SPACIOUS LIVING

Freedom to Flow, Space to Grow

Each home at Bliss Tower is designed with openness in mind – so your day can stretch, breathe, and blossom at its own rhythm.

Open by design. Personal by nature.





Wide balconies. Functional layouts.

Whether it's solitude or connection, quiet or celebration – there's space for it all.







PETAL 05

# EFFORTLESS LIVING

Where everyday living feels seamless

From modular kitchens to integrated wardrobes, every detail is designed with purpose and flow.

At Bliss Tower, comfort isn't a luxury. It's the default.





The images of finishes shown are indicative of design intent and actual materials and finishes may differ.



Fully Furnished Homes



Premium Kitchen Appliances



Smartly Designed Wardrobes

Seamless transitions between work, rest, and play





# LIFESTYLE & EXPERIENCE

For the soul, the senses, and everything in between.





# COMMUNITY EXPERIENCES

Curated Spaces for Everyday Joy

Because community is not built with bricks. It's built with experiences.





Landscaped pathways for mindful strolls



Meditation & Reflection Zones





Banquet Hall for life's big milestones  
Indoor Celebration Lounge



Quiet Corners to Read or Recharge





The images of finishes shown are indicative of design intent and actual materials and finishes may differ.

# THE INTERIORS

Soft. Subtle. Soulful.

Within each home, calm takes shape — in quiet tones, warm textures, and spaces that speak in whispers.

This isn't interior design.

This is interior peace.





Natural wood textures and matte tones.

The images of finishes shown are indicative of design intent and actual materials and finishes may differ.





Actual Render: Bathroom

Minimal by design, refreshing by nature.





