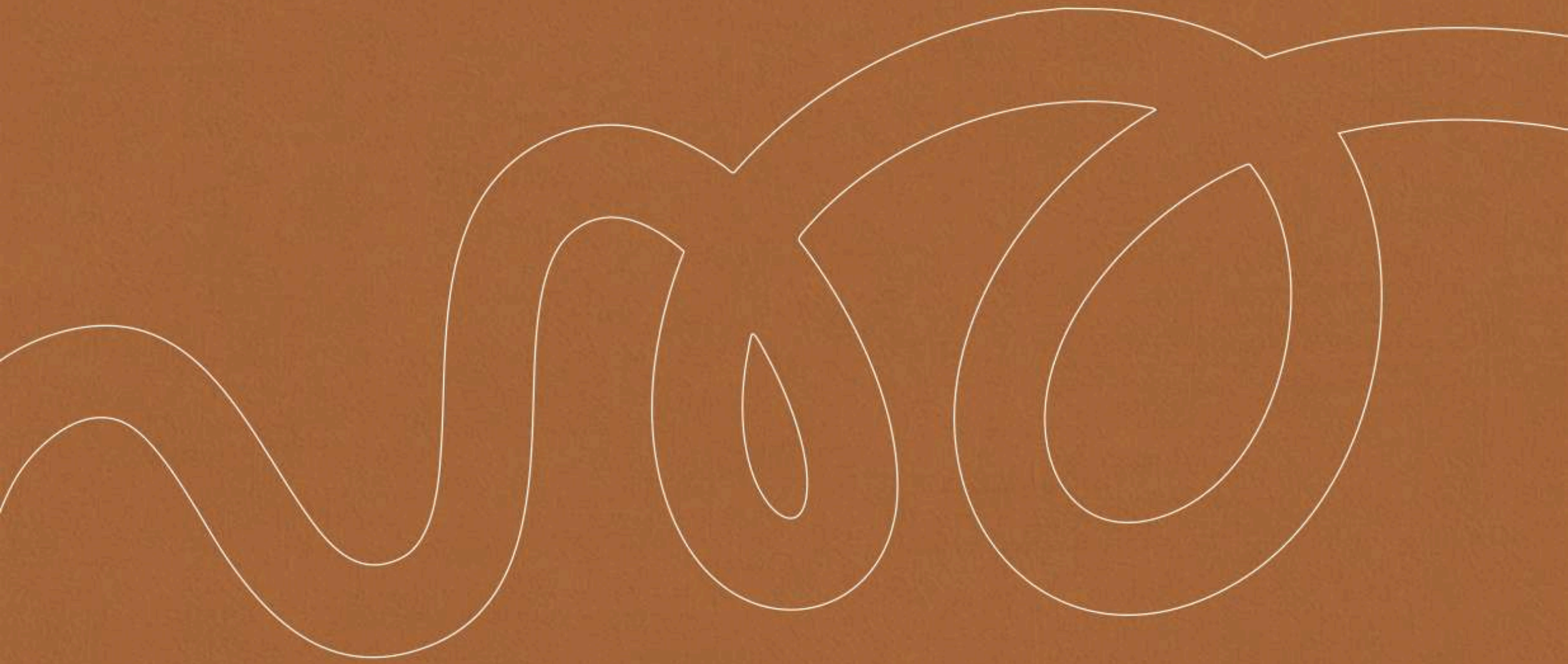


Southlofts

ELEVATED CO-LIVING


A RHYTHM
TO LIFE


Premier Choice
Southlofts


DUBAI
A City That Moves With You
Dubai draws people from across the globe for its connectivity, stability, and pace of opportunity. Southlofts II sits inside that story, offering a place to call home within one of the world's most dynamic cities.
Global Connectivity
Business Capital of the Region
Tax-Free Ownership
Strong Rental Returns
World- Class Infrastructure
Golden Visa Access
Thriving Expat Community



Our Legacy

Premier Choice International has spent over a decade shaping some of the world's most distinctive addresses, with 25+ projects delivered across Dubai and Islamabad, Canada, and New York. Every city carries its own character, its own skyline, its own way of living, but the standard travels with us. Different cities, the same standard.

26
Development Projects

6M
Sq. ft. of Development

15
Completed Projects

15+
Years of Experience

Premier Choice
INTERNATIONAL REAL ESTATE DEVELOPERS

Dubai Portfolio



FORTUNATO

Mediterranean character meets resort style living.

JVC DUBAI
2011



BARARI VIEWS

Expensive open-plan living, crafted for calm and comfort.

MAJAN AL BARARI DUBAI
2022



GATEWAY

Distinctive design, developed as a full ecosystem shaped around a contemporary way of life.

JVC DUBAI
2023



SOUTHLOFTS I

Elevated co-living for an energetically modern flow of life in the city's fast-growing new frontier.

DUBAI SOUTH
2026



DUBAI SOUTH

The Growing Hub of Dubai

While the rest of the city gets busier, Dubai South is being transformed.

New infrastructure, more space to breathe, and direct links to everywhere that matters.

South Lofts I proved the concept. South Lofts II builds on it.

05 mins
Jafza

06 mins
Al Maktoum Int'l Airport (DWC)

08 mins
Expo City Dubai

10 mins
Palm Jebel Ali

12 mins
Ibn Battuta Mall

14 mins
Dubai Marina

15 mins
Dubai Internet City

15 mins
Palm Jumeirah



SOUTHLOFTS II

The Next Chapter

Southlofts II carries the story forward, homes composed for the way life is actually lived, shared spaces made to be lived & cherished, and a community that recognizes the in-between moments.




