



Passion-driven, Globally powered

## Pakistan's First

Fully Furnished Branded Serviced Apartment





# THE HEART OF SRINAGAR HIGHWAY LIVING

## PRIME LOCATION HIGHLIGHTS

- On Main Srinagar / Kashmir Highway (Seamless Connectivity)
- 5 Minutes from Islamabad International Airport
- 20 Minutes via Signal-free corridor to Blue Area (Business Hub)
- 20 Minutes to Centaurus Mall (Shopping & Entertainment)
- 15 Minutes to F-10 Markaz (Commercial Center)
- Within 2 KM Radius: 24/7 grocery stores & pharmacies
- Within 20 Minutes: Top Schools, Colleges, Universities & Hospital
- Easy Commute to KPK, GB, Murree & Punjab



# BRAND ESSENCE

## Where Comfort Meets Luxury

Indulge in the perfect blend of elegance and ease. Every detail is thoughtfully designed to make you feel at home while embracing the sophistication of high-end living.

Our interiors reflect timeless beauty, with plush finishes and refined touches that create an inviting yet prestigious atmosphere. It's more than just a space—it's an experience of elevated comfort.

Beyond aesthetics, seamless services ensure effortless living. From the moment you arrive, every need is anticipated, allowing you to focus on what truly matters.

This is a lifestyle where comfort and luxury come together in perfect harmony—crafted for those who desire not just a home, but a statement of refined living.



## DOUBLE HEIGHT LOBBY



Step into grandeur the moment you arrive, as our magnificent double-height lobby sets the tone for an experience unlike any other. Designed to impress and inspire, this architectural masterpiece seamlessly blends luxury with modern aesthetics, creating an ambiance where every guest feels welcomed in style.





## CRAFTED FOR RESTFUL LIVING

The bedrooms at J7 ICON are designed as private sanctuaries where elegance meets comfort. With thoughtfully planned layouts, premium finishes, and a serene ambiance, each space offers the perfect balance of style and tranquility. Expansive windows invite natural light while framing stunning views, creating an atmosphere of calm sophistication. Every detail, from the luxurious flooring to the refined furnishings, has been carefully curated to enhance relaxation and elevate everyday living. At J7 ICON, your bedroom is more than just a room—it is a retreat crafted for restful nights and inspired mornings.

## REFRESH IN PURE LUXURY

The bathrooms at J7 ICON embody modern luxury with sleek designs, premium fittings, and a calming ambiance. Thoughtfully crafted to blend comfort with style, each space transforms daily routines into moments of relaxation and rejuvenation.





## CRAFTED FOR TOGETHERNESS

The living areas at J7 ICON are designed to be the heart of every home, where style meets comfort in perfect harmony. Spacious layouts, elegant finishes, and abundant natural light create a welcoming ambiance ideal for both relaxation and gatherings. Every corner reflects modern sophistication, offering residents a refined space to connect, entertain, and truly feel at home.



## FLAVORS OF FINE LIVING

The kitchen and dining at J7 ICON are seamlessly combined to create a stylish yet functional heart of the home. With state-of-the-art fittings, elegant finishes, and thoughtfully designed spaces, it offers both efficiency and sophistication. Whether preparing meals or enjoying fine dining with loved ones, this space transforms everyday living into a luxurious experience of togetherness and comfort.





## DIFFERENCE BETWEEN SERVICED APARTMENT & ORDINARY APARTMENT

J7 Icon Serviced Apartment	Ordinary Apartment
Fully furnished (furniture, appliances, cutlery, linens, décor)	Unfurnished
International standard amenities (housekeeping, concierge, laundry, room service)	Not available
Flexible stay options (daily, weekly, monthly, yearly)	Long-term stay only
Health club, indoor games with world's best 45 amenities.	Not available
RFID security system to operate the lift and apartment.	ordinary lift scheduled
24/7 Reception for resident assistance	No reception concept
Hospitality brand integrated.	Managed by landlords only
Ideal for business travelers, expats, tourists, and temporary residents	Only for long stay
Feel of luxury & fun.	Ordinary living without amenities
Move-in ready (Live or lease)	Requires setup & furnishing before move-in



# ELEVATE YOUR LIFESTYLE

**Luxury Redefined, Comfort Perfected**  
Step into a world where sophistication meets ease. At J7 ICON, every space is designed to welcome you with warmth while radiating the prestige of modern high-end living.

