

# Retail Leasing Brochure



*The ultimate retail destination and lifestyle experience*



An atmosphere of the Riviera within the warm waters of the Arabian Gulf.  
A rediscovered Island off the coast of one of the world's most rapidly expanding economies.  
An investment in a place of outstanding beauty and cosmopolitan charm.

This is The Pearl-Qatar, an Island that redefines an entire nation and a unique mixed-use residential, shopping, hospitality and entertainment destination in Qatar and the region. It offers a comprehensive retail mix of fine and family casual dining spots, cafes, fashion and lifestyle boutiques and more.

DISCOVER THE PEARL-QATAR. LIVE THE RIVIERA ARABIA.



# INTRODUCING THE PEARL-QATAR



## INTRODUCING THE PEARL-QATAR

When you imagine the Middle East's most glamorous address, you imagine The Pearl-Qatar. A world class destination for tourism, shopping and luxury lifestyle, The Pearl-Qatar is a multi-billion US Dollar man-made island spanning over four million square meters of reclaimed land off the coast of Doha's West Bay, creating 32 kilometers of new coastline.

Both the Island's name and location (a former historical pearl diving site) reflect the country's strong cultural ties to the sea. The name pays homage to "pearl diving", the previous mainstay of the economy. Although this activity is no longer a key economic driver, it has left a legacy of skills, stories, music, art and poetry that is a source of identity and pride for Qataris today.

A one-of-a-kind mixed-use urban development, 50,000 international and local residents will call The Pearl-Qatar their home. Once completed, the Island will boast approximately 19,000 dwellings built within 10 distinctly themed precincts, all featuring five-star quality and service. The Island houses beachfront villas, elegant townhouses, luxury apartments and exclusive penthouses. A lavish and exclusive retreat away from the hustle and bustle of the thriving city of Doha, The Pearl-Qatar is strategically located close to the capital's Central Business District and is only a 20-minute ride away from Hamad International Airport.

The master developer of The Pearl-Qatar is United Development Company (UDC) – a leading Qatari shareholding company, with a mission to identify and invest in long-term projects that contribute to the growth of The State of Qatar and provide good shareholder value.

## The Retail Districts of The Pearl-Qatar



### PORTO ARABIA

The cosmopolitan heart of The Pearl-Qatar, Porto Arabia is the Island's first and largest precinct, a dynamic shopping, dining and residential district which is home to beautiful apartments, luxurious penthouses and elegant townhomes, chic boutiques and world class food and beverage outlets along a 3.6 kilometer waterfront promenade akin to those found in Southern France.



