

FRANCK MULLER

# AETERNITAS

BY

LONDON GATE



# DUBAI

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# THE CITY OF SUPERLATIVES

## CHAPTER 1





FROM  
SOUKS  
TO SKIES

A TALE OF  
MARVELS



Here's to a lifestyle  
curated for the  
connoisseur, where every  
waking moment is an ode  
to life. From unmatched  
retail experiences to a  
culinary exhibition of the  
highest order, live the  
true Dubai life.



# THE DUBAI LIFESTYLE

Immerse yourself in the vibrant cultural scene. Unwind at the world's most luxurious retreats, or simply admire the views. In Dubai, every facet of life is a celebration of the extraordinary.



## Shoppers' Paradise

Discover high-end retail districts and designer boutiques in a shopper's paradise.



## Gastronomic Wonders

Indulge in Michelin-starred dining and street food delights across the city.



## Cultural Landscape

Explore art galleries, museums, and heritage sites reflecting rich culture.



## Luxe Getaways

Escape to the world's most lavish retreats for unparalleled comfort.



## Spectacular Views

Admire iconic skylines and pristine beaches, capturing Dubai's scenic beauty.



## Social Pulse

Dive into upscale events and exclusive gatherings, where every moment is a celebration.



## Adventure Awaits

From desert safaris to water sports, embrace the adrenaline-fueled side of Dubai.



# WHY INVEST IN DUBAI?

Strategically positioned at the world's crossroads, Dubai is a unique blend of visionary architecture and a flourishing economy. Unveiling itself as the new global center since the start of the 21st century, Dubai is the benchmark of a new era of lifestyle, leisure, and beyond.



GOLDEN VISA

ONE OF THE WORLD'S SAFEST CITIES

STRATEGIC LOCATION

STATE-OF-THE-ART EDUCATION & HEALTHCARE

INVESTOR-FRIENDLY POLICIES

QUALITY OF LIFE

WORLD-CLASS INFRASTRUCTURE

TAX-FREE ECONOMY

THE CLEANEST CITY IN THE WORLD\*

MOST DESIRABLE GLOBAL DESTINATION FOR EXPATS\*\*

\*Dubai has maintained its number one rank as the cleanest city in the world for the third consecutive year, according to the Global Power City Index (GPCI) issued by Japan's Mori Memorial Foundation. \*\* Dubai topped the wishlists of an incredible 60 countries in Remitly's study 'The cities the world wants to move to'



# DUBAI MARINA LUXURY, LIFESTYLE & BEYOND

CHAPTER  
2













# THE DUBAI MARINA LEGACY

The shores of the sea and its breeze were always an attraction for locals and tourists alike. But with the evolution of Dubai's personality from just a tourist destination to everything and more, Dubai Marina has become a crucial benchmark. It is accessible and ever-so-close to work and play.

Tread down from the tallest of luxuries to the glistening waters, or simply take a short drive to the nearby malls for a look around.

Dubai Marina encapsulates the multifaceted allure of the city.