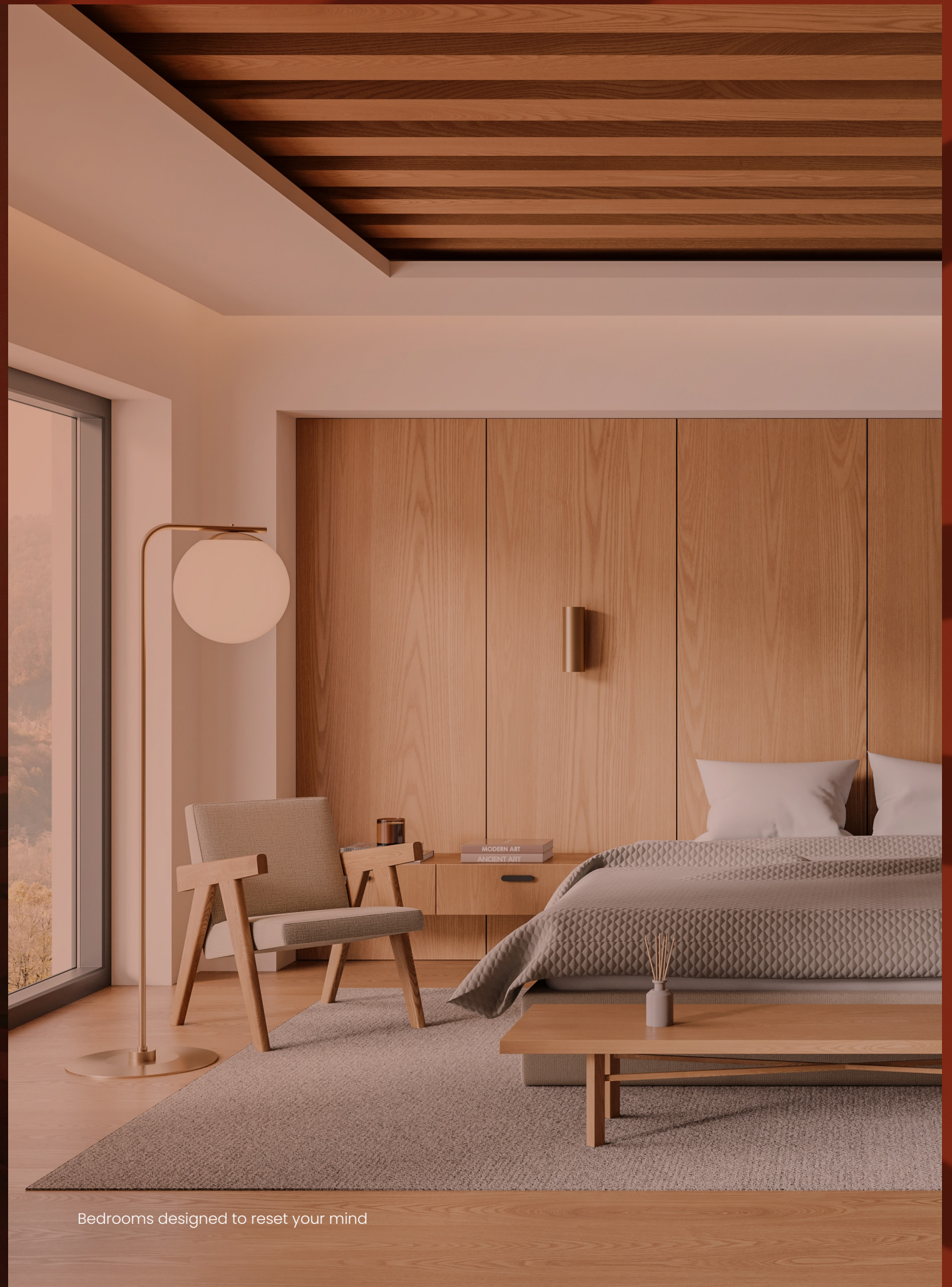
Actual Render: Kitchen

Kitchens designed for ease, crafted for everyday.





Light-filled layouts with calming finishes



Bedrooms designed to reset your mind

The images of finishes shown are indicative of design intent and actual materials and finishes may differ.





# Curated Finishes

Subtle Textures. Sophisticated Spaces.

A Deeper look at the Interiors of Bliss Tower.





Actual Render: Bedroom



## Living & Bedrooms

Elegant painted walls with  
premium porcelain tiled floors

Fully furnished with designer soft  
furniture and curated accessories

Centralized air conditioning for  
climate comfort throughout





# Kitchen

Built-in kitchen with laminate-finish shutters and fitted appliances by Electrolux

Full-body porcelain tiled floors and full-height wall tiling

Stone countertop with undermount stainless steel sink

Moisture-resistant gypsum ceiling for durability



The images of finishes shown are indicative of design intent and actual materials and finishes may differ.





The images of finishes shown are indicative of design intent and actual materials and finishes may differ.

# Bathrooms

Chrome-finish accessories & wall-mounted WC with concealed cistern

Moist-resistant gypsum ceiling and premium fittings

Full-height porcelain wall tiles & vanity with ceramic basin





# Dining & Furniture

Oak/dyed tulip furniture with  
curated accessories

Artful touches with neutral-toned  
canvas

\*4 or 6-seater dining sets based on  
unit size

\*4-Seater Dining Table for 1 and 2 bed apartments.  
6-Seater Dining Table for 2.5 bed apartments.