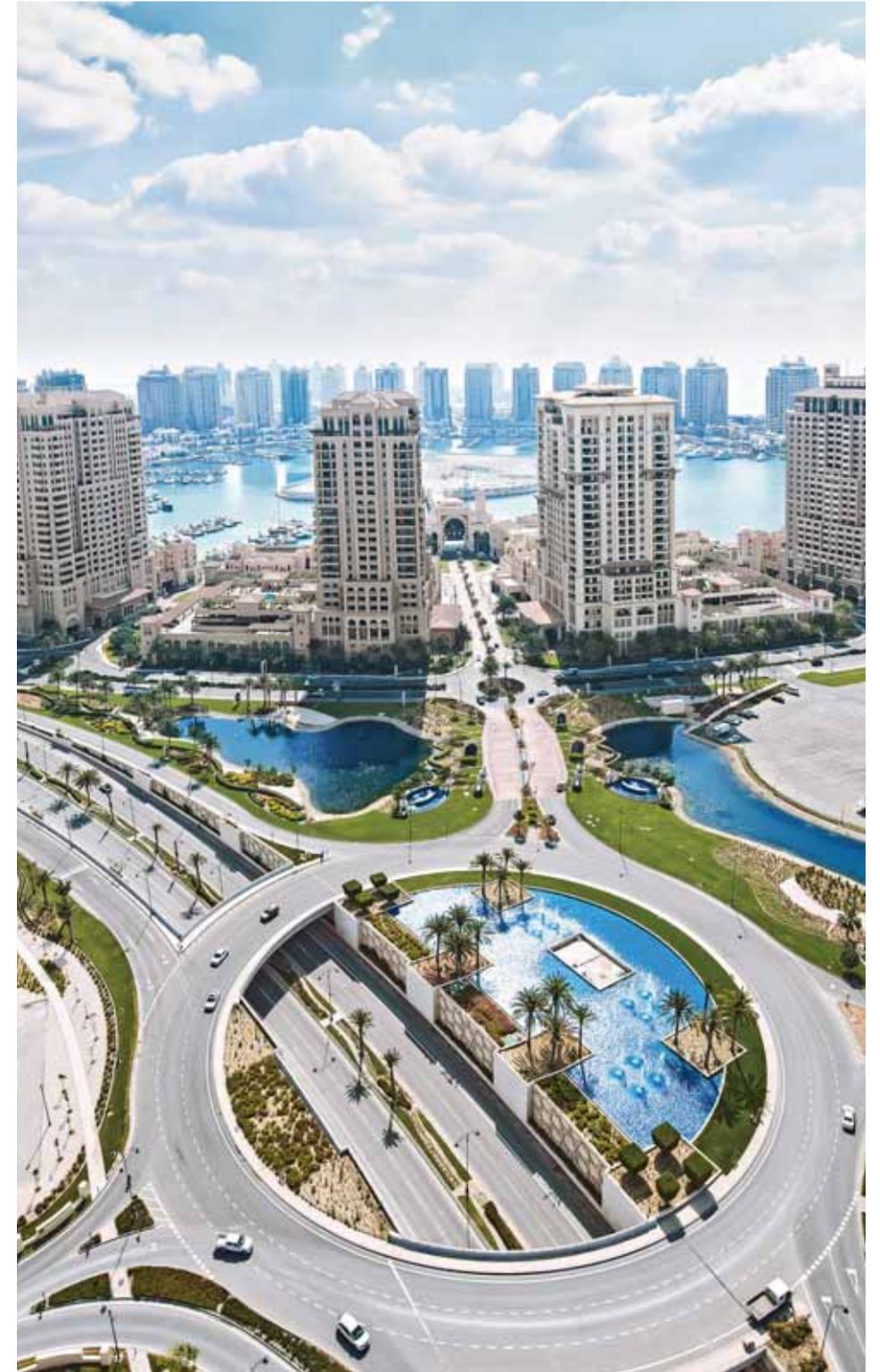
### MEDINA CENTRALE

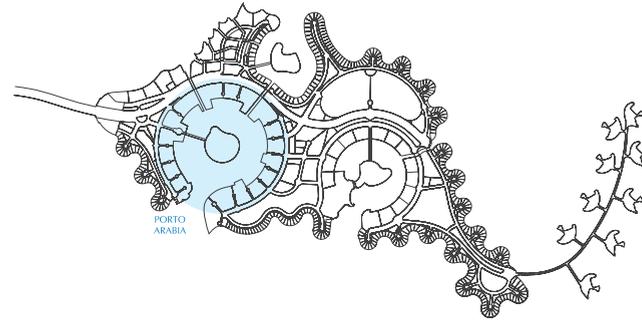
The town center of The Pearl Qatar, Medina Centrale is comprised of an impressive town square surrounded by nostalgically Roman-style low-rise buildings, terraces, gardens, offering a full range of retail and community services that cater to the entire Island.



### QANAT QUARTIER

A little Venice in Qatar, Qanat Quartier is a waterside village home to delightful pastel-colored low-rise buildings, surrounded by winding canals, elegant walkways, stylish bridges and quaint squares and piazzas, evoking the romantic atmosphere and spirit of Venice and Amsterdam.





## Porto Arabia

### PORTO ARABIA- LUXURIOUS WATERFRONT

Porto Arabia is a continental harbor with a heart that beats to the rhythm of Arabia. Beautiful apartments, luxurious penthouses and elegant townhomes embrace a promenade akin to that found in the South of France. It is a 3.6-kilometer pedestrian area resonating with the sights and sounds of modern marina life. From fine dining to café culture, elegant fashion boutiques to lively street markets, the Porto Arabia Promenade is a dramatic shopping concourse of spectacular beauty.