Premier Choice
Southlofts

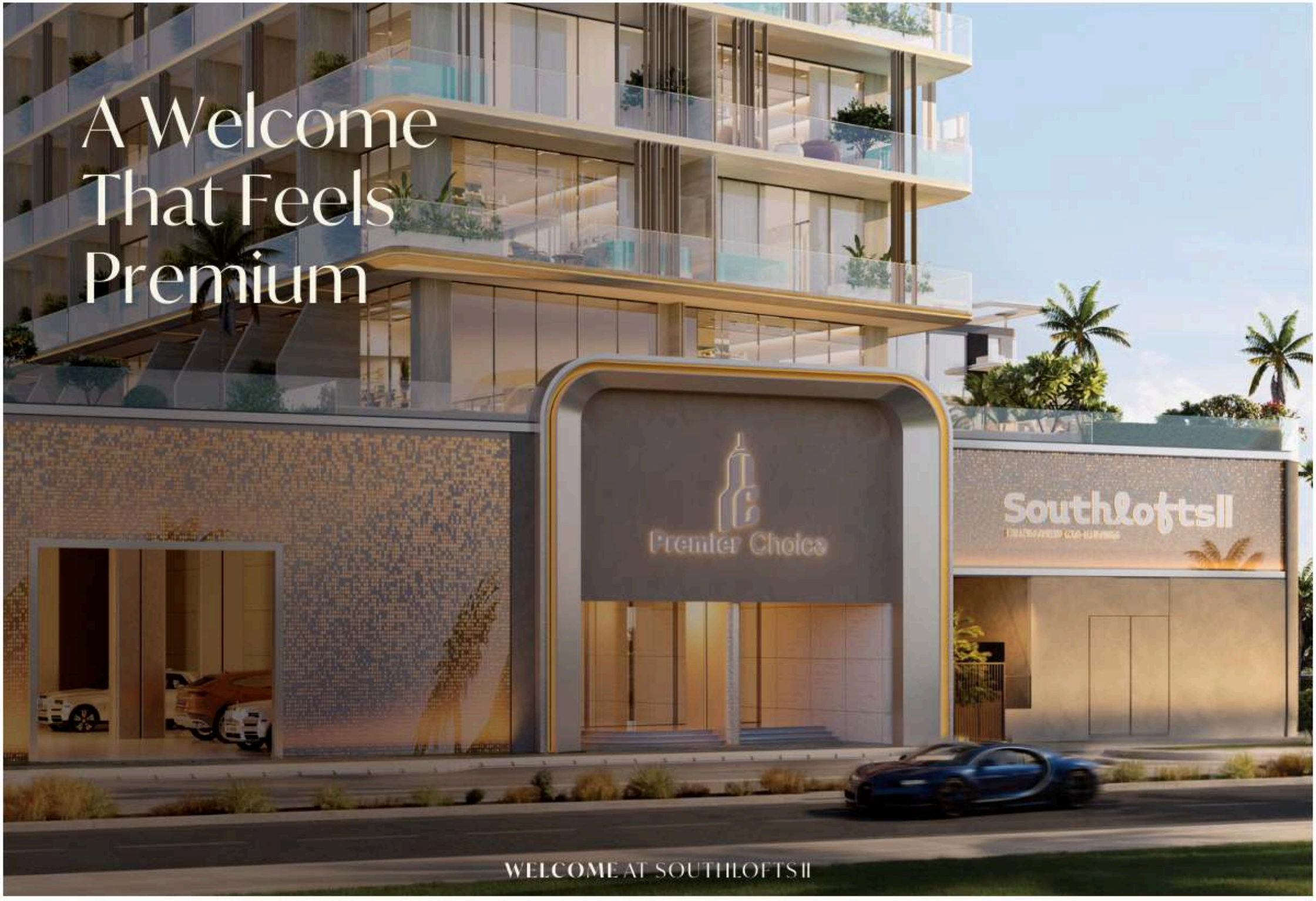



GOOD
TIMES
TIME

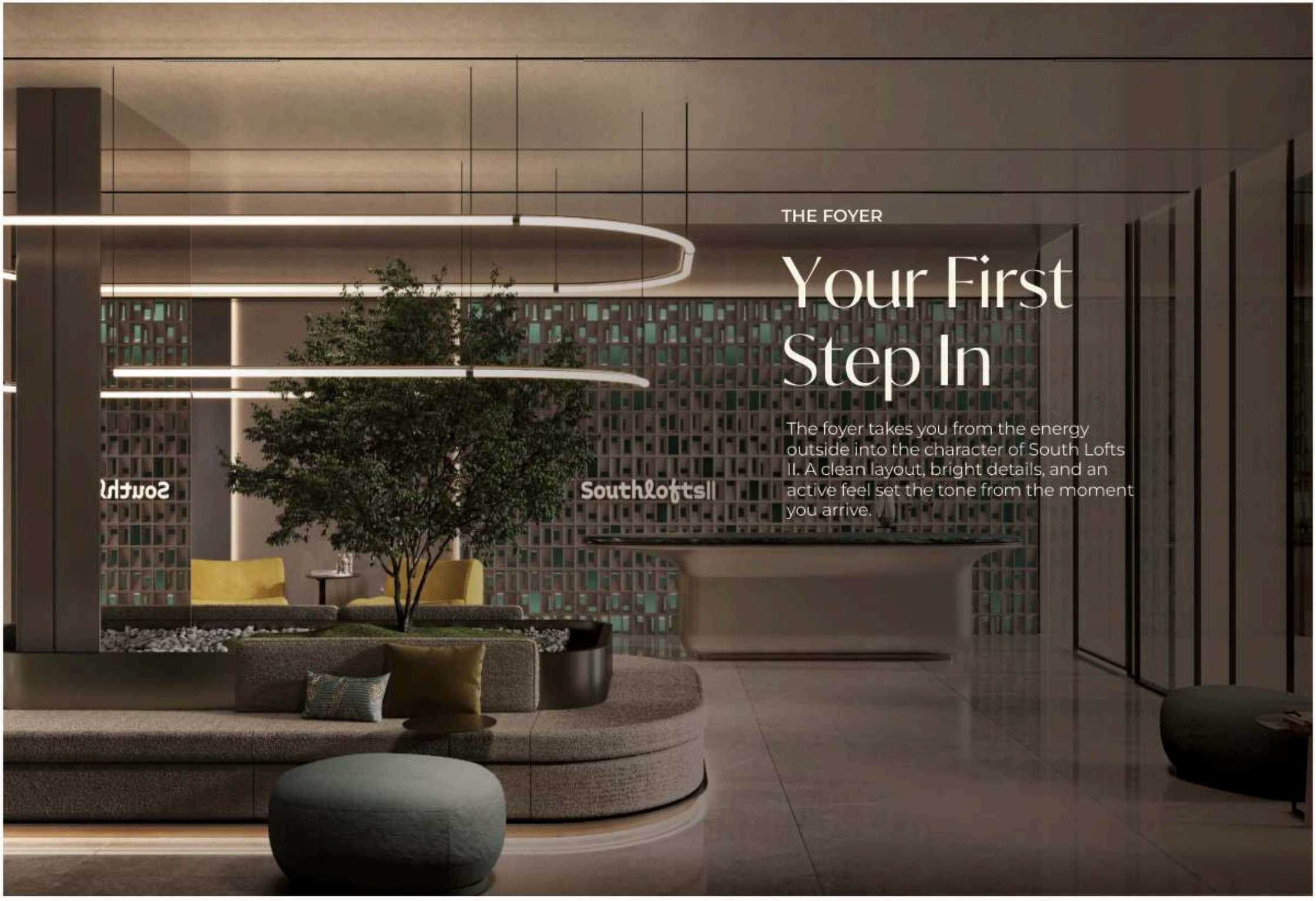
SOUTHLOFTS II BY PCI

A LIFESTYLE WITH MORE RANGE

Life rarely follows a schedule. South Lofts II is designed to accommodate changing routines, offering places to focus, recharge or connect as the day unfolds.


A Welcome
That Feels
Premium
Premier Choice
SouthloftsII
WELCOME AT SOUTHLOFTS II

