

TRAVEL AND HOSPITALITY

Rosewood Hotels & Resorts set to debut in Dubai

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The hotel will house 195 guest rooms and eight private garden villas, while plans for the residential tower include 63 units and five beachfront villas. Image credit: Rosewood Hotels & Resorts

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Hospitality group **Rosewood Hotels & Resorts** is set to unveil its first venture into Dubai.

The company has announced plans to open a new property downtown within the Peninsula Dubai, a burgeoning waterfront hotspot from real estate investment company Bright Start and Dubai-based developer H&H. The dual Rosewood Dubai and Rosewood Residences Dubai project is slated to debut in 2029.

"Our vision is to create an ultra-luxury destination that is not only anchored in exceptional design and service but also in human connection and purpose," said Radha Arora, president of Rosewood Hotels & Resorts, in a statement.

"Rosewood Dubai is a vital part of our expansion in the Middle East and will reflect our A Sense of Place philosophy, celebrating the city's vibrant energy while offering a new expression of modern luxury lifestyle."

Elevating in the U.A.E.

The team behind Rosewood Dubai promise future guests a distinctive ambiance that matches elements of the local culture with contemporary elegance.

Offering views of Dubai's skyline, modern interior design touches and architectural codes are to be featured throughout the Jumeirah Beach site.

The hotel will house 195 guest rooms and eight private garden villas stationed across 640,104 square feet, enriched by a private beach and beach club, as well as various wellness facilities and four dining venues.

Other immersive art, music and culinary programming, plus an Explorers Club for children, seek to enhance the experience.



The company's existing U.A.E. portfolio includes Rosewood Abu Dhabi. Image credit: Rosewood Hotels & Resorts

Rosewood's residential tower ([see story](#)) will house 63 units and five bespoke beachfront villas, in addition to exclusive amenities including a 24-hour concierge, spa and movement studio, padel court, private cinema, library and lounge.

"At H&H, we consistently strive to pioneer new standards by creating developments that shape the real estate landscape of the city," said Miltos Bosinis, chief executive officer at H&H, in a statement.

"We are incredibly excited to bring a world-renowned brand like Rosewood to Dubai, specifically to Peninsula Dubai, a landmark destination we are developing that will redefine the Dubai waterfront," Mr. Bosinis said. "Our aim with Rosewood Dubai is to offer something truly unique blending architectural and design genius, the inherent prestige of the Rosewood brand, the bespoke amenities of both the hotel and the residences, and the one-of-a-kind experience this distinctive destination provides."

Rosewood first reached the U.A.E. more than a decade ago, launching a luxury hotel on Abu Dhabi's Al Maryah Island in 2013.

"Our commitment extends beyond redefining industry standards; we are dedicated to generating substantial value and contributing strategically to Dubai's growth," said Shahab Lutfi, chief executive officer of Bright Start, in a statement.

"The realization of Peninsula Dubai represents a pivotal asset in our portfolio, with the introduction of Rosewood Dubai further solidifying its position as a landmark destination," Mr. Lutfi said. "Rosewood's global reputation for highly personalized luxury is a key driver for the project's premium positioning and investor appeal."

"This partnership aligns perfectly with our strategic vision: to bring truly exceptional living and hospitality experiences to Dubai and build a lasting legacy for this dynamic city."