seven x seven RESIDENCES
MEYDAN HORIZON

broker sales toolkit
for broker use · october 2026

luxury, in balance

Everything you need to know to confidently present and sell seven x seven Meydan Horizon Residences

KASUMIGASEKI
PROPERTIES DEVELOPMENT

a seven x seven project by Kasumigaseki Properties Development



if your client has never heard of seven x seven, this is what you need to know

It starts with who is behind the project, then the market, the location, the homes and how to sell them. Work through it once, then keep the cheat sheet on your phone. Tap any section to jump to it.

01 what this toolkit answers

02 who is seven x seven

03 who is Kasumigaseki Properties Development

04 how the brand and the developer fit together

05 the project at a glance

06 the big idea

07 the seven x seven story

08 why seven x seven

09 brand positioning

10 why seven x seven: the differentiators

11 the differentiators, continued

12 the buyer

13 the market: branded residences in Dubai

14 what buyers want from a brand, and what they fear

15 the location

16 meydan horizon: the masterplan

17 connectivity and what buyers say

18 the competitive set in meydan horizon

19 where seven x seven sits

20 the building

21 the residences

22 inside the home

23 residence mix

24 floorplan guide: one bedroom

25 floorplan guide: two bedroom

26 floorplan guide: three bedroom

27 floorplan guide: podium terrace residences

28 floorplan guide: the penthouse

29 amenities and lifestyle

30 the amenities, by experience

31 wellness and fitness

32 rooftop and outdoor

33 the experience

34 what makes it different

35 how to sell seven x seven

36 key talking points

37 buyer objections and responses

38 confirm before you sell

39 broker cheat sheet

40 close

who is behind it · the brand

who is seven x seven

seven x seven is a Japanese self hospitality and lifestyle brand, launched in 2024 and owned outright by Kasumigaseki Capital. It is one of the group's hotel brands, alongside FAV, FAV LUX, studio x seven, edit x seven, Base Layer Hotel (BLH) and Forke and Knife. seven x seven has a racing team that competes internationally and is expanding into Miami. Its idea of luxury is captured in three words: where luxury goes to play.

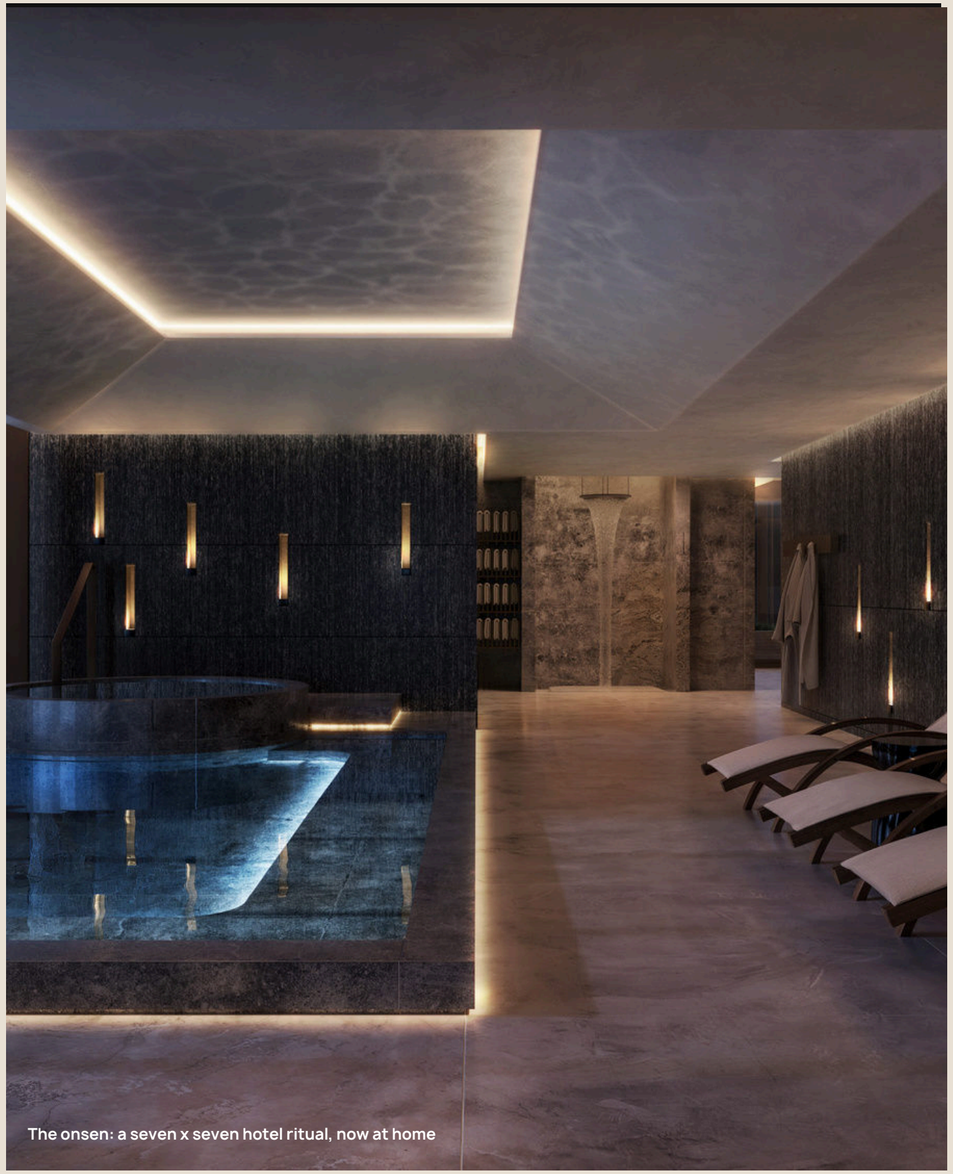
Gold, Graphis Design Awards 2026

The first hotel brand ever to win in the Branding Systems category.

seven x seven Racing

Competes in SUPER GT, the Porsche Carrera Cup and the 24H Dubai, so the brand has already raced in this city.

Many buyers in Dubai will not have heard the name yet. The gap is awareness, not substance: this is a brand building its international chapter, and Meydan Horizon is its first residential project anywhere in the world.



The onsen: a seven x seven hotel ritual, now at home

who is behind it · the developer

who is Kasumigaseki Properties Development

The UAE real-estate arm of Kasumigaseki Capital, a Japanese group listed on the Tokyo Stock Exchange Prime Market: externally audited, publicly held, publicly accountable.

The group's belief is turning challenge into value. The developer's discipline is the art of knowing: understand before you act, evidence every decision, stay responsible long after handover. It builds across segments, from luxury residences to workforce communities, to the same standard.

how to say the name

KAH-soo-mee-GAH-seh-kee. Kasumi means mist, seki means gate. It is the name of Tokyo's government district, a symbol of resilience, infrastructure and long-term vision. Teach the client the name; it is part of the story.

Hinshitsu

quality

An uncompromising standard, applied to every material, decision and person it builds for, regardless of price point. Earn every inch. Lead with credibility.

Anshin

peace of mind

The feeling of being in safe hands, from the first conversation to long after the sale. Handover is not the end of responsibility; it is the beginning of the commitment.

Kakushin

innovation

Never letting mastery sit still. Spaces designed for connection and privacy in equal measure, technology chosen for how it improves daily life.

what this means for your client

governance	A listed parent, external audit and public financial accountability. Confidence backed by accountability, not by marketing.
delivery quality	Built for longevity and low maintenance: paint, glass, joinery andfi nishing details treated as the proof of the brand.
after-sales	Personal accountability to the buyer after handover. In a market where post-delivery experience is the most consistent complaint, this is a differentiator.
no empty claims	The developer does not greenwash and does not overpromise. Sell with the same calm, certain, considered tone.

how it fits together

One group, one developer, one brand. The developer stays constant behind every project; the brand gives this one its personality. Use this when a client asks "so who am I actually buying from?"

the group

Kasumigaseki Capital

Tokyo Stock Exchange Prime Market. Externally audited and publicly held.

Belief: turning challenge into value

→

the developer

Kasumigaseki Properties Development

The group's real-estate arm in the UAE. Builds across segments to the same standard. Responsible for delivery, handover quality and after-sales for every project.

Mission: the art of knowing

→

the brand on this building

seven x seven Meydan Horizon Residences

The brand's first homes. Hospitality-inspired living shaped by Japanese thinking. No licence between the brand and the building, so no fee leakage to a third party and no management-agreement expiry risk.

