NEXT DUBAI

EDITION 5
SEPTEMBER 2026

SAFIYA UMAR

CROSS-BORDER VISION & PURPOSE

Bringing Flott Women's Circle to a growing presence in Dubai

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THE JAYWAN SCHEME

Strengthening the UAE's National Payment Ecosystem

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Meet the Team

Misha Sheikh
Founder

Ahmed Hussain
Co-Founder

Ahmed Shakeel
Creative Manager

Hamza Talib
Social Media Executive

Fatima Tahir
Content Executive

Sheraz Qureshi
Video Editor / Ai Specialist

Anas Bhatti
Senior Designer

Muhammad Ibrahim
Web Developer

Umer Arfat
Performance Marketing Manager

Editor's Letter

Dubai is a city that never stands still. It is constantly evolving — through innovation, ambition, culture, and the people who continue to shape its future every day. The Next Dubai was created to capture that energy through a more thoughtful and modern lens. More than a media platform, it is a space dedicated to the stories, ideas, experiences, and movements defining the city today.

This magazine is an extension of that vision — bringing together the people, places, industries, and conversations shaping modern Dubai.

Welcome to The Next Dubai.

Misha Sheikh
Founder

SAFIYA UMAR

Entrepreneur • Founder • Business

Some entrepreneurs build around a product. Others build around a problem they want to solve. For Safiya Umar, entrepreneurship has always been about creating spaces, businesses and opportunities that can make a meaningful difference.

With more than a decade of experience building ventures across Nigeria and the UAE, Safiya's work has evolved across wellness, travel, trade, hospitality and community. Across each chapter, one belief remains consistent: businesses should create value beyond profit.

> **I believe businesses should create more than profit. They should create opportunities, strengthen communities and leave people better than they found them.**

A BUSINESS MINDSET WITH PURPOSE

Safiya's entrepreneurial journey began in Nigeria, where her work through Flott developed around creating opportunities for women and building spaces where people could learn, connect and grow.

That experience eventually shaped a broader vision: creating communities where women can continue developing themselves through different seasons of life.

For Safiya, the question behind every venture remains simple:

> **What meaningful problem needs solving?**

The answer does not always look the same. Sometimes it means building a business. Sometimes it means creating a space where people can find support, learn something new or build relationships that continue beyond a single interaction.

BUILDING BEYOND ONE INDUSTRY

Today, Safiya's work spans wellness, travel, hospitality, trade and community. While each venture operates differently, her approach remains rooted in purpose, opportunity and creating experiences that leave people better connected and better equipped for what comes next.

That breadth has also given her a cross-border perspective, one that connects her experience in Nigeria with the opportunities she sees in the UAE.

FROM COMMUNITY TO MEANINGFUL CONNECTION

Flott Women's Circle is built on a simple idea: women should have a space where they can continue to grow, regardless of what season of life they are in.

The Circle builds on Safiya's experience of creating spaces for women over more than a decade, bringing that perspective to a growing presence in Dubai.

But this is not networking for the sake of networking.

Flott Women's Circle is designed around wellbeing, learning, meaningful connections and genuine relationships, creating a community that extends beyond a single gathering.

> **Every woman deserves a circle where she can continue to grow.**

MORE THAN A GATHERING

The Circle's experiences are intentionally designed to create opportunities for women to learn, connect and invest in themselves.

Through Circle Conversations, expert-led masterclasses, hands-on workshops, social gatherings and curated experiences, members are encouraged to build relationships that continue month after month.

It is for women building careers, raising families, growing businesses, returning to work, discovering a new chapter or simply looking for intentional women to grow alongside.

DUBAI AND WHAT COMES NEXT

The Dubai gathering on 22 August represents the growing presence of Flott Women's Circle in the UAE, bringing together women from different backgrounds and different seasons of life.

The intention is not simply to fill a room, but to create the kind of conversations and relationships that continue long after the gathering ends.

As the Circle grows in Dubai, its founding members will also help shape the culture, experiences and future of the community.

BUILDING SOMETHING THAT LASTS

For Safiya, meaningful entrepreneurship is not only about what is built, but about what it makes possible for others.

From wellness and hospitality to community and trade, her work continues to evolve around a common question: how can a business or platform create something of lasting value?

Flott Women's Circle brings that philosophy into a new chapter in Dubai. creating an intentional space where women can belong, keep learning, invest in themselves and build genuine relationships.

Because sometimes the most meaningful opportunities begin with finding the right circle.

01 THE SEPTEMBER EDIT
WHERE TO BE SEEN

Your definitive guide to Dubai's vibrant cultural calendar this September. From world-class comed and electrifying electronic music to classical ballets and live performances, here is where the city gathers this month.

LAUGH TRACK: STAND-UP & SATIRE

THE LAUGHTER FACTORY

Bringing top-tier international stand-up talent across iconic Dubai venues.

(MULTIPLE DATES)

JOKE HUB - MADCAT COMEDY SHOW

Intimate, independent weekend showcases featuring rising local and regional comedians.

(EVERY SATURDAY:)

TAHA DESOUKY LIVE

Sharp and relatable observational stand-up comedy.

(06 SEP)

COMEDY BOX OFFICE BY RAJAT CHAUHAN, SIDDHARTHA SHETTY, AND ANMOL GARG

A powerhouse triple-bill of stand-up.

(12 SEP)

GURLEEN PANNU LIVE AT SHEIKH RASHID AUDITORIUM

Unfiltered humor and sharp wit.

(19 SEP)

PHULKA DOTS: A MUSICAL STAND-UP COMEDY SHOW FT. MOMIC & AMRUTA

A unique blend of comedy and music.

(20 SEP)

3AKA3BA IMPROV SHOW

Quick-witted, unscripted situational comedy.