03MIN

Marina  
Mall

04MIN

Montgomerie  
Golf Course

05MIN

JBR  
Beach

08MIN

Palm  
Jumeirah

10MIN

Mall of the  
Emirates

15MIN

Palm  
Jebel Ali

20MIN

EXPO  
City

20MIN

Dubai  
International Airport

22MIN

Al Maktoum  
International Airport



# THE ELUSIVE FRANCK MULLER

CHAPTER  
3





# MASTER OF COMPLICATIONS

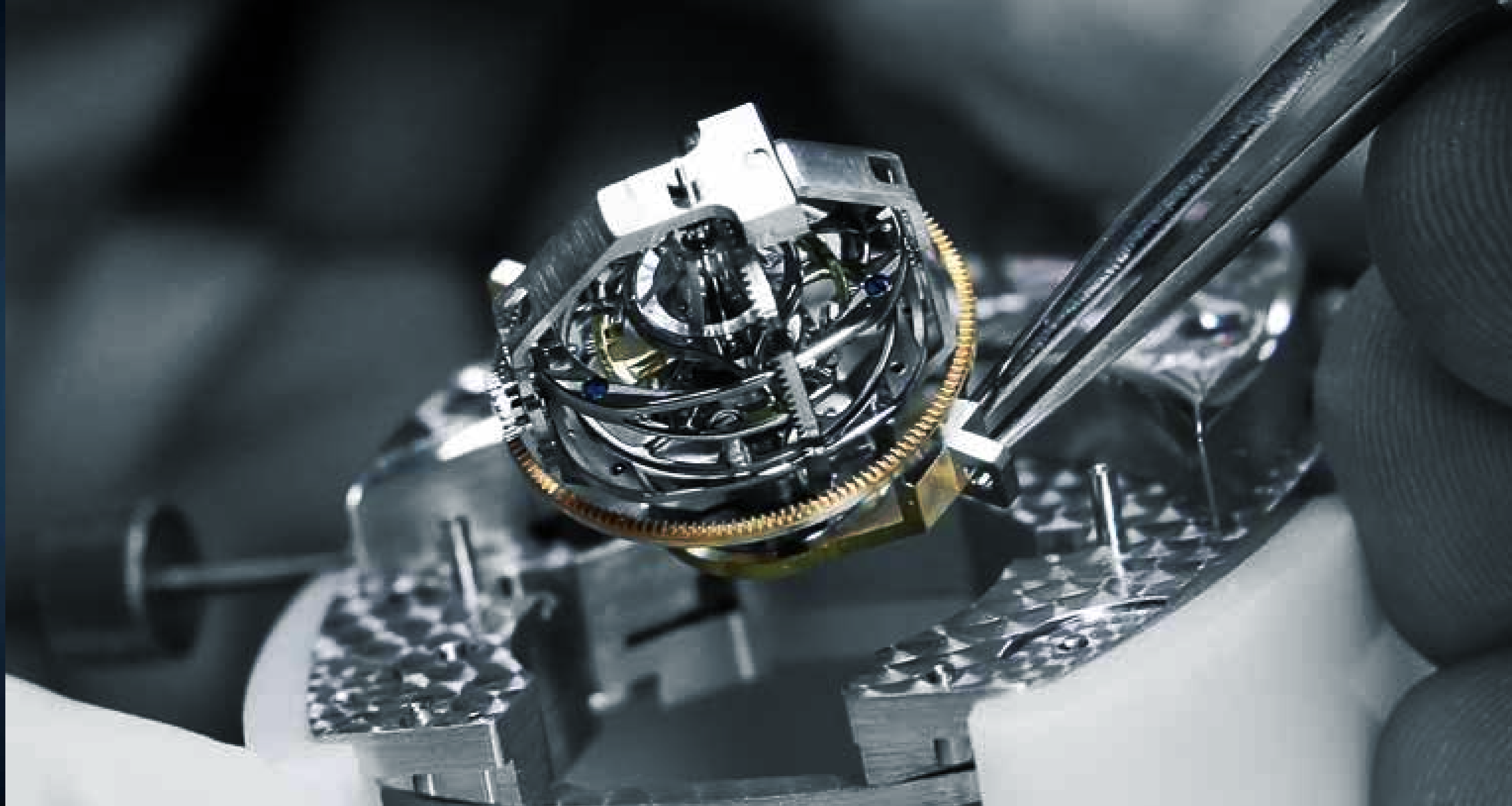
Time is a language understood in every corner of the earth. In the symphony of horology, Franck Muller stands as a maestro, crafting timepieces that transcend functionality.

Franck Muller watches are one of the finest and most complicated in the world. Founded in Geneva by Franck Muller and Vartan Sirmakes, the brand creates rare and exclusive timepieces characterised by complicated movements and original designs.



# THE MAKING OF AN ICONIC BRAND

Though there have been many watchmakers who have contributed enormously to the landscape of the 20th century, there is one individual whose impact has been extraordinary.



Born in Switzerland to an Italian mother and a Swiss father, Franck Muller was raised in a multicultural environment and inherited both creativity and discipline.

In 1983 Franck Muller presented his first wristwatch collection and the rest, as they say, is history. Franck Muller would go on to dominate watchmaking, introducing new mind-blowing complicated world premieres, including the world's most complicated wristwatch in 1992.



# A TIMELESS VISION

FRANCK  
MULLER'S VISION  
RESTED ON  
THREE PILLARS

## REVITALIZE

Reintroduce classical Swiss high watchmaking through aesthetic innovation and technical audacity.

## REINTRODUCE

Address the needs of the modern world.

## REPOSITION

Reposition the watch into a canvas for emotional expression.



# THE WORLD'S MOST COMPLICATED WATCH

In the world of contemporary high watchmaking, there is one single timepiece that so profoundly encapsulates a sense of reverence that it compels even the most jaded watch connoisseur into humbled silence — Aeternitas Mega.

In 1989, Franck Muller set about creating a watch of unrivalled complication. Today, with 36 complications and 1,483 components, the Aeternitas Mega is indeed the most complicated watch in the world.