Promise: luxury, in balance

The developer owns the brand. In most branded residences the brand is licensed from a hotel or fashion house and can change or disappear when the agreement expires. Here it cannot.

the project at a glance

155 **residences** One boutique tower, the smallest offering in the masterplan. Seventeen residential floors, nine homes per floor, one penthouse.	1–4 **bedrooms** 17 one-beds, 105 two-beds (including three podium terrace homes with private plunge pools), 32 three-beds, one four-bed penthouse.	12 min **to Downtown Dubai** Meydan Horizon, MBR City. Adjacent to Ras Al Khor Wildlife Sanctuary, 12–15 minutes to DIFC and Business Bay, 13 minutes to the airport.	2.28M **AED, indicative one-bed entry** From the market research, a slight premium to most of the masterplan. Confirm current pricing and payment plan with the developer before quoting.
the brand seven x seven is a Japanese self-hospitality brand under Kasumigaseki Capital, one of several brands within the group's portfolio of 70 hotels: 22 operational, 29 hotels under development and 19 hotels under planning.	**the concept** Hospitality-inspired living shaped by Japanese thinking. Privacy and connection, stillness and energy, in one building. Tagline: luxury, in balance.	**the amenities** Rooftop sky crown with infinity pool, pool bar and sky lounge. Onsen and cold plunge. seven x seven fitness. Sky garden, firepit, kids' pool, pet park.	**the design** Japanese minimalism, Genkan-inspired entry, signature bedroom desk, layered-glass wardrobes, oak, walnut and travertine.



the big idea, in one line

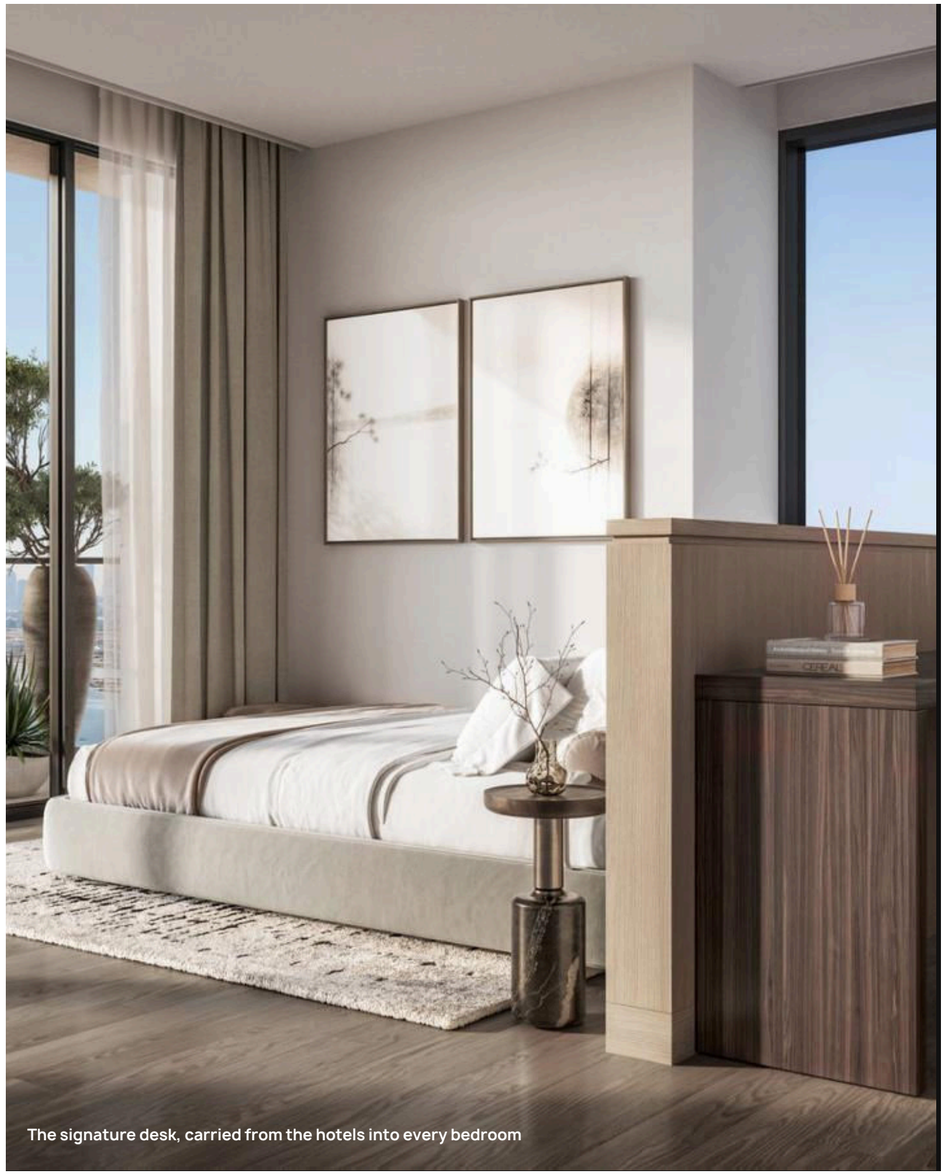
a home with room for every side of life

Dubai usually asks you to choose a lifestyle: the quiet one or the social one. seven x seven is built so your client doesn't have to. The onsen at dusk and the rooftop on a weekend. Same building, same evening.

how to say it to a client

"Most luxury here is about more: bigger, louder, more visible. seven x seven is about having both. Privacy when you want it, connection when you don't. Slow mornings and late nights, and a home designed so neither one costs you the other."

The brand calls this luxury, in balance. Balance here doesn't mean compromise or restraint. It means the freedom to move between different sides of life on your own terms.



The signature desk, carried from the hotels into every bedroom

a hospitality brand that became a home

seven x seven has always seen luxury differently: not as excess or performance, but as the freedom to experience more. It built hotels people fly across the world for and a racing team with real results. Now, for the first time, it has translated that attitude into a place to live.

Precision, craft and consideration shape the details. The spirit of "where luxury goes to play" brings energy. Hospitality brings ease without turning home into a hotel. And Dubai shapes how it all comes to life: privacy and connection, stillness and energy, slow mornings and long dinners.

the line to remember

Japanese in its thinking. seven x seven in its attitude. Unmistakably Dubai in its expression.

Everything else in the brand's world, from the Japan hotels to the upcoming Miami presence, is behind this building. That is why the research describes this project as carrying the weight of everything that comes next.

why
seven x seven

Positioning, differentiators and the buyers they speak to.



what the brand stands for

In a city that sells visible luxury, seven x seven offers a more considered kind. Japanese in its thinking. seven x seven in its attitude. Unmistakably Dubai in its expression.

Personality: confident, warm and playful. Sophisticated without becoming serious, expressive without trying too hard. When you present it, be relaxed and precise, not formal.

How it should land with a buyer: the considered alternative. The only development in Meydan Horizon with a genuine cultural identity, and the only branded one where the developer owns the brand.

four pillars, and what each means in a sales conversation

Balance	Room for both: solitude and company, stillness and energy, privacy and connection.	"You don't pick a lifestyle here. You move between them."
Play	Personality, spontaneity and energy are part of everyday life. Luxury that never takes itself too seriously.	"This is the brand behind 'where luxury goes to play'. The rooftop and the firepit aren't afterthoughts."
Craft	Japanese standards of craftsmanship. Every material and spatial decision considered for how it looks, feels and functions.	"Nothing here is decorative. Everything earns its place."
Ease	Hospitality without the performance. Intuitive support that makes everyday life effortless, while respecting the privacy of home.	"The ease of a hotel, the privacy of a home."

eight reasons to choose seven x seven



an owned brand, not a licensed one

seven x seven is owned outright by the developer's group. No licence, no management agreement, no operator in the lobby.

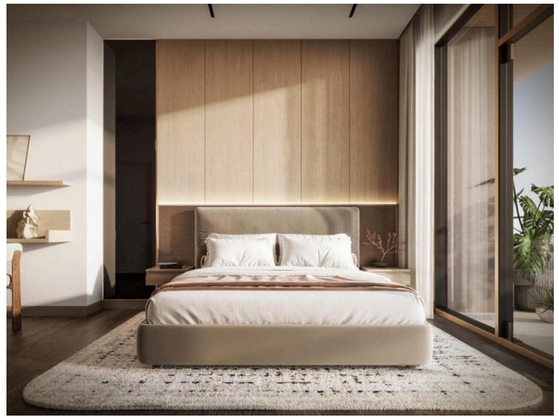
Why it matters: no hidden brand fees and no expiry risk. In most branded towers the brand can change or disappear when the agreement ends. Here it cannot.



privacy as the luxury

The ease of a hotel with the privacy of a home. Support when you want it, nothing when you don't.

