

TRAVEL AND HOSPITALITY

Dorchester Collection to make Middle East debut in Dubai

February 7, 2018



The Dorchester Collection operates hotels in Beverly Hills, CA, London and New York, among other locations. Image credit: The Dorchester Collection

By STAFF REPORTS

Hotel brand The Dorchester Collection is making its debut in Dubai, United Arab Emirates through a partnership with local real estate developer Omniyat.

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The Dorchester Collection hotel will be located on one of the largest waterfront plots found in Dubai's Marasi district on the banks of the Dubai Canal. The Dorchester Collection and Omniyat's partnership is a long-term agreement that will see the development of an ultra-luxury hotel and serviced residences as Dubai continues its progression to become a destination city.

Welcome to Dubai

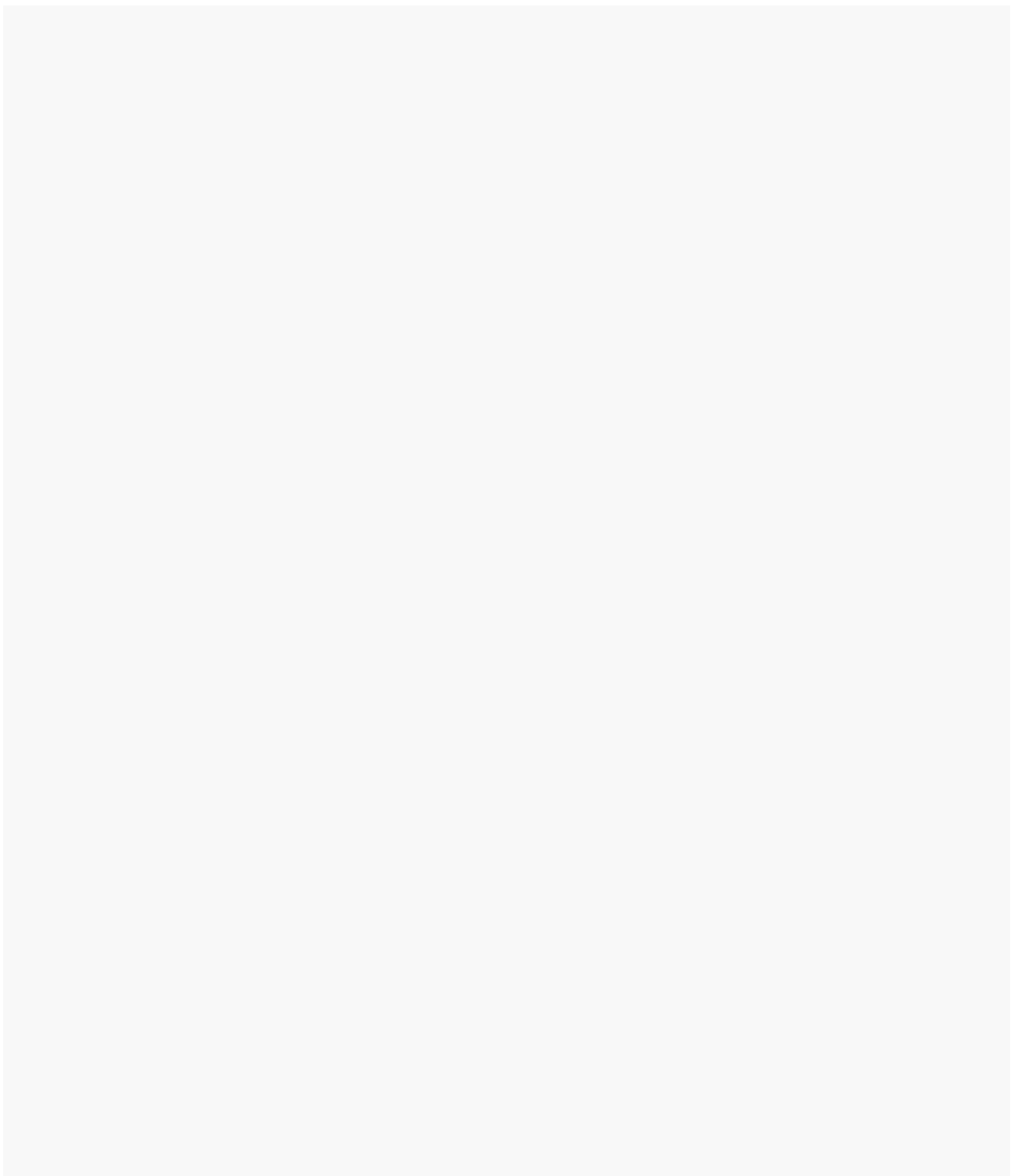
Details of the Dorchester Collection's first property in the Middle East will be shared in the coming weeks when the project will be unveiled at an exclusive gala event in March. At the gala, the Dorchester Collection property's official name and a design preview will be shared.

The addition of a Dubai property marks a significant moment for the Dorchester Collection and will work to reinforce the hospitality brand's positioning in the travel sector. Likewise, Omniyat will have the opportunity to tout its premium lifestyle and hospitality development expertise.

"Omniyat is a strong key player in bespoke luxury lifestyle and hospitality development in the region and this carefully selected partnership with Dorchester Collection is another statement on how we differentiate ourselves," said Mahdi Amjad, CEO and executive chairman of Omniyat, in a statement.

"We aim for authenticity through our projects that add to Dubai's skyline and we only partner with the world's most established brands that share our passion and excitement for creating unique, ultra-luxury developments," he said.

"We want to fuel unforgettable experiences through our projects and we couldn't have found a more suitable partner than the Dorchester Collection."



It's the start of a new year, and it's time to get planning the next 12 months of adventures! Take a look at our city guide for 2018 to help you decide where to go next... (link in bio) #DCmoments at @thedorchester

A post shared by Dorchester Collection (@dorchestercollection) on Jan 2, 2018 at 6:20am PST

In addition to The Dorchester hotel on the Dubai Canal, the hospitality brand and Omniyat plan on working together on other projects in the UAE. Established in 2005, Omniyat has worked on a number of luxury properties and boasts a development portfolio of more than \$6.2 billion.

As Dubai continues to develop itself as a destination, a number of high-end hotel brands have entered the market to ensure they have a presence where affluent consumers vacation and do business.

For example, Italian jeweler Bulgari opened a resort in Dubai in December 2017.

Situated on the city's manmade Jumeirah Island, the complex includes the resort, residences, beach club and Bulgari's first Marina and Yacht Club. A joint venture between Marriott International and the LVMH-owned jeweler, Bulgari Hotels & Resorts is expanding its portfolio rapidly, with two more openings expected by 2020 ([see story](#)).

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