(25 SEP)

SUMUKHI SURESH LIVE IN DUBAI

Bold satire and character-driven comedy.

(26 SEP)

THE PARTY CIRCUIT & LIVE MUSIC

THE LEGENDS OF TRANS: ATB

Iconic electronic music headline set.

(SEP 5)

DMC MIDDLE EAST DJ CHAMPIONSHIP

Regional turntablist battle for supremacy.

(06 SEP)

SOUL OF CAVO FEATURING TWINS LIVE IN DUBAI

High-octane club sounds and dynamic performances.

(12 SEP)

EUPHORIA LIVE IN DUBAI (BACK THEN, LIVE AGAIN)

Nostalgic chart-topping hits.

(17 SEP)

JET LAG PRESENTS TULISHA IN DUBAI

Mid-week club energy and live sets.

(08 SEP)

JASMINE SANDLAS

High-voltage Punjabi pop concert.

(13 SEP)

ANNA LEV

Live music and stage performance.

(25 SEP)

THEATRE, CULTURE & SPECIAL EVENTS

BLIND SYMPHONY

Sensory-rich orchestral crossover experience.

(13 SEP)

THE MARRIAGE OF FIGARO BALLET

Breathtaking classical ballet adaptation across a three-night theatrical run.

(17-19 SEP)

MAGIC PHIL IN MOTHER GOOSE AT THEATRE BY QE2

Family-favorite theatrical production.

(19 SEP)

CHANEL CONTRE RUBINSTEIN AT JUMEIRAH BEACH HOTEL

Dramatic stage presentation exploring historical fashion rivalry.

(26 SEP)

BARCELONA FLAMENCO BALLET: ROMEO IN DUBAI

Passionate, contemporary dance interpretation of Shakespeare's tragedy.

(27 SEP)

02 THE CULTURAL CORE
INSIDE DUBAI’S PREMIER ART SPACES

Inside Dubai's premier art spaces: A curated journey through the city's evolving landscape of innovation, heritage, and the shared language of contemporary creativity.

DIAC MEMBERS ART SHOW ('FROM SQUARE ONE')

11 – 21 SEPTEMBER 2026

DUBAI INTERNATIONAL ART CENTRE (GALLERY 76), JUMEIRAH 1

Featuring square-format works created by local members.

HISHAM SHARIF ('ALLUSIVE VEIL')

23 SEPTEMBER – 30 OCTOBER 2026

AYYAM GALLERY

The artist's first solo exhibition in the UAE, offering a vulnerable and nuanced presentation of life.

TIME THAT GROWS SLOWLY

TILL 13 SEPTEMBER 2026

DOM PROJECTS, AL KHAYAT AVENUE

An exhibition inspired by vegetal temporalities, reflecting on philosophical notions of time as growth rather than movement.

NADA ELKALAAWY ('THE BUTTERFLY'S BURDEN')

OPENING 23 SEPTEMBER 2026

LAWRIE SHABIBI, ALSERKAL AVENUE

A solo exhibition exploring memory, loss, and transformation through layered compositions that blur reality and fiction.

SULTAN BIN FAHAD ('THE BLUE NOTE')

TILL 13 SEPTEMBER 2026

LEILA HELLER GALLERY, ALSERKAL AVENUE

A solo exhibition bringing together paintings, textile-like bead works, and installations that trace the spiritual and historical resonances of jazz.

03 LIVING DUBAI

THE SUMMER EDIT: DINING, WELLNESS, AND COASTAL LUXURY

From exciting restaurant debuts and holistic wellness retreats to luxury beach clubs, Dubai continues to redefine lifestyle with fresh openings that blend world-class hospitality, innovative experiences and contemporary design. Explore the city's latest destinations shaping the season.

PREMIER DINING ESCAPES

GYMKHANA (DIFC)

Bringing its legendary London and Riyadh acclaim to Dubai's financial district, Gymkhana offers a refined take on colonial Indian gymkhana club cuisine, featuring iconic dishes like Chettinad Duck Dosa and Kid Goat Methi

ORFALI BROS BISTRO (AL WASL)

Run by the celebrated Orfali brothers, this home-grown culinary hotspot has taken Dubai by storm, offering an inventive, narrative-driven menu that blends Middle Eastern roots with global techniques.

ROWON (DOWNTOWN DUBAI)

An exceptional contemporary Korean fine-dining restaurant bringing elevated flavors, interactive tableside preparation, and sophisticated aesthetics to the heart of Downtown.

THE WELLNESS SANCTUARIES

TALISE SPA (MADINAT JUMEIRAH)

A world-renowned wellness haven nestled among lush tropical gardens and tranquil waterways, offering customized holistic treatments, yoga sessions, and complete physical restoration.

SIRO ONE ZA'ABEEL (ONE ZA'ABEEL)

Dubai's first fully immersive fitness and recovery hotel and wellness retreat, offering cutting-edge biohacking, specialized physical therapy, nutrition coaching, and recovery labs designed for peak performance.

AWAKEN WELLNESS (ATLANTIS THE ROYAL, PALM JUMEIRAH)

Dubai's first fully immersive fitness and recovery hotel and wellness retreat, offering cutting-edge biohacking, specialized physical therapy, nutrition coaching, and recovery labs designed for peak performance.

THE COASTAL ESCAPES

NAMMOS DUBAI

A Mykonos-inspired beachfront destination combining Mediterranean cuisine, luxury lounging and lively seaside dining at Four Seasons Resort Dubai.