Why it matters: at higher price points buyers increasingly resist the hotel model: heavy service, shared facilities, living beside a lobby. This is the alternative. (Service scope to be confirmed.)



Japanese thinking in every detail

A genkan-inspired entry. A signature bedroom desk carried from the hotels. Layered-glass wardrobes that echo shoji screens. Oak, walnut and travertine chosen for how they feel.

Why it matters: every competitor in the masterplan is aesthetically contemporary but culturally neutral. They could be anywhere. This could only be Japanese.



rituals, not an amenity checklist

Onsen and cold plunge. A rest lounge opening onto the garden. An infinity pool facing Downtown.

Why it matters: nearly 60% of Dubai buyers now prefer wellness-led communities and over 80% will pay a premium for it. The onsen alone sets this building apart.

eight reasons to choose seven x seven



only 155 residences

The smallest and most intimate offering in Meydan Horizon. Nine homes per floor, two three-beds per floor, a single penthouse.

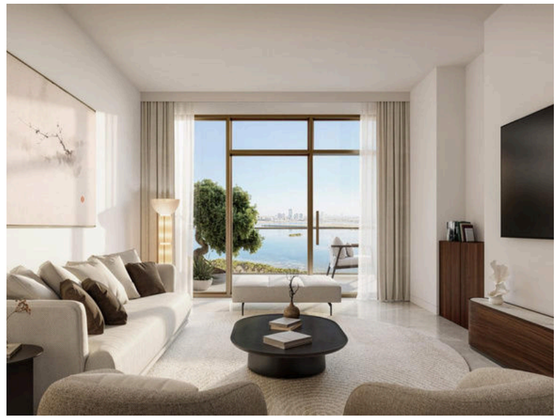
Why it matters: in a market where scarcity drives value, this is the scarce one. Familiar faces, quieter amenities, genuine privacy.



facing the sanctuary and the skyline

The building faces north, towards Ras Al Khor Wildlife Sanctuary and the Downtown skyline, with inward homes overlooking the lagoon. Tower setbacks maximise views and daylight.

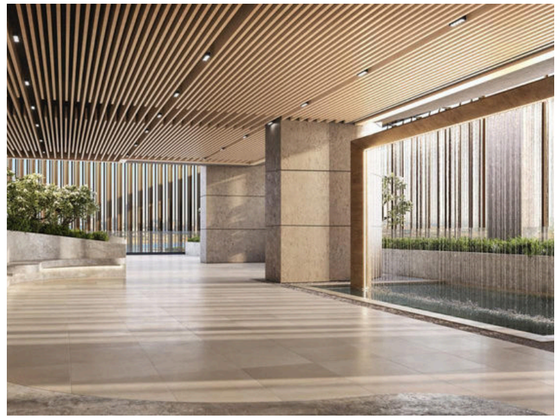
Why it matters: nature views inside the city are rare in Dubai and consistently valued by buyers. The orientation also keeps the building turned away from the older industrial district to the south.



peace of mind after handover

Backed by a Tokyo Prime-listed group, publicly audited and accountable. The developer treats handover as the beginning of its responsibility, not the end.

Why it matters: after-sales is the most consistent complaint in the Dubai market and nobody in the masterplan has claimed it. This building does.



a location in balance

Meydan Horizon, MBR City: 10–12 minutes to Downtown, 12–15 minutes to DIFC, beside a protected wildlife sanctuary and a 2 km lagoon, in a masterplan maturing through 2030.

Why it matters: close enough to the city to belong to it, far enough to belong to yourself, with early-stage pricing in a district that recorded 27% capital appreciation in just over a year.

who you are selling to

Three core personas from the audience research, plus two profiles brokers will meet in practice. For each: what they want, and the line that answers it.

1 bed · 2 bed ·

the successful single or couple

Senior executive, entrepreneur or specialist. Done with renting in Downtown or Business Bay. Design-literate, time-poor, bored by generic luxury. Wants quality without noise.

"DIFC and Downtown infi fteen minutes, and the calm those districts never give you. The onsen is the detail you'll tell people about."

2 bed · 3 bed · penthouse ·

the modern family

Established professionals,fi ve or more years in Dubai, children aged two to ten. Design-aware, wellness-conscious, ready to put down roots. Wants real space, community and a well-managed building.

"Three en-suites, a kids' pool, play area and pet park, and a developer whose job starts at handover. Weekends aren't spent chasing maintenance."

any type · global portfolio

the smart investor

Has bought across global cities. Sophisticated enough to be bored by generic luxury; drawn to products that hold value through genuine distinctiveness. Second home, capital hold or rental.

"Early-stage Meydan Horizon pricing, 155 units, an owner-operated brand with no licensing risk, in the world's number one branded-residence market."

all types

the international buyer

Dubai attracts over 150 nationalities; India, the UK, China, Saudi Arabia and Russia lead. Many know Japanese quality by reputation, and some know the hotelsfirst-hand.

"No income tax, no capital gains tax, a dollar-pegged dirham, and a 10-year Golden Visa from AED 2M. Backed by a Tokyo-listed group."

all types

the wellness-led end user

Trains, recovers and resets daily. Will use the onsen, cold plunge, yoga studio and outdoor gym more than any lounge. Part of the 60% of Dubai buyers who now prefer wellness-led communities.

"The onsen at dusk is not a feature. It's your evening."

What they all share: quality over status, generous layouts that feel personal rather than hotel-like, iconic views with real connectivity, wellness as daily practice, and everything available when they want it and invisible when they don't.

dubai is the world’s number one branded-residence market

Use these numbers to frame the category before you frame the building. seven x seven departs from the traditional branded model, but it benefits from everything the category has proven.

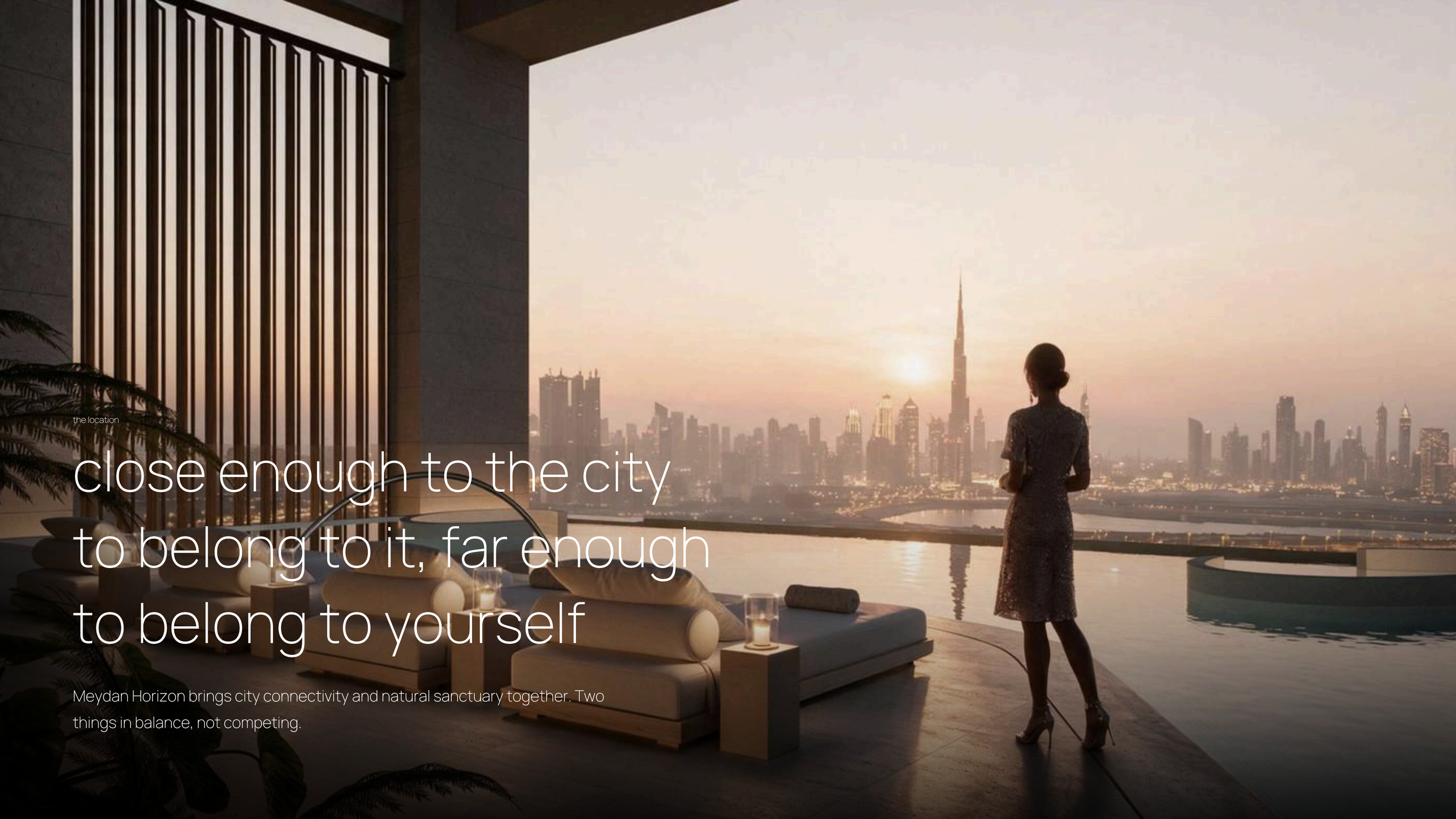
#1 **city for branded residences** 64 completed projects and 87 under construction as of H1 2026. 166 projects and 51,692 units at the end of 2025.	+38% **transaction value, year on year** AED 57.3 billion in 2024 to AED 79.1 billion in 2025, across 12,873 branded-residence transactions.	64% **price premium** Branded residences in Dubai command around a 64% premium over comparable non-branded developments, one of the highest in the world.	82% **of home sales were off-plan** Strong investor confidence in future completions across the same period.
+187% **MENA growth in five years** The fastest-growing branded-residence region in the world.	7.4% **average apartment return** Among the highest in the world, with no income tax, no capital gains tax and a dirham pegged to the US dollar.	30–50% **resale and appeal uplift** Brand affiliation boosts resale value and buyer appeal by 30–50% on average, and branded stock retains more value in downturns.	AED 2M+ **unlocks the 10-year Golden Visa** Relevant to most two-bed and all three-bed buyers here.