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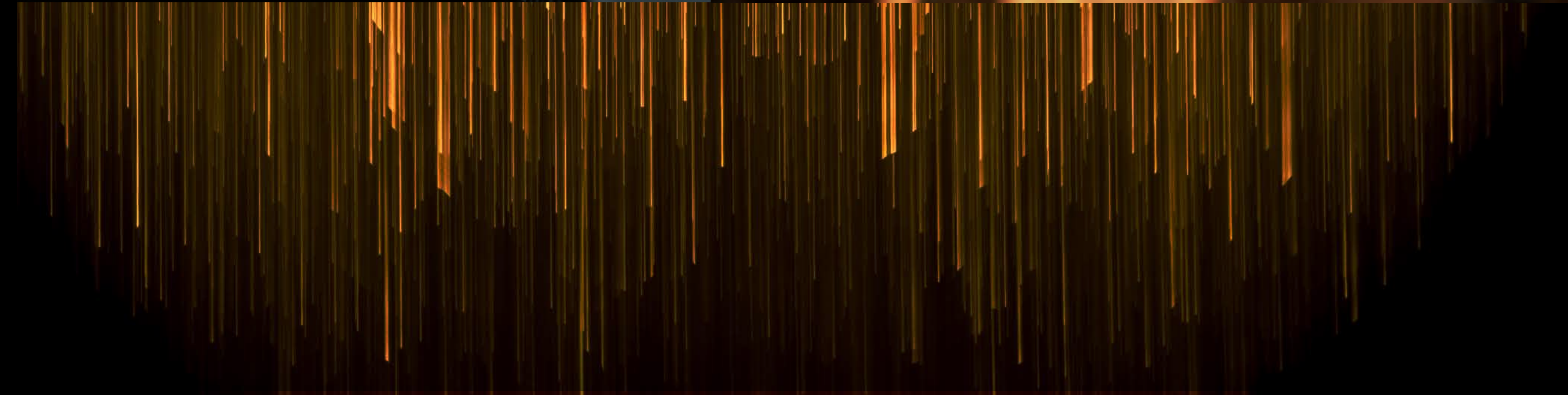
Every Franck Muller watch is born out of pleasure and never as a commercial necessity. Every timepiece we've made has tried to bring something new and innovative to horology, to help in the evolution of its continuous story. I've always had one objective in mind, which is to ensure that our watches are emotionally impactful — that they delight their owners while representing the finest quality in the Swiss industry.

**Franck Muller**



# UNVEILING THE MAGNUM OPUS

CHAPTER  
4





# EXTRAORDINARY LIVING MEETS TIMELESS ELEGANCE

The grandest of creations come to life on the rarest of occasions. And when they do, it's a spectacle to behold, a collaboration to dictate the course of their niche and everything around them.

This timeless partnership derives from a vision into the future, a voice set to redefine the skyscape. Welcome to the grand unveil.





# THE MUSE

## FRANCK MULLER

A brand that has left an undeniable mark in luxury over the last 30 years.

As a trendsetter in horological innovation, Franck Muller has not only achieved remarkable milestones but has also become a creative inspiration for other brands, setting benchmarks in the use of complications, design, themes, and evoking emotions.







# THE ARTIST

## LONDON GATE

London Gate stands as a renowned real estate developer, introducing London's timeless elegance to Dubai's dynamic urban tapestry. We are dedicated to crafting exceptional residential spaces that harmonize luxury and comfort, elevating lifestyles to new heights.



