ONE·NINETY

The well rounded living

Well rounded living in the well connected address of New Cairo

One Ninety is much more than a mixed-use destination, lying at the intersection of 90 street and the Ring Road. It is a holistic outlook on integrated discovery, where every detail is fully-developed around your needs, dictating a never-ending journey of intrigue.
A new degree of extraordinary, inviting all corners of the world into one cosmopolitan context where bountiful street wandering and atmospheric accessibility are key.

The result?
A progressive vision, boasting an unrivaled host of business excellence, inspirational nature, world class hospitality and culinary adventures, perfected by retail luxuries at every touchpoint.

One Ninety;
a well rounded mixed-use destination where vibrancy amplifies and energy multiplies.

Contents

06 Introducing One Ninety

22 Business Quarter

32 Branded Residences

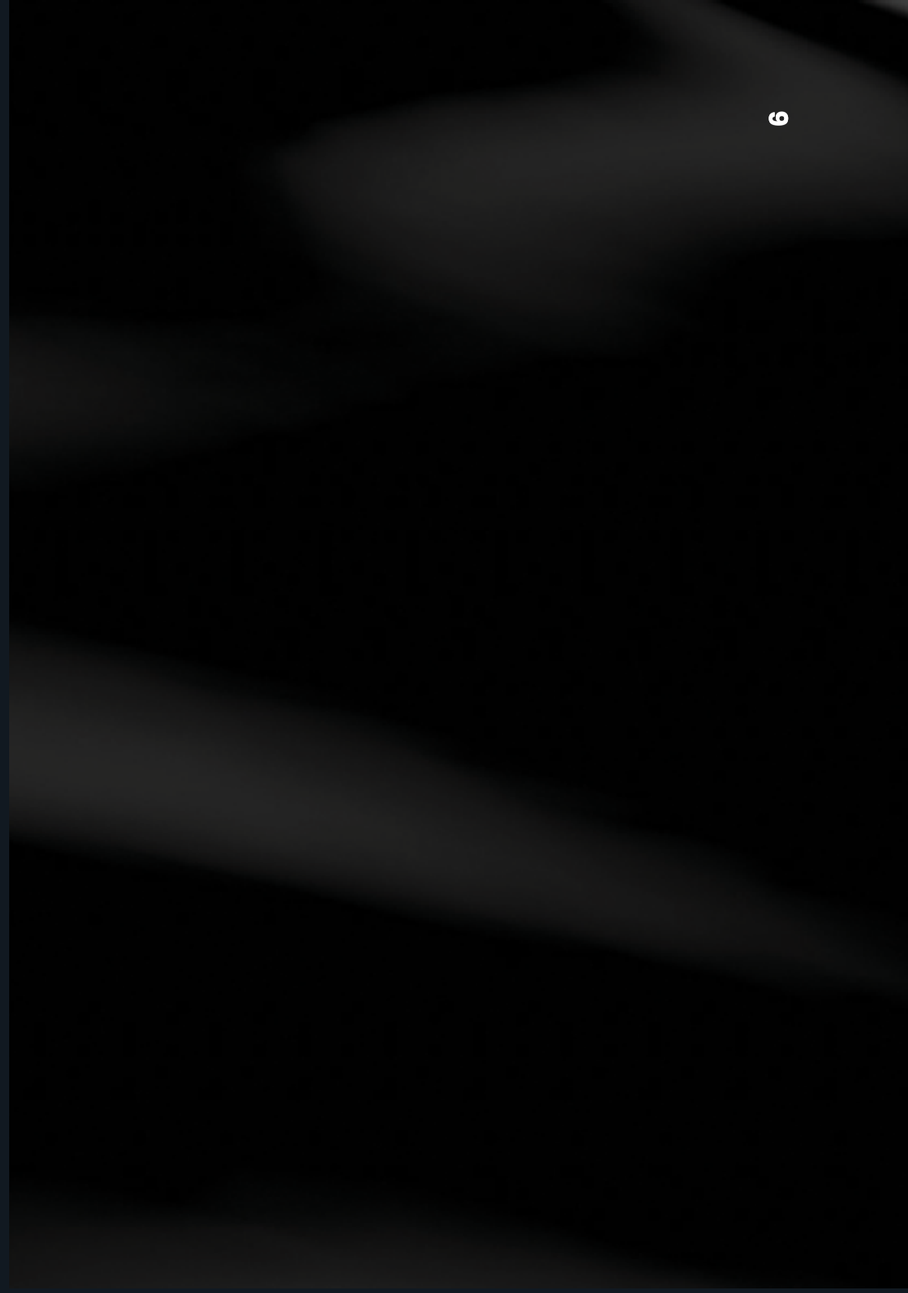
48 Urban Park

54 World Class Hospitality

64 Cairo Design District

72 Meet the Masterminds

The epicenter of thriving business excellence.