Figures from the seven x seven market research (publicly available sources, 2025 to H1 2026). Quote as market context, not as guarantees, and check for updates before client meetings.

it is not about the logo, it is about what the logo guarantees

Buyers pay the branded premium for standards, resale and resilience. They also know the traditional model has cracks. Each crack is something seven x seven was designed to avoid.

	the crack in traditional branded residences	how seven x seven answers it
hidden costs	Ongoing fees for brand-affiliated services, amenities and building management that surprise buyers. Service charges are a top concern even among high-net-worth individuals.	No third-party brand licence, so no licence feefl ows out of the building. Hospitality-inspired ease rather than a heavy service payroll. (Service charge to be confirmed.)
brand risk	When a management agreement expires, the brand can change, or disappear entirely, taking the premium with it.	The developer's group owns seven x seven outright. There is no agreement to expire.
privacy	At higher price points buyers resist the hotel model: heavy service presence, shared facilities, the feeling of living in a hotel rather than a home.	Privacy and autonomy are the centre of the experience. Residences only, no hotel, no lobby you live beside.
generic luxury	Premium finishes and amenities are now expected. Most towers look premium and feel generic.	A real cultural identity: Japanese thinking in the planning, hotel rituals in the amenities, a brand with a point of view.
after-sales	Post-delivery experience is the biggest and most consistent buyer complaint in the Dubai market.	A developer that treats handover as the beginning of its commitment, backed by a listed, audited parent.



the location

close enough to the city to belong to it, far enough to belong to yourself

Meydan Horizon brings city connectivity and natural sanctuary together. Two things in balance, not competing.

meydan horizon, the masterplan

A 39 million sq ft mixed-use community within Mohammed Bin Rashid City, built around a 2 km swimmable crystal lagoon and a 4 km waterfront boardwalk, beside the protected Ras Al Khor Wildlife Sanctuary.

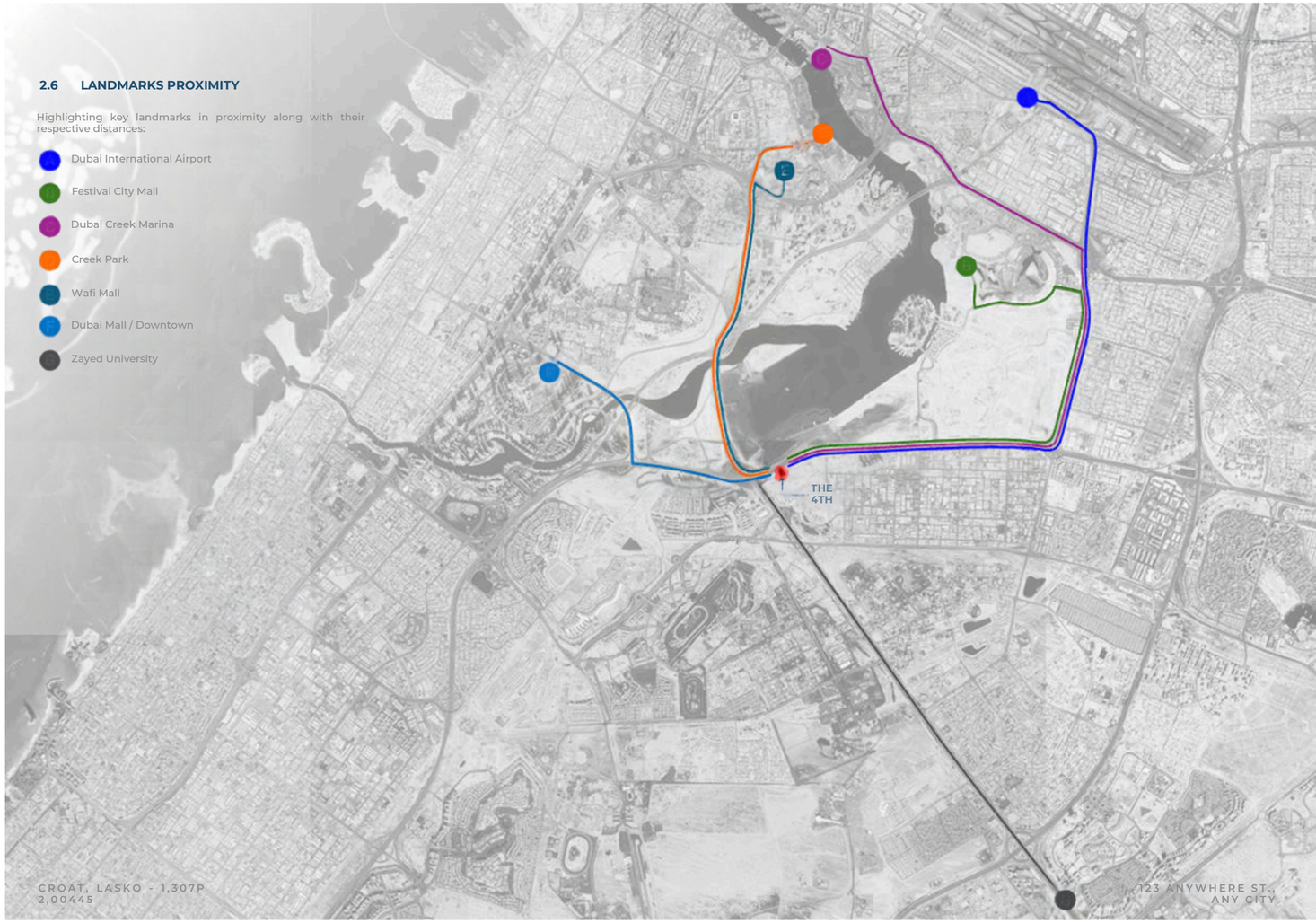
2 km	320k	72,000
crystal lagoon	**sq ft central park**	**future residents**

Live-work-play: residential, retail, F&B, offices, schools, nursery, clinics, mosque and hospitality

Open green space and walking paths;fl amingo habitats and open wetland views next door

Eleven residential plots in the masterplan; a metro line planned within the development

MBR City price growth of 19.7% per sq ft in H1 2025; 27% capital appreciation recorded from late 2023 to Q1 2025



dubai, within reach

Destination	Time
Meydan Racecourse, Meydan One Mall	2 min
Ras Al Khor Wildlife Sanctuary	5 min
Dubai Design District	9 min
Dubai Mall, Burj Khalifa, Downtown	10–12 min
Dubai Creek Harbour	5–7 min
DIFC, Business Bay, DWTC	12–15 min
Dubai International Airport	13 min
City Walk	20 min
Dubai Hills and Creek golf clubs, Dubai Marina	22 min
Mall of the Emirates, Palm Jumeirah	25 min

Times from the market research; distances from the project brochure.

what buyers in Meydan Horizon actually say, and how to handle it

connectivity

Consistently praised. Road access is smooth and improving, and you never drive through the industrial area to reach it.

returns

27% capital appreciation in just over a year, late 2023 to Q1 2025. Investors are buying ahead of the neighbourhood forming.

nature

Sanctuary views are genuinely valued. Nature inside an urban context is rare in Dubai.

construction

Noise and disruption are an expected reality: the masterplan will still be developing whenfirst residents move in. Say so before the client does.

retail and F&B

Limited within the masterplan at first. Downtown, Business Bay and D3 remain the nearest dining destinations, all within 15 minutes.

early-stage

Residents move into the masterplan from late 2026; it matures through 2030. That is the risk and the return in one sentence.

the industrial-area question

Yes, an older industrial district sits to the south. seven x seven faces directly north, towards the sanctuary and the Downtown skyline, with inward homes overlooking the lagoon. South-facing units in other buildings look onto warehouses; this one is oriented away from them.

a vertically layered community

The tower is organised from public to private as you rise: an active street at the base, an amenity layer that buffers the city from the homes, seventeen residential floors, and a sky crown reserved for residents.