# THE MASTERPIECE

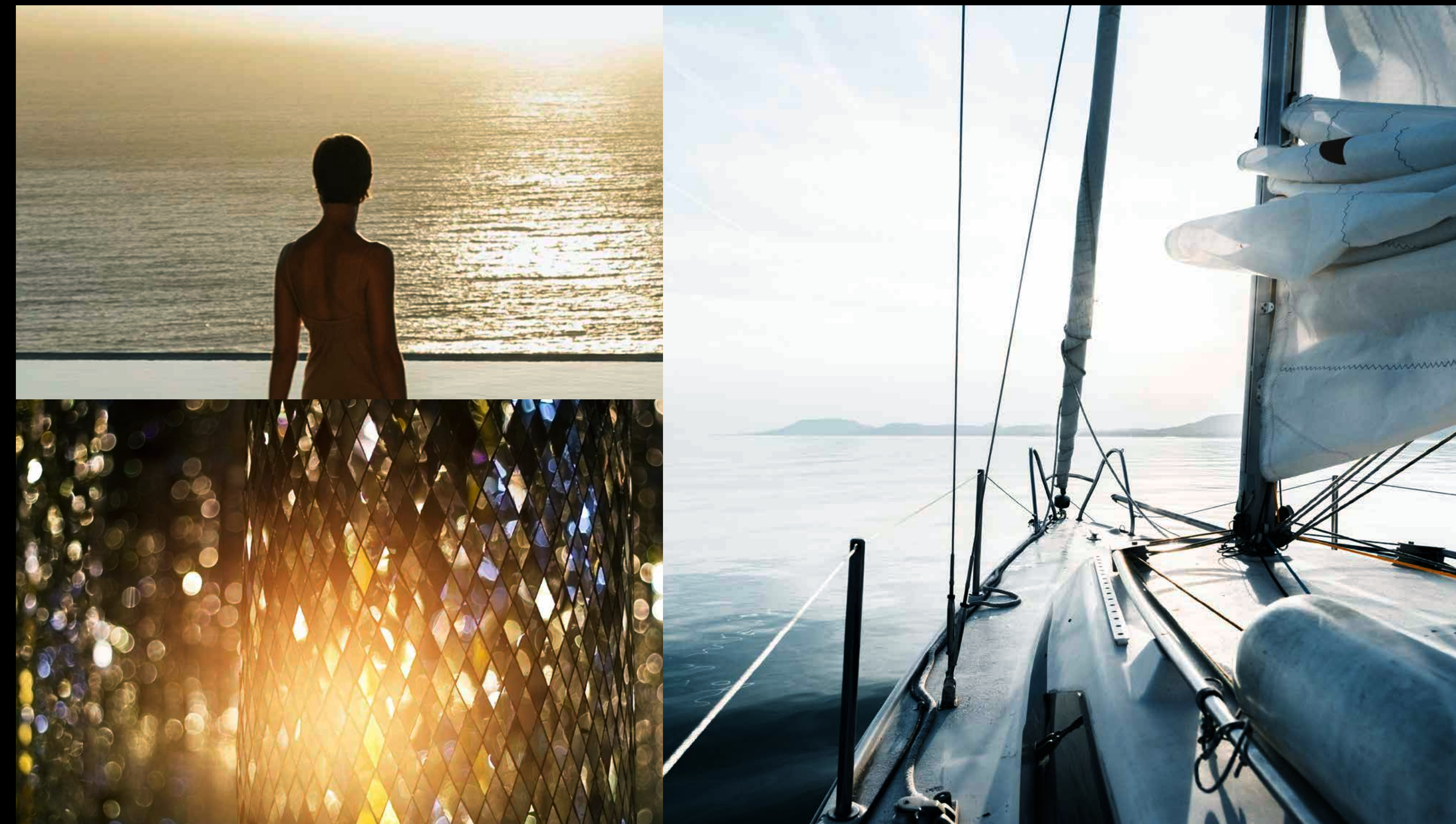
FRANCK MULLER  
AETERNITAS





# A GRAND MOMENT IN TIME

CHAPTER  
5





# PARALLEL WORLDS

The most celebrated district of Dubai deserves a structure that complements its grandeur. A crown so rare, one that redefines its skyline, and is a timeless work of art. Aeternitas supersedes that.

Aeternitas is a class apart in its own, and the exotic views of the seascape makes it a proverbial masterpiece.







# THE WORLD'S TALLEST BRANDED RESIDENTIAL CLOCK TOWER



**Aeternitas**  
450 M



**432 Park Avenue**  
425 M



**Princess Tower**  
400 M



**23 Marina**  
390 M



**Elite Residence**  
375 M



**Marina Torch**  
350 M

WORLD'S TALLEST RESIDENTIAL TOWERS







# A SYMPHONY IN THE SKY



We are delighted to expand in the Middle East with this unprecedented partnership with London Gate. We have been strategically exploring the branded residential market in the UAE to bring the heritage of brand excellence to the realm of real estate.

We are glad to find the right partner with a reputed realtor like London Gate who shares our brand vision and believe in the values of Franck Muller. It is incredible to launch Franck Muller's first ever real estate collaboration in a world-class city like Dubai, known to be one of the most vibrant, luxurious and developed cities in the world.

What we introduce is slated to be a monument for Franck Muller that will become a legacy upon the Dubai skyline for years to come. This is the beginning of a new chapter for our brand and will see numerous such iconic collaborations, globally.

**Erol Baliyan**  
**Managing Director**  
**Franck Muller**



ENTER INTO  
SPLENDOUR



LOBBY





A journey through time, a stride into the spectacular. Step into the grandeur of our lobby, a prelude to the life that awaits within and beyond.

The signature timepieces welcome you from all zones, and the elevators take you to the highest levels of luxury. Every detail is meticulously curated to make a statement of sophistication and elegance.











# THE GRANDEUR OF AETERNITAS



Soaring to heights of the unimaginary, Aeternitas aspires its dwellers and visitors alike with luxurious interiors. Awaken to the charming tones of Venetian couture, embrace the allure of architecture, and find your flair amidst its symphony.



















# ELEVATING LUXURY LIVING



Taking life to new heights, one record-breaking luxury at a time. Aeternitas is an architectural marvel arising out of this unique collaboration. The world's most prestigious watchmakers concoct a lifestyle worthy of a chosen few - an extraordinary experience like no other.