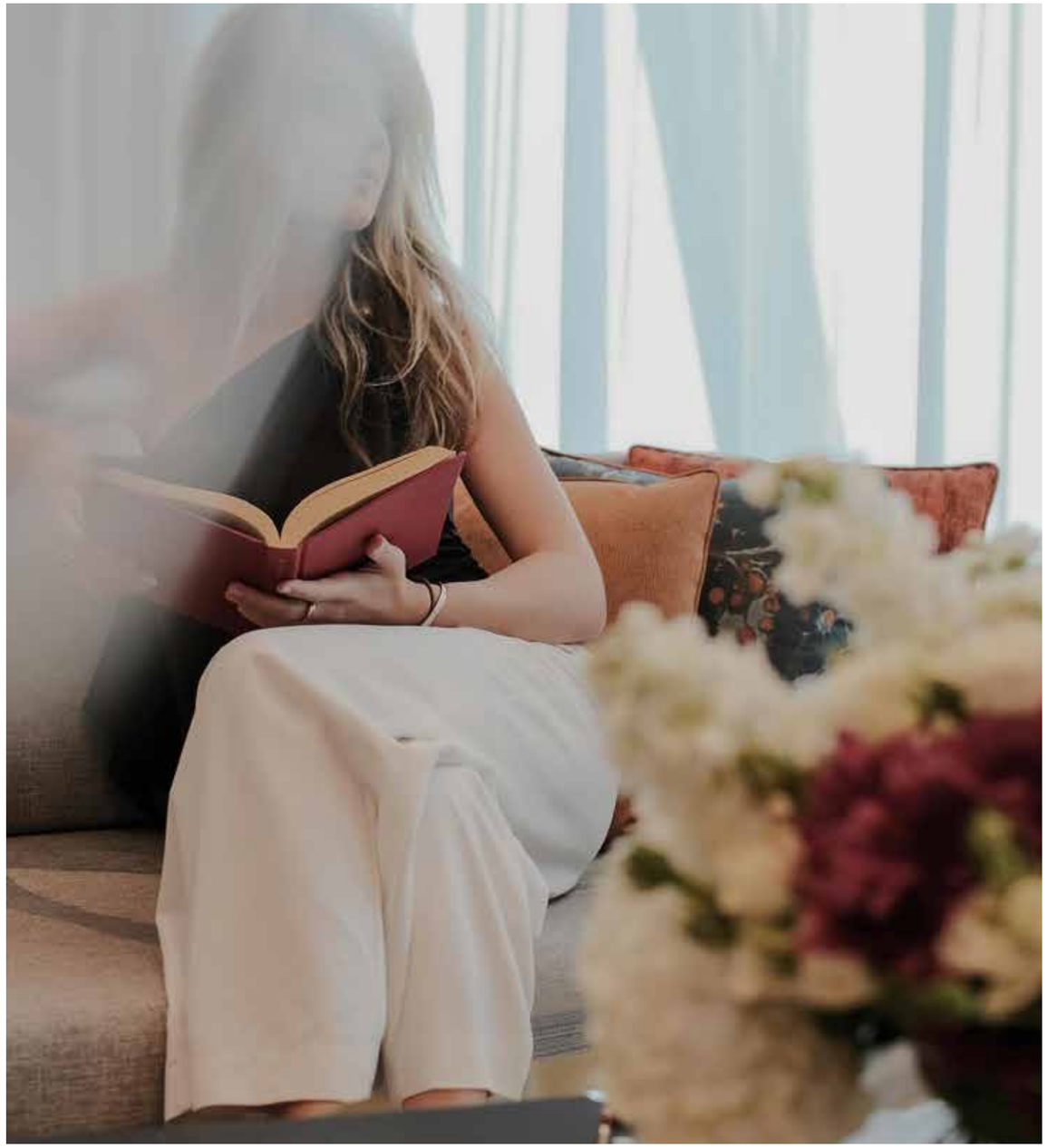
BAOLI DUBAI (DUBAI HARBOUR)

Bringing high-end French Riviera glamour to Dubai Harbour, built around a stunning infinity pool, cascading water features, and teak-lined lounges framing the Arabian Gulf.

GIGI RIGOLATTO (J1 BEACH)

An elegant Italian Riviera-style beach retreat featuring lush gardens, a private pool, boutique shopping, and refined coastal dining directly on the shoreline.

STAYCATION *of* THE MONTH



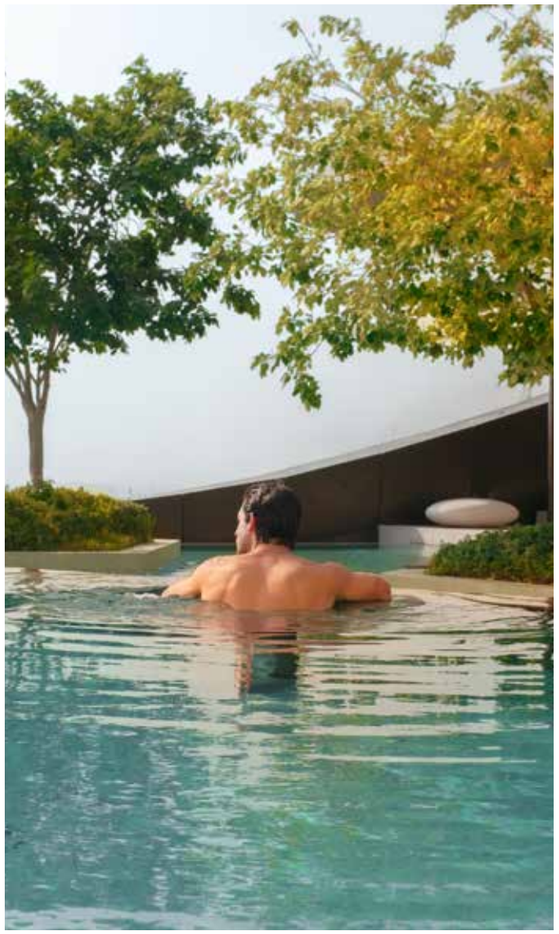
**A PROPER BREAK,
ON YOUR OWN CLOCK.**

THE EXPERIENCE & ESCAPE

Mandarin Oriental Downtown Dubai sits within Wasl Tower, a 303-metre twist of burnished gold designed by UNStudio and Werner Sobek. Expanding from shoreline to skyline following their Jumeira resort, the hotel features 259 rooms, 73 suites, and 24 club rooms with stunning views of Downtown or the Arabian Gulf.

