

DAYMARK

AT



OPERATED BY

*brassbell*TM

DAYMARK

AT JADE & BLUE OPERATED BY brassbell

DAYMARK

A MARK THROUGH
EVERY MOMENT

ABOUT ASPECT

DEVELOPMENTS

SHAPING EVERY
ASPECT OF LIFE.

Aspect Developments is a forward-thinking real estate development, backed by over a decade of construction expertise, delivering high quality residential & commercial projects. With a footprint in both Egypt, the UAE and Greece Aspect is committed to reshaping modern living by integrating four fundamental aspects into every development.

With over 10 years' experience in construction aspect brings high-quality residential, commercial, and industrial projects to life, creating spaces that serves as holistic environments designed to enhance the way people live, work, and connect.



THE MARK YOU CARRY INTO WHAT COMES NEXT.

THIS IS NOT A BRAND ABOUT ARRIVING
SOMEWHERE BEAUTIFUL.

STEADY WHEN NOTHING ELSE IS.

AT JADE & BLUE OPERATED BY *brassbell*

DAYMARK

ASPECT

PROJECTS

A PORTFOLIO
DESIGNED TO INSPIRE

ASPECT PORTFOLIO

Across Egypt and Greece, Aspect’s portfolio reflects distinct interpretations of modern living.

Jade & Blue in New Cairo

is shaped as a community of connected chapters.

ZOI in Glyfada

brings contemporary residences into the effortless setting of the Athenian Riviera.

Winds in Al Reeman, Abu Dhabi

introduces an integrated residential experience shaped by movement, openness, and the balance between privacy, community, and everyday convenience.

UAE
EGYPT
GREECE



A MARK THROUGH EVERY MOMENT.

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SERVICED APARTMENTS MANAGED BY *brassbell*TM

MORE THAN A PLACE TO STAY

A Serviced Apartment Brings Together The Space, Functionality, And Privacy Of A Residence With The Operational Support Of Hospitality.

Unlike A Conventional Hotel Room, It Is Designed Around Everyday Routines, Offering Room To Live Rather Than Simply Occupy. Unlike A Traditional Apartment, The Wider Experience Is Professionally Managed, Supporting Greater Consistency And Ease Throughout The Stay.

At Daymark, Serviced Living Is Not About Adding Unnecessary Layers. It Is About Taking Care Of The Details That Allow Daily Life To Work More Smoothly.

Through Brassbell Homes, Serviced Residences Combine The Privacy Of Home With Professional Hospitality Services, Creating Flexible Accommodation Shaped Around Comfort, Quality, And A Seamless Guest Experience.

ABOUT DAYMARK

A DIFFERENT
WAY TO STAY



AT **J A D E & B L U E** OPERATED BY *brassbell*TM

Located within Jade & Blue, Daymark is a collection of fully finished serviced apartments designed around the way people live from day to day.

Across a ground floor and four upper floors, the development offers studios, one bedroom apartments, and twobedroom apartments, providing different spatial options within one professionally operated environment.

Daymark combines private residential living with the support, consistency, and convenience of hospitality, creating a place that feels prepared without feeling prescribed.

DAYMARK AT A GLANCE

LOCATION

Jade & Blue, New Cairo

BUILDING CONFIGURATION

Ground floor + four upper floors

RESIDENCES

Studios
One-bedroom apartments
Two-bedroom apartments

DELIVERY

Fully Finished Apartments with ACs

OPERATOR

Brassbell

FACILITIES

Gym and wellness area
Spa
Laundry centre
Breakfast dining area
Central kitchen

ABOUT BRASSBELL

A DIFFERENT
WAY TO STAY

OPERATED BY *brassbell*

Daymark is operated by Brassbell, bringing professional hospitality management into the everyday experience of the building.

Through its day to day operation of the residences, shared spaces, and supporting services, Brassbell helps maintain a consistent experience across Daymark.

Its role connects the physical environment to the care behind it ensuring that the apartment, the building, and the wider stay function as one considered whole.



