

direction *white*

home all
summer

northcoast

ALL, SUMMER

Direction White is a real estate development project located in the north coast of Egypt, targeting world class communities of Egypt and the region.

direction *white*

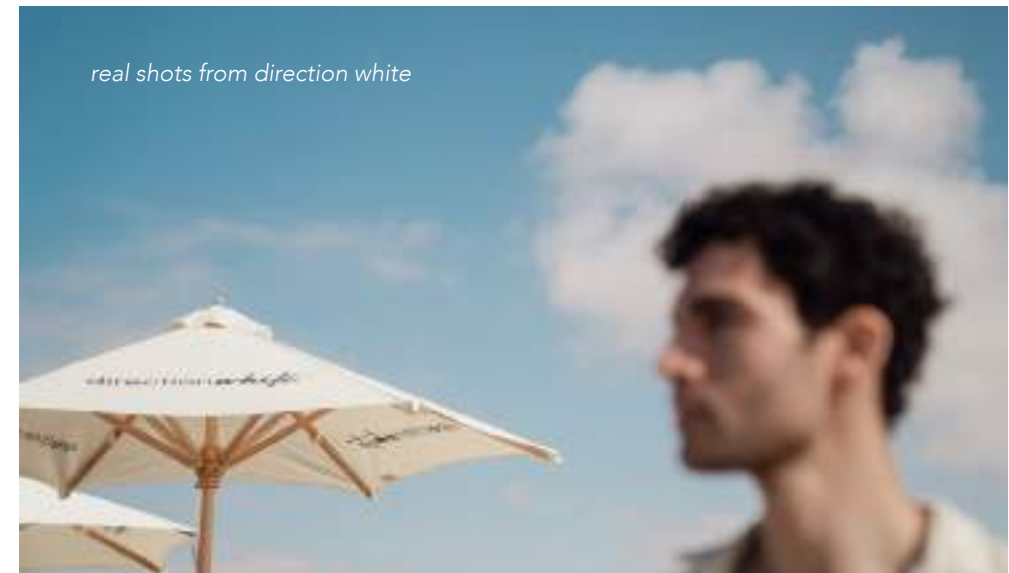
live, white.

*home all
summer*

The project is brought by **Arabella developments**, one of the most prominent pioneers in the development field for the past 35+ years.

Direction White is designed to be a fully fledged project offering elite living and unparalleled luxury lifestyle to its community.

real shots from direction white



SO
Glad
YOU'RE
HERE

*table of
content*

01	About Direction White
02	About Arabella
03	Location
04	Amenities
05	Master-plan
06	Units / Community
07	First Row Mansions

real shots from direction white

LIFE

in

WHITE

The color white is a combination of all colors in the color spectrum.

In the same way, the color white encompasses all colors, the name of the project implies that **Direction White** is an inclusive environment that caters to every preference making it the ultimate vacation destination.

Direction White is the place where you'll find your peace of mind, tranquility and luxury living.

SUMMER'23

AN EXCLUSIVE COMMUNITY ON THE UNPARALLELED SHORES OF THE NORTH COAST - RAS AL HIKMA

*about the
developer*

Arabella



LIVE *White* LIVE SAHEL

With more than 35 years of experience in the field of construction, **Arabella** developments successfully penetrated the real estate world positioning itself as a key player in the industry. Some of its most prominent and highly reputable projects are Arabella Plaza, Arabella Compound and Enawalks.



perfect location

Located in the North Coast of Egypt, **Direction White** boasts an ideal location that is 12 kms away from El Dabaa new exit and at the heart of both old and new Sahel.



crystal clear
water

NORTHCOAST

RAS EL HIKMA



beach club
house

Direction White is characterized by its smooth white sands that stretch throughout its mesmerizing turquoise beach. You'll always feel like you're living over the clouds.

Prime hospitality that offers a luxurious experience to our precious clientele. The go-to place all summer.

A clubhouse where all family members can enjoy themselves by the pool side, sip on an ice cold drink and refresh in a hot summer day.



*A fully fledged Spa with services to help you unwind,
destress and rejuvenate.*

HOME *all* SUMMER

white spa

Our fully fledged spa offers a complete range of services, from massage therapy to skincare treatments.

Pamper yourself with our luxurious treatments, designed to soothe your body and calm your mind.

Our state-of-the-art facilities and serene environment will transport you to a world of tranquility, where you can escape the stresses of everyday life.

underground parking

Dedicated underground parking strucrures with 1000 parking spots to ensure your vehicles don't get overheated throughout the day at the beach.

The circulation of the project is well designed to avoid overcrowding of the streets and allow an easier flow.



we never sleep

Always bright lights in direction white. Even when the sun sets, **Direction White** stretches its sparkling lights throughout the project.

shinning on its buildings and facilities to create unforgettable night experiences.

NORTHCOAST

RAS EL HIKMA

LUSH NATURE

SUMMER'23

direction *white*

expanded retail

At **Direction White**, restaurants and retail spaces expand all throughout the project to avoid overcrowding and allow a smooth flow to the compound.
Here, there's never a dull moment, the experiences and locations we provide are unlimited.



WHITE LIFESTYLE



sports facilities

For all health and wellness enthusiasts, we provide a fully fledged sports facility with a highly equipped gym and sports courts with international standards. From football fields and tennis courts to padel tennis and everything in between, our sports facility will be a place for both adults and kids to enjoy.