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Actual Render: Lift Lobby

## Common Areas

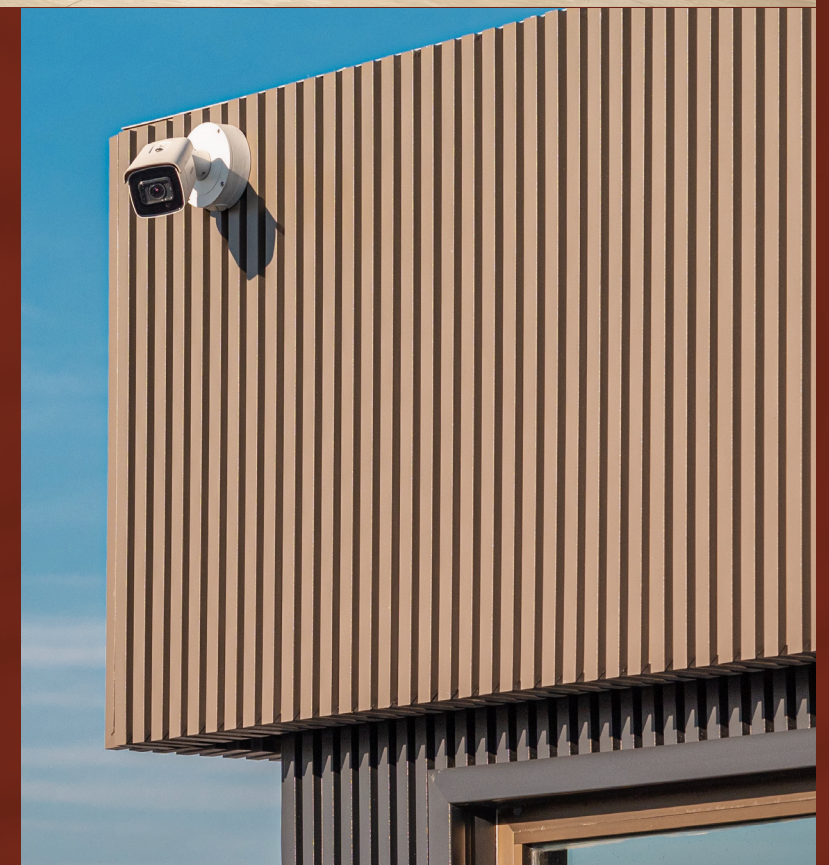
Grand reception lobby with 24/7  
manned security & CCTV coverage

Lift access to all floors with motion  
sensor lighting in corridors

Access-controlled vehicle entrance  
and EV-charging enabled parking  
(6 spots)

Time & brightness-based façade  
and parking lights for efficiency

Fire alarm and suppressant  
systems throughout





# Appliances & Wardrobes

Built-in appliances:

- HOB
- Microwave
- Oven
- Integrated fridge/freezer
- Cooker hood

Standalone washer-dryer

Fitted wardrobes with laminate-finish shutters, equipped with shelves, drawers & hanger rails



The images of finishes shown are indicative of design intent and actual materials and finishes may differ.





## Walls & Flooring

Premium painted wall finishes

Full-body porcelain tiles for all floors



Actual Render: Balcony

## Balconies & Outdoor

Designer outdoor furniture (sofas, armchairs, center tables)

Thoughtfully styled with premium accessories and furnishings





# The Ethos

Sustainability. Subtly Woven In.

Bliss Tower is as gentle on the earth as it is on you.  
Thoughtfully designed to tread lightly and live beautifully.





Here, sustainability is not an afterthought.

It's in the way the breeze flows through open layouts, how daylight is invited in, and how every choice - seen or unseen - respects the world outside.



**Charging Readiness**  
for a cleaner journey home



**Smart Lighting System**  
conserving energy, creating  
ambiance



**Eco-Conscious Materials**  
where design meets  
responsibility



**Water & Energy Saving Fixtures**  
small habits, big impact





BLISS TOWER

Dubailand

A Blissful View









  
**BLISS TOWER**

Concierge





Actual Render: Banquet Hall









Actual Render: Yoga Room





Actual Render: Pool View





Actual Render: Reading Area





Actual Render: Living Room









Actual Render: Terrace





BLISS TOWER

Dubailand

# Unit Plans



# 1 Bed Apartment

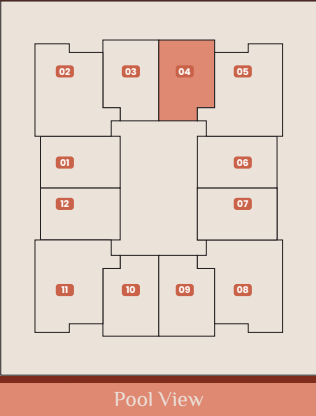


# 1 Bed - Type 1 Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 605.58 Sq.ft.  
Balcony Area 212.91 Sq.ft.  
Total Area 818.49 Sq.ft.  
View Prime Square View

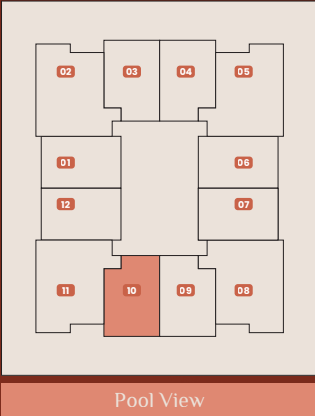


# 1 Bed - Type 1 Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 607.41 Sq.ft.  
Balcony Area 212.05 Sq.ft.  
Total Area 819.46 Sq.ft.  
View Pool View