BRASSBELL HOSPITALITY GROUP

Brassbell Hospitality Group is a multi-faceted hospitality company operating through four integrated divisions:

BRASSBELL HOMES
BRASSBELL HOTELS

BRASSBELL TECHNOLOGIES
BRASSBELL DEVELOPMENTS

Its portfolio extends from serviced apartments and boutique hotels to hospitality technology, property management, and development solutions across Egypt and the wider MENA region.

Its mission is to drive innovation and growth in hospitality through tailored solutions that elevate guest experiences while maximising value for partners and stakeholders

Its vision is to become a pioneering hospitality group in the MENA region, combining luxury, trust, and memorable experiences.

BRASSBELL JOURNEY

From Serviced Residences to an Integrated Hospitality Group

Brassbell’s journey has expanded across serviced residences, boutique hotels, hospitality technology, and development partnerships, creating an integrated hospitality platform under one group.

OPERATIONAL FOOTPRINT

- // DOWNTOWN CAIRO

// ZAMALEK

// GIZA AND THE PYRAMIDS

// NEW CAIRO

// 6TH OF OCTOBER
- // ALEXANDRIA

// THE NORTH COAST

// EL GOUNA

// JEDDAH

ACHIEVEMENTS

Brassbell’s serviced-apartment portfolio has achieved Airbnb Superhost status and recognition as a high performer on Booking.com.

