

*One Serene*

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RESIDENCES

DHA ISLAMABAD

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*The difference between  
good and extraordinary  
lies in attention to detail.*



# The Pinnacle of Living

One Serene Residences is a first of its kind resort-style residential development in Islamabad. Located within the prestigious new residential locality of Serene City and cocooned by 2500 acre of outstanding natural beauty of the Takht Pari National Forest, One Serene Residences has been tailor-made by world leading design and development experts to create a first of its kind.

Offering the perfect blend of luxury urban living with a resort lifestyle, One Serene Residences is a place you will be proud to call home and a place where you will create magical memories with your loved ones to treasure for a lifetime.

Welcome home.







View over Takht Pari National Forest  
from One Serene Residences

*Nature is the  
art of God*









## *DHA and Bahria Islamabad*

The two adjoining developments of DHA Islamabad and Bahria Town with a growing population of over 1 Million, have created a bustling new centre of Islamabad offering a lifestyle that rivals the best of international living.

With master planned residential communities built around lifestyle amenities including over a dozen commercial centres, international schools & hospitals, shopping avenues & malls, hundreds of restaurants & cafes, cinemas, family clubs, golf courses, parks, theme parks and zoos, there really is nowhere else you need to go.







# Serene City

Serene City is the first ever joint-venture between Pakistan's two leading master real estate developers, Defence Housing Authority and Bahria Town, forming the paramount to DHA's latest development sector of Phase III.

Purposefully located at the pinnacle of DHA Phase III offering undisturbed views of the entire city to the South and cocooned by an Area of Outstanding Natural Beauty to the North, Serene City offers undisturbed nature for eternity.

**“With a unique blend of God-given beauty and man-made state of the art urban design, Serene City is set to be the most prestigious residential locality in the city.”**







DHA Serene City

Takht Pari National Forest

Bahria Town

Business District

Golf Club









Serene City Mosque

## DHA Phase III

Located in the heart of the enchanting Potohar Region, surrounded by green hills and valleys DHA Phase III offers the best of modern state of the art town planning with the 'beating heart' master planning concept, comprising modern residential living centred around community hubs, parks and amenities.

The strategic location of DHA Phase III can be accessed from multiple routes including DHA gate number 2 & 3 and the main GT Road. The area is located at a short distance from Bahria Town Phase 8 and is only a few minutes away from Islamabad Expressway.

### Amenities

- ✓ Championship Golf Course
- ✓ Parks & Green Areas
- ✓ Wide roads, pedestrian walkways & cycling routes
- ✓ International Schools
- ✓ Children's Nurseries & Pre-Schools
- ✓ Commercial Activity Zones
- ✓ State-of-the Art Infrastructure
- ✓ 24 Hour Security
- ✓ Healthcare units
- ✓ Banks
- ✓ Shopping Arena
- ✓ Hotels & Restaurants
- ✓ Cinema
- ✓ Eco-Friendly





All distances are straight line from One Serene Residences accurate as per Google Maps.

# Connectivity

Located along the Islamabad Expressway just 9 miles from Zero Point Islamabad and minutes away from the GT Road connecting you with surrounding towns all the way through to the scenic districts of Azad Kashmir, there truly isn't a location like DHA in the capital.

With mega infrastructure projects currently in the pipeline including the PKR thirty three Billion Ring Road, connectivity of this area is about to be transformed. This has sparked a new wave of investment and development as forward thinking individuals and groups realise this region is the fulcrum of future growth.