DINING & WELLNESS

A stellar culinary lineup includes modern Chinese at Yù & Mì, Italian at Chitarra, and upcoming venues like Pavyllon Dubai by Yannick Alléno, alongside a two-storey urban wellness sanctuary on the 12th floor.



OFFER DETAILS & RECOGNITION

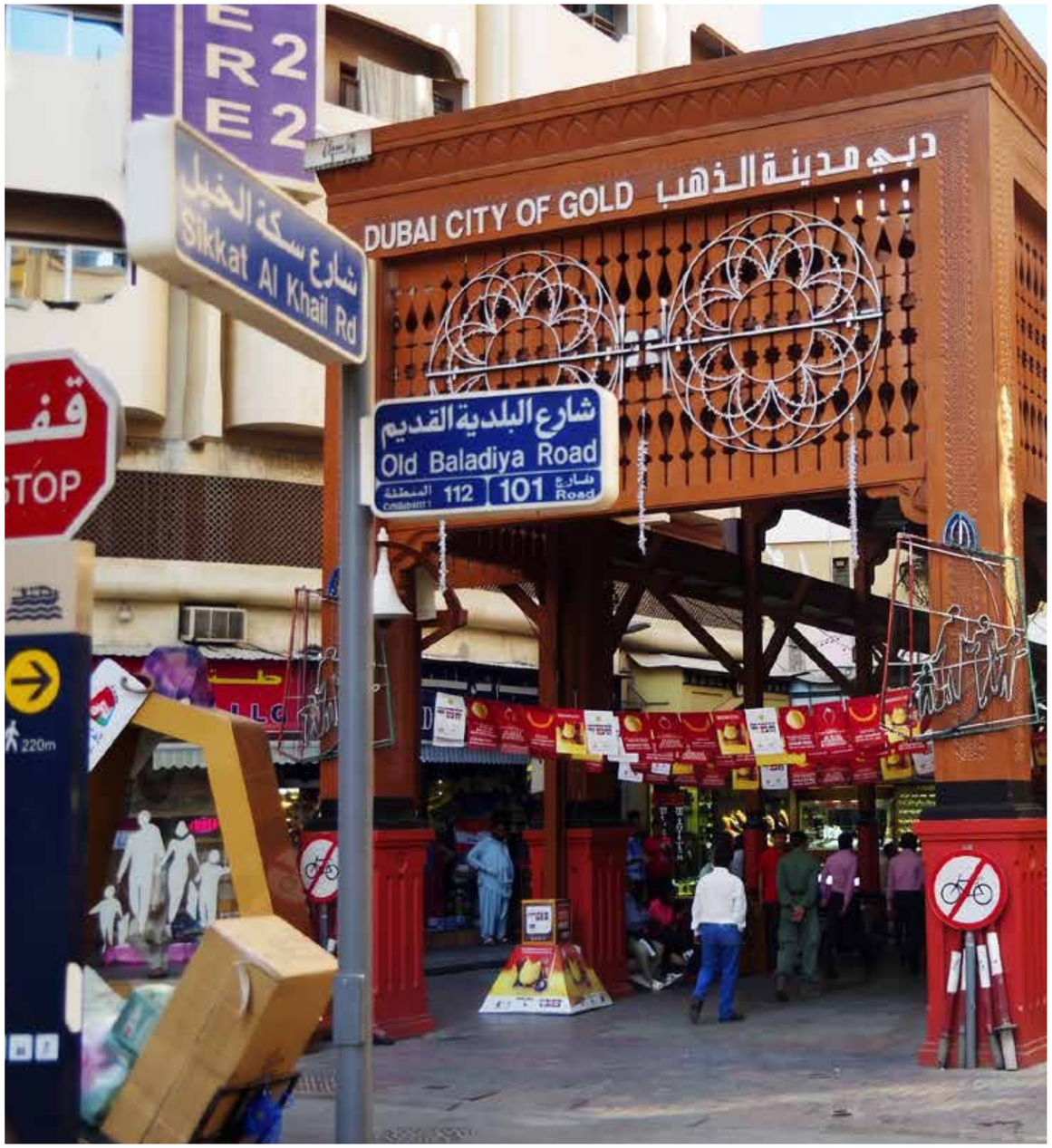
A MEANINGFUL PAUSE

Enjoy daily breakfast and a relaxed late check-out for quiet indulgence, enhanced by member privileges through Fans of M.O.

ACCOLADES

Honored as one of Travel + Leisure's "100 Best New Hotels Of The Year" (IT List 2026), "Best New Hotel" at the Modern Luxury Travel Awards 2026, and "Best Architecture: Hotel" at the 2025 Identity Design Awards.

HERITAGE
ICON



DUBAI GOLD SOUK
Where Tradition Shines Along the Creek.

THE FOUNDATION

Tucked along the historic creek in Old Dubai, the Deira Gold Souk began in the early 1900s as a modest market of local jewelers serving spice route traders. Favorable trade policies in the 1940s attracted regional entrepreneurs, but it was the 1970s oil-fuelled economic boom that propelled the souk into a sprawling complex spanning over two by three kilometers with more than 700 merchants.