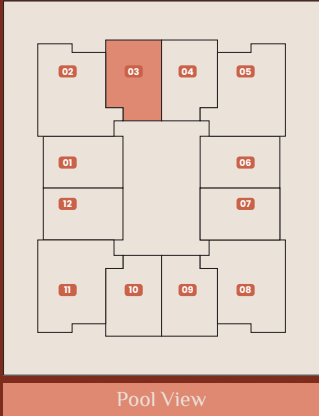


# 1 Bed - Type 1b Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 618.49 Sq.ft.  
Balcony Area 212.91 Sq.ft.  
Total Area 831.40 Sq.ft.  
View Prime Square View



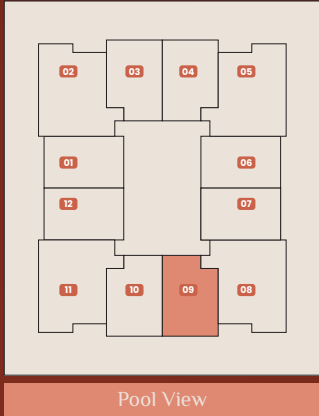
Pool View

# 1 Bed - Type 1c Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 607.41 Sq.ft.  
Balcony Area 212.05 Sq.ft.  
Total Area 819.46 Sq.ft.  
View Pool View



Pool View



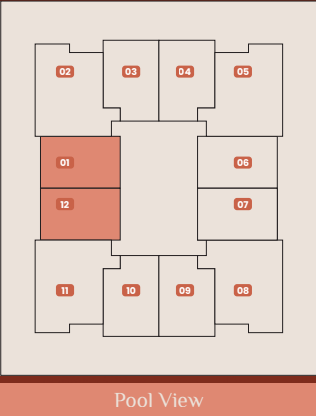


# 1 Bed - Type 2 Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 645.40 Sq.ft.  
Balcony Area 162.53 Sq.ft.  
Total Area 807.94 Sq.ft.  
View Community View

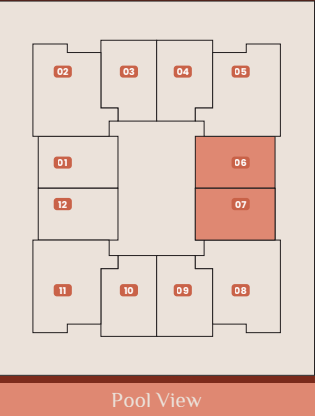


# 1 Bed - Type 2 Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 634.21 Sq.ft.  
Balcony Area 162.53 Sq.ft.  
Total Area 796.74 Sq.ft.  
View Community View





# 2 Bed Apartment

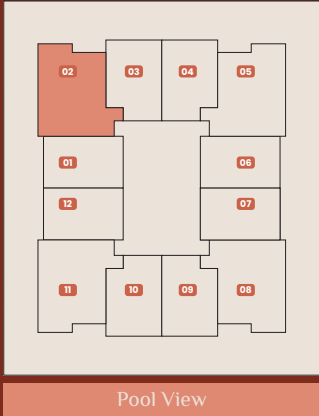


# 2 Bed - Type 1 Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 911.81 Sq.ft.  
Balcony Area 220.12 Sq.ft.  
Total Area 1131.93 Sq.ft.  
View Prime Square View



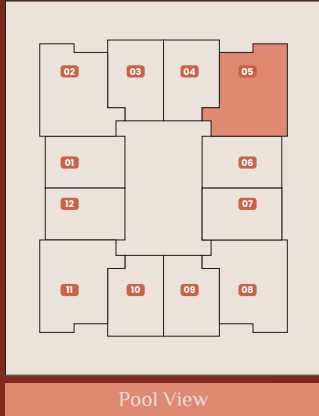
Pool View

# 2 Bed - Type 1 Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 911.92 Sq.ft.  
Balcony Area 220.12 Sq.ft.  
Total Area 1132.04 Sq.ft.  
View Prime Square View