# FRANCK MULLER VILLAS AND MANSIONS























# THE RESIDENCES

Dwell in surroundings where time stands still in awe. Wake up and unwind to a selection of meticulously designed two-bed residences. Life at Franck Muller Aeternitas comes with all the comforts and just the right bit of sophistication for a life bespoke for you. Layouts that spark aesthetic charm and bring beauty to life.











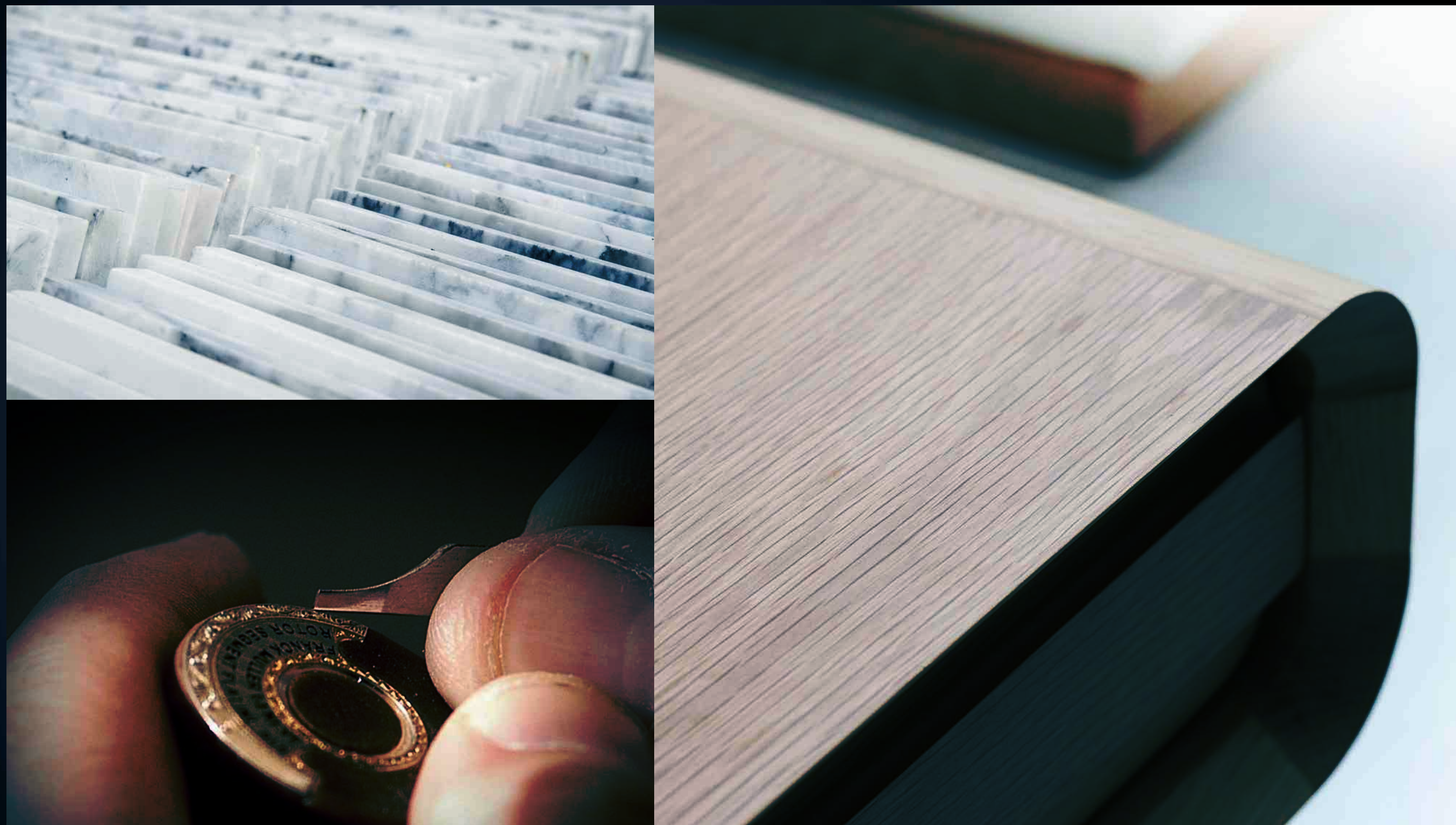












# THE DESIGN PHILOSOPHY

CHAPTER  
6



# A DISCOURSE ON DESIGN

Art is subjective to each pair of eyes, but beauty is universally appreciated and admired by everyone.

The tallest branded residential tower in the world is more than just unparalleled heights.

It stands as the hallmark of sophistication, where every detail tells a timeless tale.





# CHRONICLES OF CRAFTSMANSHIP

Ascending to glorious heights, intricate down to the last detail. Aeternitas comes to life with expertise and mastery. Craftsmen who have perfected the art of creating residences, service experts with years of experience, and visionaries who started this project with a dream.