A ring-shaped precinct with beautiful landscapes reminiscent of lush European gardens, Porto Arabia features 31 luxury condominium 20-storey towers, comprised of a total of 4,800 units, as well as multi-level townhomes, comprised of 437 townhouses and low-rise terrace apartments. 380 retail and food & beverage outlets are stretched over 100,000 square meters of retail space.

It features:

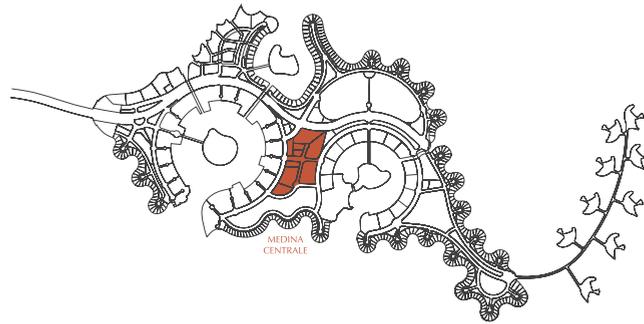
- 100,000 square meters of retail space.
- 3,400 parking lots allocated for retail.
- Main marina with 782 berths and international yachting hub.
- Valet parking facilities adjacent to covered parking.
- Drop-off point for water taxi service and golf cart transportation.
- Wealth of popular international fashion, leisure and luxury brands.
- Climate-controlled, double-loaded pedestrian malls.
- Open arcades with access to customer drop-off points.

- Broad range of casual and fine dining food and beverage offerings, both inside and outside with external dining seating and dining terraces.
- A planned five-star hotel & resort on the central islet.

Home to a number of prestigious boutiques, restaurants, cafés and lifestyles outlets, Porto Arabia is set to become Doha's most glamorous fashion and dining destination. Major Retail and Food & Beverage outlets in Porto Arabia include:

Hermés, Qela, Elie Saab, Giorgio Armani, Emporio Armani, Stefano Ricci, Roberto Cavalli, Mimisol, Etro, Sergio Rossi, Alfardan Jewellery, The Closet, Billabong, Zai, Galaxy Sports, Grand Royal Furniture, Chocolate Bar, Burj Al Hamam, Gold Gourmet, Le Relais de l' Entrecote, Elevation Burger, Shakespeare & Co, Mado, Haagen Dazs, Long Horn Steakhouse, Emporio Armani Café, Costa Coffee, Casa Paco, Royal Tandoor, Si El Sayed, Carluccio's, Patagonia, Al Mayass, Prince of Persia, Megu, Tse Yang.





## Medina Centrale

### **MEDINA CENTRALE— THE HEART OF THE PEARL-QATAR**

Positioned between Porto Arabia and Viva Bahriya, Medina Centrale is the hub of The Pearl-Qatar. Built around a traditional town square with adjacent streets, Medina Centrale is the Island's town center. Medium and low-rise buildings, comprised of residential units, built with traditional Mediterranean-style architecture nostalgic of Old Rome, overlook the town square.

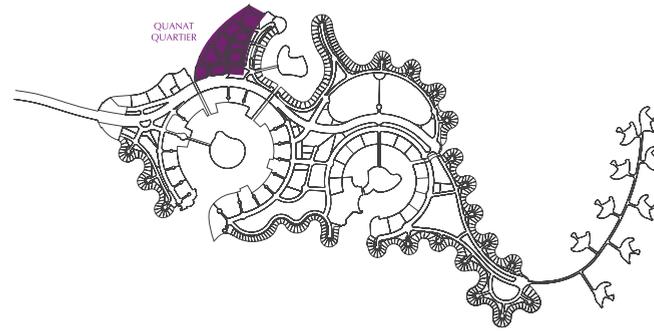
Medina Centrale provides shopping opportunities and community services for the entire Island, along with public gardens, terraces, in a lively and enjoyable environment. It features approximately 135 retail outlets that include a variety of popular food chains and lifestyle outlets. It is also home to a financial district housing several banks, pharmacy, optician, cinema and supermarket.