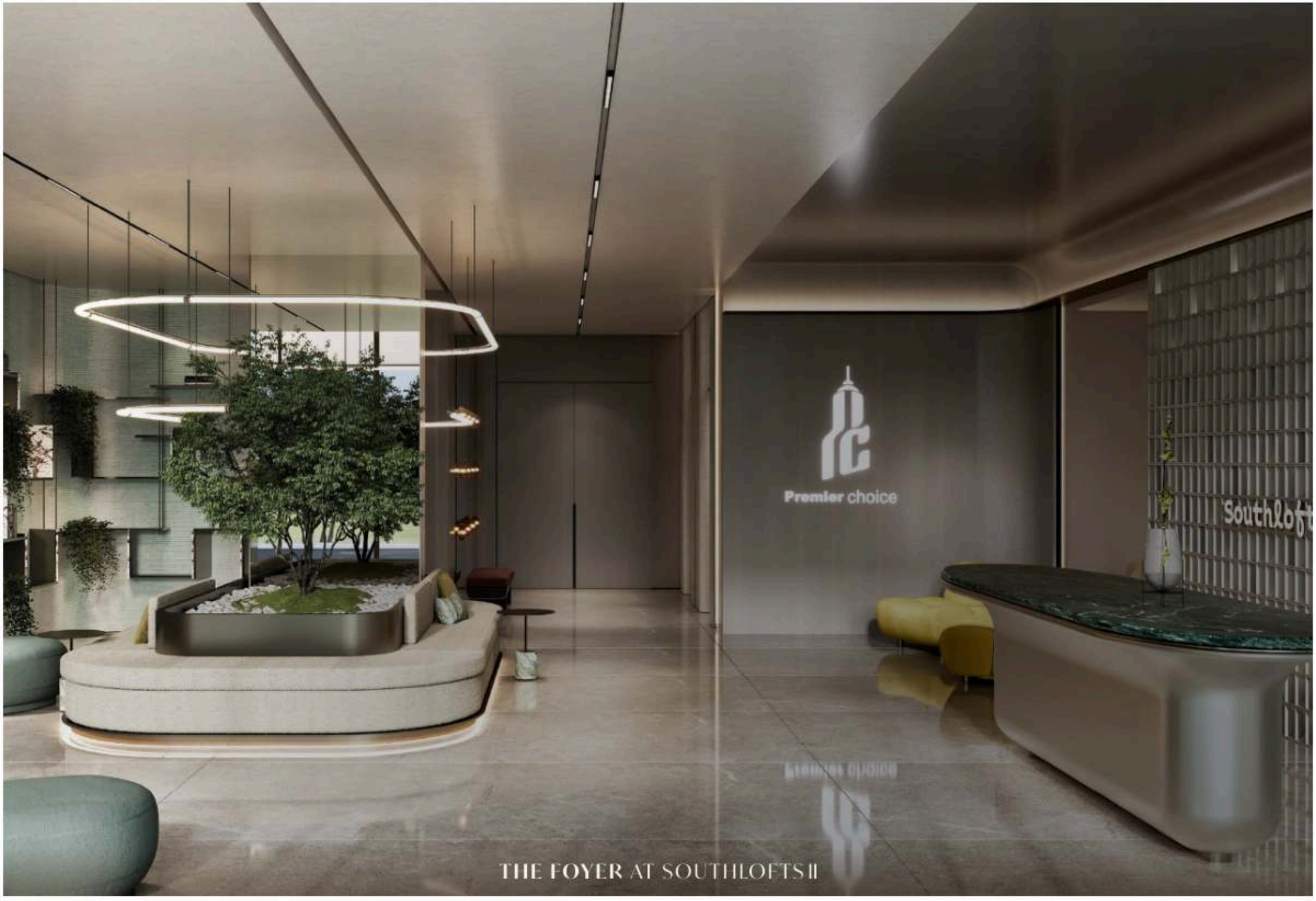




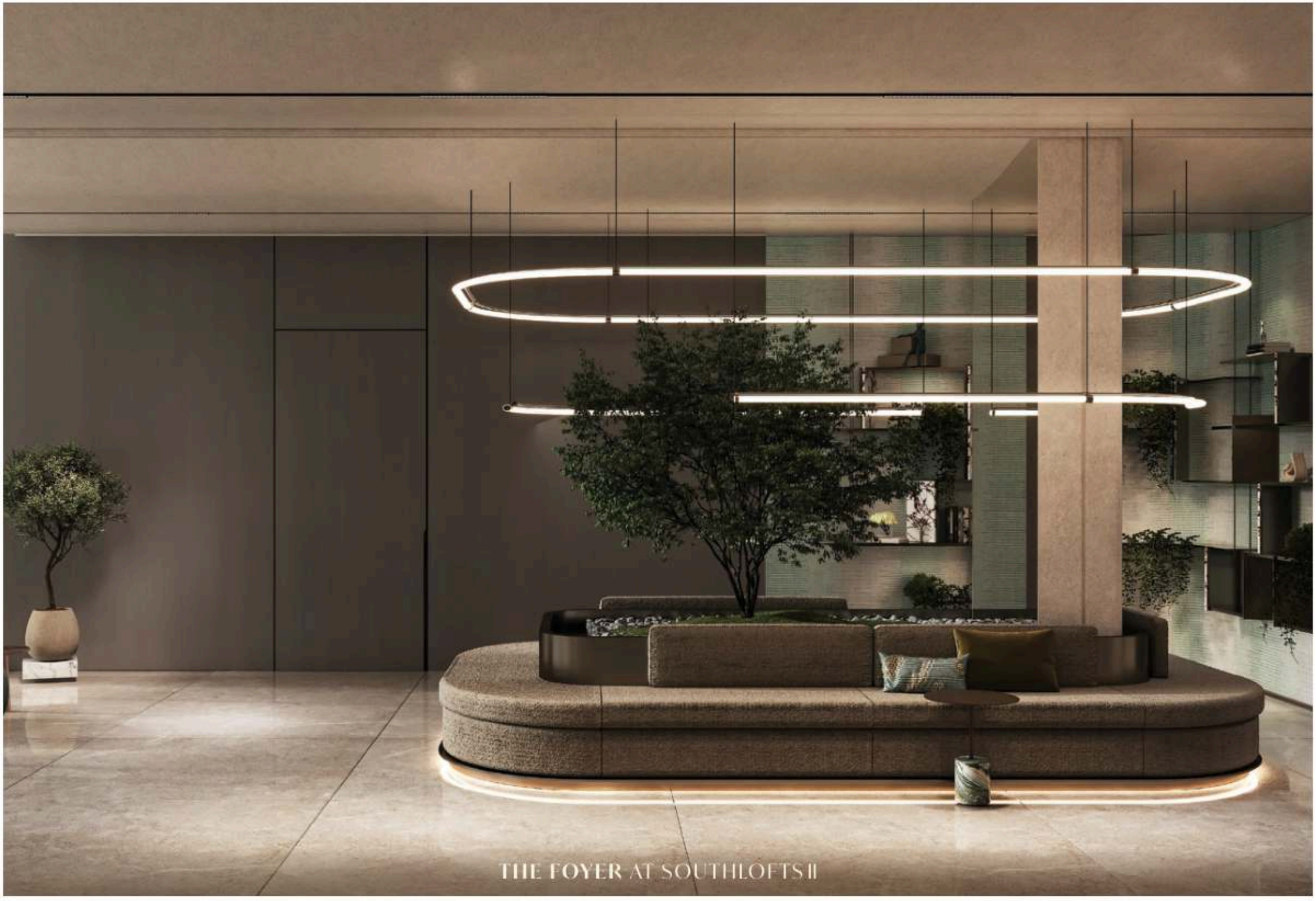
THE FOYER

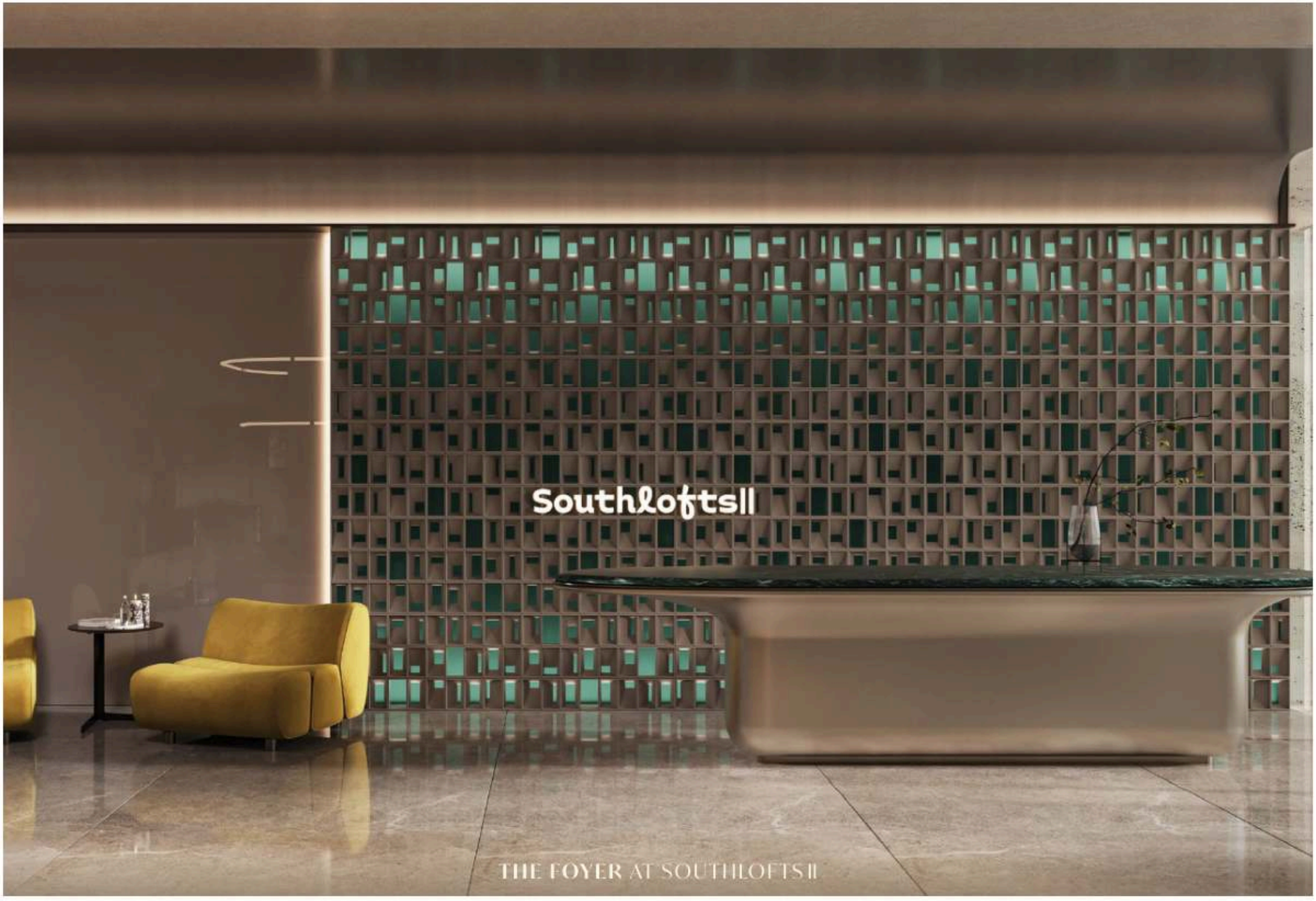
Your First Step In

The foyer takes you from the energy outside into the character of South Lofts II. A clean layout, bright details, and an active feel set the tone from the moment you arrive.

