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Binghatti Expands International Footprint with London Boutique Launch

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Luxury real estate developer Binghatti has officially launched its first U.K.-based International Sales Boutique in London, marking a key moment in the brand's growing global expansion. The new boutique, located on Brompton Road in the prestigious district of Knightsbridge, opened on July 16, 2025, and will serve as a direct platform for British and international investors seeking high-end property opportunities in the United Arab Emirates (UAE).

Founded by Dr. Hussain Binghatti Aljbori and chaired by Muhammad Binghatti, the company has built a reputation for delivering premium residential developments across Dubai. With over AED 50 billion (United Arab Emirates Dirham) in projects, more than 80 developments, and over 11,000 units delivered, Binghatti's presence in London is designed to streamline access for foreign buyers looking to tap into Dubai's resilient real estate sector.

The London Boutique acts as a centralised hub for investors to explore Binghatti's portfolio, which includes architecturally distinct and globally recognised branded residences. Notable collaborations include Bugatti Residences by Binghatti, Mercedes-Benz Places, and the Burj Binghatti Jacob & Co. Residences, poised to become the tallest branded residential tower in the world. These projects have attracted international acclaim and clientele from high-profile figures such as Brazilian footballer Neymar Jr., tenor Andrea Bocelli, Spanish footballer Aymeric Laporte, and American actor Terry Crews.

Binghatti's entry into the U.K. market is more than a brand exercise; it reflects a larger trend of international capital flowing into stable and high-performing markets like Dubai. With inflationary pressures and tax concerns rising in parts of Europe, many investors are turning their attention to the Gulf, where returns remain strong and regulatory environments are increasingly pro-investor.

According to Chairman Muhammad Binghatti, "Our presence in London marks a strategic evolution in our vision to make world-class real estate accessible to international investors. At Binghatti, we are committed to delivering architectural excellence and investment value to a global clientele, allowing them to connect directly with Dubai's most prestigious opportunities right from their cities."

The boutique will offer in-person investment consultations, property showcases, and transaction services with a team of specialists on hand to guide buyers through every step. The launch event also served as a high-level networking opportunity, attended by real estate professionals, institutional investors, and industry partners.

Binghatti's London opening signals a long-term commitment to market integration and positions the firm as a leading force in cross-border real estate investment. As Dubai continues to attract capital from global investors seeking stability, lifestyle, and return on investment, Binghatti's move into London provides a timely and strategic bridge between East and West.