The sculpted crown frames the skyline and gives the building its identity. Tower orientation and setbacks maximise views and daylight. Parking and services are consolidated in the podium so the residential floors stay purely residential.

sky crown · roof	Infinity pool facing Downtown, jacuzzi, pool bar, sun lounges, sky lounge, Onsen, cold plunge, rest lounge and firepit.
level 17	The four-bedroom penthouse (4,055 sq ft) and the top-floor two-bed residences.
levels 1–16	One, two and three-bedroom residences, nine per floor. Three-beds take the two corners of each floor; two-beds types A and B take the other two.
amenity level	seven x seven fitness: gym, yoga studio, changing rooms, outdoor yoga platform, outdoor gym garden terrace with timber deck, water feature, play area, sky garden, pet park and working spaces.
podium terrace homes	Three two-bedroom residences (A01–A03) with private terraces, plunge pools and saunas.
parking levels	Resident parking, back-of-house and services, consolidated for efficiency.
ground	Arrival lobby and active retail frontage that strengthens the street and announces the building.



the residences

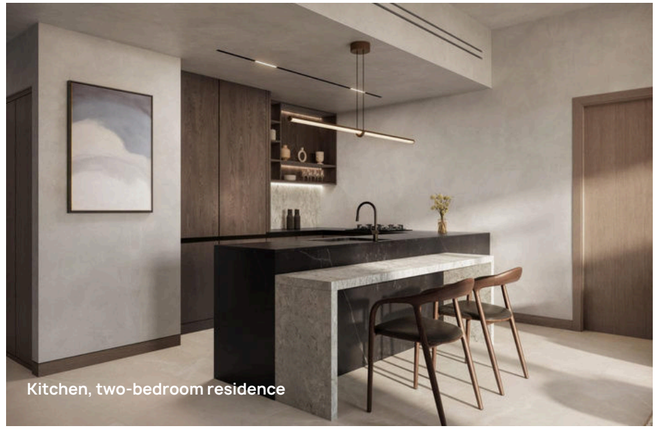
precision you can feel

Japanese thinking, translated into the way the home is planned and experienced.

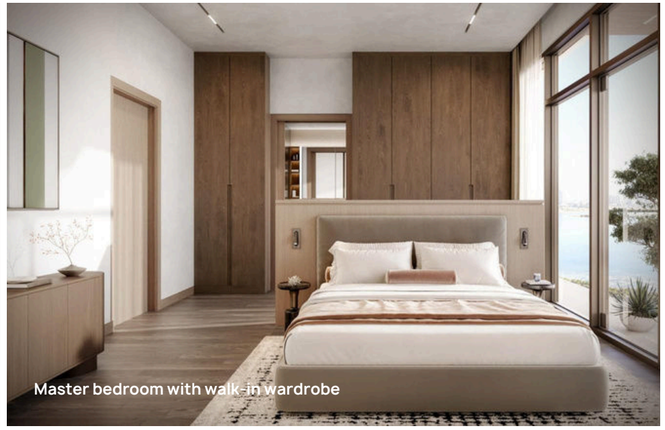
considered in every detail

A harmonious blend of Japanese minimalism and functionality. Simplicity, natural materials and an uncluttered aesthetic, with spaces that feel both elegant and comfortable.

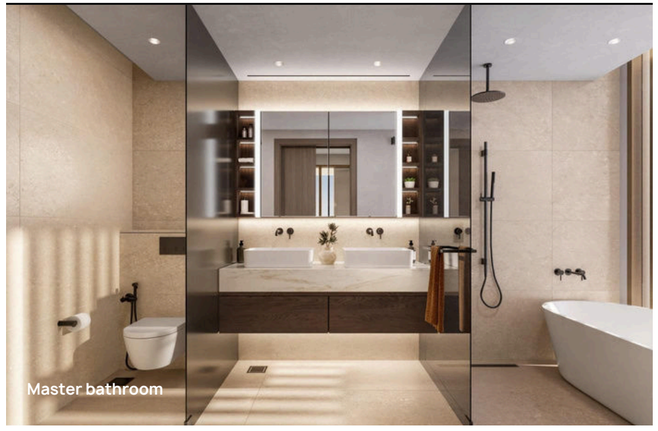
genkan-inspired entry	A threshold where the city stays at the door: a proper entrance with shoe storage, not a door straight into the living room.
the signature desk	A calm workspace carried from seven x seven hospitality into every bedroom, designed for focus and clarity.
layered-glass wardrobes	Walk-in wardrobes behind layered glass that echo shoji screens without imitating them.
open living, outdoor room	Living and diningfl ow to the balcony throughfloor-to-ceiling glazing; kitchens are planned around an island.
two en-suites, one powder room	Every two and three-bed has an en-suite per bedroom, a guest powder room, a store and a laundry.
materials chosen for feel	Timber, stone and soft textiles. Timeless, quality design that earns its place rather than decorates.



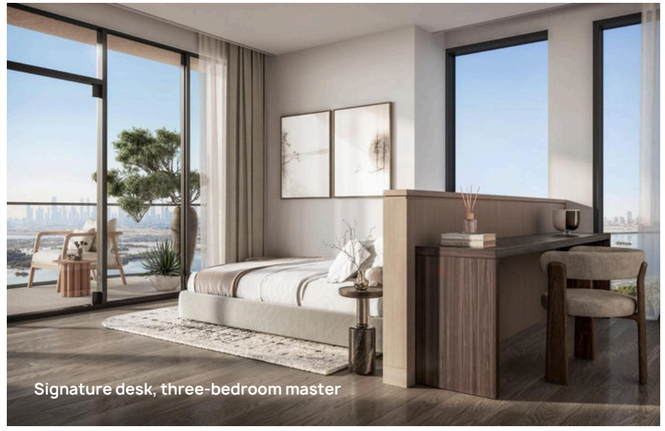
Kitchen, two-bedroom residence



Master bedroom with walk-in wardrobe



Master bathroom



Signature desk, three-bedroom master

155 residences, thirteen layouts

Two-bedrooms are the core of the building. Three-beds hold the corners. The terrace homes and the penthouse are the rare ones.

17 **one-bedroom**	105 **two-bedroom**
32 **three-bedroom**	1 **four-bed penthouse**

Areas from thefloorplan set, measuredfi nish tofi nish and subject to change at the developer's discretion. Always quote as approximate.

Type	Units	Count	Suite	Balcony / terrace	Total	Total
1 bed, type A	x02, levels 1–17	17	729 sq ft	160 sq ft	889 sq ft	82.6 sq m
2 bed, type A	x01, corner	17	1,087	291	1,378	128.1
2 bed, type B	x03, corner	17	1,097	289	1,386	128.8
2 bed, type C	x04	17	1,100	251	1,351	125.5
2 bed, type D	x05	17	1,100	252	1,353	125.7
2 bed, type E	x08	17	1,095	252	1,347	125.1
2 bed, type F	x09	17	1,095	252	1,347	125.1
2 bed terrace, AA	A01, podium · plunge pool, sauna	1	1,097	1,237	2,334	216.8
2 bed terrace, BB	A02, podium · plunge pool, sauna	1	1,100	1,796	2,895	269.0
2 bed terrace, CC	A03, podium · plunge pool, sauna	1	1,112	1,017	2,129	197.8
3 bed, type A	x06, corner, levels 1–16	16	1,686	356	2,041	189.7
3 bed, type B	x07, corner, levels 1–16	16	1,679	357	2,037	189.2
4 bed penthouse	1706, level 17	1	3,342	713	4,055	376.7
total		**155**				

rituals, not a checklist

Steam rising off the onsen at night. Friends gathering on the rooftop as the city lights come on. A quiet moment in the garden. Experiences that become part of how you live, not simply where you live.