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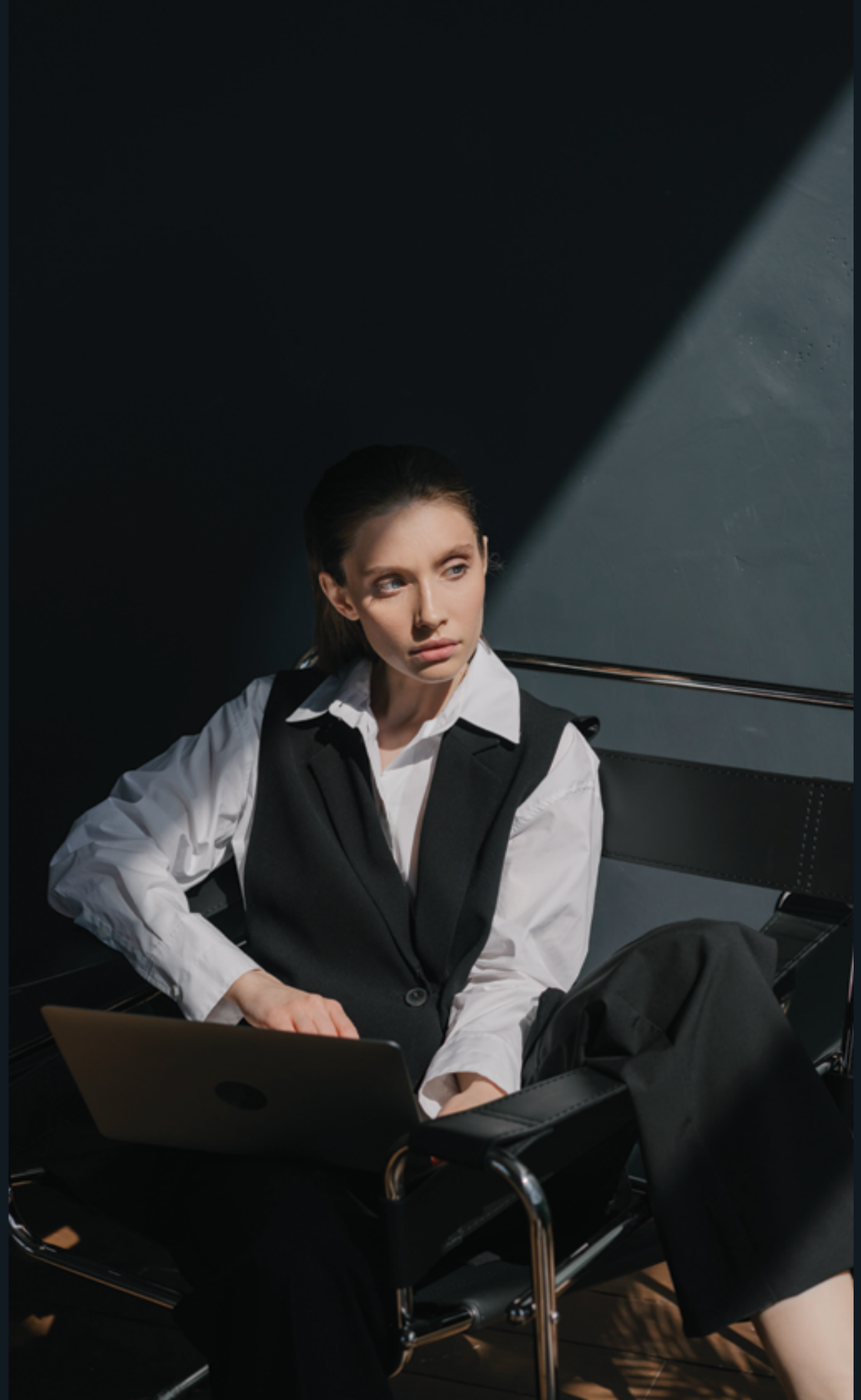
Introducing One Ninety



Introducing One Ninety

Mindfully masterplanned on an iconic lush land of 344,315 m^2, One Ninety is a fully integrated universe, welcoming you with a trendsetting lifestyle, a sensory feast at heart, as well as protected nature where native flora and cosmopolitan cultures thrive.