THE INSIDER'S GUIDE

CULTURE & COMMUNITY

Long before modern malls, the souk served as a focal point for civil society and family gatherings. Storekeepers still offer traditional Arabic hospitality with Karak tea, while shoppers find exceptional value due to low production costs and historical tax advantages.

A GLOBAL PHENOMENON

Driven by steady demand for weddings and cultural milestones, the souk is famous for legendary statement pieces—including once housing the world's largest gold ring, the 141-pound Najmat Taiba.

GETTING THERE

Located in the heart of Deira, it is easily accessed via the Al Ras Metro Station (a 5-minute walk) or by taxi to avoid tight streets and heavy traffic.

PARTNER WITH
THE NEXT DUBAI

Where Brands Meet Dubai's Future

thenextdubai.com

WhatsApp: +971 50 146 2808
Email: info@thenextdubai.com

WHY US

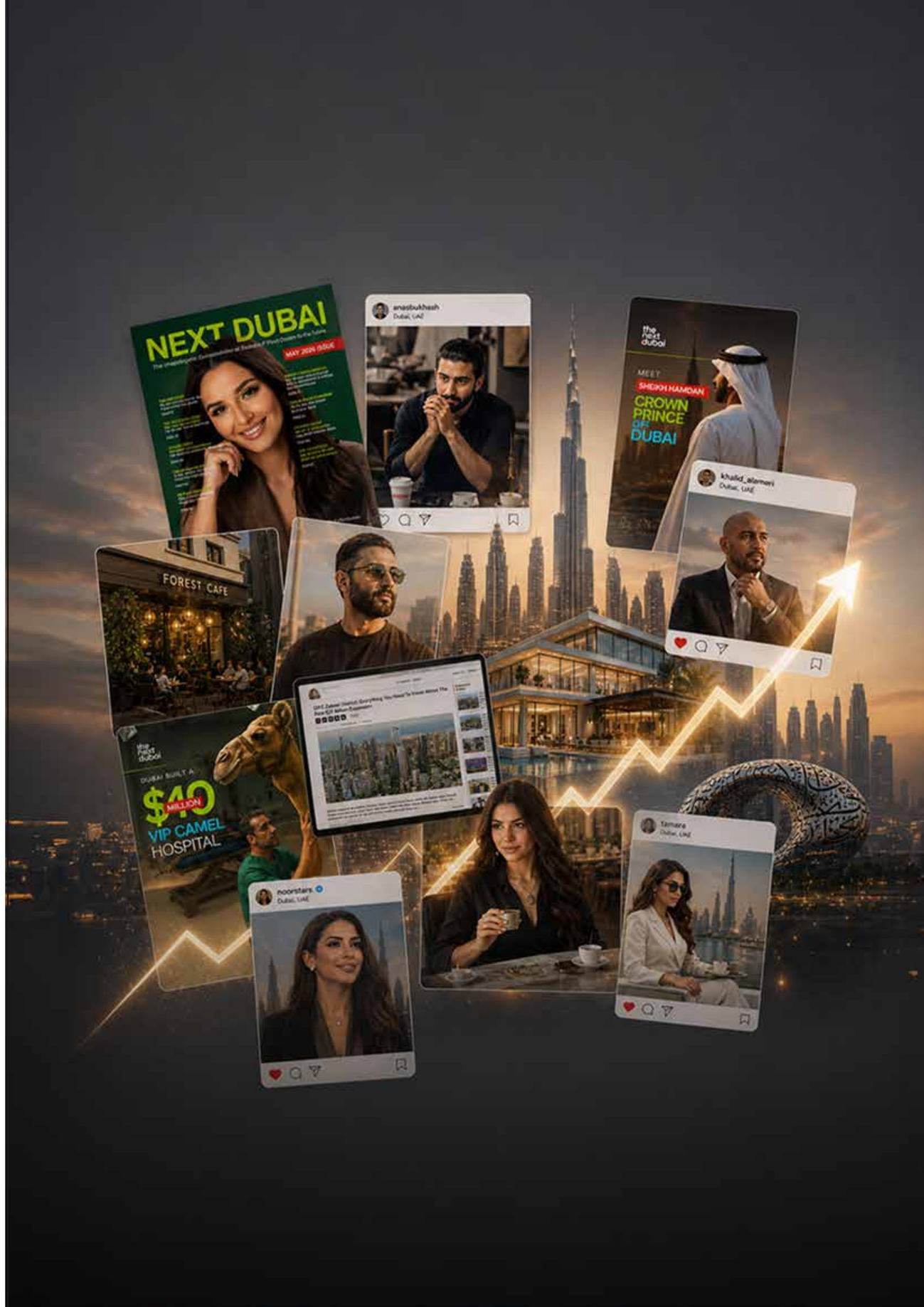
Our platform blends editorial storytelling with digital reach, creating visibility that is both immediate and lasting. Every feature is designed to position your brand within Dubai's evolving narrative.

WHAT WE OFFER

Premium magazine placements Strategic brand storytellingHigh-impact social media amplification Tailored collaborations for targeted reach.

THE OPPORTUNITY

Dubai is evolving in real time. So are the brands that lead it. Be part of the story.



04 THE NEXT ECONOMY

Real Estate, Investment & Government

RECORD-BREAKING DELIVERIES

Dubai is on track to record its highest annual handover volume since 2008.

THE MATURITY SHIFT & SUPPLY

Peak Completions

According to Cushman & Wakefield Core's H1 2026 report, around 32,000 residential units are expected in the second half of 2026, bringing total yearly deliveries to roughly 55,600 units—the highest annual volume since 2008.

Key Handovers

Recent completions include Crest Grande at Sobha Hartland (965 units), Skyhills Residences 1 (635 units), and villa handovers like Malta 1 and Costa Brava 1 at Damac Lagoons.