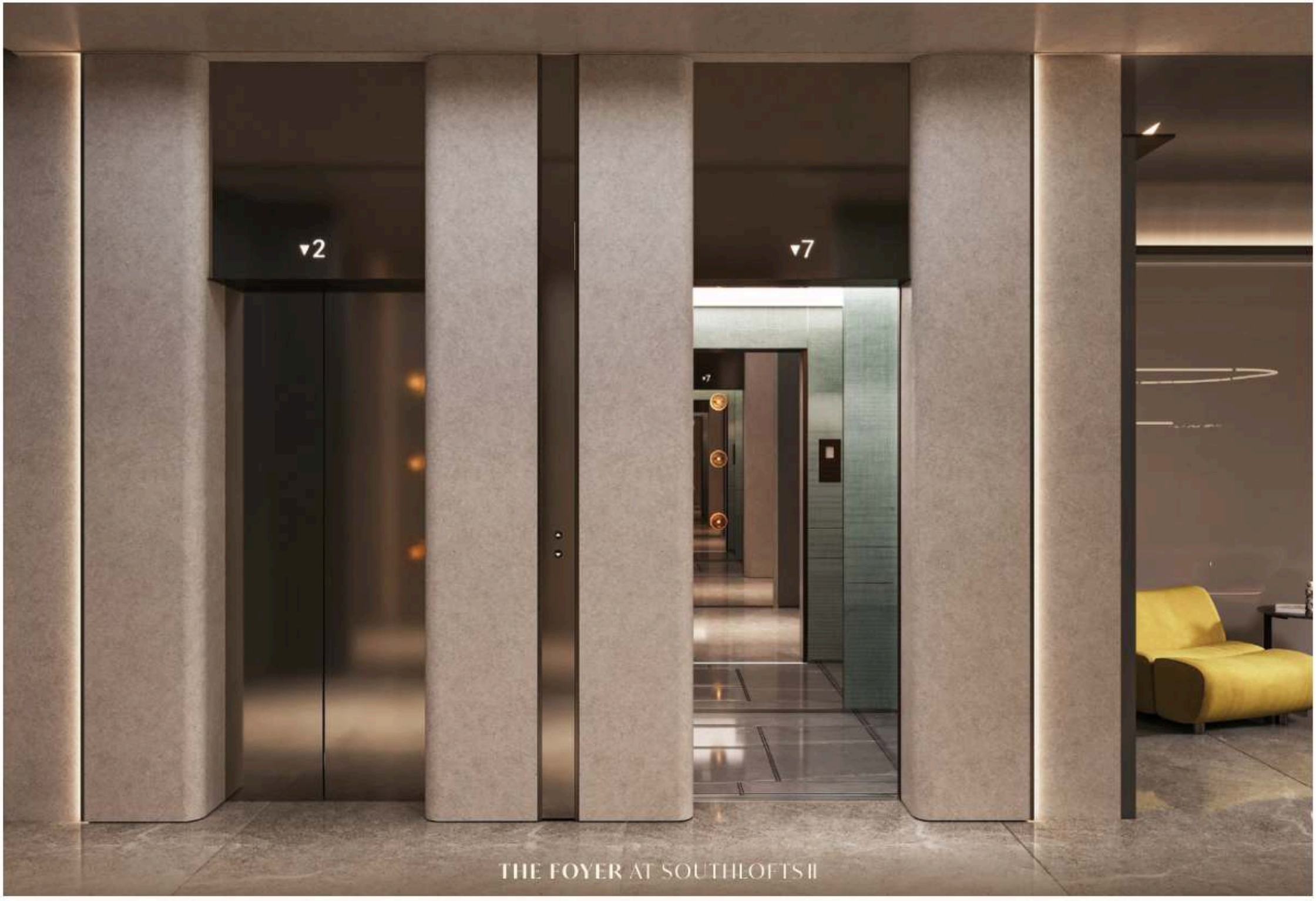


THE FOYER AT SOUTHLOFTS II

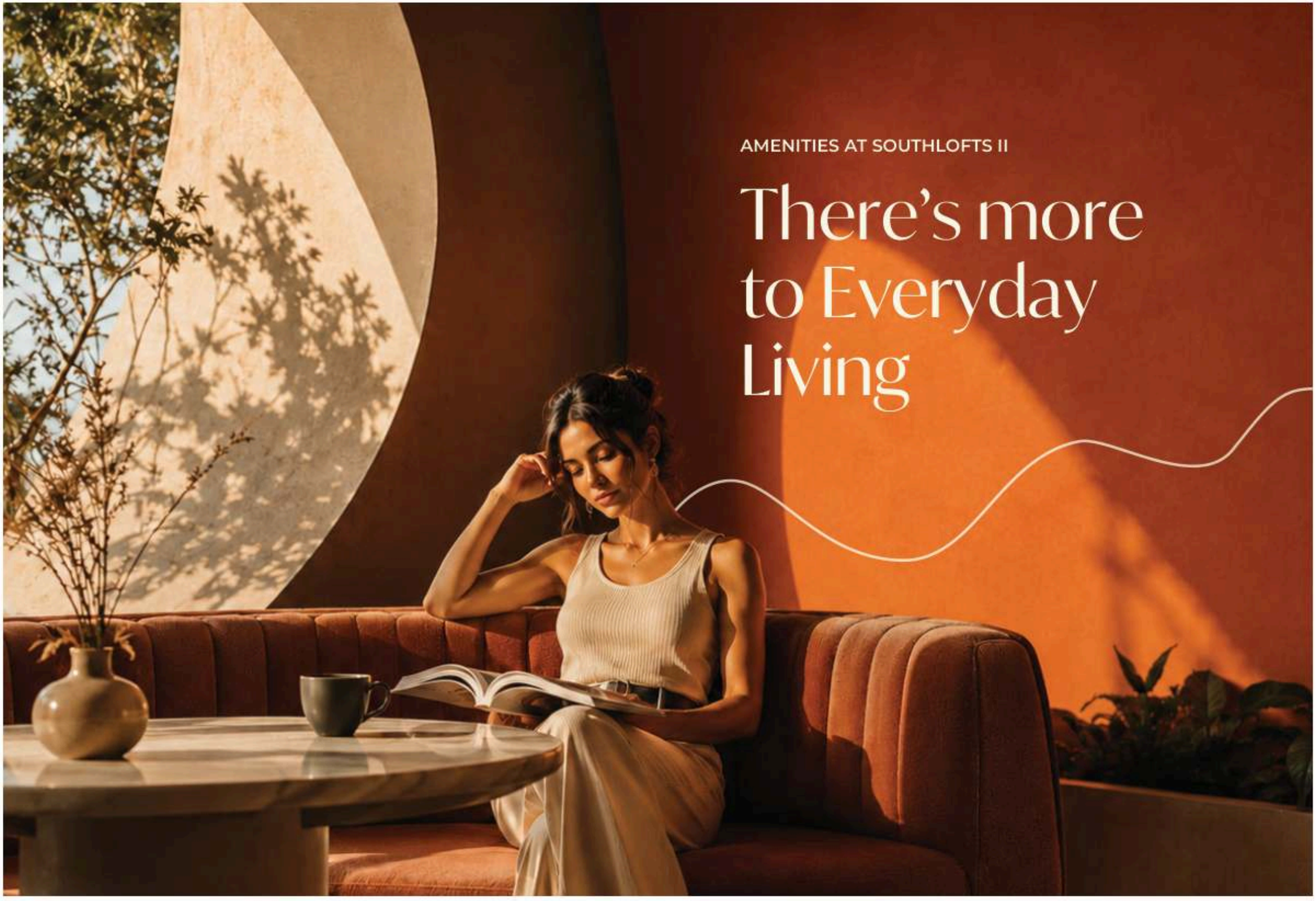

THE FOYER AT SOUTHLOFTS II



THE FOYER AT SOUTHLOFTS II



THE FOYER AT SOUTHLOFTS II


AMENITIES AT SOUTHLOFTS II
There’s more to Everyday Living



THE MIX

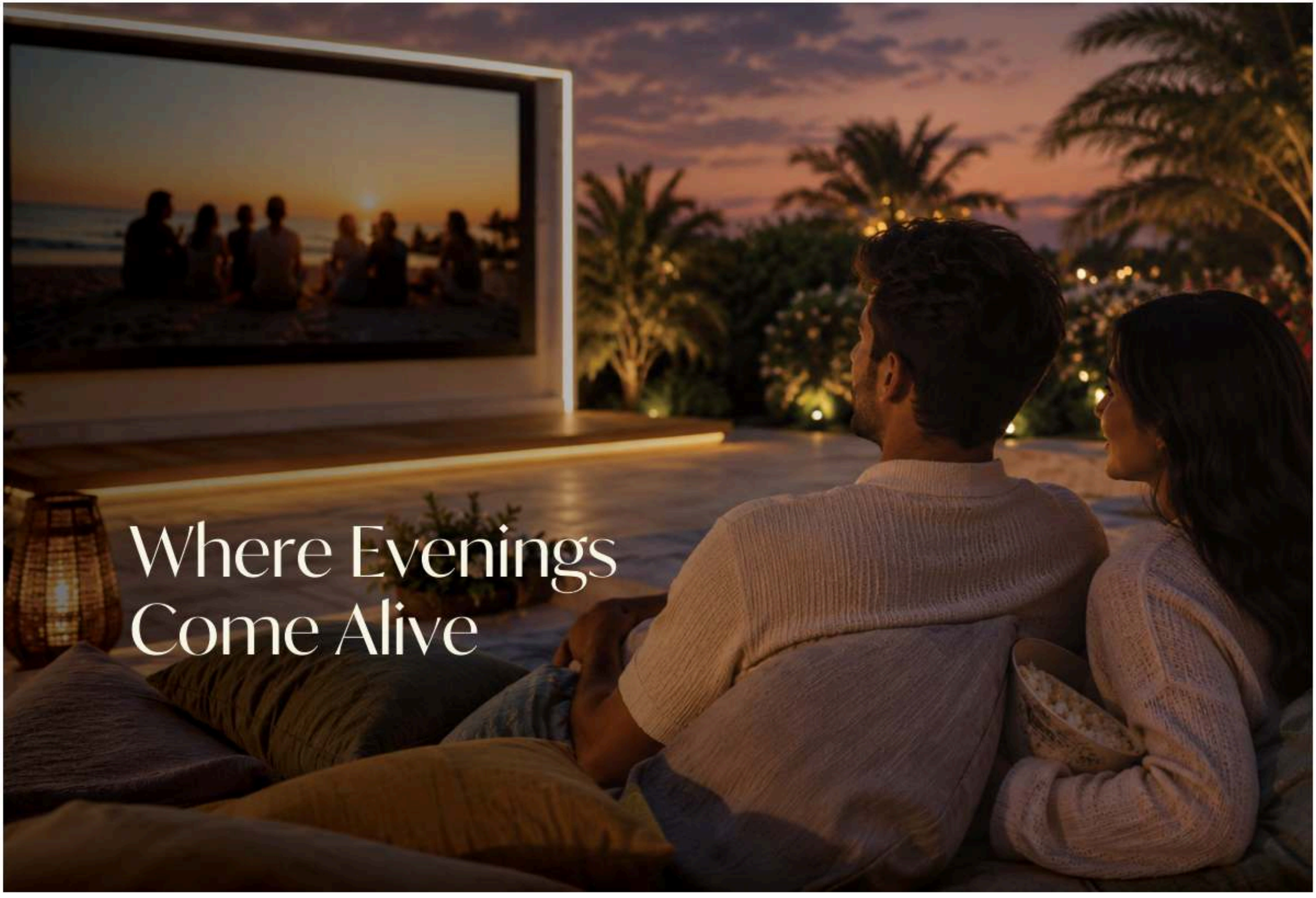
A Little More in the Mix

Open-air setting, each with its own character. Easygoing by design, it's the kind of setting that makes staying in feel like anything but.