the amenities, grouped the way residents will use them

Present them as a day in the building, not a list. Everything below is in the architectural amenity schedule and the CGI set.

wellness and recovery

Onsen · the brand's signature ritual

Cold plunge room

Totonoe rest lounge · opening onto the landscaped garden

Spa zone with outdoor lounge

Private saunas · terrace homes and penthouse

seven x seven fitness

Gym with changing rooms

Yoga studio and tatami yoga

Outdoor gym

the sky crown, rooftop

Infinity pool · facing Downtown

Jacuzzi

Pool bar

Sun lounges, shaded and open

Sky lounge with skyline views

social

Firepit area

Outdoor lounge by the spa zone

Pool lounge and outdoor seating

Cabanas

Co-working spaces

family

Kids' pool with cabana area

Kids' play area

Pet park

Relaxing pool · amenity level

garden and arrival

Sky garden terrace · timber deck and water feature

Sky garden

Arrival lobby and lift lobbies

Retail at street level

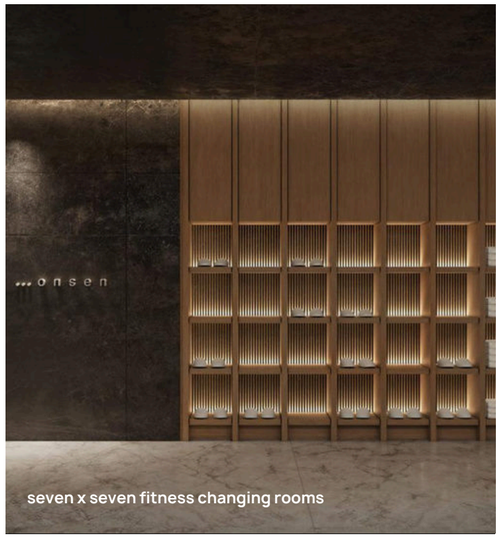
the walk to the onsen, alone

The onsen, cold plunge and totonoe lounge bring a seven x seven hotel ritual home. seven x seven fitness covers strength, yoga and outdoor training.

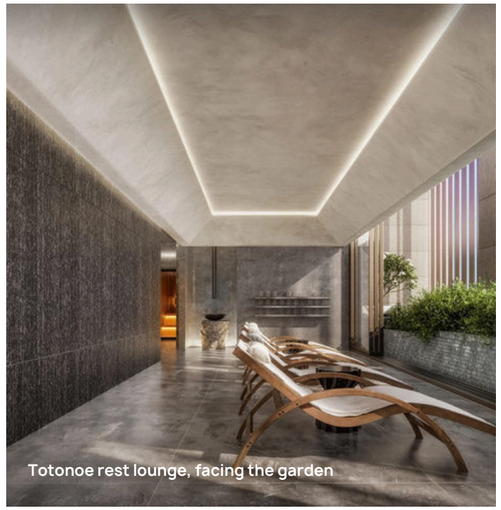
For the wellness-led buyer this is the headline. For everyone else it is the reason the building feels different on a Tuesday evening.



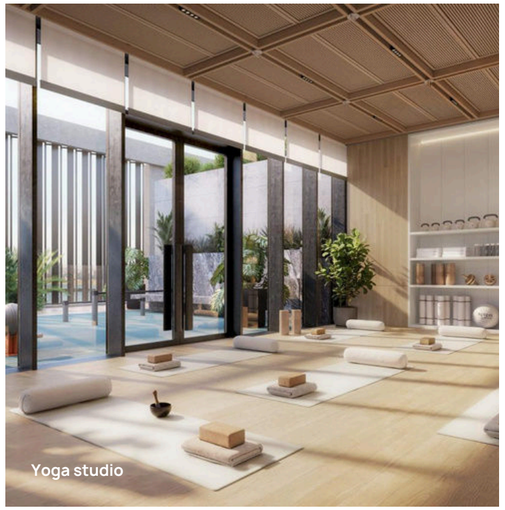
Onsen and cold plunge



seven x seven fitness changing rooms



Totonoe rest lounge, facing the garden

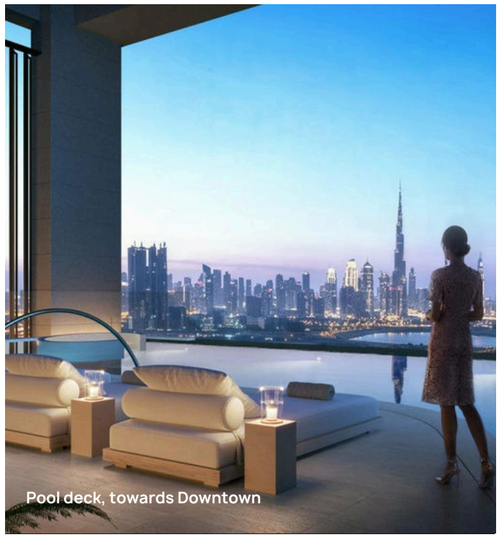


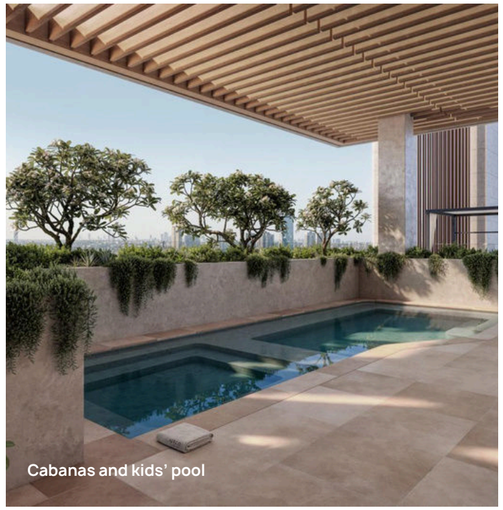
Yoga studio

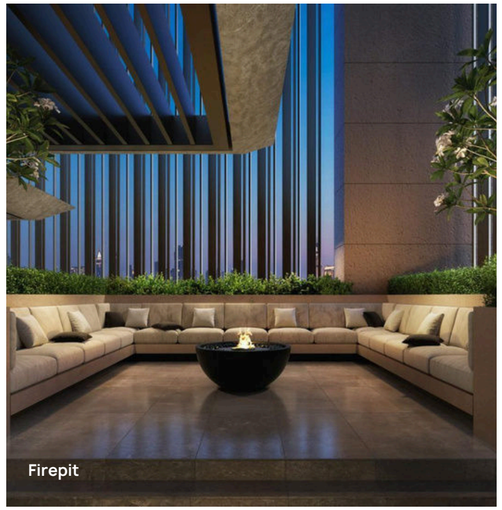


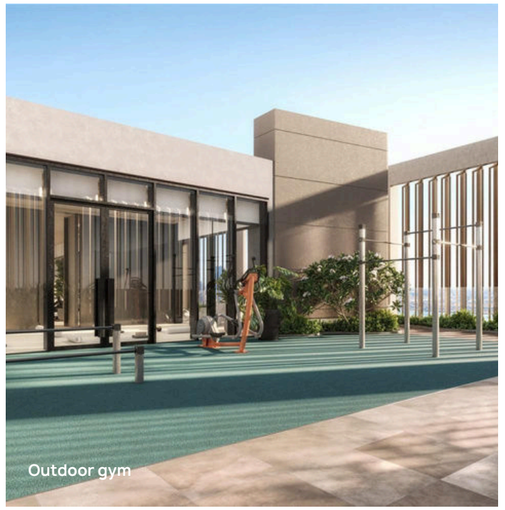
Gym


Rooftop infinity pool


Pool deck, towards Downtown


Cabanas and kids' pool


Firepit


Outdoor gym

the rooftop on a Friday

The sky crown is the social heart of the building: infinity pool facing Downtown, jacuzzi, pool bar and lounges. Below it, the sky garden terrace carries the firepit, cabanas, kids' pool, pet park and outdoor gym.

Sell the sequence: morning on the yoga platform, afternoon under a cabana with the kids, sunset at the pool bar with the skyline in front of you.

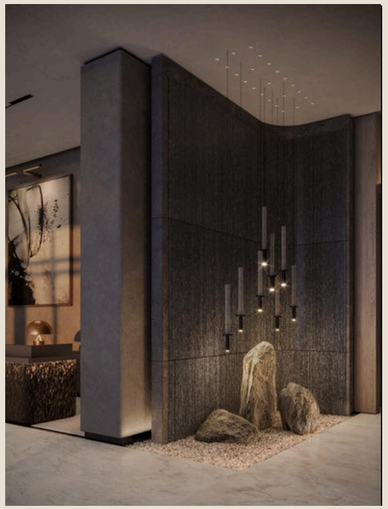
what it feels like to live here

Walk the client through the building in this order. Each step has a feeling, not a feature.



