

NEPTUNE

INTERIORS BY MOUAWAD



سدرة

SEDRA

—BY ROSHN—

DAR | MOUAWAD

A legacy

OF UNRIVALED

ARTISTRY





BRILLIANT

by


DESIGN

INSPIRED BY

CELESTIAL

elegance



A man in a white shirt is walking away from the camera through a dense tropical jungle. The scene is bathed in the warm, golden light of a sunset or sunrise, with long shadows and bright highlights filtering through the palm fronds and other foliage. The man is centered in the lower half of the frame, walking towards a brighter area in the distance. The overall mood is serene and contemplative.

A REALM
EMBRACED
BY THE
extraordinary

THE HOUSE
of
MOUAWAD

*A jewelry house specialized in crafting
the extraordinary since 1890*



Mouawad is a renowned luxury jewelry brand known for its timeless elegance, exceptional craftsmanship, and rich heritage. For over a century, Mouawad has created extraordinary jewelry with artistic mastery. From stunning diamonds to iconic world records, Mouawad captivates luxury lovers worldwide. Founded in Lebanon in 1890 by David Mouawad,

Mouawad's heritage is led by fourth-generation Co-Guardians and brothers Fred, Alain, and Pascal Mouawad, joined by fifth-generation Co-Guardians Jimmy and Anastasia Mouawad, each perpetuating a heritage of excellence and bringing a lifetime of passion to their respective roles. The Mouawad family has undertaken significant projects

to share their knowledge and gems with the world. Notable efforts include naming the Gemological Institute of America's main campus, hosting a diamonds exhibition at the Natural History Museum in Paris, designing the Miss Universe crown and establishing the Robert Mouawad Private Museum in Beirut.

Extraordinary Accomplishments

GUINNESS

World Records



THE WORLD'S MOST EXPENSIVE SINGLE
PEAR-SHAPED DIAMOND

The first Guinness award went to the Mouawad Splendor — weighing 101.84 carat D-Internally Flawless and worth US \$12.76 million, purchased by Robert Mouawad. The diamond was awarded the Guinness World Record in 1990.



THE WORLD'S MOST VALUABLE HANDBAG

With a value of US \$3.8 million, the Mouawad 1001 Nights Diamond Purse was named as the most expensive handbag in the world by the Guinness World Records 2010. The heart-shaped purse, handcrafted from 18-karat gold, incorporates 4,517 diamonds with a total weight of 381.92 carat.



THE WORLD'S MOST VALUABLE NECKLACE

The Mouawad L'Incomparable Diamond Necklace holds the record for the most valuable necklace in the world (US \$55 million) and features the flawless 407.48-carat yellow diamond, suspended gracefully from a 229.52-carat white diamond necklace intertwined by 18-karat rose gold branchlets.

NOTABLE

Collections



MOUAWAD DIAMOND
COLLECTION

Known for its extensive and exquisite diamond pieces.

FLOWER OF ETERNITY
COLLECTION

A luxury collection symbolizing eternal love and beauty.



Extraordinary Accomplishments

HISTORICAL

Significance



Mouawad has owned and crafted pieces with some of the world’s most famous diamonds, including the Excelsior Diamond and the Jubilee Diamond.

COLLABORATIONS

& Sponsorships



Mouawad has collaborated with various fashion shows, beauty pageants, and prestigious events globally, including Victoria’s Secret, Miss Universe, Miss USA, Miss Teen USA pageants.

CELEBRITY

Endorsement



Mouawad has been a favorite among celebrities, with pieces worn by A-listers such as Angelina Jolie, Jennifer Lopez, Mariah Carey and Celine Dion.

EXHIBITIONS

& Museums



Naming the Gemological Institute of America’s main campus.

Hosting a diamond exhibition at the Natural History Museum in Paris.

The establishment of the Robert Mouawad Private Museum in Beirut showcases a collection of rare gems, jewelry, and artifacts.

A jewel

IN THE MIDST OF

AN INNOVATIVE

community

For the first time in Saudi Arabia, the exquisite elegance, superior craftsmanship, and rich heritage of The House of Mouawad will shine bright in SEDRA, Riyadh's first integrated community. Covering over 20 million square meters, SEDRA enhances the quality of life for its residents by blending modern, aspirational living with architecture inspired by Saudi Arabia's unique history and heritage.