This is a chronicle that took years of experience and the best of collaborations to build. And now, it is shaping the city's skyline.





# INSPIRED BY THE MOST COMPLICATED WATCH EVER MADE



The Aeternitas Mega is the pinnacle of success in the art of watchmaking in terms of complexity and complication.

A wondrous specimen of micro-mechanic and watchmaking know-how. And when you step into the tallest branded residential tower in the world, it is nothing short of extraordinary.

Inspired by the deepest of intricacies and the finest of margins, every facet of the tower sparks rarity and class.





# PERSPECTIVES

## CHAPTER 7

























# YOUR DAILY VIEW

LIVING IN THE TALLEST  
BRANDED RESIDENTIAL  
TOWER HAS ITS PERKS –  
AND ITS VIEWS.



A glimpse into the marvellous city  
of Dubai is just two steps to your  
nearest window.

Be it the festive fireworks at the  
Palm Jumeirah, or flying kites and  
skydiving enthusiasts at Jumeirah  
Beach, it's all for your eyes to  
admire. A sight untouched by  
anyone else. A breathtaking view  
for the residents of Franck Muller  
Aeternitas.





# SUNSET SERENITY



# NIGHTTIME SPECTACLE













# SKYLINE SYMPHONY





# AMENITIES

## CHAPTER 8





# STAR STUDDED LIVING

Exclusive features designed to elevate your everyday experience, offering a lifestyle that transcends the ordinary.

Explore a realm of boundless joy, refined tranquility, and effortless indulgence.





## FITNESS

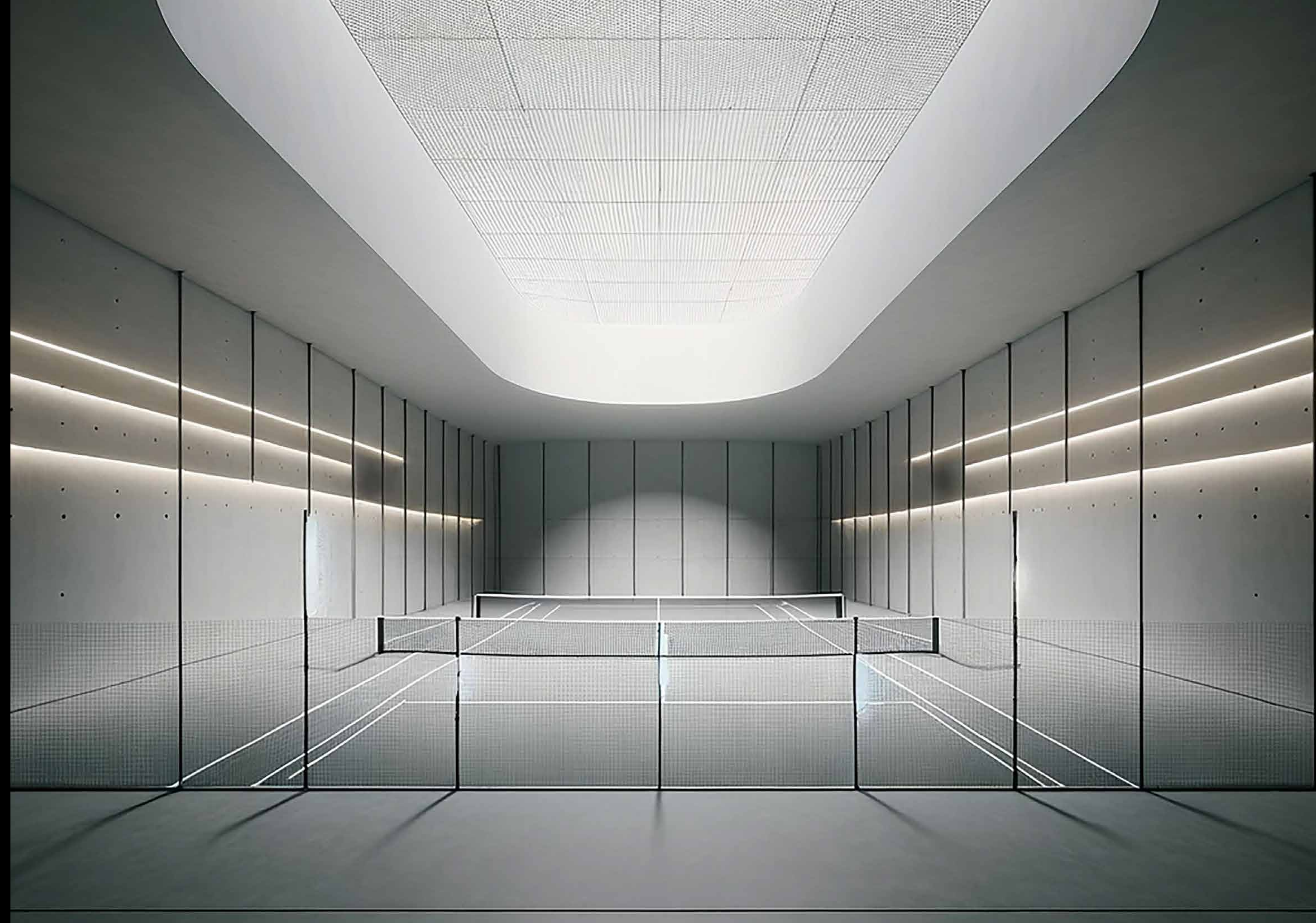
Engage in vitality on our private sports courts, where each movement becomes a celebration of energy.

