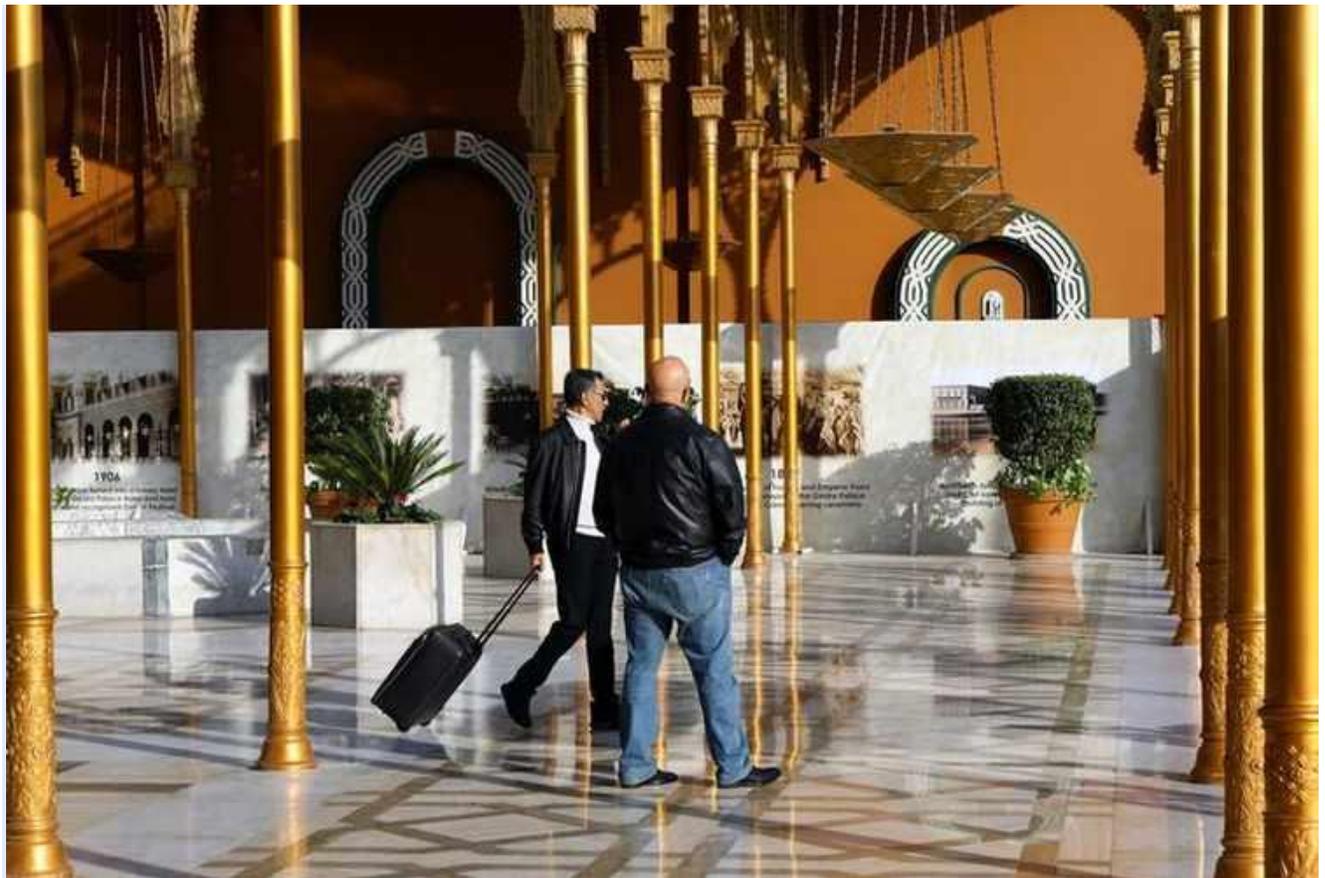




LMD, Marriott International agree to open W branded residences in New Cairo

Expected to open in 2024, W Residences Cairo will feature 300 residential units



Tourists walk through the entrance of the Marriott Hotel in Cairo, Egypt January 16, 2020.

Reuters/Marius Bosch

By Staff Writer, Daily News Egypt

Egyptian developer, LMD, has revealed it has signed an agreement with Marriott International to bring the W branded residences to New Cairo.

Expected to open in 2024, W Residences Cairo will feature 300 residential units and will be the first W branded residential property to open in Africa. W Residences Cairo will be situated in One Ninety, LMD's mixed-use development in New Cairo.

It will form a larger complex together with W Cairo, which is expected to mark the debut of the branded W Hotels in Egypt. One Ninety is ideally located at the connection of 90th street with the Ring Road, and is expected to see an investment of \$2bn.

The signing of W Residences Cairo comes in line with LMD's vision to lead through expansion and collaboration.

LMD CEO Amr Sultan said, "In order to achieve true competence and deliver on our promises, we seek to work with recognised experts in their fields."

He added, "Through an innovative approach to luxury and lifestyle living, we are excited to collaborate with Marriott International, to launch the signature W Residences and introduce a new segment of premium-quality living and lifestyle to New Cairo."

Jaidev Menezes, Vice President of Marriott International's Mixed-Use Development – Middle East & Africa section, added, "Following the announcement of W Cairo hotel earlier this year, we are delighted to work with LMD to now launch our first residence development under the W brand in Africa."

He also noted, "There is a growing demand for luxury living in Egypt, and the W Cairo Residences will be a great fit for the One Ninety development with its vibrant design and impeccable service."

A new urban living space that exhibits design-led luxury lifestyles, W Residences Cairo will offer a total of 300 residential units, as well as a clubhouse featuring a fitness centre, jogging track, games room, library, private owners lounge, pool, and media room.

W Residences Cairo will also be adjacent to the comprehensive Office Park administrative complex, which features state-of-the-art office spaces with a built-up area of 200,000 sqm. Office Park is spread across over 75,000 sqm of land.

Sultan added, “Practicality and efficiency are LMD’s guiding principles. In this day and age, a superior quality of life is measured by the level of convenience it offers. That is why we worked extremely hard to secure a peerless level of luxury that also inspires comfort not just at home or as a hotel guest, but also as an employee or a whole family.”

W Residences Cairo will allow residents to experience New Cairo in a fresh light, thanks to the expressive architecture which will add tremendous value to the historically rich area. To ensure the design of W Residences Cairo is in-sync with the area’s colourful culture and the vision of W Hotels, LMD has teamed up with a number of award-winning architecture firms for the project.

These include Gensler and Skidmore, Owings & Merrill (SOM), to provide the unique master plan for the project; Bowler James Brindley, who have extensive experience working on high-profile hotels around the world; and RMJM, one of the largest architecture and design networks headquartered in Edinburgh. Hill International will also be a part of the project to employ their award-winning facility and construction management services.

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