PIPELINE & NEW LAUNCHES

PIPELINE & NEW LAUNCHES

Out of nearly 525,000 planned units through 2030, only about 186,000 have surpassed 20 percent construction progress, pointing to a more staggered and balanced supply.

SHARP LAUNCH SLOWDOWN

First-half apartment launches fell by 58 per cent year-on-year, while villa launches dropped by approximately 78 per cent as developers adopted a more disciplined approach.

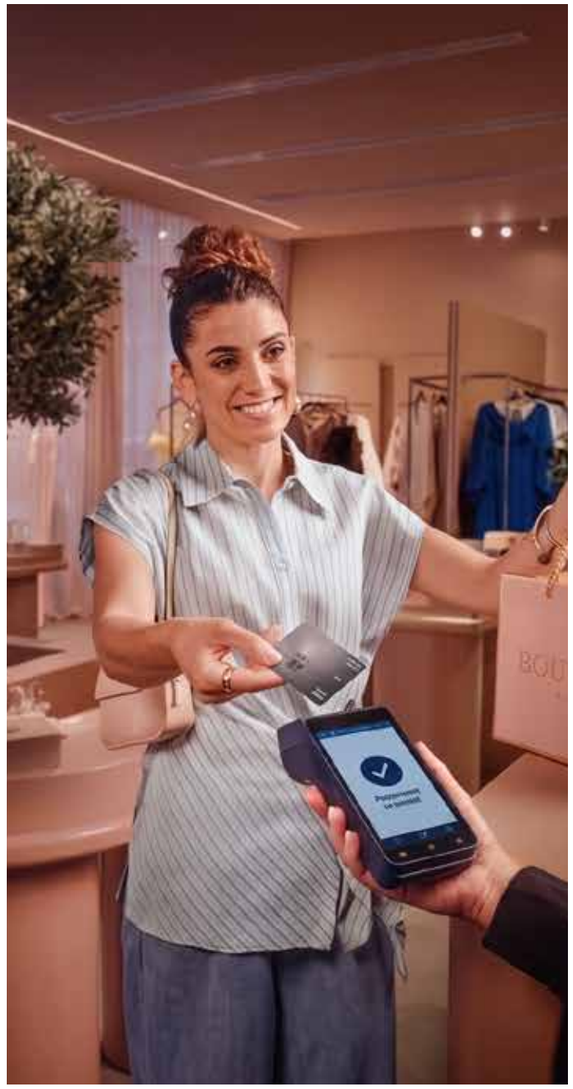
GOVERNMENT INITIATIVE

THE JAYWAN SCHEME
Strengthening the UAE's National Payment Ecosystem and Financial Independence.

WHAT IS JAYWAN?

Backed by the Central Bank of the UAE (CBUAE) and operated by Al Etihad Payments (AEP), Jaywan is the UAE's first domestic card payment scheme designed to strengthen financial sovereignty, data security, and local economic efficiency.

Inaugurated in July 2026 by H.H. Sheikh Mansour bin Zayed Al Nahyan, the scheme supports debit and prepaid cards (with credit cards planned) issued via major participating financial institutions including FAB, ADCB, Emirates NBD, and CBD.



KEY BENEFITS & PERKS

Designed for domestic purchases, online shopping, and international usage across more than 100 countries through strategic partnerships with Visa, Mastercard, Discover, and UnionPay.

Premium tier cardholders enjoy Priority Pass airport lounge access, travel insurance, purchase protection, Careem+ discounts, and exclusive offers across over 150 partner stores and service providers.

MARKET SPOTLIGHT

GREENZ BY DANUBE
The First Dedicated Townhouse Development in Academic City.

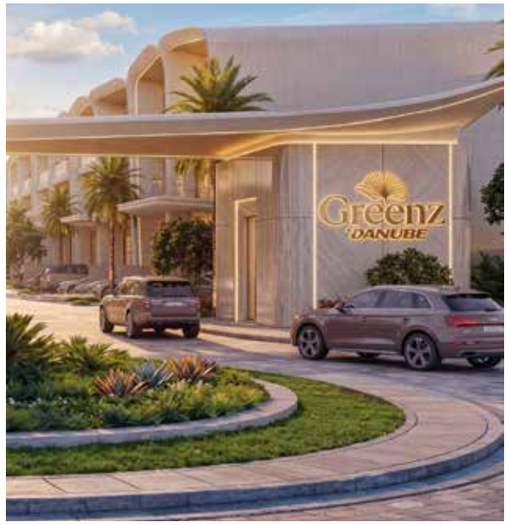
DEVELOPMENT & DESIGN

GREEN-CENTRIC LIVING

Developed by Danube Properties in the heart of Dubai International Academic City (DIAC), Greenz by Danube offers spacious 3, 4, and 5-bedroom townhouses and villas featuring resort-inspired amenities and contemporary architecture.

LIFESTYLE HUBS

Spanning a 400,000 sq. ft. amenities area divided into five zones—including The Beach Hub, Family Hub, Sports Hub with 10 courts, and a 20,000 sq. ft. Wellness Hub—the project offers over 50 family-friendly facilities.



PRICING & CONNECTIVITY

INVESTMENT PERSPECTIVE

With a starting price of AED 3.5 million, a completion target of Q4 2029, and a flexible payment plan starting at 0.5% monthly, the community features 768 residences.

CONNECTED LOCATION

Strategically located just 1 minute from Emirates Road, 2 minutes from Dubai - Al Ain Road, 5 minutes from Sheikh Mohammed Bin Zayed Road and the Metro Blue Line, and minutes from Silicon Central Mall.