Envisaged as the epicenter of thriving business excellence, every aspect of One Ninety is carefully designed to foster seamless collaboration at work while fueling accelerated productivity in a cutting edge Business Quarter, shared with forward-thinking minds. Ideal for entrepreneurs and large enterprises alike, One Ninety opens your eyes on a multitude of enchanting experiences; from artisanal dining, world-class entertainment and hospitality to memorable shopping sprees to delight. Shine in the spotlight and enjoy ultimate interconnectivity, thanks to pedestrian-friendly paths and breathing promenades, bringing you closer to nature, as well as mental clarity needed to excel.

A soulful masterpiece, inspiring epic ideas

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Life in multicolor

Live in a trendsetting community, guided by ultimate interconnectivity and delightful walkability.

Seize every opportunity to thrive in a smart business district where inspiration flows without interruption.

Recharge in a sprawling central park and allow soothing nature to restore balance to your soul, body and mind.

Shop where world-class brands and stylish boutiques never fail to impress.

Dine in artisanal bistros and fine restaurants, guaranteeing to satisfy your taste buds.

Immerse in world leading hospitality and let royal treatment teleport you to an otherworldly dimension.

One destination...
A world of curated experiences

A whole new world of uninterrupted convenience

Living at One Ninety translates to life unfolding in every direction, whether within the mixed-use development or outside your intimate world. Crowning a prime location at the meeting point between the Ring Road and 90 Street, One Ninety boasts six different entrances, one of them is a private entrance located directly on the Ring Road to facilitate traffic-free accessibility all day long. Handpicked with residents' convenience in mind, the development opens onto the first monorail station in 90 Street "One Ninety", powered by an exclusive tube leading into the development, hassle-free. One Ninety grants its community seamless access to Cairo's most lively happenings.

10 mins
from AUC New Cairo

20 mins
from Maadi

20 mins
from Cairo International Airport

20 mins
from Heliopolis

20 mins
from Sokhna Road

40 mins
from New Capital



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The best of life at a walking distance

Grand, generous and gloriously different, One Ninety adopts a voyage-centric vision that puts hassle-free mobility and ultimate sustainability at the forefront of its masterplan. The distinctive destination is expertly planned out to consider people not automobiles, thanks to underground parking spaces, greenway breathing boulevards between neighborhoods, but most importantly, a flowing circulation plan that adopts two independent systems within; one exclusively for residential and luxury hotel guests and another for the general public, guaranteeing worry-free mobility. The development is smartly designed to enhance enjoyable walkability in each of its lively neighborhoods through an innovative one-way loop road system, aimed at simplifying traffic movement, as well as amplifying curious discovery in every step. Boasting belt-like perimeter roads all around its parcels, One Ninety guarantees to carry vehicular traffic load away from its community while relying on pedestrian-centric paths within to foster a healthier lifestyle where cycling and walking are a safe delight.

Land Area:

Business Quarter	66,242 m²
W Residences Cairo	42,545 m²
W Cairo hotel	15,616 m²
Urban Park	34,553 m²
Cairo Design District	86,472 m²
The Boulevard	598.8 m
Aloft hotel	22,000 m²



Total land area	344,315 m²
Total built up area	460,766 m²
Footprint	94,019 m²
Open space and landscape	73%
Number of entrances	6

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A sustainable vision inspiring a healthier lifestyle

One Ninety is carefully planned to give back to the environment while nurturing the growth of a self-sufficient community in safe, green settings where wellbeing is key. The development adopts a futuristic vision, steeped in sustainability to introduce e-charging stations and efficient energy saving solar panels, as well as the water recycling techniques to conserve natural supply. One Ninety boasts a 34,553 m^2 park at its heart, combining outdoor spaces and vegetated areas with shaded escapes to foster outdoor activities, as well as pollution-free interaction, allowing residents to enjoy a happier and healthier life.