[Padel Court](#)

[Yoga Studio](#)

[The London Gym](#)

[Swimming Pool](#)

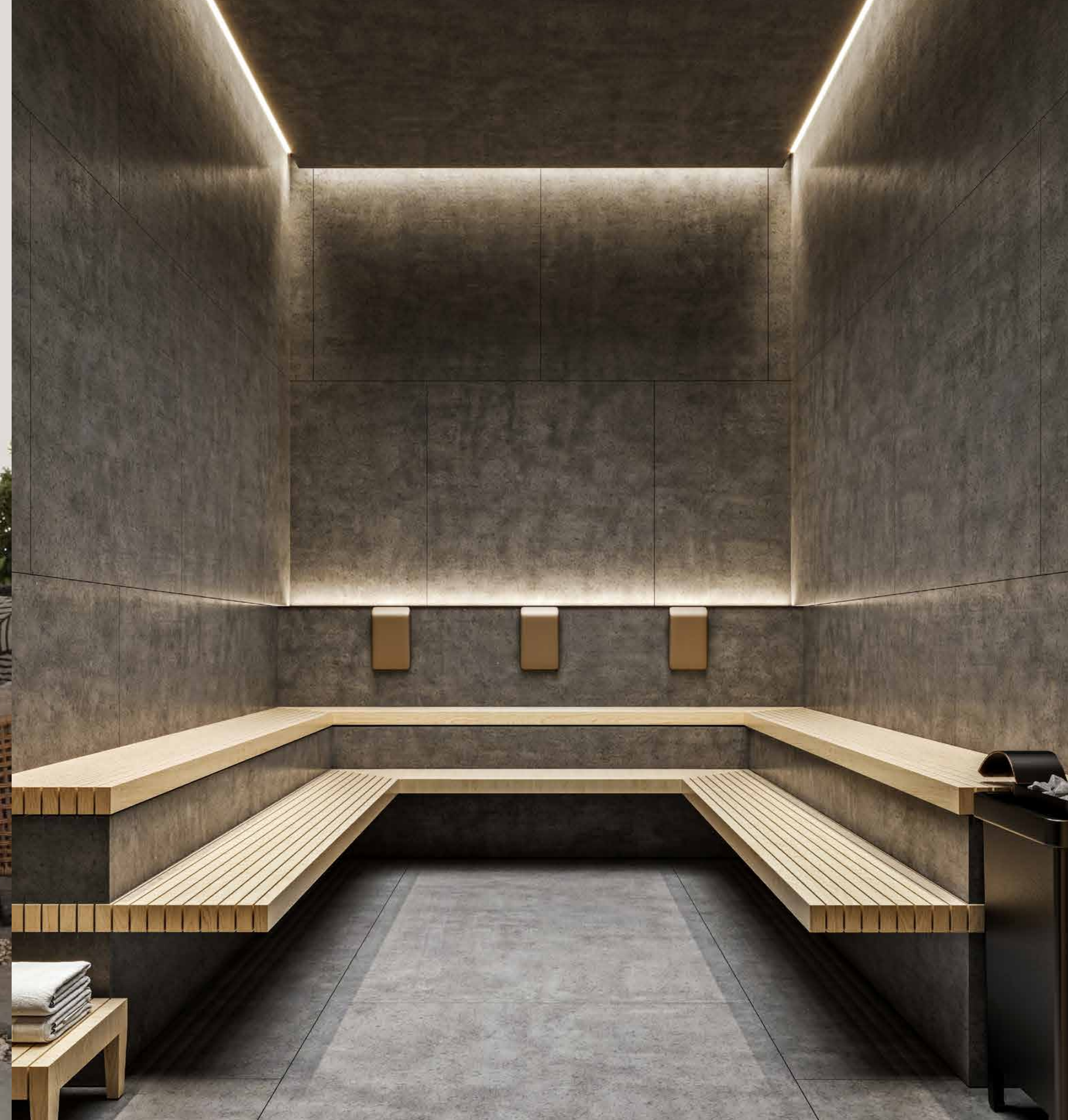






- FUN**
- Imagine afternoons where time takes a gentle pause. Picture vibrant memories echoing with laughter and endless adventures.
- Kids' Play Area**
  - Cinema**
  - Party Hall**
  - Library**
  - Music Room**
  - Games Quarters -**
  - Ping Pong, Billiards**









## MIND & SOUL

Find serenity in spaces where relaxation becomes an art form, and the demands of the outside world fade.