LIFE of WHITE



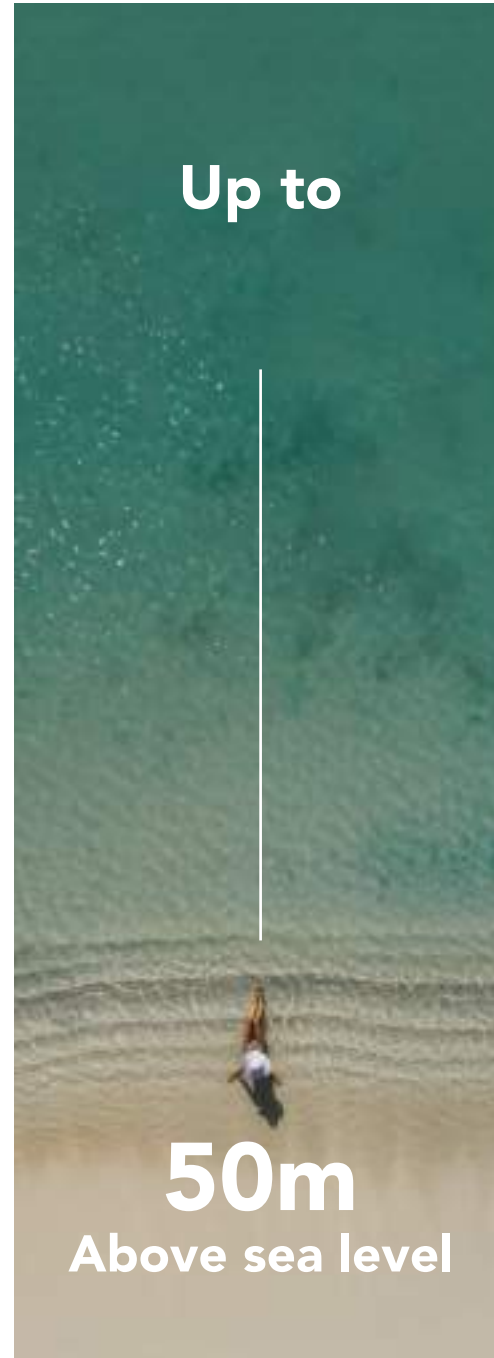
NORTH COAST RAS EL HIKMA

adults only pool

The adults will get to enjoy exclusivity and privacy in a hassle free adults only pool; where they will get to destress, get a bronze tan, and sip on their favorite cocktails.

HOME *all* SUMMER

direction *white*



VIEWS *all* SUMMER



Direction White is designed in a way to allow a view of the sea from every single point of the project with the highest point being at 50 meters from sea level.



summer

northcoast

live, white.

home all

direction white

VIEWS *all* SUMMER.

LIVE, *Serenity*

direction *white*

direction *white*



summer

northcoast

live, white.

direction *white*

SEA FRONT CABINS

AN EXTENSION OF THE BEACH RIGHT AT YOUR DOORSTEP, AT THE
SALT CABINS.

SALT

northcoast



summer

home all

northcoast

live, white.

BRANDED CHALETs

EXPERIENCE BRANDED CHALETs WITH AN OPULENT LIFESTYLE

direction white

DAWN

northcoast





summer

northcoast

live, white.

direction white

DUPLEX

BRINGING YOU CLOSER TO THE COMMUNITY AROUND YOU IN OUR
BRANDED DUPLEXES

MIST

summer

northcoast

live, white.

home all

direction white



home all
summer

northcoast

live, white.

TWIN VILLAS

EXPERIENCE TWIN VILLAS FOR A MORE EXCLUSIVE YET INTERLACED
EXPERIENCE

direction *white*

SLATE

northcoast



home all
summer

northcoast

live, white.

STAND ALONE VILLA

STAND ALONE VILLAS THAT GIVE YOU THE ULTIMATE EXCLUSIVITY
AND PRIVACY

direction *white*

MOON STONE

northcoast

home all
direction *white*
summer

northcoast

live, white.



summer
home all
northcoast
live, white.

RANCH VILLA

ONE OF DIRECTION WHITE'S MOST LUXURIOUS AND OPULENT VILLAS
OFFERING TOP NOTCH ONE STOREY BRANDED EXPERIENCE

direction *white*



ROYALE





IVORY SELECT

direction *white*

northcoast

home all
summer

northcoast

live, white.

KING VILLA

THE DIRECTION WHITE BRANDED EXPERIENCE OFFERED IN VAST SPACES FOR A MORE OPPORTUNE LIVING EXPERIENCE

direction white

IVORY



Propriétaires Exclusifs

live, white.



We collaborated with **Longe Black**, Egypt’s most luxurious personal branding firm, to create the ultimate branded experience with royal branded units. In Ivory, you get to indulge in the royal life with your home being specifically tailored with your name and every detail branded and relating to **Direction White**.

LONGEBLACK

1 out of 13 mansions

summer

northcoast

home all

direction *white*

All rights to images taken from our project and all 3D Renders used are reserved to Direction White TM. Sizes, plans and renders are for illustration purpose and final dimensions per unit are agreed on and signed on individual basis in the contract. All branded experiences may vary depending on availability by the time of delivery. This brochure acts as a visual sample of the quality of experience and standards of lifestyle and are not mandatory to match an exact image or an exact material.

Arabella

www.directionwhite.com