Our fully furnished service apartments embody timeless elegance—plush interiors, graceful details, and refined finishes that turn everyday living into an extraordinary experience.

With 45 world-class amenities at your doorstep, effortless living becomes a reality. From relaxation to recreation, every service is thoughtfully curated to anticipate your every need.





# WORLD 45 BEST AMENITIES

## Guest Room Amenities

- Fully furnished room (bed, desk, seating area)
- Smart TV with international channels
- High-speed Wi-Fi / LAN connectivity
- In-room safe
- Mini-bar / fridge
- Tea & coffee maker
- Iron & ironing board
- Room service (24/7 or limited hours)
- Soundproofing
- Climate control / Heating and cooling
- En-suite bathroom with:
- Walk-in shower / bathtub
- Luxury toiletries
- Towels, bathrobes, slippers

## Corporate Amenities

- Conference room
- Meeting room
- LED Board room service
- Hi tea for meetings
- Printer and scanner

## Fitness & Recreation

- Table tennis
- Snooker table
- Paddle court
- Chess room
- Soccer ball table
- Board games
- Kids play area

## General Amenities

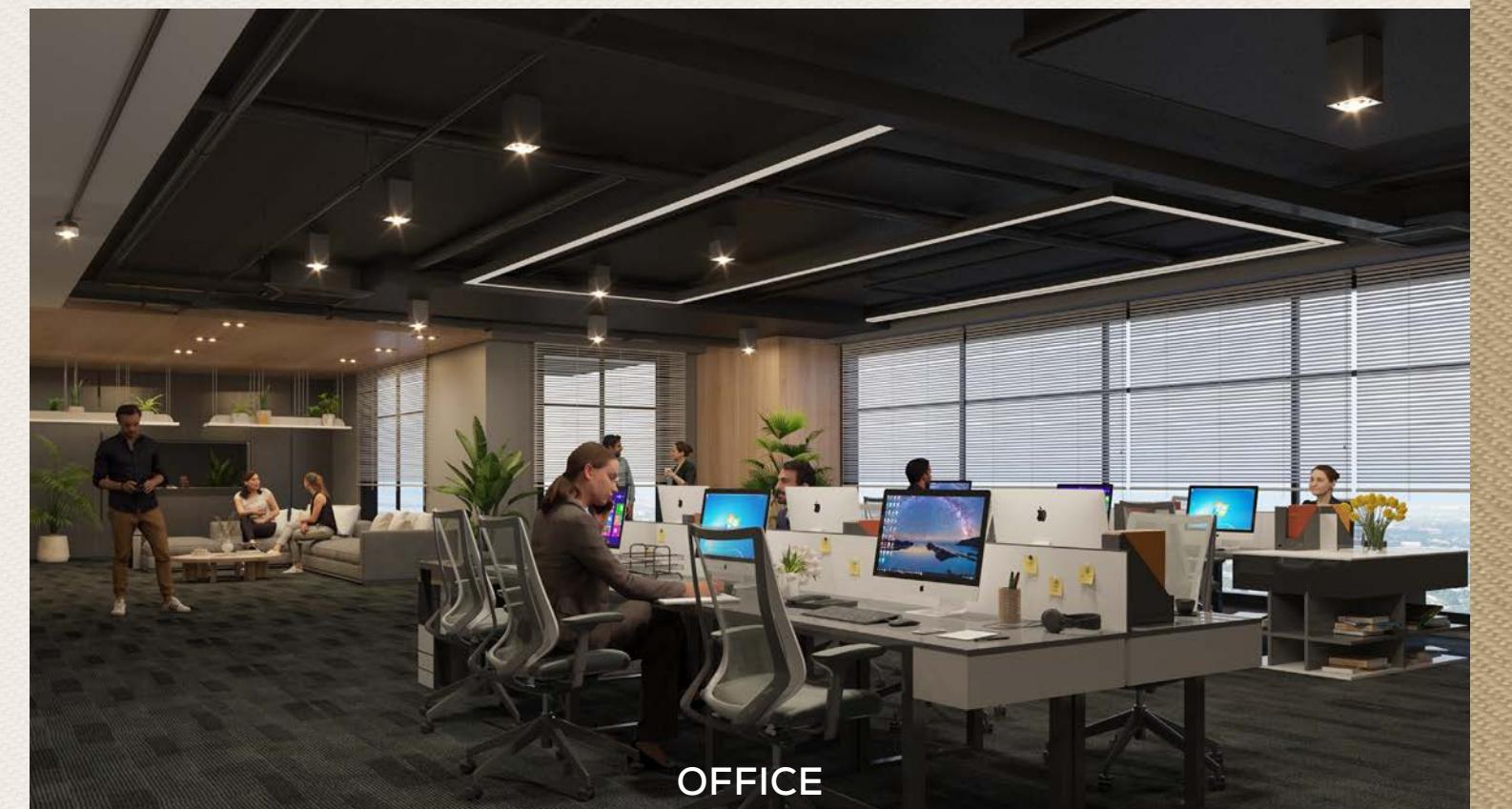
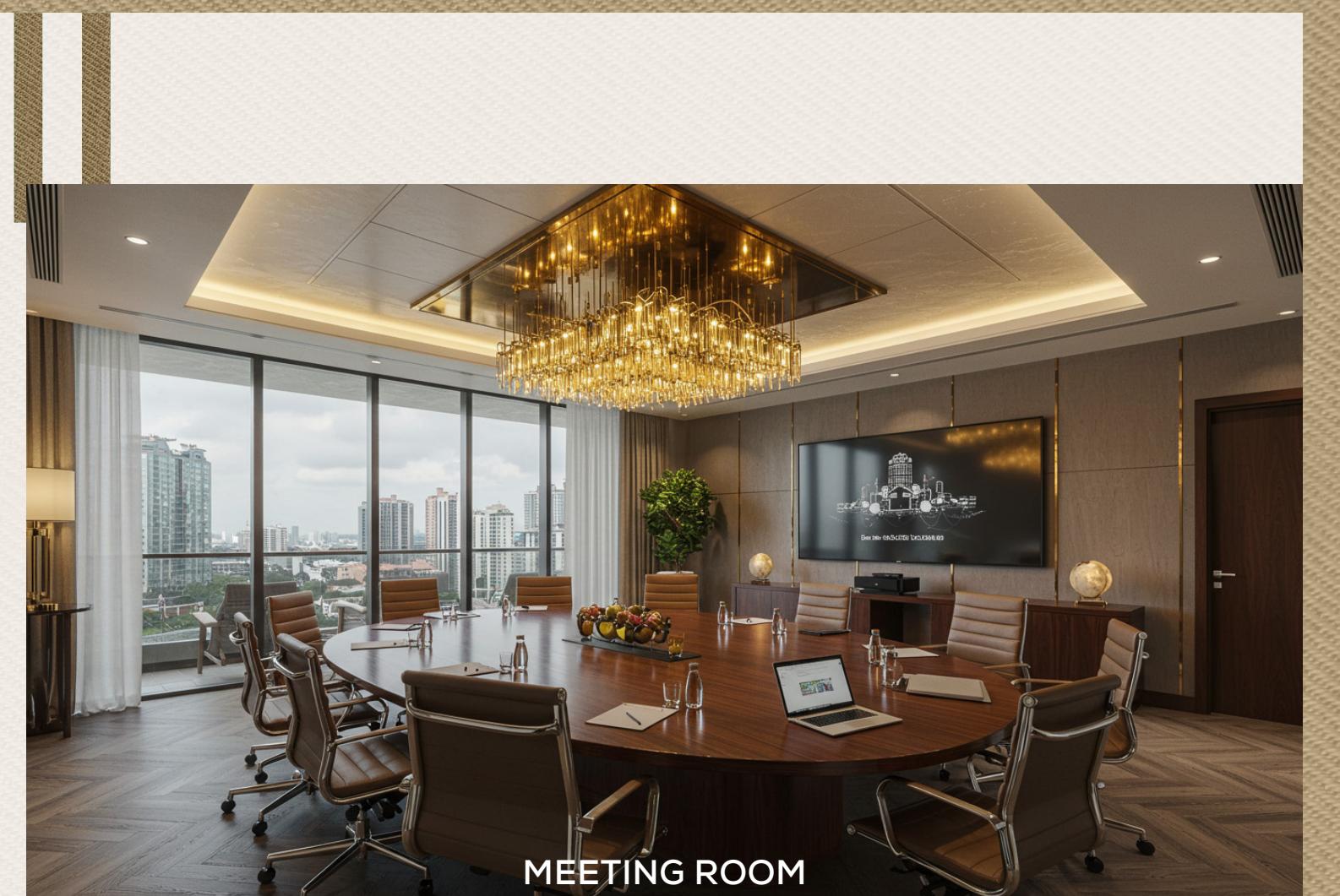
- Dedicated car parking
- Masjid
- 24/7 Security, CCTV Surveillance
- 24/7 Reception
- Room cleaning services
- Online booking on major hospitality portal
- Valet parking
- Laundry services
- Grocery Shop
- Barber Shop