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Home to Egypt's
next-generation
Business Quarter.

2

Business Quarter

Seamless success made easy

Rolling out on an impressive 66,242 m² of land, One Ninety is home to Egypt's next generation Business Quarter, empowering industries to grow beyond their potential in smart settings, second to none. Masterplanned 3 interconnected plots (Quarter A,B, and D), the Business Quarter boasts state-of-the-art administrative complexes, featuring top grade office spaces, powered by the latest technology with a built-up area of around 200,000 m² all overlooking the Urban Park.

With an eye on the future and a commitment to foster flawless execution at work, One Ninety's Business Quarter stands as a true testament to energetic productivity, fostering dynamic collaboration, as well as a familiar sense of community for enterprises to rise. To surround professionals with elevating vibes needed to excel, all administrative buildings offer lively retail and dining options on ground floors, as well as expansive rooftops, allowing them to reflect and unwind, all day long.

Plot Area:

Quarter A	19,113 m²
Quarter B	18,181 m²
Quarter D	28,023 m²



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Inspired setting for ultimate productivity

The Business Quarter introduces a contemporary vision of spacious elegance to cultivate tranquil work settings that invite One Ninety's breathtaking scenery inside. Boasting a multitude of office spaces to meet the diversified needs of rising entrepreneurs and large corporations alike. Dynamic, distinctive and daring in design, One Ninety's Business Quarter is your gateway to stay ahead of the game.

- Luxurious lounge & front desk service
- Smart interactive buildings
- Building management system
- High speed quality & capacity elevators
- Green buildings
- Electric car charging stations
- Fire protection (meets NFPA codes)
- Facility management
- Visitors parking
- Backup generators
- Fiber optics cables
- CCTV systems
- Handicap access
- Rooftop restaurants
- Showrooms
- Retail and F&B restaurants





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3

Where home-style living meets top-grade hospitality.

Branded Residences

W
CAIRO
THE RESIDENCES

W Residences Cairo
Love it? Live it

Arriving at W Residences Cairo is to come home to unmistakable style and design-led luxury while enjoying exclusive access to world class hospitality, located just steps away from W Cairo hotel. Here, is where legendary services are just a touch of a single button on your residence phone, thanks to a 24/7 Whatever/Whenever® service; a personal concierge awaits to greet you, effortless access finished with a personal touch – plus a dedicated residential team at your fingertips.

Unlock ownership perks second to none, spanning access to the refreshing WET® pool deck, signature treatments at AWAY® Spa, energizing work-outs at FIT® fitness center and collaborative productivity coming to life at WIRED® business center. That's not all. Your life here is a unique complement of hotel-inspired services including full housekeeping and in-residence dining, redefining true lust for life. When the night draws to end, sip on a colorful cocktail in atmospheric settings at the Living Room®, perfected by memorable tunes or simply decelerate at the owners exclusive Club House where social and networking opportunities thrive.

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Design concept elevated views, igniting love for life

Expertly designed, W Residences Cairo reflects an elevated vision on contemporary living by utilizing a unique leveling technique, with a limited collection of around 300 units. Your home here is an aesthetic flow of breathing space, characterized by seamless interconnectivity to bring you closer to treasured experiences on foot while keeping your privacy in mind.

Boasting spacious terraces with show-stopping views, your residence here is where your senses are free to soar. Forge your exclusive connection of choice with a 34,553 m^2 green park, a magical skyline lit with stars or expansive courtyard views where less is certainly more. From opulent panoramic signature penthouses with private elevators and infinity private pools in the terraces to cushions gardens, double height villas overlooking a private garden with a pool, and 4,3,2,1 bedroom residences, meeting a variety of needs; a cut above.



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Luxury, hotel inspired living.

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Fully-finished interiors masterpiece by design

W Residences Cairo is where meticulous craftsmanship lays the foundation for your personal style. Make yourself comfortable in a fully-finished residence, boasting floor to ceiling windows and wonderfully vast terraces, enveloped in endless hours of sunshine. Bespoke pieces from leading brands adorn generous flowing spaces of staggered floors and sweeping contours. State-of-the-art appliances complement remarkable interiors to give residents the ultimate in luxury, where every dream is made real.



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Rediscover beauty
within the botanical.