ENGULFED

in

TRADITION

SEDRA by ROSHN honors Saudi Arabia's rich history and progressive culture through Salmani architecture. This unique architectural style is shaped by the personal influence and vision of King Salman. Salmani Architecture modernizes traditional design, characterized by its energy, adaptability, and integration of traditional elements with smart city technology.

IN
THE HEART
OF
modernity

- 10 min

PRINCESS NORA BINT ABDUL RAHMAN UNIVERSITY
- 17 min

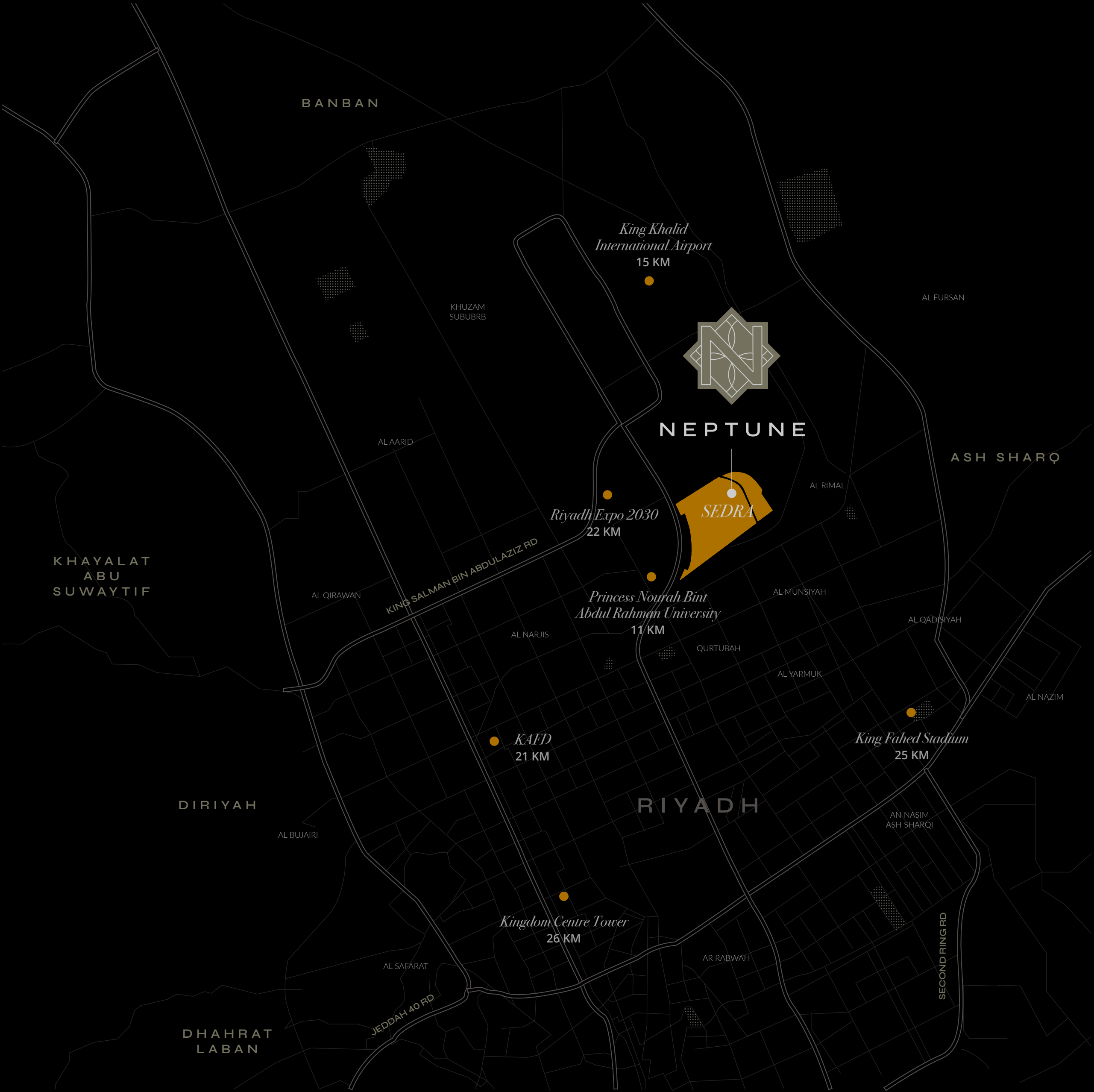
KING KHALID INTERNATIONAL AIRPORT
- 18 min

RIYADH EXPO 2030
- 28 min

KAFD
- 30 min

KINGDOM CENTRE TOWER
- 30 min

KING FAHD STADIUM



Neptune is located in the heart of Sedra, north of Riyadh. The community is in close proximity to the city's most prominent destinations, main roads and modern transportation.