05 SMART DUBAI
Innovation, Apps & Education

THE ADV+ MEMBERSHIP APP
Unlocking 100+ Top UAE Luxury Resorts, Private Beaches, Fitness Centres, and Leisure Entertainment.

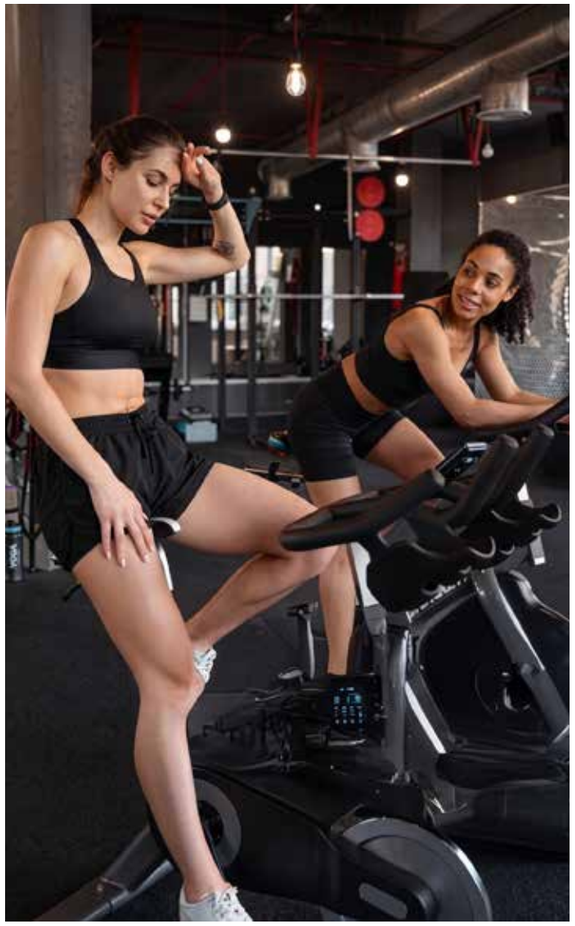
THE CITY, SIMPLIFIED

ALL-IN-ONE LIFESTYLE HUB

Recognized as the UAE's leading lifestyle membership brand, adv+ provides exclusive access to premium facilities across Dubai, Sharjah, and Ajman, including lush pools, private beaches, gyms, fitness classes, tennis courts, squash courts, kids' clubs, and spa deals.

Flexible Memberships

Tailored options include Single memberships or Family packages (covering husband, wife/partner, and up to 2 children aged 15 or below), featuring easy digital onboarding, online member portals, and digital ID integration.



THE ADVANTAGE

EXCLUSIVE SAVINGS & PERKS

Members enjoy special discounts at partner restaurants and bars, unique online shopping codes, service offers (such as car insurance), and a rewarding referral program.

SEAMLESS ACCESSIBILITY

Designed for both individuals and corporate clients (including customized white-label offerings), memberships involve a 12-month commitment with flexible start dates schedulable up to 30 days post-purchase.

THE KNOWLEDGE ECONOMY

EXPANDING HORIZONS
Dubai Set to Open 26 New Private Education Institutions in 2026–27.

RECORD GROWTH & NEW INSTITUTIONS

Dubai's private education sector is set to open 26 new institutions during the 2026–27 academic year, driven by a 4.6 per cent annual growth rate over the past three academic years.

The expansion includes 17 early childhood centres adding over 1,700 seats, seven new schools adding nearly 17,000 places, and two international higher education institutions. rapidly evolving workplace.

CURRICULA & HIGHER EDUCATION MILESTONES

New schools offering UK and International Baccalaureate curricula include established British institutions such as Harrow International School Dubai, Queen Elizabeth's School Dubai Sports City, and Rugby School Dubai.

Higher education is further strengthened by the opening of the American University of Beirut's Dubai campus in September 2026 and Peking University HSBC Business School launching its MBA and EMBA programmes in January 2027.

THE FUTURE OF SPORTY LUXURY
AUTOMOTIVE EXCELLENCE

LAMBORGHINI URUS SE
The World's First Super Sport Utility Vehicle Merging Supercar DNA with Hybrid Power.

The design, performance, driving dynamics, and unbridled emotion flow effortlessly into this visionary realization of authentic Lamborghini DNA, revolutionizing an entire segment.

A declaration of freedom, Urus enables you to discover any terrain, from track to sand, ice, gravel or rocks. It is the absolute all-round super sports car and more. It allows you to explore new paths and new ways to express yourself, to accept challenges confidently and to live life to the fullest.

A NEW ICON IS BORN

Lamborghini Urus is the first Super Sport Utility Vehicle in the world, merging the soul of a super sports car with the practical functionality of an SUV.

Powered by Lamborghini's 4.0-liter twin turbo V8 engine and, in the case of Urus SE, a powerful electric motor, the Urus embodies a performance mindset that combines Fun-to-Drive with astounding vehicle capabilities.

