



Tomorrow's world of smart social lifestyle downtown Marrakech

The ultimate, luxury smart & green mall

Natural sophistication



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Site Area

Total Project Area: 7,5 Ha

Built Up Area: 186,000 sqm

Gross Leasing Area: 70,000 sqm

Job Creation: 5,000 direct jobs

Expected Number of Visitors:
45 million over 3 years

Investment Cost: Over 190 million euros

1 ha of rooftop gardens with Atlas
view restaurants and cafes
1st Waterzoo in Africa

4 ha of gardens over several levels,
With fountains and waterfalls

2,000 sqm of Amazonian-style Aquacourt

First Wellness Avenue in Africa

Integrated Prestigious residential offer

PROJECT DATA




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future lifestyle downtown Marrakech is set to offer an exceptional aquarium experience, featuring an expansive 2000sqm tunnel and pathway adorned with hundreds of aquatic species. Moreover, the mall will be graced with a picturesque promenade teeming with lush flora, an extensive botanical garden spanning over 3000sqm complete with fountains and waterfalls, a lavish central garden surrounding an open-air lake for gondola rides, and a sprawling 1 hectare rooftop restaurant space that provides stunning panoramic views of the Atlas Mountains.



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The Culture of Morocco



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The Unmissable Red City

Marrakech is the first tourist destination in Africa. The Marrakech airport, located at only 5km from the city's historic centre, hosts an average of 400 flights, welcoming millions of travellers yearly, making this Moroccan city one of the trendiest holiday spots worldwide for anyone from famous celebrities to European weekend travellers.

Whilst retaining its quintessential traditional essence, bright colours, scents, and unparalleled natural landscapes; the red city has evolved into a modern business hub with the largest exhibition and conference park in Africa. This, along with incredible infrastructure, over 2000 hotels, talent pool and growth perspective make Marrakech a remarkable business opportunity.



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Vibrant & Welcoming



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The project benefits from an outstanding accessibility and visibility



Worldwide
Tourist
Destination
and the most visited
city in Morocco



Exceptional
Location
2 - 4 hours from
European major cities



Tourism
Growth
increase of arrivals from
Anglo-Saxon countries,
Russia and China



A Population
of 1,000,000
in the region of Marrakech



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The future lifestyle downtown Marrakech is a visionary approach of the mall experience. Visitors will be surrounded by nature at every turn, their senses overwhelmed by the lush greenery, floral smells and sounds of cascading water. More than just a retail destination, the mall provides never seen attractions and activities to keep visitors entertained all day.

The Emporium of emotions



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Grand Atlas Valley



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Leisure escape
Entrance



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Leisure escape
Atrium



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A black and white photograph of a hand reaching into water, creating ripples. The image is overlaid with a dark, semi-transparent geometric pattern of triangles. The text is positioned within this dark area.

The new home of luxury

The future lifestyle downtown Marrakech will offer the ultimate luxury experience. future lifestyle downtown Marrakech invites visitors into its luxurious world: VIP valet, expert personal shoppers, in-mall chauffeur service and more.

More than a retail destination, the future lifestyle downtown Marrakech is a unique masterpiece that will redefine luxury. A place to discover the latest styles with the most coveted luxury brands. This unique concept will transcend luxury codes with its stylish interiors and stunning architecture with its beautiful distinctive golden umbrellas.



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VIP Entrance
& Fine Dining



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The Luxury Piazza



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The Floral Walk



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The future lifestyle downtown Marrakech is ahead of its time.
Its connected dimension offers visitors a unique shopping
experience where technology plays a key role. A magical
futuristic escape where authenticity meets luxury.

Future is now



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The gourmet empire

Inspired by the magic of Marrakech city, the future lifestyle downtown Marrakech will offer the finest culinary experience.

The future lifestyle downtown Marrakech will be a premium dining destination in the most breathtaking atmosphere. With expansive terraces with views of the magnificent Atlas Mountains, visitors will discover a brand-new standard of experiential dining and a world of flavours.



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An architectural rendering of a modern park. The scene is set during sunset or sunrise, with a warm orange and pink sky. In the foreground, a wooden deck is populated with people: a man in a green shirt and blue pants walks on the left; a woman in a red hat and patterned dress sits on a white-cushioned wicker chair; a man in a dark jacket sits on another similar chair. In the middle ground, several large, stylized trees with copper-colored, butterfly-like canopies stand on the deck. People are walking and sitting around a central area. To the right, a large, dome-shaped structure with a copper-colored, ribbed exterior is visible. In the background, a large, flat, copper-colored roof structure covers a walkway. The sky is filled with silhouettes of birds in flight. The overall atmosphere is vibrant and modern.

Park of Wonders



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At future lifestyle downtown Marrakech everything is designed to offer an unforgettable shopping experience. Visitors will be able to discover the biggest retail and luxury brands while experiencing the best of entertainment and activities: Musical fountains, gondola rides, aquarium, waterfalls, ski and more.