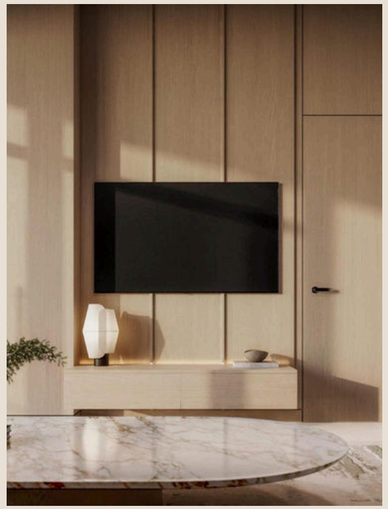
arrival

A sculpted crown on the skyline, an active street at its feet. You know you're home from a block away.



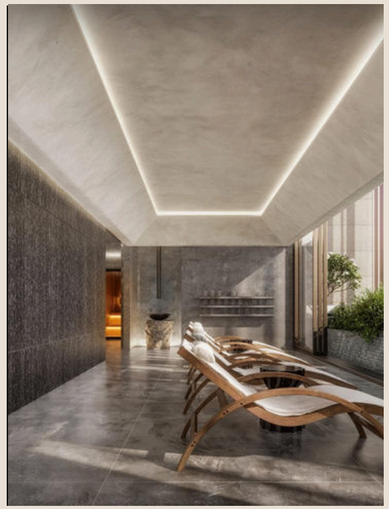
lobby

Warm, hushed and unhurried. Hotel-grade materials, but it's your front door, not a check-in desk.



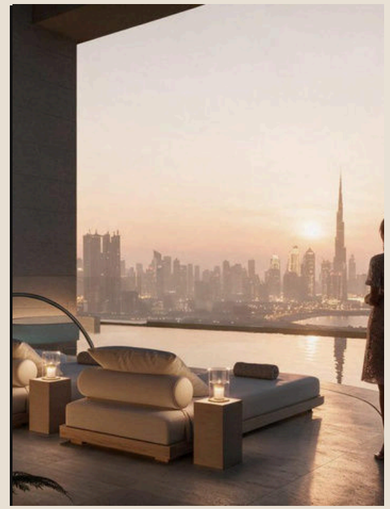
residence

Shoes off at the genkan. Light across timber and stone. A desk for the morning, a balcony for the evening.



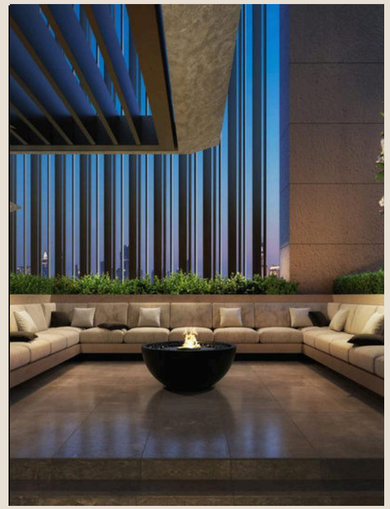
amenities

The onsen at dusk, the cold plunge, the rest lounge open to the garden. Recovery as a daily ritual.



lifestyle

Up to the sky crown as the city lights come on. A drink at the pool bar with Downtown in front of you.



community

Familiar faces at the firepit. Spontaneous plans. Connection when you want it, privacy when you don't.

how seven x seven differs from the typical launch

Frame it against what buyers usually see, not against named competitors. Every point on the right is supported by the project material.

	what buyers usually see	seven x seven residences
the brand	A hotel or fashion name licensed onto a tower, with fees and a third party between you and the building	An outright-owned hospitality and racing brand building its first home. No licence, no shared infrastructure
the service	Hotel-style living beside a lobby that belongs to guests	Hospitality-inspired ease with the privacy of a home. Not a performance, not a lobby you live beside
the design	A style applied to standard plans	Japanese thinking in the planning itself: genkan entry, signature desk, layered-glass wardrobes, two en-suites and a powder room in every two-bed
the amenities	A long list, lightly used	Daily rituals: onsen and cold plunge, rooftop infinity pool facing Downtown,firepit, sky garden
the scale	Hundreds of units and busy amenities	155 residences, nine per floor, two three-beds per floor, one penthouse
the developer	Private, with limited visibility	Kasumigaseki Capital Group, Tokyo Stock Exchange Prime Market, publicly audited and accountable
the location	Choose the city or choose quiet	Meydan Horizon: city connectivity and sanctuary in balance, in a masterplan still growing

how to sell seven x seven

Six moves, in order. The lines in quotes are written to be said out loud.

1 · start with the concept

luxury, in balance

“Most buildings in Dubai make you choose: the quiet life or the social one. This one is designed so you don't have to. Privacy and connection, stillness and energy, in the same home.”

2 · explain the location

dubai, within reach

“You're in Meydan Horizon, ten minutes from Downtown and fifteen minutes from DIFC, next to the Ras Al Khor sanctuary and a two-kilometre lagoon, in a masterplan that matures through 2030. Close enough to belong to the city, far enough to belong to yourself.”

3 · introduce the brand

who seven x seven is

seven x seven is a Japanese self-hospitality brand under Kasumigaseki Capital, one of several brands within the group's portfolio of 72 projects: 22 opened, 29 under development, 19 under planning, and 2 overseas.

4 · demonstrate the residences

precision you can feel

“Every home starts with a genkan, a real entrance. Every bedroom has a desk designed for seven x seven hotels. Every two-bed has two en-suites and a powder room. Let me show you the plan.”

5 · bring the lifestyle to life

rituals, not a checklist

“Picture a Tuesday: the onsen and cold plunge after work, the rest lounge open to the garden. Then a Friday: up to the rooftop, infinity pool facing Downtown, a drink at the pool bar, friends at the firepit.”

6 · close on the differentiators

why this one

“155 homes, the smallest building in the masterplan. A brand the developer owns, so there's no licence fee and no expiry risk. A listed, audited developer whose job starts at handover. And a home with room for every side of your life.”

fifteen things every broker should know

01 sseven x seven Meydan Horizon Residences, is the first residential project by seven x seven, a Japanese hospitality and racing brand launched in 2024 with masterbrand idea: where luxury goes to play. Residential tagline: luxury, in balance.

02 Developer: Kasumigaseki Properties Development, the UAE arm of Kasumigaseki Capital, listed on the Tokyo Stock Exchange Prime Market, externally audited and publicly held. Pronounced KAH-soo-mee-GAH-seh-kee.

03 The group owns the brand outright. No licence, no management agreement, no expiry risk, no operator in the building. The only branded residence in Meydan Horizon where that is true.

04 155 residences, the smallest offering in the masterplan: 17 one-beds, 105 two-beds, 32 three-beds, one four-bed penthouse. Nine homes per floor on 17 residential levels.

05 Hospitality-inspired, not hotel-style: privacy and autonomy are the luxury. Service scope is being finalised by the developer.

06 Japanese thinking in the plan: genkan-inspired entry, signature bedroom desk from the hotels, layered-glass wardrobes inspired by shoji screens, oak, walnut and travertine.

07 Every two and three-bed has an en-suite per bedroom plus a powder room, store and laundry. Two-beds run 1,347 to 1,386 sq ft; three-beds around 2,040 sq ft; three podium terrace two-beds have private plunge pools and saunas; the penthouse is 4,055 sq ft with a private spa.

08 Rooftop sky crown: infinity pool facing Downtown, jacuzzi, pool bar, sun lounges, sky lounge. Wellness: onsen, cold plunge, totonoe lounge. Fitness: gym, yoga, outdoor gym. Family: kids' pool, play area, pet park. Social:firepit, sky garden.

09 The building faces north to Ras Al Khor Wildlife Sanctuary and the Downtown skyline; inward homes overlook the lagoon. Oriented away from the industrial district to the south.

10 Meydan Horizon: 39M sq ft in MBR City, 2 km lagoon, 4 km boardwalk, 320,000 sq ft park, 72,000 future residents, metro planned. 10–12 minutes to Downtown, 12–15 to DIFC and Business Bay, 12 km to DXB.

11 Market: Dubai is the world's number one branded-residence city; transaction value up 38% to AED 79.1B in 2025; branded stock carries a 64% premium and 30–50% resale uplift; average apartment return 7.4%; no income or capital gains tax; AED 2M+ unlocks a 10-year Golden Visa.

12 MBR City prices grew 19.7% per sq ft in H1 2025; Meydan Horizon recorded 27% capital appreciation from late 2023 to Q1 2025. Residents move into the masterplan from late 2026; it matures through 2030.