LIVING *in* SEDRA

The SEDRA community offers amenities that foster communication & interaction, promoting a healthy lifestyle. Enjoy green spaces, parks, sports facilities, community centers, & top-tier educational and medical centers



SCHOOLS



EARLY CHILDHOOD CENTRES



COMMUNITY CENTRE



RETAIL & GROCERY



SPORTS HUB



PLAYGROUNDS



RESTAURANTS & CAFES



MOSQUES



PUBLIC PARKS



HEALTH CARE CLINICS



ENTERTAINMENT CENTRES



A C E L E S T I A L
living
E X P E R I E N C E



Just as diamonds are said to rain from the skies on Neptune, these villas are imbued with otherworldly charm and brilliance.

With a limited collection available, each residence is a testament to masterful craftsmanship, showcasing the unmatched artistry and timeless elegance that the Mouawad name represents.

Embrace the enchantment of living life as rare and wondrous as diamonds raining from the skies.

EXTERIORS
steeped in
AUTHENTICITY

The harmonious blend of monolithic structures, varying parapet heights, elegant window boxes, and ancestral textures and colors creates a serene oasis amidst the bustling heart of cosmopolitan living. This thoughtful design ensures unwavering privacy and

tranquility, allowing you to indulge in your personal haven while being enveloped by the vibrant energy of the city. The meticulously curated architectural elements ensure that every villa is a unique masterpiece, an epitome of refined living.



I T ' S
R A I N I N G
diamonds

The interiors of The Neptune villas are crafted to reflect the kaleidoscopes of colors seen within the rarest diamonds. Overlooking the iconic Wadi Hanifa valley in Riyadh, each villa is precisely designed, echoing celestial elegance and the dazzling allure of gemstones.

These residences boast luxurious interiors and breathtaking panoramic views that blend seamlessly with the valley's natural splendor, creating an atmosphere of unmatched sophistication and harmony.



T I M E L E S S

brilliance

R E F L E C T E D

Drawing inspiration from five generations of jewelry-making excellence, the interiors are celebrated by the most discerning clientele around the world. The striking elegance of diamonds is reflected in the design, featuring a harmonious blend of shapes, intricate textiles, and rich colors.





LIVING
ELEGANCE
IN URBAN
serenity

Each detail has been thoughtfully crafted to evoke a sense of regal brilliance, ensuring that every corner of these exclusive residences exudes an unparalleled level of refinement and grandeur. The legacy of Mouawad's artistry is woven into the very fabric of the interiors, offering residents an exquisite living experience that is both timeless and contemporary.



THE *family* AREA

Experience the zenith of Mouawad's artistry within the family areas of the villas, where confidence, brilliance, and elegance converge seamlessly. The exquisite palette, accented with vibrant hues, infuses the space with a lively ambiance. Indulge in

the essence of luxurious, timeless living, enveloped by authentic finishes, opulent creams, and flawless porcelain, all harmoniously coming together to create an atmosphere of unparalleled luxury and pure indulgence.



The MAJLIS

The Majlis exudes an unparalleled grandeur, adorned with iconic pieces from Mouawad's Diamond and Eternity collections. This expansive, light-filled sanctuary boasts elegant wall coverings, refined finishes, and the opulent allure of porcelain floor tiles. From the moment you enter, you are enveloped in an ethereal ambiance that reflects Mouawad's legendary craftsmanship and timeless elegance.





The

B E D R O O M S

Discover the enchanting allure of the bedrooms, where the House of Mouawad's legacy of elegance and sophistication is beautifully reflected. The master bedroom seamlessly blends regal aesthetics with modern functionality, boasting a spacious walk-in closet and an en-suite bathroom, creating the perfect retreat for peace and tranquility. The remaining bedrooms echo the same exquisite design, ensuring that every corner of the home radiates Mouawad's signature charm and luxurious comfort.











The

T E R R A C E

Escape to the secluded terrace, a private haven designed to offer both tranquility and elegance. Completely enclosed to ensure your privacy, this exquisite space provides an ideal setting for leisurely moments or intimate gatherings. With breathtaking views and refined furnishings, the terrace embodies the luxurious charm and sophistication of the House of Mouawad, making it a perfect retreat above the hustle and bustle.