The temple of retailtainment



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Live the Dream


The future lifestyle downtown Marrakech is also a residential project where luxury, comfort and beautiful design are combined with the natural beauty of the landscape. Luxury apartments all optimized to offer an exceptional view of the Atlas Mountains with access to a rooftop pool. The most premium units will benefit from their own private pool. The residential offer of future lifestyle downtown Marrakech is the epitome of luxury incorporating a high-end hotel service to fulfil every guest's deepest desires.



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Luxury Serviced Apartments



Luxury Serviced Apartments



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Future lifestyle downtown Marrakech A Project of Aksal Group

Retail Leader in Africa

Engaged in a dynamic of continuous innovation, AKSAL has shown a willingness to support Morocco in its opening up to international markets and contribute to its economic momentum. It has always differentiated itself through its visionary approach and is now the leader in Retail, Malls, Digital, Luxury and Beauty.

AKSAL is Morocco's premier franchise retail operator with a wide-ranging scope of activities, and operates 20 leading international prestigious franchises from mass market to high end luxury brands such as Zara, Massimo Dutti, Bershka, GAP, Mac Cosmetics or Gucci, Fendi, Balenciaga, Givenchy, Ralph Lauren, AKSAL has also developed and launched its multi-brand concept stores Shade and Amazzin.

To meet the needs of increasingly connected consumers, AKSAL created its own beauty brand Yan&One with more than 60 prestigious cosmetic names represented within an amazing flagship store of 3500 sqm at the forefront of design with multiple universes, distributed along a central avenue. Yan&One offers a hyper-connected avant-garde shopping experience with screens, interactive touch mirrors, digital tools and videos to discover and adapt to the latest trends in beauty.

AKSAL is also the first mover in mall development with the Morocco Mall, the biggest mall in Africa and an award-winning flagship project, distinguished worldwide for the diversity of its offer. Morocco Mall represented a new era in the urban and retail landscape in Morocco, and demonstrates the Group's capability to develop and operate major structural projects, and to bring together the most important national and international added values, definitively positioning AKSAL at the forefront of an entire sector.

With the willingness to create high-quality international standard projects, and responding to the new retail needs and desires of Moroccan shoppers, AKSAL group is proud to announce a new generation of smart green malls. future lifestyle downtown Marrakech will reflect the world's technological advancements and fully give meaning to the term "retail therapy", by creating a 360° experience that will delight shoppers, foodies and experience seekers alike.

They trust us

Future lifestyle downtown Marrakech

GUCCI

FENDI
ROMA

BALENCIAGA


GIVENCHY

BOTTEGA VENETA

Off-White™

BALMAIN
PARIS

Palm Angels

RALPH
 LAUREN


LA MARTINA

CASA
BLANCA

Alexander McQUEEN

BURBERRY


CHIARA FERRAGNI

ALAÏA

BALLY

DSQUARED2

VERSACE

ETRO


MOROCCAN RITUALS

lefties

ZARA

ZARHOME

Massimo Dutti

Bershka

PULL&BEAR

OYSHO

GAP

SHADE

AMAZZIN


ROLEX

Dior


LOUIS VUITTON

DOLCE & GABBANA



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They trust us

Future lifestyle downtown Marrakech

HUDA BEAUTY

ANASTASIA
BEVERLY HILLS

G Grande
Cosmetics

BY TERRY
PARIS

REVOLUTION
BEAUTY LONDON

black|Up

BEX
BEAUTY

WISHFUL

KAY
ALI

beautyblender

cellubluë

NUXE
PARIS

ISDIN

LANCASTER
PARIS

FOREO

MYRIAM K
PARIS

pixi!

LANCÔME
PARIS

ESTÉE LAUDER

CLARINS

CLINIQUE

SHISEIDO

DARPHIN
PARIS

TALIKA
PARIS

MAC

YAN & One

SYN
AND
ZYN

REVITALASH
COSMETICS

Bb.
Bumble and bumble.

HAIRBURST

MACADAMIA
BEAUTY

REVLON

DAPHNI

OLAPLEX



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Basement

Future lifestyle downtown Marrakech



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Aquacourt

Future lifestyle downtown Marrakech



Superficies		
	Luxury / Premium	8.202 m²
	Fashion	14.406 m²
	Tech	3.631 m²
	Beauty / Gourmet	2.243 m²
	Total	28.482 m²



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Ground Floor

Botanic garden

Future lifestyle downtown Marrakech



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Rooftop

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Superficies
F&B

1,563 m²



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Level Two

DP Architects

52 

YEARS OF
ARCHITECTURE
EXCELLENCE

1300



EMPLOYEES
WORLDWIDE

8TH

LARGEST
ARCHITECTURE
FIRM IN THE WORLD



(WA100 2018)

16

INTERNATIONAL OFFICES

11 SPECIALIST DESIGN GROUPS

- DP ARCHITECTS
- DP CONSULTANTS
- DP DESIGN
- DP ENGINEERS
- DP FACADE
- DP GREEN
- DP INFRASTRUCTURE
- DP LIGHTING
- DP SUSTAINABLE DESIGN
- DP URBAN
- DP XPERIENCE



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Use QR code or link below for Google Maps
location;
<https://maps.app.goo.gl/UN2A13ukFG8ejyhC8>

Thank you



Leader of lifestyle for tomorrow's world