4

Urban Park

Uncover 34,553 m² of untouched beauty

Designed in absolute harmony with its natural surroundings, One Ninety's Urban Park is a breathing oasis of calm, rolling over 34,553 m² to clear your mind. The park provides a naturally-inspired retreat for those wishing to reflect, meditate or simply sit back and take all scenery in while promoting dynamic movement for the more energetic.
By adopting open space planning, the park connects nature to Business Quarter, The Design District, as well as culture to place utilizing healthy environmental approaches for human and natural ecological well-being. Boasting a huge jogging track, circulating its shape, the park is an exclusive invitation to exercise then unwind, thanks to breezy outdoor picnics, perfected by an original collection of native flora. One Ninety's Urban Park will also feature a variety of botanical gardens and outdoor recreation spaces to cater to your every mood.

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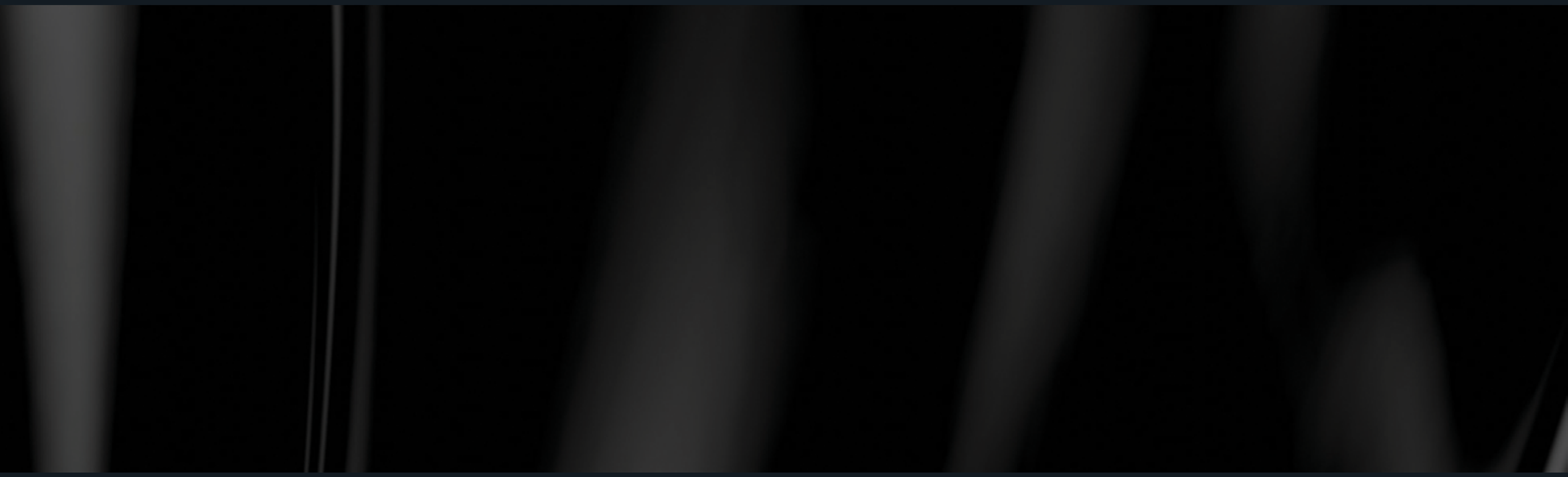

World Class Hospitality

Signature lifestyle tailored
to your desire.

Experience world class hospitality
from all corners of the world

CAIRO

Progressive soul, authentic design

To meet the growing demand on luxury stays in Egypt, Marriott International, Inc, introduces a whole new outlook on refined hospitality by bringing W brand's signature lifestyle for the first time in Africa. By capturing W Hotel's work hard, play hard philosophy, W Cairo will boast variety of elegantly appointed rooms and suites, melding utmost comfort with impeccable services. The hotel's design pays tribute to ancient Egyptian history and its timeless grandness by borrowing authentic motifs of the lotus plant, reinterpreted in a contemporary light.

Guests will enjoy an exclusive melange of W services for the first time in Egypt including an infinity pool at the WET® pool deck, AWAY® soul-soothing spa, WIRED® business center and W's renowned FIT® fitness center. Directly opening onto One Ninety's Urban Park, your stay promises the best in attentive details, an array of top-grade f&b venues, but most importantly views for life.