THE AMPHITHEATRE AT SOUTHLOFTS II

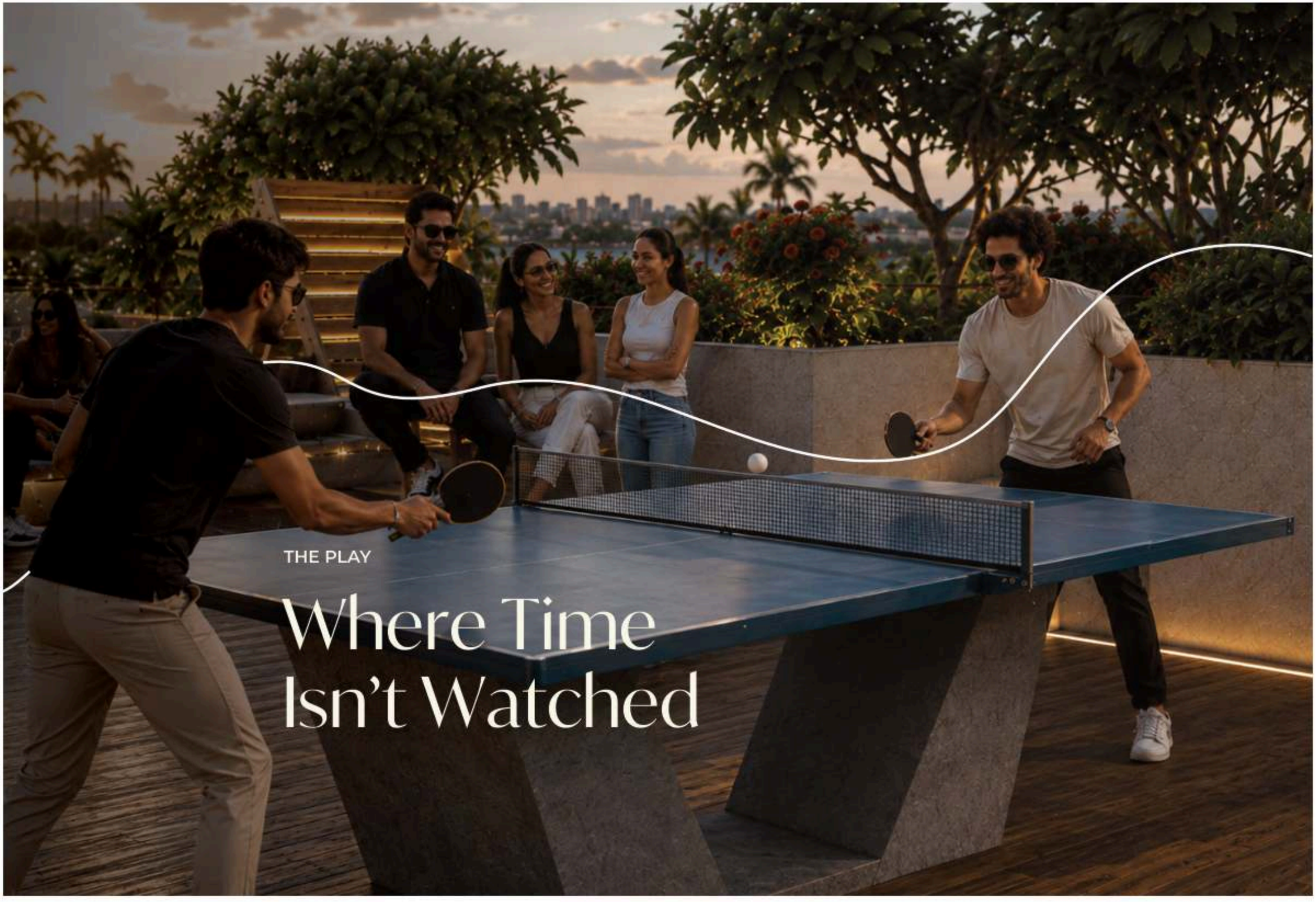

THE COURTYARD AT SOUTHLOFTS II


Where Evenings
Come Alive


THE GRILL AT SOUTHLOFTS II

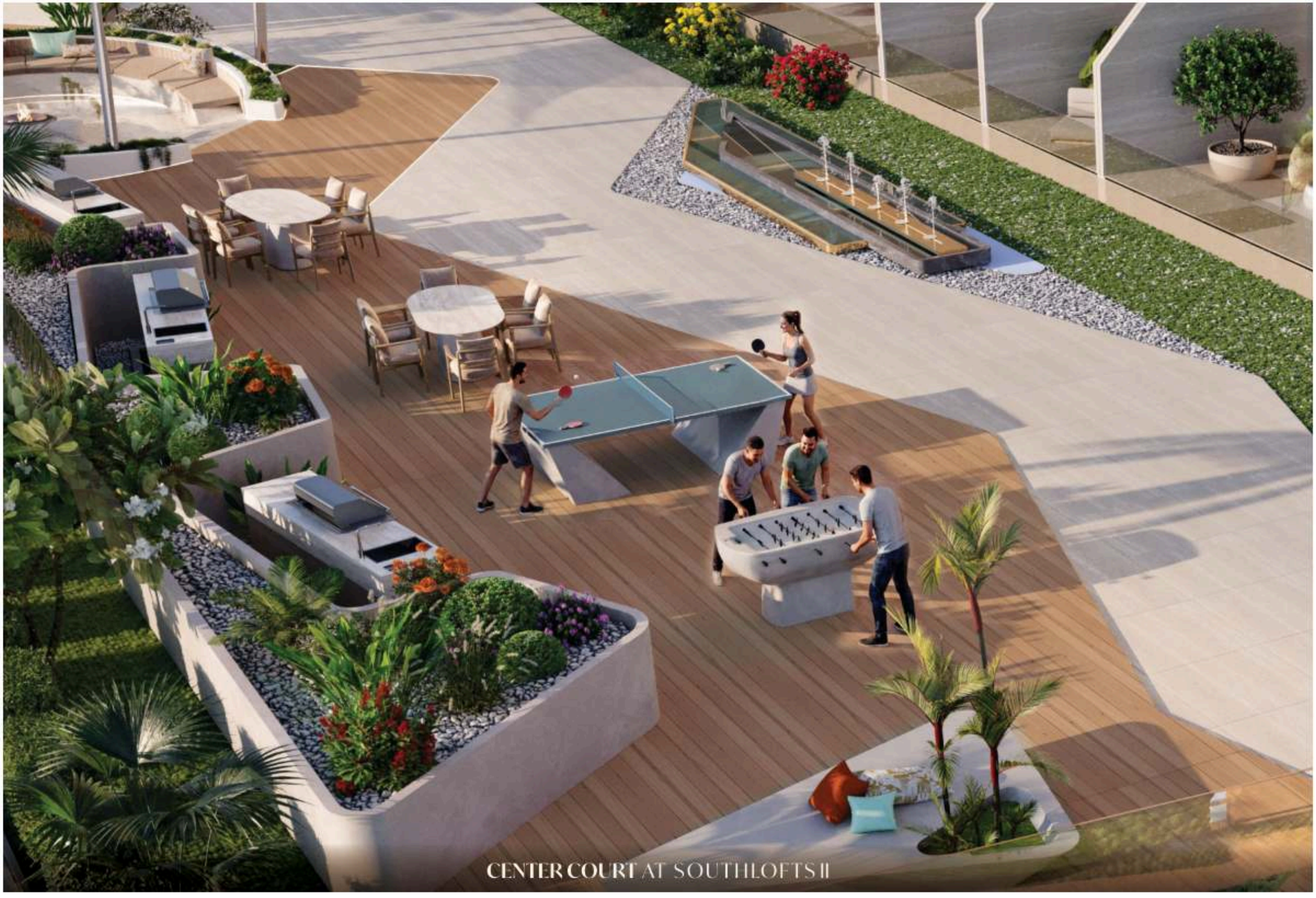


SOCIAL SEATING AT SOUTHLOFTS II



THE PLAY

Where Time Isn’t Watched


CENTER COURT AT SOUTHLOFTS II



PAWS & PLAY AT SOUTHLOFTS II

THE FLOW

However You Move

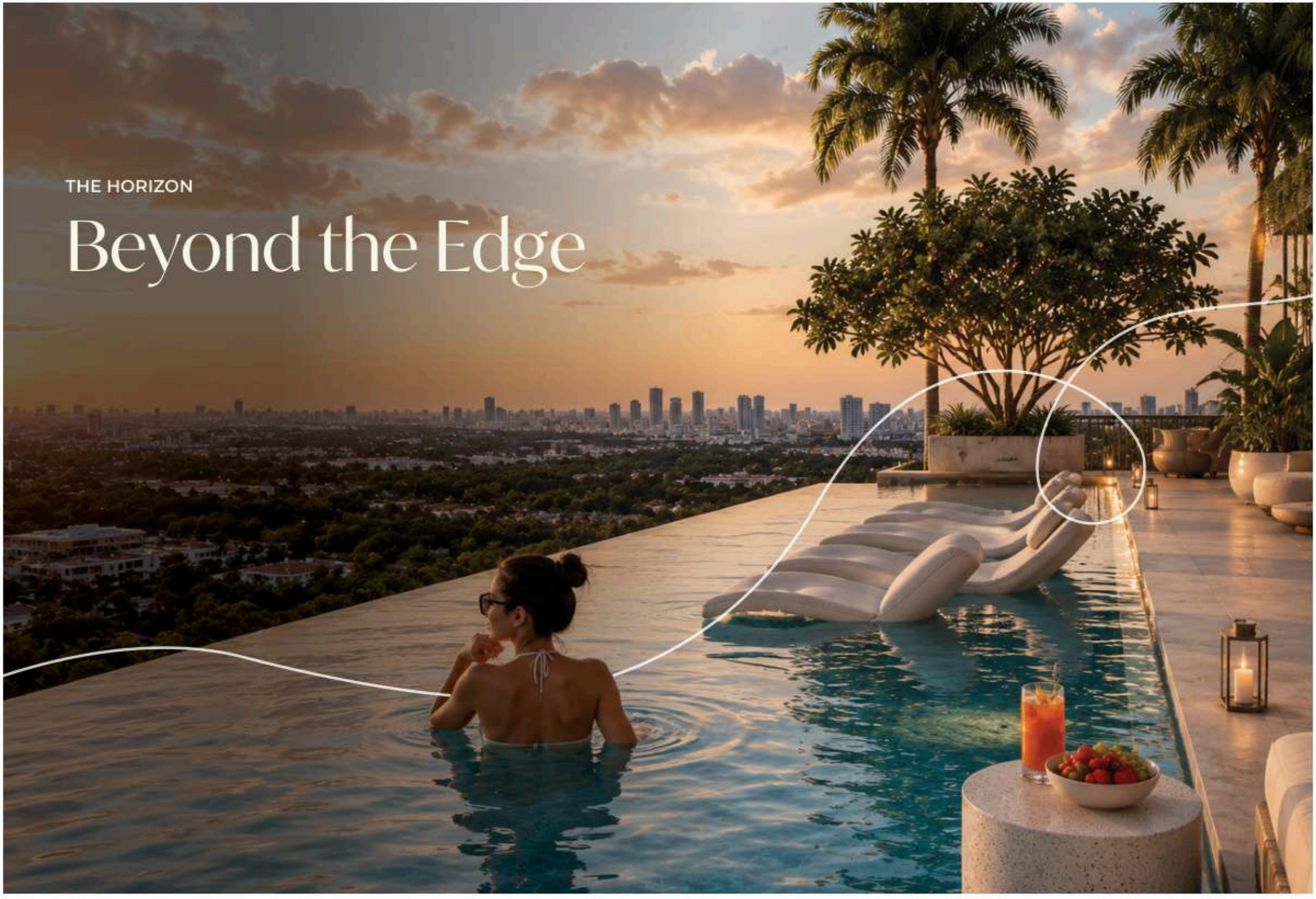
The Flow helps you find your stride, or simply unwind. A hard push some mornings, barely any effort on others; the body sets the terms, and the space just follows.