13 Competitors in the masterplan: The Highgrove and Belgrove (Ellington), Rove Home (ALAIN), Wynwood Horizon (Imtiaz), Zen Lagoons (Sanzen), from AED 1.4M to 1.97M. seven x seven's indicative one-bed entry is AED 1.95M: a slight premium, defensible on brand, culture, amenities and after-sales.

14 Proof points: Gold, Graphis Design Awards 2026, the first hotel brand to win in Branding Systems. seven x seven Racing competes in SUPER GT, Porsche Carrera Cup and the 24H Dubai. Miami presence upcoming.

15 Be honest about the early-stage reality: construction around the site, limited retail atfirst, an unfamiliar brand name. Each has an answer. None should be hidden.

questions you will be asked

Recommended responses, drawn only from the supplied material. Where the material is silent, the gap isfl agged rather thanfi lled.

“Why this location?”

Because it gives you both. Ten minutes from Downtown and fifteen minutes from DIFC, beside a protected wildlife sanctuary and a 2 km lagoon, inside a 39 million sq ft masterplan with a metro line planned. Early-stage pricing in a district that recorded 27% appreciation in just over a year.

“Why pay more than Belgrove or Zen Lagoons?”

You’re paying for things they can’t offer: a brand the developer owns, an onsen and a cultural identity rather than a borrowed style, 155 homes instead of 200 or 300, and a developer whose responsibility starts at handover. Against The Highgrove, the closest on price, it is a few dirhams less with a reason to exist.

“Is this hotel-style living? I don’t want to live in a hotel.”

No. There is no hotel here and no hotel operator. The idea is the ease of a hotel with the privacy of a home: support when you want it, privacy when you don’t. Rove Home down the road is the hotel-affiliated model; this is the opposite.

Confirm: service scope is still to be defined by the developer

“It’s a construction site. When will the area be finished?”

Be straight: the masterplan will still be developing when first residents move in, and retail inside it is limited at first. Downtown, Business Bay and D3 stay the nearest dining for a while. The masterplan matures through 2030, which is exactly why early pricing exists.

“What are the views like?”

North-facing to Ras Al Khor Wildlife Sanctuary and the Downtown skyline, inward to the lagoon; the research names Burj Khalifa, Creek Harbour and Meydan views. The rooftop pool deck looks directly at Downtown.

Gap: unit-by-unit view studies are not documented

“I’ve never heard of seven x seven.”

Most people here haven’t yet; it launched in 2024 and this is its first residential project in Dubai . But it has another mixed residential and retail underdevelopment in Miami , won Gold at the Graphis Design Awards 2026, and is owned by a Tokyo Prime-listed group. The gap is awareness, not substance.

“Isn’t that area industrial?”

There is an older industrial district to the south, and you never drive through it to get here. seven x seven faces north, to the sanctuary and the Downtown skyline, with inward homes overlooking the lagoon. The building is oriented away from it by design.

“What about service charges and hidden brand fees?”

Because the brand is owned, not licensed, there is no third-party brand fee built into running the building, and no management agreement that can lapse. The exact service charge is set by the developer.

Gap: service charge not in the supplied material

“End use or investment?”

Both. End users get a home planned around how life moves. Investors get the smallest, most distinctive building in the masterplan from a listed developer, in a city where branded stock carries a 64% premium and a 30–50% resale uplift.

Gap: no yields or payment plan in the supplied material

“When is handover, and what does it cost?”

Do not estimate.
take the question, confirm with the developer and come back with official figures and the completion date.

Gap: completion date, pricing and payment terms not confirmed in the supplied material

confirm before you sell

The brand strategy,floorplans and CGI are strong on concept, design and amenities. They are silent on the commercial details below. Get these from the developer and do not improvise them.

pricing and payment plan

Treat as indicative; no price list or payment plan supplied.

completion and handover date

Not stated. Competitors in the masterplan hand over between Q3 2027 and 2029.

service offering and service charge

The brand strategy marks services as "to be defined / confirmed".

seven x seven brand benefits

Loyalty access to the hotel portfolio is referenced as TBC. Do not promise it.

parking allocation

Podium parking exists; allocation per unit is not given.

furnishing and specification

CGI is illustrative. Oak, walnut and travertine are named;fittings and appliances are not.

exact views by unit

Orientation is documented; unit-level view studies are not.

areas

Floorplan areas are approximate,finish to finish, and subject to change.

marketfi gures

Drawn from public sources in the research. Quote as context and check for updates.

broker sheet

project

seven x seven Meydan Horizon Residences

155 homes, one tower, 17 residential levels

Brand: seven x seven, 68 hotels, racing team, launched 2024

Developer: Kasumigaseki Properties Development (KAH-soo-mee-GAH-seh-kee)

Group: Kasumigaseki Capital, Tokyo Stock Exchange Prime, owns the brand

Tagline: luxury, in balance

location

Meydan Horizon, MBR City: 39M sq ft, 2 km lagoon, 320k sq ft park, metro planned

Beside Ras Al Khor Wildlife Sanctuary

10–12 min Downtown · 12–15 min DIFC · 12 min DXB

Faces north to sanctuary and skyline

Masterplan matures through 2030

concept

A home with room for every side of life

Hospitality-inspired, not hotel-style; privacy is the luxury

Japanese thinking, seven x seven attitude, Dubai expression

Pillars: balance, play, craft, ease

target buyer

Successful single or couple, 32–45 (1–2 bed)

Modern family, 35–48, kids 2–10 (2–3 bed, penthouse)

Smart global investor

International buyers: India, UK, China, KSA, Russia

Wellness-led end users

top usps

Owned brand: no licence, no fee leakage, no expiry risk. Only one in the masterplan

Japanese thinking in the plan: genkan entry, signature desk, layered-glass wardrobes

Rituals: onsen, cold plunge, rooftop infinity pool facing Downtown,firepit

Only 155 homes, the smallest in Meydan Horizon

After-sales as a pillar; listed, audited developer whose job starts at handover

North-facing to sanctuary and skyline; a location in balance

residence types

1 bed A · 889 sq ft · 17 homes · WIC, en-suite with bath, powder room

2 bed A–F · 1,347–1,386 sq ft · 102 homes · two en-suites, powder, store, laundry; A and B corners

2 bed terrace AA/BB/CC · 2,129–2,895 sq ft · 3 homes · private plunge pool and sauna

3 bed A/B · ~2,040 sq ft · 32 homes · three en-suites, corner balcony, two per floor

Penthouse · 4,055 sq ft · 1 home · private spa, show and wet kitchen

market and competition

Dubai #1 branded-residence city; value +38% to AED 79.1B in 2025; 64% premium; 30–50% resale uplift; 7.4% avg return

No income or capital gains tax; AED 2M+ = 10-year Golden Visa

MBR City +19.7% per sq ft H1 2025; Meydan Horizon +27% late 2023–Q1 2025

Set: Highgrove 1.97M · Belgrove 1.6M · Rove 1.6M · Wynwood 1.69M · Zen Lagoons 1.4M. Ours ~1.95M (indicative)

key selling lines

"Most buildings make you choose the quiet life or the social one. This one is built so you don't have to."

"The ease of a hotel, the privacy of a home."

"They could be anywhere. This could only be Japanese."

"The onsen at dusk. The rooftop on a Friday. Same building, same evening."

Confirm before quoting: price, payment plan, handover, service charge, hotel loyalty benefits.

resident benefits

more than a home: a world of hospitality around it

Owning at seven x seven opens doors beyond the building. Residents receive preferred access across the group's hospitality offering, with two benefits to introduce to your client.

FHG HOTELS

FHG discount

Residents enjoy a discount across FHG hotels, a benefit that extends the hospitality of home to stays and experiences beyond the building.

website

favhospitalitygroup.com

KASUMIGASEKI RESTAURANT

restaurant discount

Residents receive a discount at Kasumigaseki, the group's Japanese restaurant: a taste of the thinking behind the building.

address

Vida Emirates Hills, Al Naseem Street,
The Hills, Dubai

Discount terms, percentages and eligibility to be confirmed with the developer before quoting to clients.

a home for every side of life

luxury, in balance

KASUMIGASEKI
PROPERTIES DEVELOPMENT

For broker use. Built from the seven x seven brand strategy V3-2, visual identity V4, market research and audience definition, the Kasumigaseki Properties Development brand strategy, the project floorplan set and the September 2026 CGI drafts. Market and competitorfi gures are from publicly available sources and should be verified before quoting. All imagery is CGI and illustrative; areas are approximate and subject to change at the developer's discretion.