# Setting the new horizon for Rawalpindi City's development

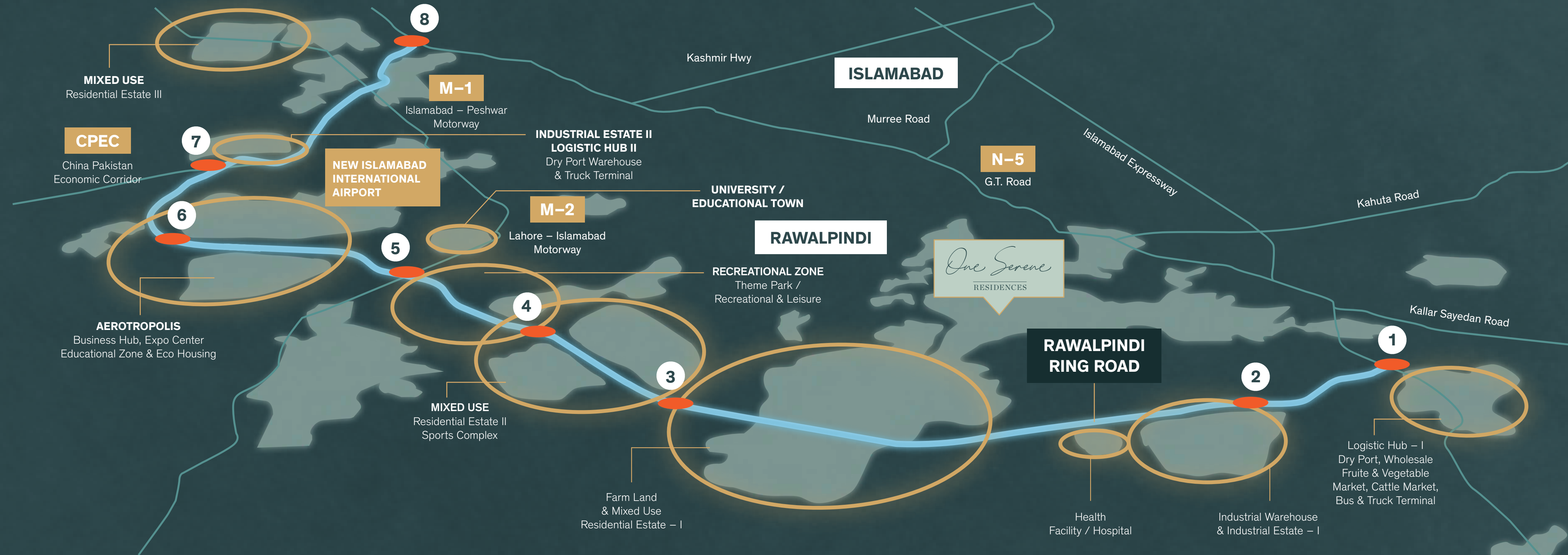
## The Ring Road

With development of the new Thirty-Three Billion PKR Rawalpindi Ring Road project this bustling district of the twin-cities will be connected directly with the M2 Motorway, New Islamabad International Airport and Downtown Islamabad within minutes.

One Serene Residences is located just three and a half miles away from the Ring Road and will be connected directly with the M2 Motorway within fifteen minutes and New Islamabad Airport within twenty mins.

The sixty five kilometre Ring Road is set to transform the infrastructure of Islamabad, increasing connectivity and shortening travel times by up to fifty percent with Serene City and DHA Phase III being amongst the most well-placed to benefit from the uplift of this mega infrastructure investment.

Comprising ten overhead bridges and six flyer overs, the three hundred foot wide Ring Road will cater to in excess of fifty thousand commuters per day, slashing travel times and revolutionising the city's real estate dynamics.



### Interchanges

- 1 N-5 Radio Station
- 2 Chakbeli
- 3 Adiyala
- 4 Chakri
- 5 M-2 Murat
- 6 Airport
- 7 Hakla – D.I Khan
- 8 N-5 Sangjani

### Salient features of Rawalpindi City's Ring Road



Motorway service standards

The road proposed to originate from N-5 near Rawat (Radio Pakistan) & terminates at Sangjani N-5

Passing through: Adiyala Road, Chakbeli Road, M-2, CPEC, M-1

Length: 65.5 km  
Row: 110m  
Lanes: 6 (dual carriageways)