Pool View



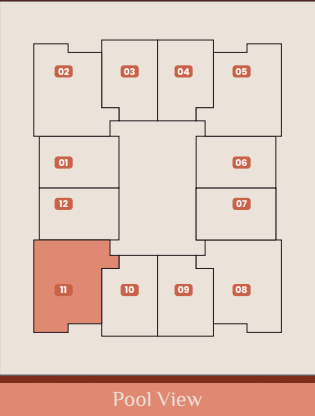


# 2 Bed - Type 1 Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 912.99 Sq.ft.  
Balcony Area 222.27 Sq.ft.  
Total Area 1135.27 Sq.ft.  
View Pool View

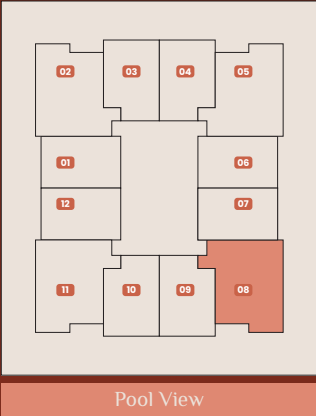


# 2 Bed - Type 1b Apartment

2<sup>nd</sup> to 11<sup>th</sup> Typical Floor Plan



Suite Area 905.46 Sq.ft.  
Balcony Area 224.64 Sq.ft.  
Total Area 1130.10 Sq.ft.  
View Pool View



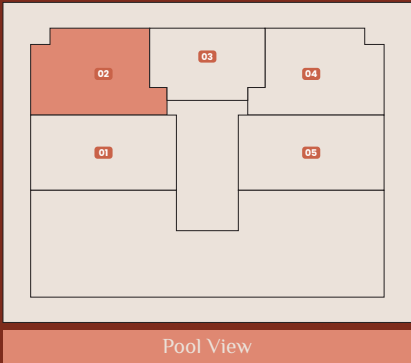


# 2 Bed - Type 1a Apartment

1<sup>st</sup> Floor Plan



Suite Area 908.58 Sq.ft.  
Balcony Area 1115.89 Sq.ft.  
Total Area 2024.47 Sq.ft.  
View Prime Square View

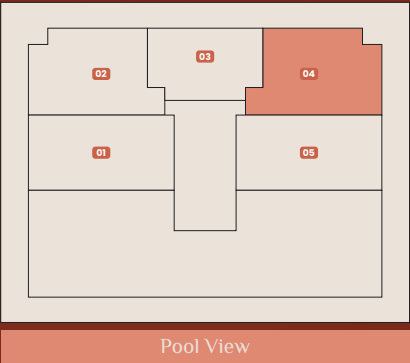


# 2 Bed - Type 1a Apartment

1<sup>st</sup> Floor Plan



Suite Area 910.73 Sq.ft.  
Balcony Area 1125.69 Sq.ft.  
Total Area 2036.42 Sq.ft.  
View Prime Square View



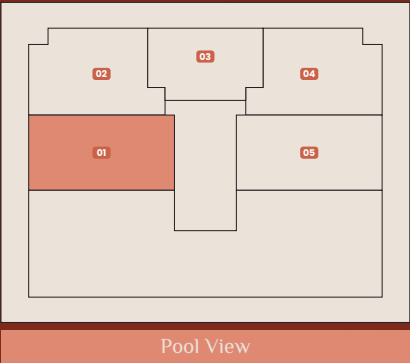


# 2 Bed - Type 2 Apartment

1<sup>st</sup> Floor Plan



Suite Area	907.72 Sq.ft.
Balcony Area	1256.25 Sq.ft.
Total Area	2163.97 Sq.ft.
View	Community View