06 MODERN LIVING
Beauty, Wellness & Performance

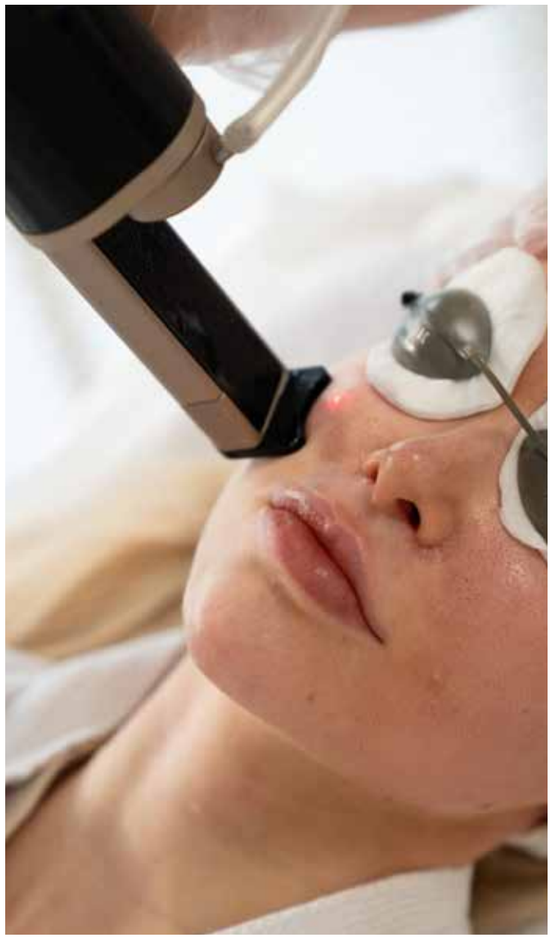
DR. RADMILA LUKIAN
Redefining Aesthetic Medicine Through Over 20 Years of Expertise and Innovation.

WHERE DUBAI GOES FOR BEAUTY

Lucia Aesthetic & Dermatology Center is a premier Dubai destination for advanced aesthetic, dermatology and regenerative treatments, founded by internationally renowned dermatologist Dr. Radmila Lukian.

DR. RADMILA LUKIAN

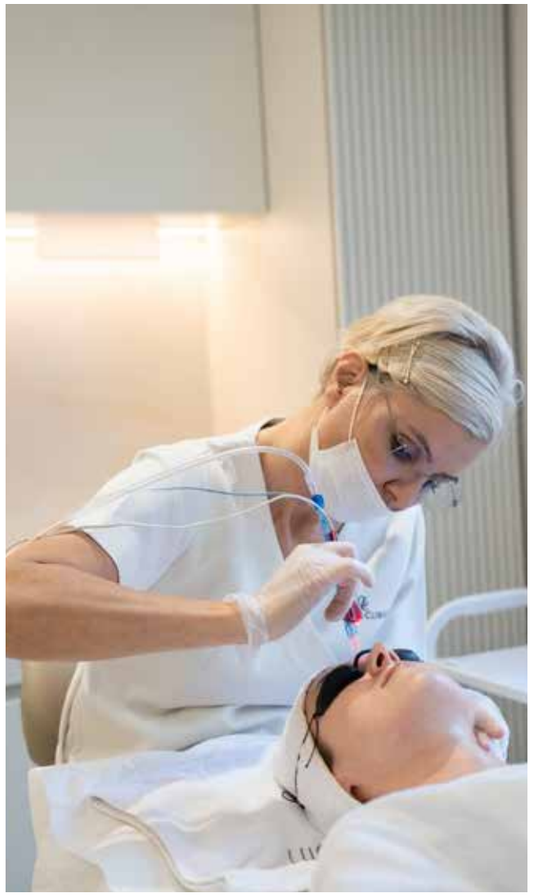
A European Board-Certified Dermatologist and anti-ageing specialist with 20+ years of aesthetic experience, Dr. Lukian is known for her expertise in skin rejuvenation, regenerative aesthetics and advanced laser treatments.



BEAUTY, WITH A NATURAL APPROACH

From dermatology and laser treatments to aesthetic medicine, plastic surgery and body contouring, Lucia Clinic offers personalized solutions designed to enhance each patient's natural features.

With a global clientele that includes celebrities and influential figures, the clinic combines medical expertise, advanced technology and natural-looking results.



LUCIA PHILOSOPHY

Named after luce, meaning light and brightness, Lucia Clinic's philosophy is centered around helping every patient look and feel their best, with treatments tailored to their individual needs.

07 SOCIETY & STYLE
Fashion, Culture & Influence

EMIRATES LUXURY SHOW – ETERNAL RUNWAY
Dubai's Most Prestigious Celebration of Fashion, Luxury, and Business Excellence at Le Méridien, Dubai.

TWO ICONIC PLATFORMS, ONE EXTRAORDINARY VISION

THE GRAND SHOWCASE

Uniting the Emirates Luxury Show – Eternal Runway and the Emirates Real Estate & Business Awards on 27th September 2026 at Le Méridien, Dubai, celebrating world-class design, innovation, and global achievements.

AN ELITE GATHERING

Bringing together global fashion designers, luxury brands, business leaders, real estate pioneers, investors, celebrities, media, and visionaries for an unforgettable experience of sophistication.

ORGANIZED FOR EXCELLENCE

VISIONARY LEADERSHIP

Proudly organized by Hanif Shaikh, Emirates Holding FZ LLC (a conglomerate of BSE-listed Rose Merc Ltd.) and MOVe Events, creating a premier stage where style meets commercial success.

BE SEEN, BE CELEBRATED

A powerful convergence of bold vision, extraordinary design, and industry leadership designed to take stories of achievement far beyond the award stage.

GET FEATURED
ON THE NEXT DUBAI

From visibility to viral reach — we help brands get seen, shared and remembered across Dubai.

SCAN QR CODE

Download our media kit

Our philosophy is simple: To keep our audience informed without being overwhelmed, and inspired without exaggeration.

Through sophisticated storytelling and high-quality production, we simplify complex ideas into relatable, authentic content that adds genuine value to our community. We don't just report news; we define the stories that matter.

Our Purpose, Our Mission

Defining the Digital Pulse of Dubai

@thenextdubai

thenextdubai.com

WhatsApp: +971 50 146 2808 | Email: info@thenextdubai.com

License No. 1623916

Find us Here:
Nad Al Sheba 1 Azizi Riviera
Bldg 46 Retail 10 - Dubai

Get In touch:
+971 50 146 2808
info@thenextdubai.com

@thenextdubai