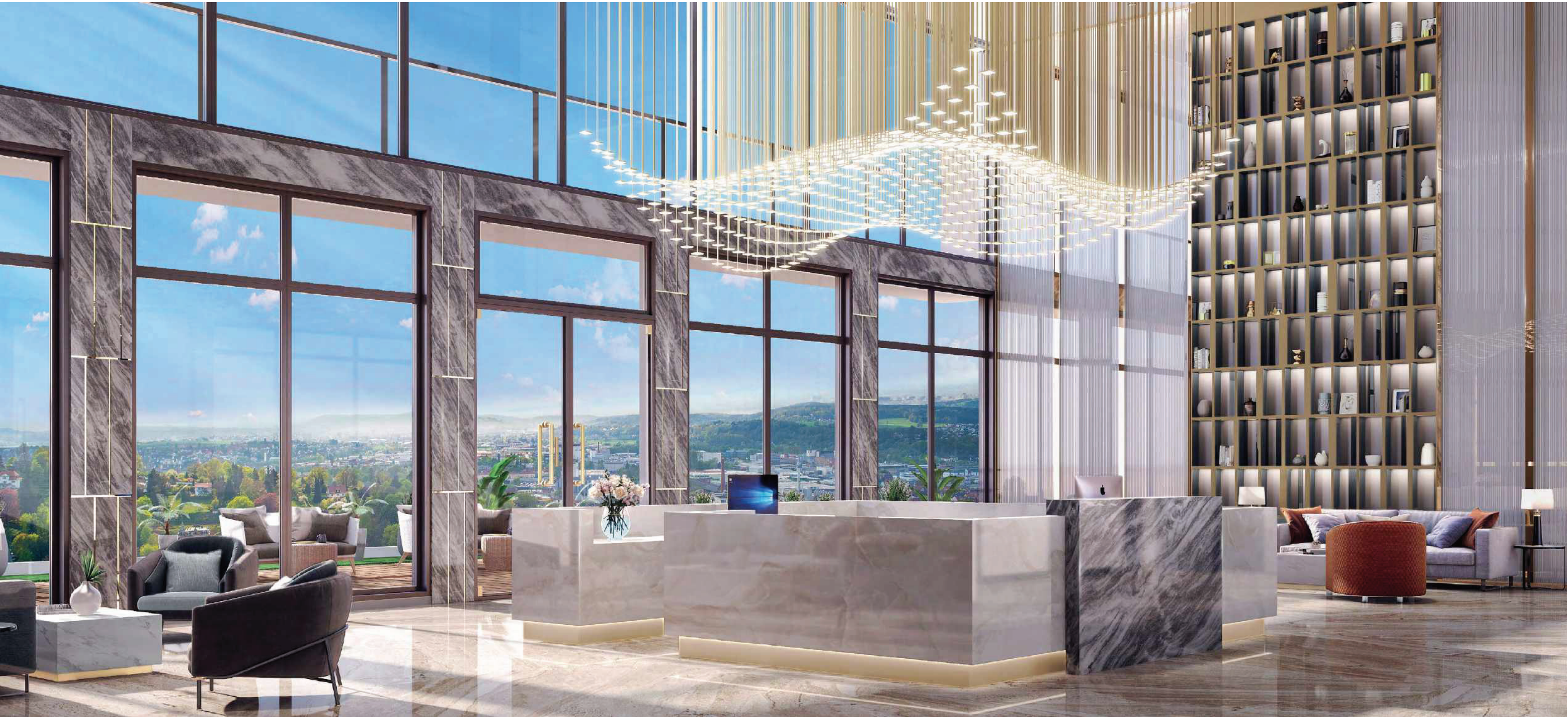
**Green Initiative Planting**  
150,000 plants



*Welcome home*







# One Serene Residences

One Serene Residences is the latest development by leading lifestyle developer ONE Homes. Designed for multi-generational family living with lifestyle and entertainment at the heart of the design, life couldn't be any better at One Serene.

From its super prime location within Islamabad's most thriving new district to the carefully designed spacious residences to the abundance of resort amenities, life has been 'tailor-made' for the discerning overseas Pakistani clientele.





# The lifestyle you deserve

Designed by leading global design firm VX Studio with interiors by Opaal Interiors an award winning practice based in Dubai, One Serene Residences will set a new standard for luxury lifestyle living in Islamabad.

“A place especially designed for you and your family to create warm memories for life.”