6 reasons TO INVEST IN NEPTUNE

1 30-Year Corporate Tax Exemption

Foreign companies setting up regional headquarters in Saudi Arabia benefit from a generous 30-year exemption from withholding tax.

2 0% Income Tax & Capital Gains

Enjoy 0% income tax and capital gains in Saudi Arabia, regardless of residency.
Note: US citizens must still file with the IRS.

3 Premium Residency for Real Estate Owners

Invest in residential properties worth at least four million Saudi Riyals to obtain Premium Residency. Enjoy exclusive rights and the same residency duration as your property ownership.

4 Prime Location

Located in Sedra, North of Riyadh, Neptune is just minutes away from Expo 2030, ensuring unparalleled access to future growth and opportunities.

5 Host to the 2030 Expo & the 2034 World Cup

Both international milestones will catalyze economic growth, attracting global tourism to Riyadh and creating lasting benefits for the city and its economy through the influx of visitors.

6 Cutting-Edge Infrastructure Development

Massive infrastructure projects, new cities, airports, and transportation networks enhance investment attractiveness. The largest seaport on the Red Sea captures 80% of maritime flows.

The background is a complex, abstract composition. It features several overlapping, translucent, light-colored shapes that resemble architectural elements or organic forms. These shapes are set against a dark, almost black, textured background. The lighting is dramatic, with bright highlights on the edges of the translucent shapes and deep shadows in the surrounding areas, creating a sense of depth and movement.

FLOORPLANS

CHOOSE *your* VILLA

◆ *Villa Types A2N*
5 BEDROOMS

◇ *Villa Types A2W*
5 BEDROOMS

◆ *Villa Types A3N*
5 BEDROOMS

◆ *Villa Types A3W*
5 BEDROOMS

◇ *Villa Types B2N*
5 BEDROOMS

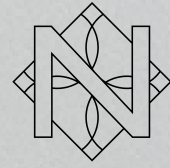
◆ *Villa Types B2S*
5 BEDROOMS

◆ *Villa Types B2W*
5 BEDROOMS

◆ *Villa Types B3N*
5 BEDROOMS

◆ *Villa Types B3W*
5 BEDROOMS





NEPTUNE
INTERIORS BY MOUAWAD

5 BEDROOM VILLA
TYPE A2N

PLOT AREA
300 SQM / 3,229.17 SQFT

TOTAL BUILT UP AREA
381.33 SQM / 4,104.60 SQFT

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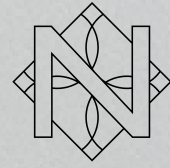
GROUND FLOOR



1ST FLOOR



2ND FLOOR



NEPTUNE
INTERIORS BY MOUAWAD

5 BEDROOM VILLA
TYPE A2W

PLOT AREA
300 SQM / 3,229.17 SQFT

TOTAL BUILT UP AREA
381.61 SQM / 4,107.61 SQFT

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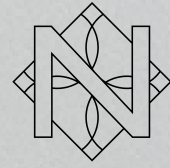
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2ND FLOOR



NEPTUNE

INTERIORS BY MOUAWAD

5 BEDROOM VILLA

TYPE A3N

PLOT AREA

350 SQM / 3,767.37 SQFT

TOTAL BUILT UP AREA

447.70 SQM / 4,819 SQFT



GROUND FLOOR



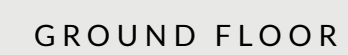
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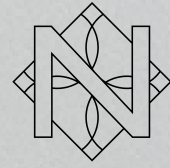
2ND FLOOR