THE FORGE AT SOUTHLOFTS


THE TRACK AT SOUTHLOFTS II


THE SANCTUARY AT SOUTHLOFTS II


THE HORIZON
Beyond the Edge




premier choice
Solutions

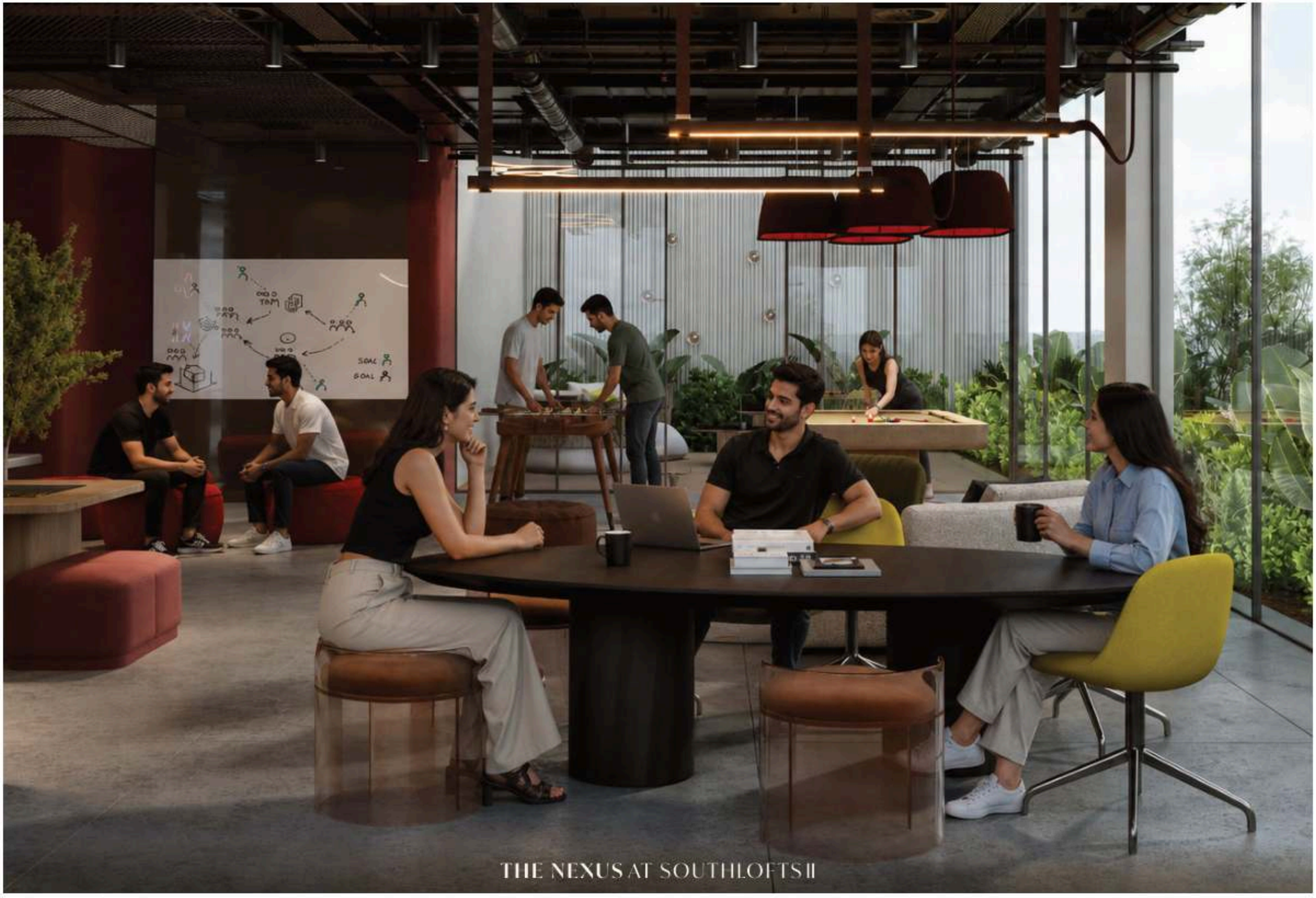

Southlofts


THE NEXUS
Think. Meet.
Create.