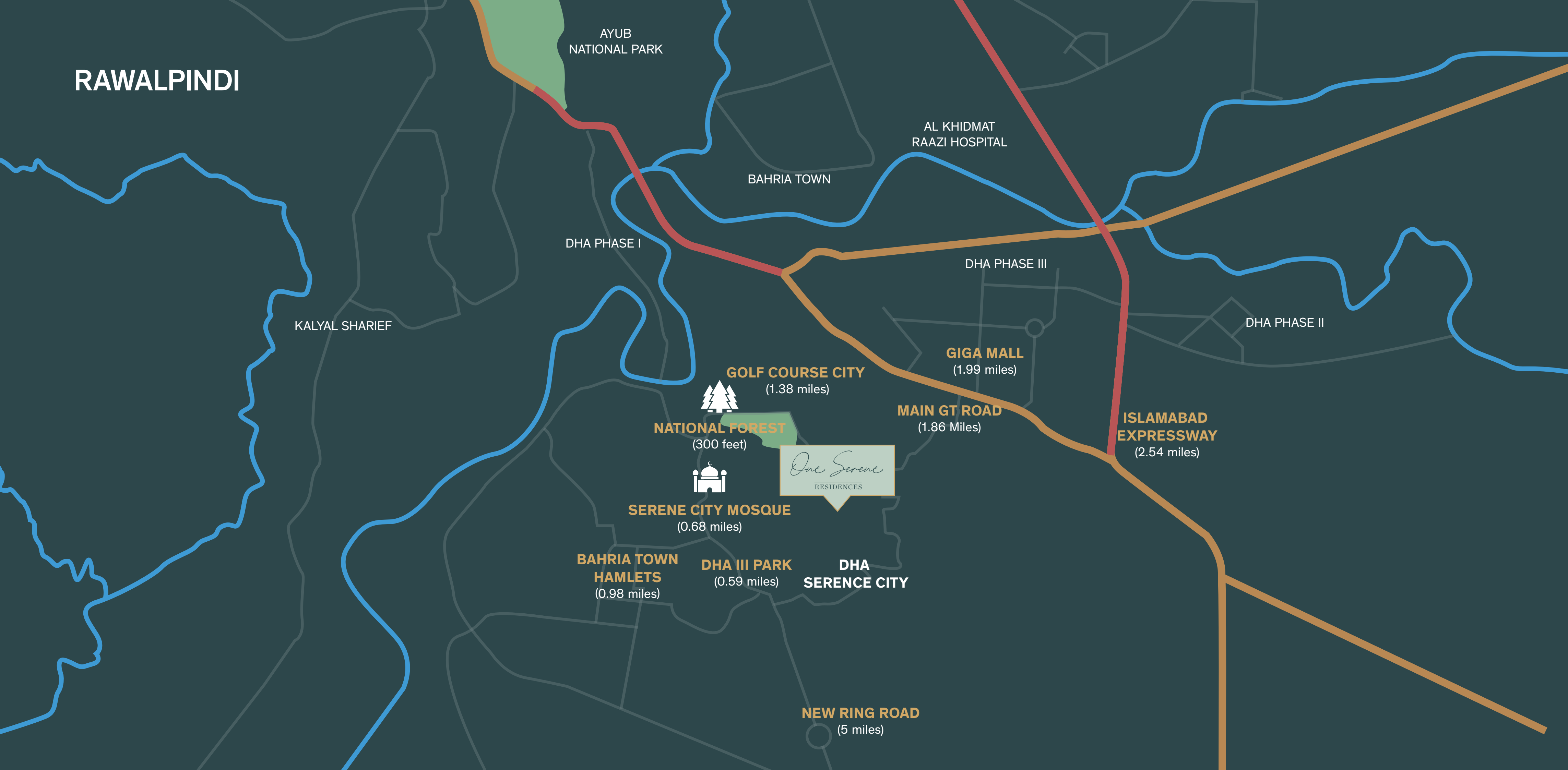
# *Plush interiors and breathtaking views*

Live your best life in our gorgeously designed living spaces with panoramic views across the city and nature. With the perfect blend of classic and contemporary design for your home, the masterfully curated spaces at One Serene Residences will make you feel like royalty.









# RAWALPINDI

## Location

One Serene Residences is located on the main Serene Avenue, overlooking the beautiful natural city below and directly adjacent to the Takht Pari National Forest, promising you panoramic views across nature and the metropolis forever.

Promising you panoramic views across nature and the metropolis forever.

- ✓ National Forest (300 feet)
- ✓ DHA Park (0.59 Miles)
- ✓ Serene City Mosque (0.68 Miles)
- ✓ Bahria Town Hamlets (0.98 Miles)
- ✓ Golf Course City (1.38 Miles)
- ✓ Main GT Road (1.86 Miles)
- ✓ Giga Mall (1.99 Miles)
- ✓ Islamabad Expressway (2.54 Miles)
- ✓ New Ring Road (3.6 Miles)





An area of outstanding natural beauty  
Takht Pari National Forest, Serene City



# Lifestyle

At ONE Homes we are a lifestyle centric developer. We understand the true essence of real estate is improving lifestyles and therefore we design every development with the utmost attention to detail, to ensure we meet our goal of adding value to your life and creating spaces you and your family will adore.