AUTOGRAPH COLLECTION® HOTELS

Live the lifestyle where everything extraordinary about Autograph Collection hotels and resorts can now be yours with residential ownership. Design District introduces the golden age of luxury with Autograph Collection Hotel, nestled in the heart of Cairo, to dictate a vanguard sense of hospitality framed by brilliant architecture and perfected by impeccable service. A place for travelers pursuing an authentic travel experience that complements the lively and innovative ambiance of the creative neighborhood.



aloft
HOTELS

Ideally situated in the beating heart of One Ninety's Design District, ALoft's 4-star business hotel opens your eyes on the beauty of space combined with spirit to surround you with a fresh and vibrant environment, enhancing your stay at every touchpoint. Ideal for families and professionals alike, ALoft complements your visit with a full range of hand-selected amenities, an ideal location at the entrance of New Cairo and the next generation of technology, so you can disconnect while always staying connected with everything happening in the world.



6

Cairo Design District

The art behind
collaborative spirits.





Intriguing discovery in every step

One Ninety introduces the first Design District in Egypt, envisioned as a conclusive creative neighborhood and the home for Design, Art, and Fashion industries. The upper levels of the Design District feature cutting-edge office spaces in ultra-modern iconic buildings to host a collaborative environment that accommodates established designers. It supports emerging creatives with a platform for startups and upcoming artists. Sketched with sleek modern architecture, upscale interior design stores, cafes & celebrity-chef restaurants, luxury fashion & jewelry boutiques, and art galleries complementing The Urban Park, The Boulevard, and the courts underneath the offices' parcels. The Design District contains an Arts & Culture Hub, set to be an anchor that encloses a cluster of cultural venues such as museums, galleries, fashion academies, musical studios, and performance spaces with secondary attractions like F&B and retail.

The Boulevard

You no longer have to travel thousands of miles to wander freely and lose yourself in a car-free street experience where every corner is a lively ticket to endless entertainment and discovery.

The Boulevard is One Ninety's version of Oxford Street in London and Champs-Élysées in Paris. Set to become a lively happening spot and a thriving social nexus for guaranteed fun, The Boulevard is in short, aesthetic surroundings, grand encounters and infinite opportunities of sensory indulgence, everywhere you turn.



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6

The artisans of transformative experiences.

Meet the Masterminds

LMD°

True to you

About LMD

Since its inception in 2007, LMD has been on a dedicated mission to craft transformative experiences through thriving communities and integrated destinations that put you and innovation at heart. The company boasts a successful selection of projects, spanning first and second homes, as well as iconic mixed-use developments with a strong foothold in Dubai, Spain and Greece.

In Egypt, the journey began with two distinctive projects in New Cairo. With an eye on excellence, a passion for impeccable taste and a commitment to exceed every expectation, LMD is renowned today for its strategic locations, generous spaces and the highest standards of quality. The company strives to transform living spaces by crafting larger than life places where quality seamlessly merges with comfort and integrated excellence, dictating the LMD experience.



LMD projects and locations

Egypt

Stei8ht - Mixed-use development & Residential
New Cairo

One Ninety - Mixed-use development
(Commercial, Retail & Offices) - New Cairo

W Residences Cairo - Branded Residences - New Cairo

3'Sixty - Commercial (Retail, Offices, Clinics)
Golden Square, New Cairo

Zoya - Second home - Coastal Living
Ghazala Bay, North Coast

Layan Residence - Residential
Golden Square, New Cairo

Aria - Residential
Mostakbal City

Dubai, UAE

Continental Tower - Residential
Marina - Dubai - United Arab Emirates

Rukan - Residential
Dubai Land - Dubai - United Arab Emirates

Barcelona, Spain

Muntaner 91 - Residential
Barcelona

Voula, Greece

Athines By The Sea



Our partners

LMD is committed to share its vision of progressive excellence with like-minded global partners that have an eye on sustainable development. Therefore, the company collaborates with leading pioneers in every field to bring a world of cosmopolitan distinction at your door.

SABBOUR CONSULTING Since 1957

Sabbour is one of the most experienced engineering consultancy firms in the Middle East. The company has successfully conducted numerous multidisciplinary projects in Egypt and abroad for a range of clients including governmental organizations, NGOs and the private sector.