THE NEXUS AT SOUTHLOFTS II


THE NEXUS AT SOUTHLOFTS II

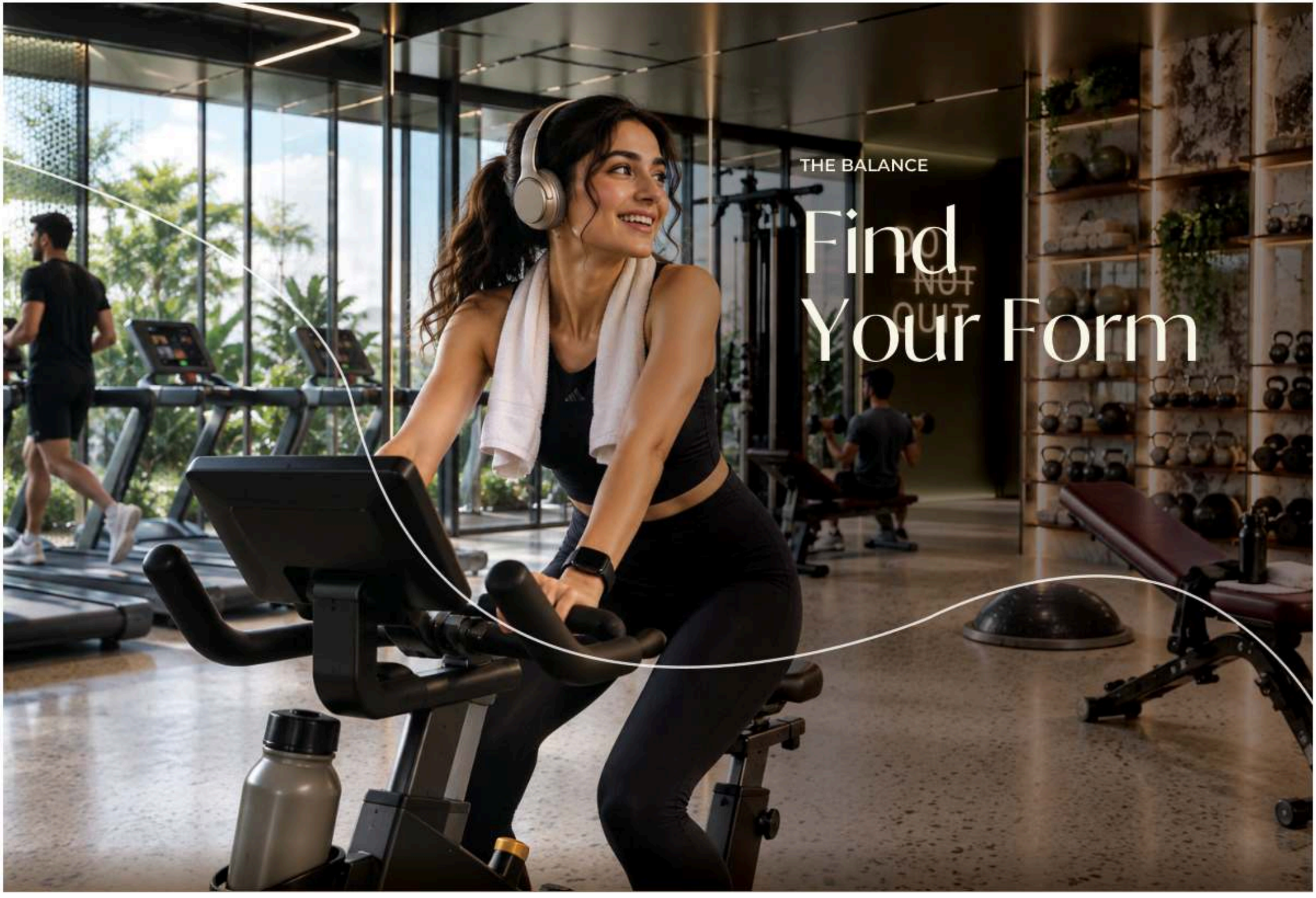


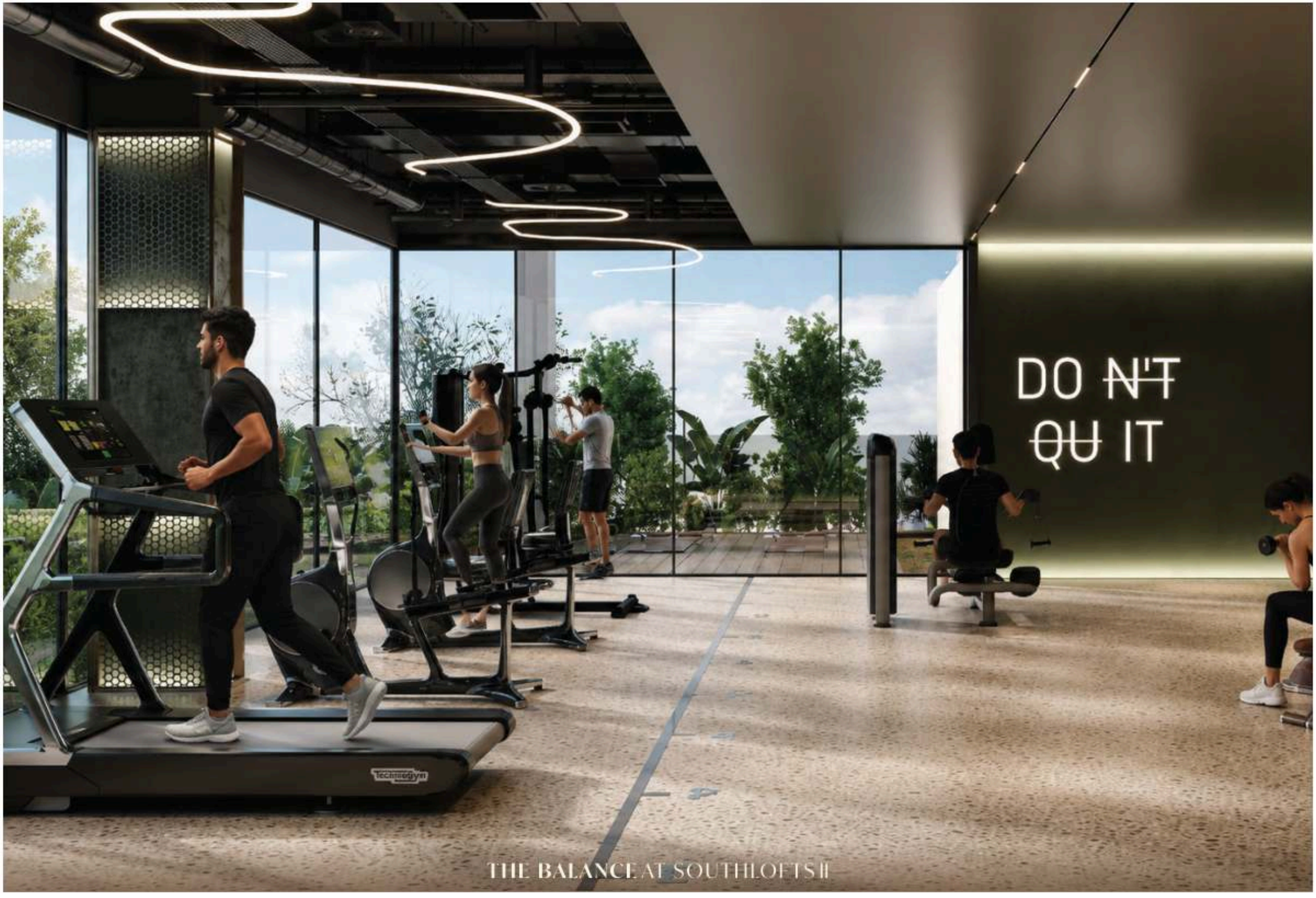


THE NEXUS AT SOUTHLOFTS II




THE NEXUS AT SOUTHLOFTS II


THE BALANCE
Find
Your Form


DO N'T
QU IT


THE BALANCE AT SOUTHLOFTS II


THE BALANCE AT SOUTHLOFTS II



THE INTERIORS

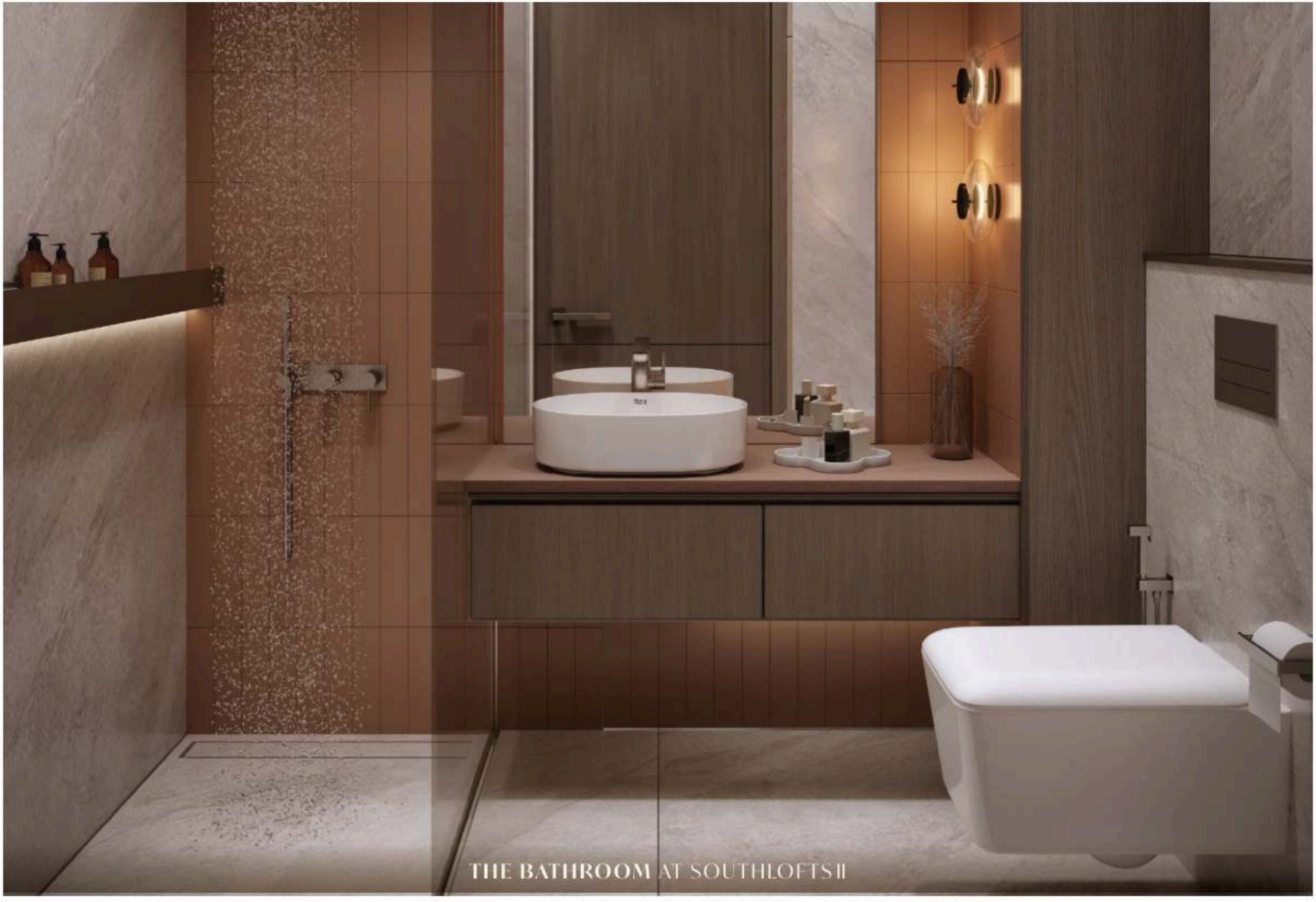
Made to Be Yours

Warmth and character come naturally to every space. Nothing overdone, just a home that feels good to come back to.