Live your best life with ONE.











## Amenities

- ✓ Residents' Lobby
- ✓ Resort Themed Swimming Pool
- ✓ Kids' Swimming Pool
- ✓ State of the art Fitness Centre
- ✓ Spa, Steam, Sauna & Treatment Rooms
- ✓ Residents' Private Theatre
- ✓ Coffee Shop & Restaurant
- ✓ Kids' Club
- ✓ Convenience Store

ONE – Live the Lifestyle.



*The best things in life  
are the people you love,  
the places you go and  
the memories you make.*







*Residents Theatre*







*Kids Club*





*Residents Restaurant  
& Coffee Shop*





## *Life by ONE*

We understand that your time is valuable. Let us take care of the small details so you can enjoy your precious time with your loved ones.

- ✓ 24 Hour Concierge
- ✓ Around the clock security
- ✓ Property Management Services
- ✓ In-house Maintenance
- ✓ Life Guards
- ✓ Daily Maid and House-Keeping Service
- ✓ Hourly International Chef Service
- ✓ In-Room Dining
- ✓ In-house Babysitting & Nanny Service
- ✓ 24 Hour Backup Generator

**Because you deserve the best.**



*Life is measured  
by the number of  
moments that take  
our breath away.*







L I V E B E Y O N D

*Bold ambition underpinned  
by responsible leadership.*

➤ *Our Purpose*  
To build extraordinary destinations that inspire and empower people to live their best lives.

➤ *Our Mission*  
To be pioneers and trailblazers, achieving the extraordinary through integrity, innovation and relentless commitment.

*Our Values*

1

**Customer First**

We're proud to be a client-centric organisation, with our customer at the heart of our business's philosophy and operations. From carefully selecting a new piece of land and meticulously designing a new destination to key financial decisions, our guiding light is our customers. For we understand our progress is intrinsically married with their success.

2

**Build Inspiration**

Some of the greatest memories we create in life are enabled by great real estate, built by a visionary who imagined life better. Through our 'destination making' philosophy we blend sophisticated living with a holistic lifestyle. We build spaces that foster human connection, happiness and well-being, inspiring and empowering people to live better.

3

**Deliver Extraordinary**

The difference between good and extraordinary lies in attention to detail and that is our ethos. From scouring the globe for the world's best partners and ensuring we execute with perfection to thoughtfully catering our destinations to every generation of the family, we focus on the finer details as that is where extraordinary is found.

*Our Culture*

1

**Embody Integrity**

We will always conduct ourselves with the utmost integrity both to our customers and to ourselves. Our commitment of customer centricity will remain integral at the heart of every decision we make, whilst every day we will hold ourselves to the highest personal standards, in pursuit of our mission to achieve extraordinary.

2

**Be The Best**

Our success is derived from our commitment to be the best versions of ourselves. We persevere through challenges that come our way and sacrifice short term rewards for long term success. We understand the treasures of greatness are found not on the other side of a rainbow but at the end of a long road of hard work, dedication and sacrifice.

**What is destination making?**

Destination making is a term we have coined at ONE Homes to describe our unique process of design and development. We aim to not just build homes but to develop destinations that deliver an all encompassing lifestyle, where you and your family can live your best life, creating memories for a lifetime.





Ayana Holding are strategic partners for ONE Homes on the ONE Serene Residences development, focussed on building networks of powerful companies on a global level. With robust financial, operational and strategic experience and a wide ranging network, we have the resources, global capacity and know-how to continuously transcend borders, boundaries and benchmarks - resulting in high-growth businesses that disrupt industries and have a meaningful impact in the world. Since inception we have evolved in to a multi-million dollar group of companies with a proven track record of navigating within diverse, transitioning and complex economies, placing us at the forefront of innovation.

[www.ayanaholding.com](http://www.ayanaholding.com)



**Abdulla** is the Chairman and Founding Partner of Ayana Holding and plays an integral part in leading the firm's tactical path and ongoing processes, leading the organisation to build a growing portfolio of thriving companies.