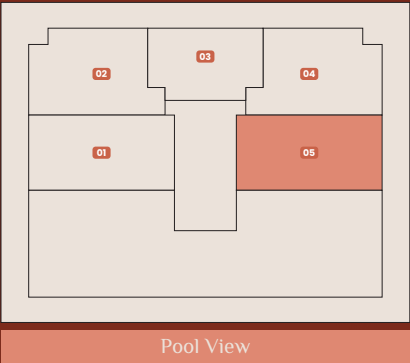


# 2 Bed - Type 2 Apartment

1<sup>st</sup> Floor Plan



Suite Area 906.21 Sq.ft.  
Balcony Area 1240.32 Sq.ft.  
Total Area 2146.54 Sq.ft.  
View Community View



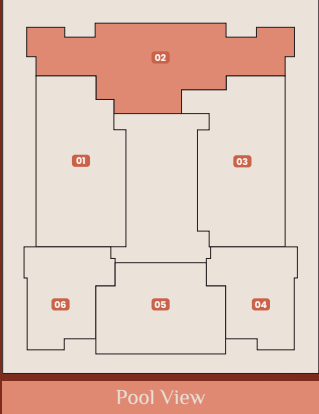


# 2 Bed - Type 3 Apartment

12<sup>th</sup> Floor Plan



Suite Area 908.58 Sq.ft.  
Balcony Area 1115.89 Sq.ft.  
Total Area 2024.47 Sq.ft.  
View Prime Square View





# 2.5 Bed Apartment

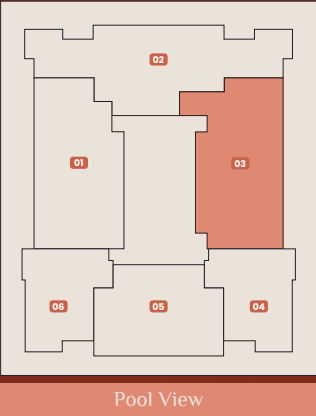


# 2.5 Bed - Type 1 Apartment

12<sup>th</sup> Floor Plan



Suite Area 1101.47 Sq.ft.  
Balcony Area 1129.24 Sq.ft.  
Total Area 2230.71 Sq.ft.  
View Community View

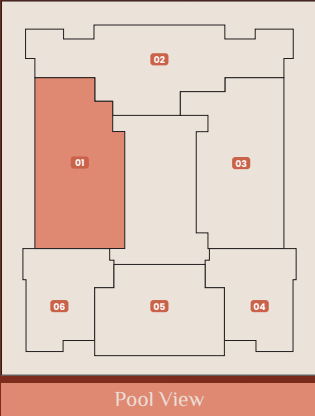


# 2.5 Bed - Type 1a Apartment

12<sup>th</sup> Floor Plan



Suite Area 1159.92 Sq.ft.  
Balcony Area 1048.73 Sq.ft.  
Total Area 2208.64 Sq.ft.  
View Community View



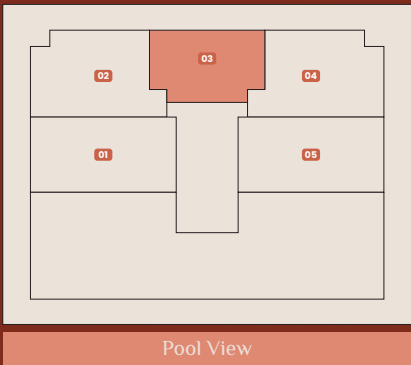


# 2.5 Bed - Type 2 Apartment

1<sup>st</sup> Floor Plan



Suite Area	1221.81 Sq.ft.
Balcony Area	226.80 Sq.ft.
Total Area	1448.61 Sq.ft.
View	Prime Square View

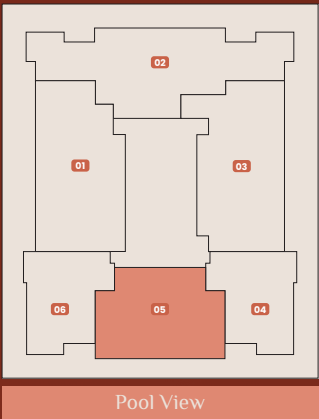


# 2.5 Bed - Type 3 Apartment

12<sup>th</sup> Floor Plan



Suite Area	1231.61 Sq.ft.
Balcony Area	424.10 Sq.ft.
Total Area	1655.70 Sq.ft.
View	Pool View







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