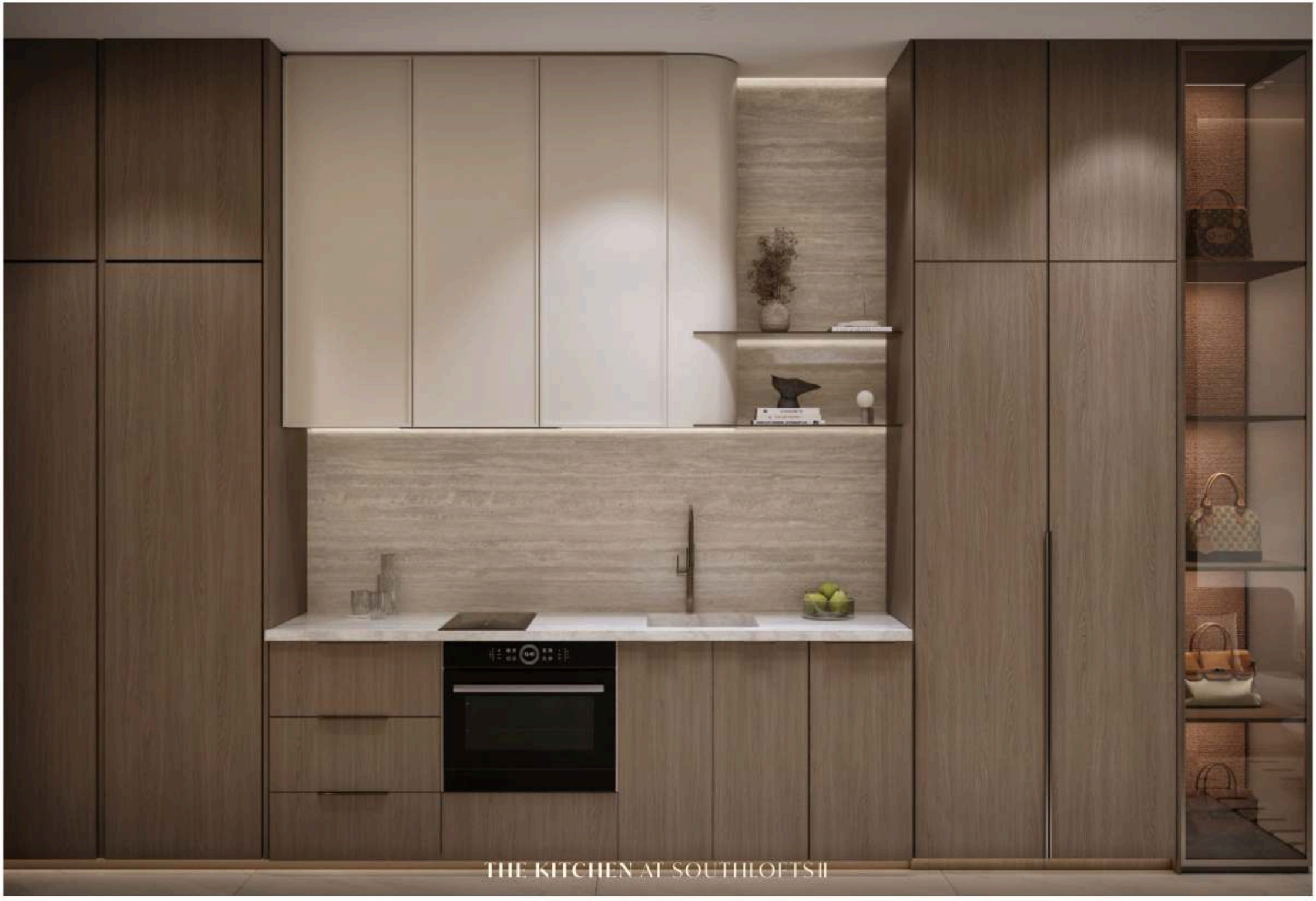

THE KITCHEN AT SOUTHLOFTS II


THE LIVING SUITE AT SOUTHLOFTS II

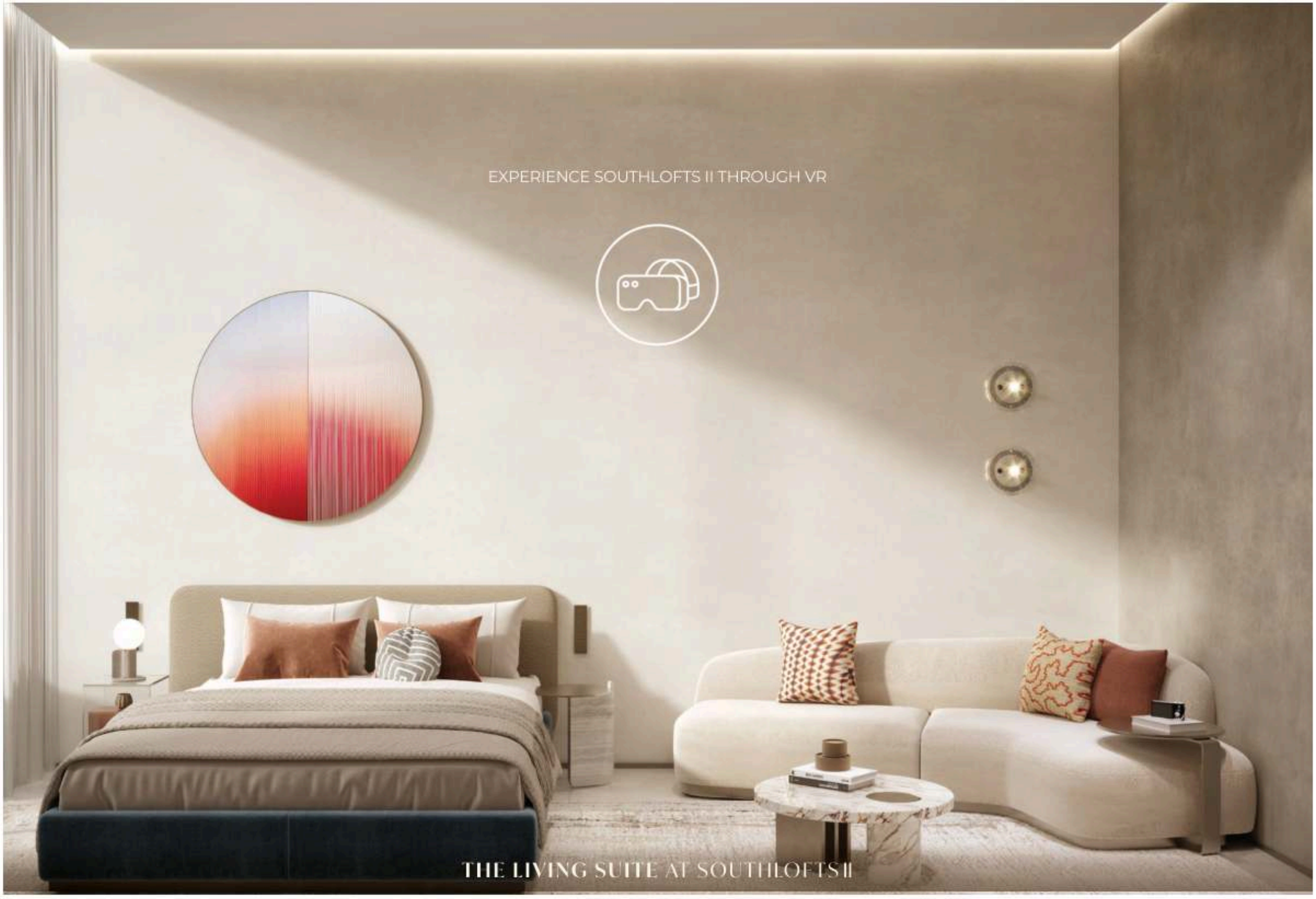

THE LIVING SUITE AT SOUTHLOFTS II


THE BATHROOM AT SOUTHLOFTS II




THE KITCHEN AT SOUTHLOFTS II


THE LIVING SUITE AT SOUTHLOFTS II


EXPERIENCE SOUTHLOFTS II THROUGH VR
THE LIVING SUITE AT SOUTHLOFTS II



SMART LIVING AT SOUTHLOFTS II

Your Home, Already One Step Ahead

HOME AUTOMATION

- Amazon Echo Show 10
- Centralised Control of Lighting
- Real Time Energy Monitoring

ORVIBO SMART PANELS

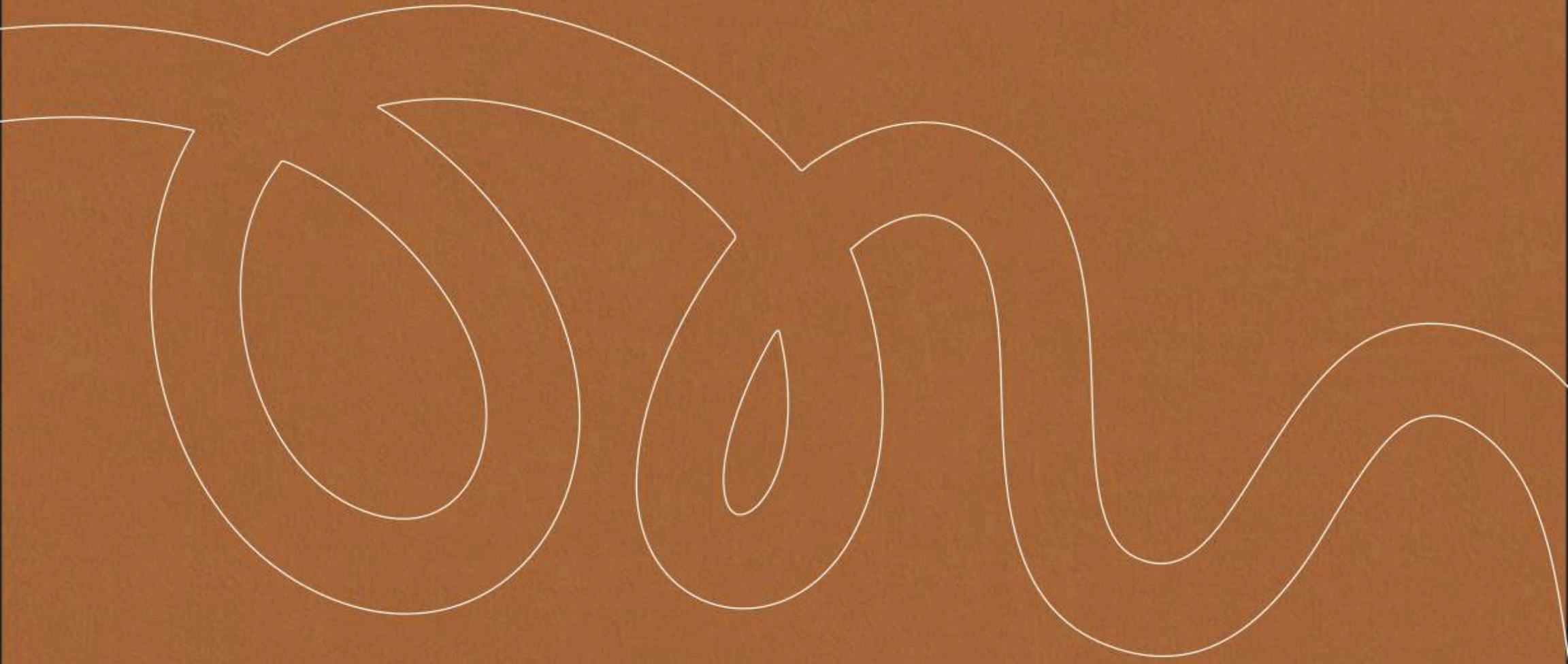
- Smart Panel with each Apt.
- Seamless Touch Control
- Customisable Scene Settings

SMART ACCESS CONTROL

- Advanced Digital Smart Door Lock System
- Multi-mode Access
- Worldwide App Based Remote Access


Your People.
Your Place.
Your Pace.
Less about convention. More about how you actually live.
Southlofts II takes the spirit of loft living and makes it fit the way life looks now.


Premier Choice
SouthLoft511



Premier Choice
INTERNATIONAL REAL ESTATE DEVELOPERS

Southlofts II

ELEVATED CO-LIVING