

New Branded Residential Project Launched in the UAE in Collaboration with Jacob & Co. and Ohana

Jacob & Co. partners with Ohana to launch branded beachfront residences in UAE's Al Jurf, blending luxury living with natural surroundings.

ABU DHABI, UNITED ARAB EMIRATES, April 24, 2025 /EINPresswire.com/ -- One of the world's most iconic jewelry brands, Jacob & Co., is entering the real estate market with its first residential development in the UAE. The [Jacob and Co Beachfront Living](#) project, created in partnership with developer Ohana Development, will form part of an exclusive coastal community in the protected natural area of Al Jurf, located between Dubai and Abu Dhabi.

“

We're seeing rising demand for private, aesthetically complete living environments with a full suite of personalized services. It's an investment in lifestyle.”

*Iurii Nemtcev, CEO of Big Lab
Digital Agency*

The development, officially titled [Jacob & Co Beachfront Living by Ohana](#), will feature branded villas, apartments, penthouses, and sky mansions — all located within a coastal nature reserve with direct beach access. This is one

of the region's first examples of branded residences with full brand involvement in the architecture, concept, and service model.

Luxury Brands Enter Real Estate

The trend of luxury brands moving into real estate is gaining momentum across the UAE. In recent years, similar projects have been launched by Armani, Bulgari, Elie Saab, Missoni, and even Porsche. The branded residence segment continues to show strong growth: according to Knight Frank, such properties sell at an average premium of 30% over comparable non-branded projects and demonstrate significantly higher resale liquidity.

"The Jacob & Co. brand is synonymous with exceptional design, precious materials, and deep personalization. Translating those values into real estate turns this project into an extension of the brand's philosophy," says Iurii Nemtcev, CEO of Big Lab, a Dubai-based digital agency specializing in luxury real estate marketing.

According to Nemtcev, [Ohana Jacob and Co](#) is not just another high-budget development in the Emirates, but a clear example of how fashion and design brands are reshaping the luxury property market.

Focus on Lifestyle, Not Just Square Meters

Beyond design and architecture, Jacob & Co Beachfront Living by Ohana places strong emphasis on lifestyle infrastructure. The community will feature the world's first Jacob & Co Beach Club, a seafront cigar lounge, a residents' club with a private watch gallery, direct beach cabana access, and a wellness center with a hammam and traditional Russian bathhouse.

"We're seeing rising demand for private, aesthetically complete living environments with a full suite of personalized services. This is not an investment in square footage — it's an investment in lifestyle," adds Nemtcev.

The project targets buyers from the UAE, the broader GCC, and international markets. Its launch aligns with growing interest in nature-focused locations — outside dense urban areas, close to water, and free from high-rise construction. Al Jurf remains one of the few coastal zones with these characteristics between the two largest cities in the country.

A Shifting Market: Less Density, More Privacy

Jacob and Co Beachfront Living by Ohana fits into a wider transformation of the UAE's residential real estate market. Increasingly, developers are focusing on low-rise, boutique-style projects in natural settings, prioritizing individuality over density.

This approach is also visible in new landmark initiatives such as Dubai Islands — a mega-development emphasizing low-rise beachfront living, boutique hotels, and lifestyle-oriented coastal homes. Buyers are gravitating toward privacy, aesthetic refinement, and fully integrated infrastructure, moving away from traditional tower formats in central districts.

Throughout 2024 and 2025, the UAE is seeing sustained demand for coastal retreats and branded lifestyle communities, where real estate serves as an extension of personal identity. This is especially relevant for buyers from the GCC, Europe, and Southeast Asia who view the UAE not only as an investment destination but also as a base for living, leisure, and long-term residency.

About Big Lab Digital Agency

Big Lab is a Dubai-based digital agency specializing in marketing and communications for the luxury real estate sector. The agency develops strategic promotion campaigns for high-end residential developments across the UAE and international markets, focusing on SEO, web development, performance marketing, and AI-powered tools. Big Lab works primarily with ultra-

luxury real estate projects targeting HNWI and global property buyers.

Iurii Nemtcev

Big Lab Digital Agency

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/806169373>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.