## Wellness & Relaxation

- Swimming pool
- Gym
- Beauty Saloon
- Yoga or meditation

## Dining and lounge area

- All-day dining restaurant
- Specialty restaurants (e.g; Continental, Asian)
- Lobby cafe or lounge
- In-room dining service
- All day breakfast





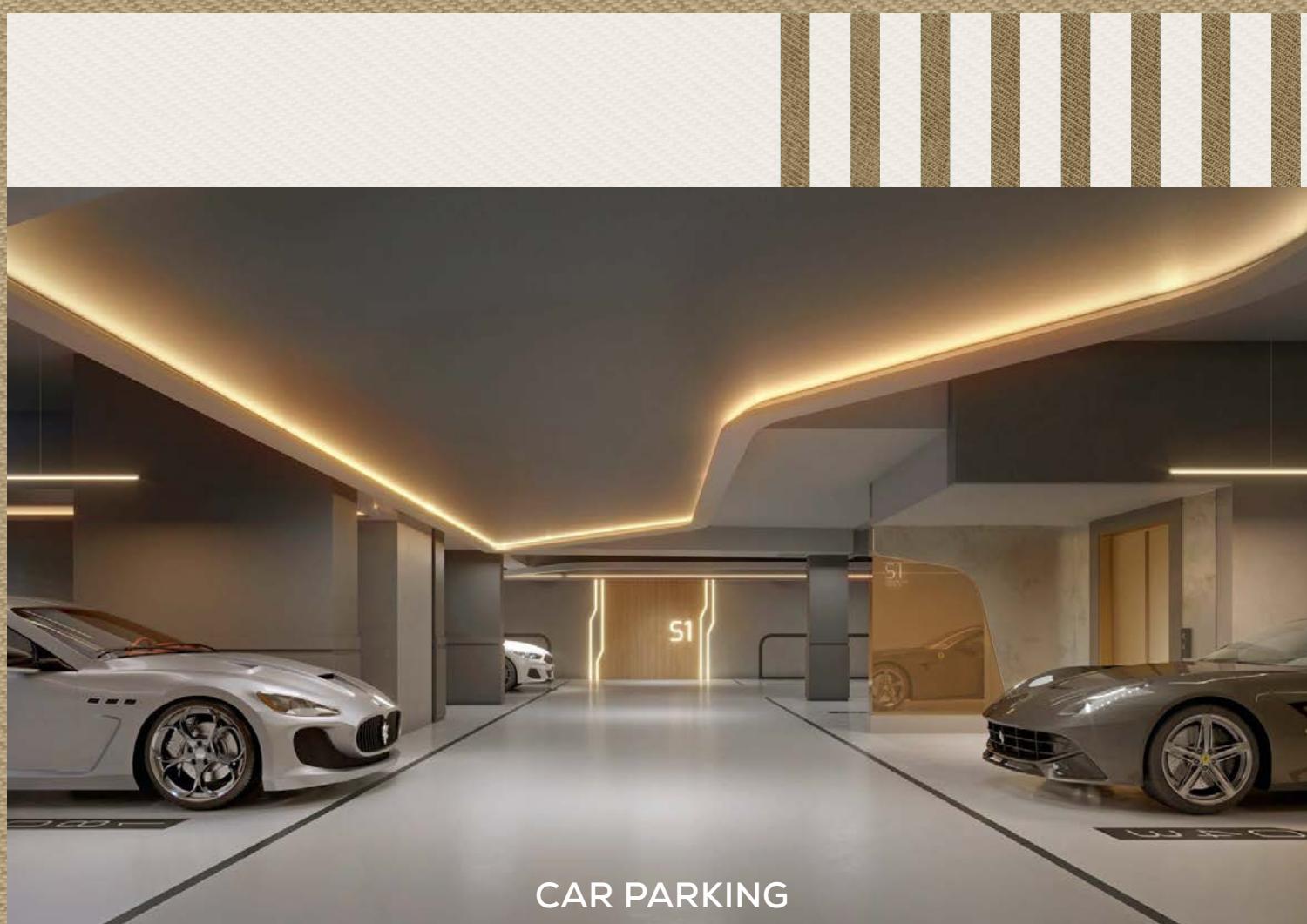
SWIMMING POOL



INDOOR GAME



KIDS PLAY AREA





PADEL COURT



**YOGA**

# LUXURY TAKES SHAPE

Welcome to J7 ICON—a destination where life flows effortlessly between elegance, comfort, and opportunity. Every detail is crafted not just to be seen, but to be felt, creating a world where modern prestige embraces everyday ease.

Business meets brilliance in our premium corporate offices. A hub of productivity wrapped in sophistication, it's where ambition finds its perfect address, seamlessly blending professionalism with prestige.

At the heart of J7 ICON lies its luxury mall—a vibrant stage of fashion, dining, and entertainment that transforms everyday shopping into a global experience. Step inside and discover a world curated for the modern connoisseur.

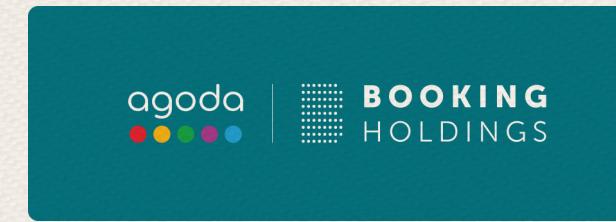


# GLOBAL ONLINE SERVICES

- Branded residences are strategically placed on leading hospitality portals such as Airbnb, Booking.com, Agoda, TripAdvisor, and others.
- A well-curated online presence enhances guests' interests and leads to higher booking rates.
- Professional photography, virtual tours, and detailed listing showcase the elegance of branded residency.
- Travelers can easily book a branded residence through their preferred hospitality portal, ensuring convenience.
- Integration with multiple platforms increases exposure and global reach.
- Unlike regular apartments, branded residences offers a combination of home-like comfort and five-star hotel services.
- The presence on multiple portals allows for diversified booking sources, leading to higher occupancy rates.
- Positive reviews and high ratings further enhance the property's reputation and desirability.



Booking.com



KAYAK



# SERVICED APARTMENT MARKET SIZE 2023 TO 2034 (USD BILLION)



Source: <https://www.precedenceresearch.com/serviced-apartment-market>

## GLOBAL REVIEW

- Post-pandemic travel has increased the appeal of private, spacious accommodations with home-like facilities.
- Corporate travel policies are shifting toward extended-stay solutions for cost savings.
- Hybrid models (Serviced Apartments building) are becoming more popular for diversified revenue streams.

## BENEFITS TO BUYERS / RESIDENTS

- Prestigious lifestyle associated with the brand.
- Turnkey living (fully furnished, serviced).
- High resale and rental demand.
- Hassle-free ownership with professional management





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