This central precinct features:

- 60,000 square meters of retail space.
- 3,500 allocated parking lots for cars.
- Public transport drop-off points.
- 4,444 free standing parking podiums.
- Abundant landscape areas and water features.
- Open-air promenades and climate-controlled indoor shopping areas.
- Ample sidewalk seating and dining areas.
- Novo IMAX Cinemas first of its kind in Qatar with 1,475 seats, state-of-the-art -10screen theatre, VIP lounge, concession area and F&B outlets.
- Spinneys supermarket, covering 4,000 square meters, main supermarket for the Island.

Other retail shops and services in Medina Centrale include: Maserati, TGI Fridays, Sammach, Fat Burger, Nandos, Biella, Which Wich, Lords of the Wings, La Casa Twenty Eight, Harry Ramsden's, Dip N Dip, Black Rock Grill, Applebee's, Debs w Reman, Subway, Ziryab, Menchies, Big Bear Choppers & Café, Zaatar w Zeit, Al Majles Restaurant, Magrabi, Fitness Center, along with banks and other services.





## Qanat Quartier

### QANAT QUARTIER— VENETIAN CHARM

A little Venice in Qatar, Qanat Quartier is already one of the finest addresses in Doha. Inspired by the canals and waterways of Venice and Amsterdam, Qanat Quartier is a waterfront village tucked away from the hustle and bustle of Porto Arabia's main promenade and marina. Calm and serene, Qanat Quartier features an assorted mix of pastel-colored low-rise buildings comprised of beautiful apartments, fine town homes and exclusive penthouses surrounded by winding canals, quaint squares, sparkling fountains and piazzas and elegant walkways.

Delightful citrus trees are planted along buildings in baby pinks, sunny yellows, warm oranges and baby blues, around cobblestone courtyards, as well as on the beachfront, offering picturesque views of the canals and the beaches. Winding walkways, canals and beaches make it a place for discovery and exploration.

Qanat Quartier will feature art galleries, antique stores, small fashion boutiques, gift shops and two boutique hotels, as well as charming restaurants and cafés, with an aim to create an intimate



village feel akin to the small towns of France, Italy and Spain.

Specific features of Qanat Quartier include:

- 40,000 square meters of festival-style shopping area.
- 188 (3-storey) townhouses and 1,005 apartments.
- 2,735 residential parking spaces.
- 1,130 retail parking spaces.
- A marina with 200 moorings.
- Venetian style boardwalk and canals.
- Tuscan countryside-style sailing clubhouse.
- Boutique-style shopping.
- Marine resort boutique hotel and urban resort boutique hotel and spa.
- Out of sight car parking.
- Easy beach access.
- Water taxi facilities and drop-off points.

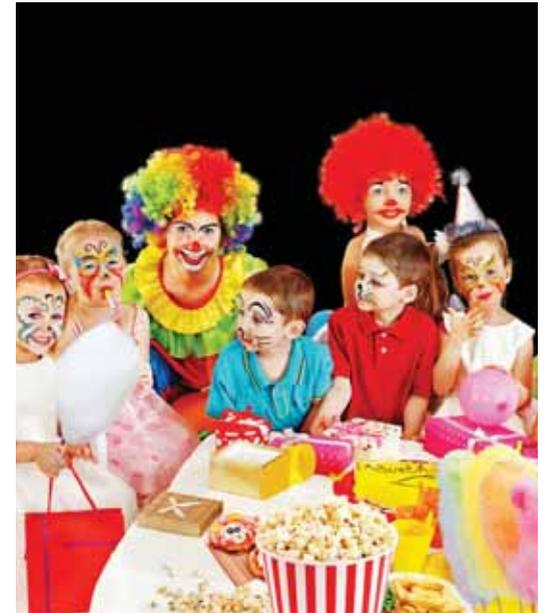
### Experience the Dream

The Pearl-Qatar offers retail, lifestyle and hospitality opportunities like nowhere else in the world. Its exhilarating blend of commerce and community, and fusion of Euro-Mediterranean and Arabian tastes makes it the one of a kind destination that fulfills the wants and needs of its residents and visitors alike. Now you can truly experience and live the Riviera Arabia dream.



# ENTERTAINMENT





# ACTIVITIES



# SERVICES

Valet and Golf Car transportation services are available for your convenience at The Pearl-Qatar





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THE PEARL  
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