SOM

Skidmore, Owings & Merrill (SOM) is a global architectural, urban planning and engineering firm founded in Chicago in 1936. The firm has offices in New York City, San Francisco, Los Angeles, Washington, D.C., London, Hong Kong, Shanghai, Mumbai and Dubai. With a portfolio spanning thousands of projects across 50 countries, SOM is one of the most significant architectural firms in the world. The firm's notable current work includes the new headquarters for The Walt Disney Company, the global headquarters for Citigroup, the restoration and renovation of the Waldorf Astoria in New York City, and Burj Khalifa.

Gensler

Founded in 1965, Gensler is a global design and architecture firm with 16 diverse practice areas covering a broad spectrum of industry sectors. As of 2018, Gensler operated offices in 48 cities in 16 countries worldwide, working for clients in over 100 countries. The firm has launched mega projects such as SFO Airport, the Shanghai Tower (China's tallest building), the Coca-Cola Company Headquarters in Atlanta, John F. Kennedy International Airport, JetBlue T5 in New York, and The Gate, Dubai International Finance Centre.

HILL Hill International

Hill international provides program, project management & construction management participating in more than 10,000 projects assignments.

LMS CONSTRUCTION

LMS Construction was established as an Egyptian Shareholding Company in 2019. LMS construction carries out mega construction projects using agile project management methodologies to tackle the challenges in a highly dynamic industry.

EL GHONEIMI

With a diverse portfolio of over 100 hospitality projects,
El Ghoneimi proudly specializes in hotel architecture and interior design, from design to construction. Established in 1983, the firm today has a team of over 60 expert architects, engineers, and consultants focusing on four key areas: architecture, interior design, consultancy and site supervision.

LMLT

LMLT is a natural evolution of two pioneer companies, merging a perfect amalgam of hospitality, retail, and development. LMD and TLT Concepts have joined forces to create a bespoke retail planning and shopping destinations development advisory firm. Their primary focus is being a comprehensive development consulting firm, offering planning, leasing and management services of retail projects.

AUTOGRAPH COLLECTION HOTELS

Autograph collection hotels is a group of independent upper-upscale to luxury hotels within the Marriott International portfolio, founded in 2010 with over 199 hotels worldwide. The collection sought hotels that possessed an element of authentic local flavor and cultural distinction to provide guests with an enriching stay.

WATG

Since its establishment in 1945, WATG pioneered in hospitality, tourism and destination design.Independent to this day, we are a global multi-disciplinary design firm specializing in Strategy, Master Planning, Architecture, Landscape and Wimberly Interiors. WATG are a team of 500 creative, world-traveling professionals designing landmark urban and leisure destinations with eight offices across three continents.

PRAGMA PORTLAND.

Pragma uk + Portland:The leading commercial advisors for retail and mixed-use, workplace and transport.companies that create stories and experiences that inspire people to connect with brands and places.

BOWLER JAMES BRINDLEY

Bowler James Brindley is an interior design consultancy based in London. The 3 partners work within the UK and internationally on residential and hospitality projects. They have designed projects such as W Barcelona, Majestic Florence, and One Crown Place in London

COSMOS E

Cosmos-E was established in 1999 to be a leading company in the field of engineering, design, and services. Since then, Cosmos-E is dedicated to quality, value engineering and delivering on time.

SHAKER CONSULTANCY GROUP

SHAKER Consultancy Group was established in 1982 and is a specialized consultancy and engineering firm. Since its establishment, Shaker has successfully undertaken over 2000 projects of different disciplines to the highest international standards at both local and overseas markets.

RMJM

RMJM is one of the largest architecture, interior design, engineering, and urban planning networks in the world established in 1956. They have worked on a selection of project such as Dubai Hills - Emaar Dubai, MSIC Technological Park - Czech Republic, and Dubai Design District - Dubai.

aloft HOTELS

Aloft Hotels is a chain based in North America, owned by Marriott International, Inc. which was launched in 2008. Aloft Hotels has since opened across North America and internationally with around 183 hotels with 30,660 rooms.

W HOTELS WORLDWIDE

W is one of the high end hospitality brands owned by Marriott International Inc. It offers an upscale life style bringing the best music, fashion, design and fuel to stunning global destinations and currently has 67 hotels and 17 W residences worldwide.

ONE·NINETY

Headquarters and Showroom
One Ninety Street, New Cairo, Cairo, Egypt

LMD°

lmd.com.eg

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