**Hamid Kerayechian** is the CEO & Founding Partner of Ayana Holding and has full responsibility for executing the strategic direction and ongoing operations for Ayana Holding's portfolio of companies.



VX Studio are the lead design consultants for ONE Serene Residence. Headquartered in Dubai, VX Studio is a renowned architectural design firm with projects and developments globally.

VX Studio has delivered iconic projects of varying size and complexity, across master planning, hospitality, multi and single family residential, retail and mixed use, repositioning, cultural and healthcare. As an award-winning practice, VX Studio's portfolio of work spans local and international markets, exhibiting its extensive experience across various industry sectors. The construction value of the projects within VX Studio's portfolio exceeds US\$5 Billion.

With proven ability in producing highly acclaimed projects, we continue to partner with prominent real estate developers to deliver the most successful and profitable developments. With dedication to high quality design, VX Studio is placed at the forefront of the building and property industry.

[www.vxstudio.com](http://www.vxstudio.com)



**Yas Beach Residences**



**Hyatt Centre Hotel, Dubai**



**Mandarin Oriental, Istanbul**



**Saadiyat Island Beach Club**



**Nautilus Maldives**



# ōpaal

Opaal Interiors are the lead interior designers for ONE Serene Residence. Born out of passion to create unique and admirable spaces, Ōpaal Interiors is a design firm and consultancy that was established in 2016 by Noor Al Muhaideb, and rapidly became one of the leading design companies in the region.

Ōpaal Interiors has been recognized regionally and internationally for its unique contemporary design philosophy that dynamically integrates function and beauty and focuses on the human element across its design.

The pioneering designs of Ōpaal Interiors have been recognized with several nominations and awards over the years, such as The Best Interiors Company in The Arabian Business Real Estate Awards, The Leading Interior Design Firm in MEA Markets at UAE Excellence Awards, and much more.

[www.opaalinteriors.com](http://www.opaalinteriors.com)



Kempinski Sky Residences



Mandarin Oriental, Dubai



Cavalli Residence, Dubai

# NOOR AL MUHAIDEB



A graduate from the American University of Sharjah with a Bachelor's Degree in Interior Design Noor has since built an impressive portfolio by implementing and delivering numerous residential, hospitality and commercial developments across the region.

Through her love for design, Al Muhaideb launched Opaal Interiors in 2016, which has since become a leading interior design practice in this part of the world. Since inception, the firm has curated a diverse portfolio across high-end multi and single residential developments, five-star hotels, retail, hospitality, model homes and corporate projects.

*Accolades:*

**Entrepreneur**  
MIDDLE EAST

The Achieving Women in Design Award

**Design**  
Middle East

The Lifetime Achievement Award



The Best Interiors Company



The Leading Interior Design Firm in MEA Markets





# VERSACE CERAMICS

Founded in Milan in 1978 by Gianni Versace himself, one of the most talented stylists of the 20th century, Versace is a synonym of Italian excellence throughout the world. The brand has been the ceramic of choice for numerous high-end private homes as well as royal residences and hotels across the world.

Versace Ceramics, the haute couture of ceramics, has been selected as the floor finishings for One Canal Road due to their superior quality of materials and design. Perfectly complementing the opulent design of the One Canal Road residences, Versace Ceramics will feature prominently in the grand, double height entrance lobby, with the exquisite tiles creating an eye-catching feature.



### Real Estate Advisors:

Savills Pakistan are real estate advisors to ONE Homes and have advised on the One Serene Residence development.

As one of the world's leading property advisors, Savills services span the globe, with 39,000 experts working across 600 offices in the Americas, Europe, Asia Pacific, Africa and the Middle East. Founded in the UK in 1855, Savills is one of the world's leading property agents. Their experience and expertise spans the globe, with more than 600 offices across the Americas, Europe, Asia Pacific, Africa and the Middle

East. Their scale gives them wide-ranging specialist and local knowledge, and they take pride in providing best-in-class advice to help individuals, businesses and institutions make better property decisions.

An industry leader within property research Savills provide insight into current market trends and predictions for the future that help us make the right property decisions, through their in-depth knowledge and expert advice across all property sectors.



*By Invitation Only*



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L I V E B E Y O N D