Cigar lounge

The London Spa

Sauna Rooms\*

Jacuzzi

Zen Garden

The Podium







## SERVICES

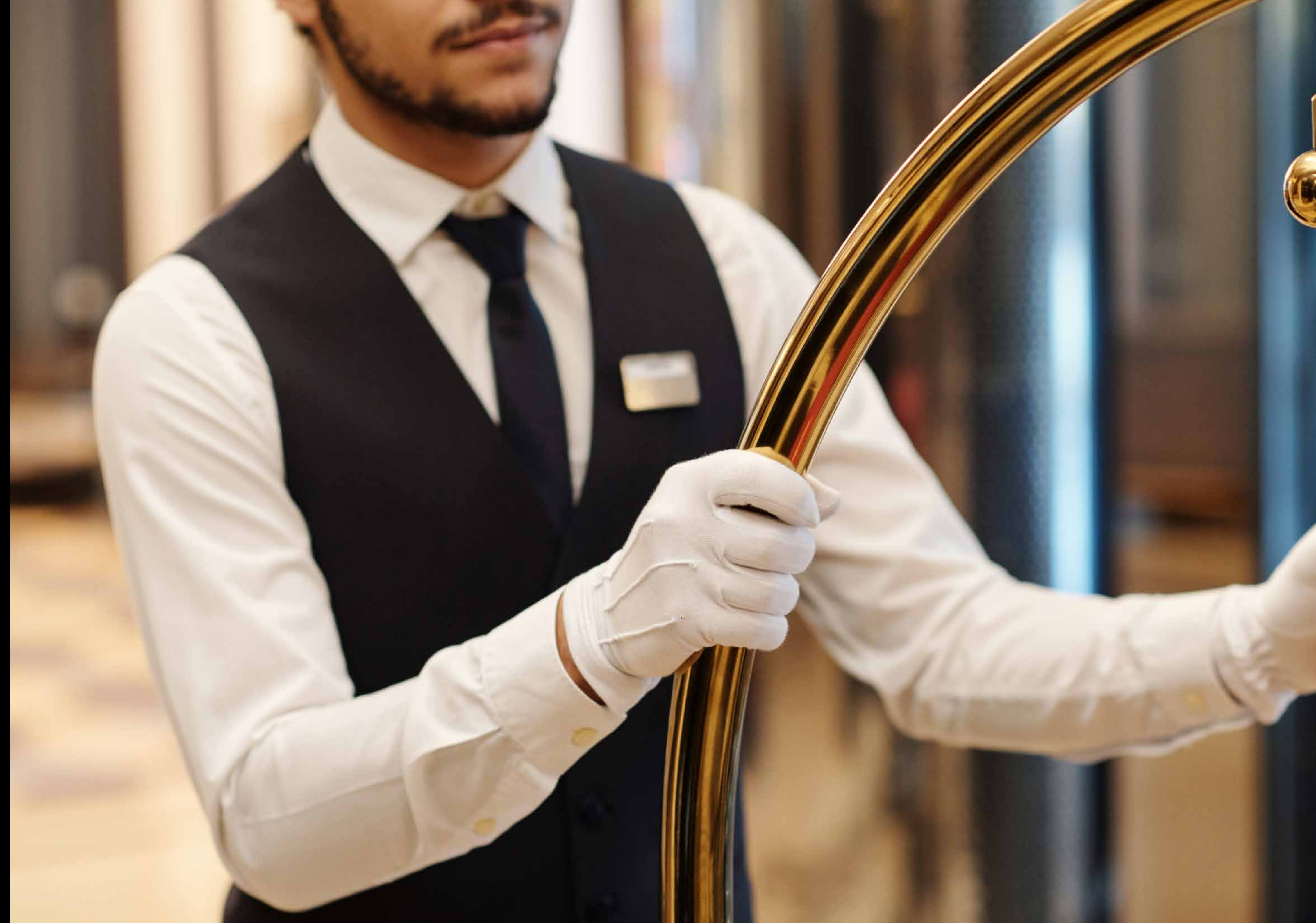
Our services  
seamlessly  
weave convenience  
into your  
daily rhythm

[Business Centre](#)

[Housekeeping](#)

[Branded Concierge](#)

[7/24 Valet & Porter](#)









In this haven of  
star-studded living,  
every nuance is a cel-  
ebration — a celebra-  
tion of opulence, con-  
venience, and the art  
of living exceptionally.