PLOT AREA
350 SQM / 3,767.37 SQFT

TOTAL BUILT UP AREA
447.57 SQM / 4,817.60 SQFT

DAR | MOUAWAD
GLOBAL



NEPTUNE
INTERIORS BY MOUAWAD

5 BEDROOM VILLA
TYPE B2N

PLOT AREA
250 SQM / 2,690.98 SQFT

TOTAL BUILT UP AREA
300 SQM / 3,229.17 SQFT

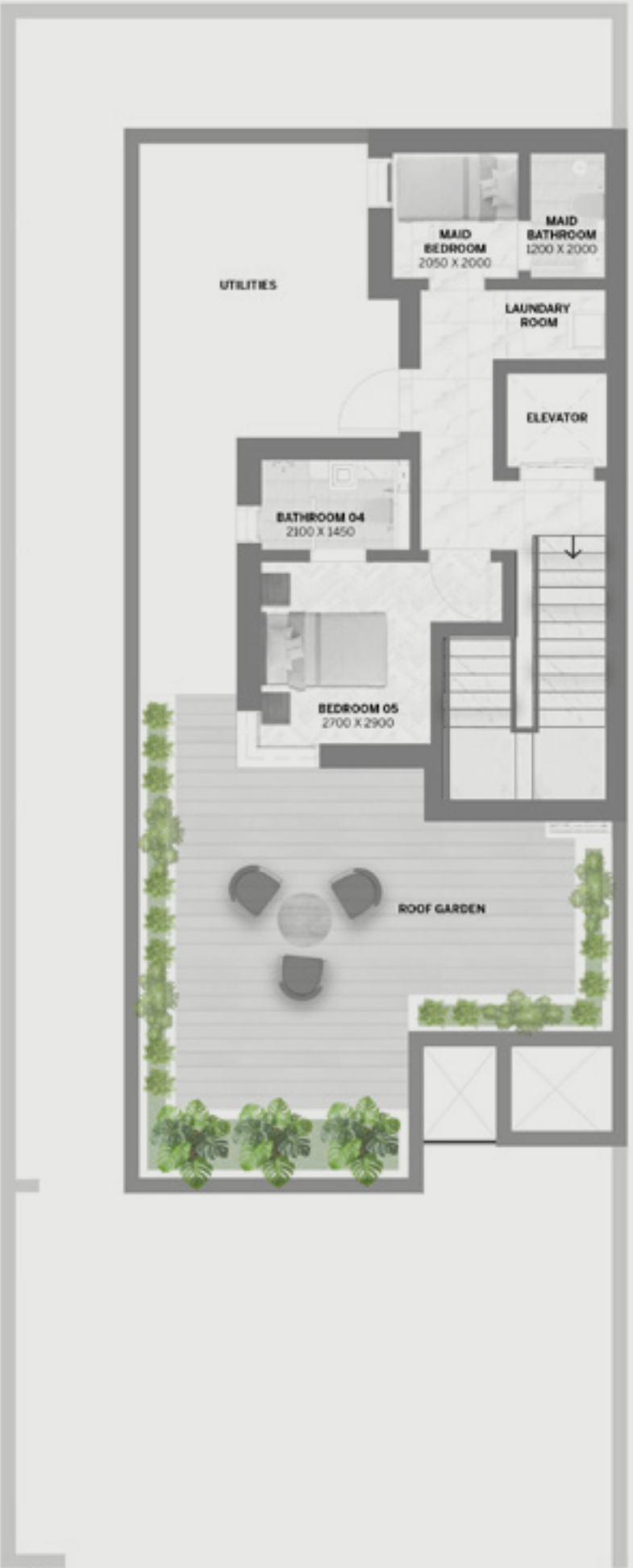
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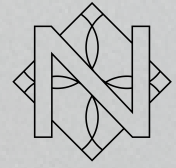


1ST FLOOR



2ND FLOOR





NEPTUNE

INTERIORS BY MOUAWAD

5 BEDROOM VILLA
TYPE B2S

PLOT AREA
250 SQM / 2,690.98 SQFT

TOTAL BUILT UP AREA
324.14 SQM / 3,489.01 SQFT

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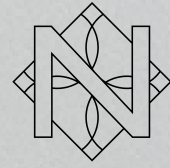
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2ND FLOOR



NEPTUNE
INTERIORS BY MOUAWAD

5 BEDROOM VILLA
TYPE B2W

PLOT AREA
250 SQM / 2,690.98 SQFT

TOTAL BUILT UP AREA
323 SQM / 3,476.74 SQFT

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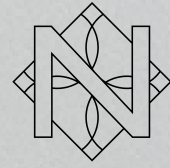
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2ND FLOOR



NEPTUNE
INTERIORS BY MOUAWAD

5 BEDROOM VILLA
TYPE B3N

PLOT AREA
252 SQM / 2,712.51 SQFT

TOTAL BUILT UP AREA
324.6 SQM / 3,493.96 SQFT

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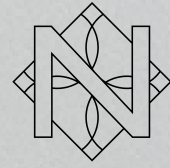
GROUND FLOOR



1ST FLOOR



2ND FLOOR



NEPTUNE

INTERIORS BY MOUAWAD

5 BEDROOM VILLA
TYPE B3W

PLOT AREA
252 SQM / 2,712.51 SQFT

TOTAL BUILT UP AREA
302.4 SQM / 3,255.00 SQFT

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GROUND FLOOR



1ST FLOOR



2ND FLOOR