600+
WORKFORCE

1,850
UNITS BY 2026

400,000
GUESTS HOSTED

32%
COMPANY
REPORTED
SHARE OF THE
SERVICED
APARTMENT
MARKET

32
PROPERTIES

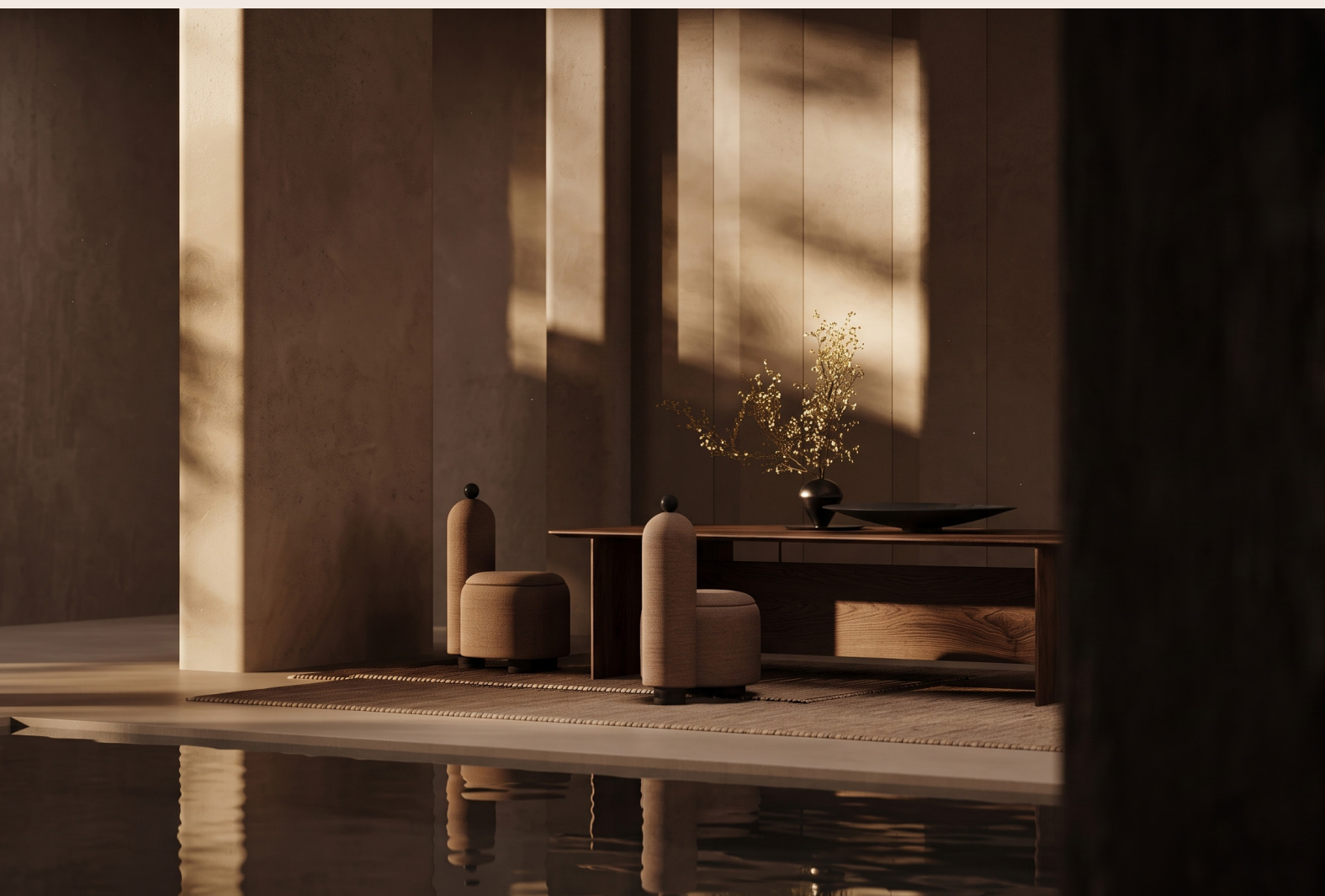
1,200+
UNITS LIVE



BHG IN NUMBERS

DAYMARK

AT JADE & BLUE



A NEW CHAPTER WITHIN JADE & BLUE

French inspired architecture, graceful façades, landscaped paths, open courtyards, and flowing water features come together in a setting where every space carries its own character while remaining part of one continuous destination.

WITHIN JADE & BLUE.
CONNECTED TO NEW CAIRO.

DAYMARK

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OPERATED BY

brassbell[™]

Daymark is positioned within Jade & Blue, placing serviced living inside a considered residential destination while keeping New Cairo's key educational, commercial, hospitality, and lifestyle destinations within easy reach.

Its location offers residents and guests access to the city's everyday essentials while remaining connected to the privacy, landscape, and wider setting of Jade & Blue.

LOCATION



S Teseen St.

Lotus

AUC

Air Force
Specialized Hospital

South
Investors Area

Sodic
Eastown

Emaar Mivida

El-Narges District

The Westin

Gardenia
Heights

Investor
Area Ext.

Ivoire
East

Hyde Park

La Vista

Solana

Ring Rd

District 5

JADE & BLUE

Middle Ring Rd

Ain Sokhna Rd

**Close to It All,
Far from the Ordinary.**

5 minutes from American University in Egypt (AUC)

4 minutes from point 90 Mall

10 minutes from Future University in Egypt (FUE)

14 minutes from Dusit Thani Lakeview Cairo

Just down the road from Mivida

Minutes away from the Westin Cairo Golf Resort and Spa

14 minutes from Maxim Mall

Acrosws the street from Hyde Park New Cairo

15 minutes from Al Ahly Sporting Club

12 minutes from Concord Plaza Mall

PART OF THE

WIDER JADE & BLUE STORY

Daymark forms part of the wider Jade & Blue master plan, introducing a serviced residential experience within the destination's connected architectural and landscape setting.

MASTER PLAN

Set within a 12 acre development shaped around residential privacy, greenery, water features, and everyday convenience, Daymark benefits from the character of the wider community while retaining its own hospitality led identity.

Its position connects the privacy of the serviced apartments to the broader experience of Jade & Blue, where architecture, landscape, and movement are considered together.







PRIVATE WHEN YOU WANT IT.

Each apartment gives residents and guests the independence to live according to their own routines.

Beyond the residence, Daymark brings together professionally managed spaces, hospitality support, wellness facilities, and everyday services within one connected setting.

SUPPORTED WHEN YOU NEED IT.

LIFESTYLE
AMENITIES

GYM



A dedicated setting for exercise and everyday movement,
making it easier to maintain an active routine
within the building.

SPA



RESIDENTS' LOUNGE



A dedicated space for rest, recovery, and personal care, bringing a calmer dimension to the Daymark experience.

CLIENT INPUT NEEDED: Confirm whether Daymark includes a residents' lounge and provide any approved description or render.

DINING EXPERIENCE

BREAKFAST DINING AREA

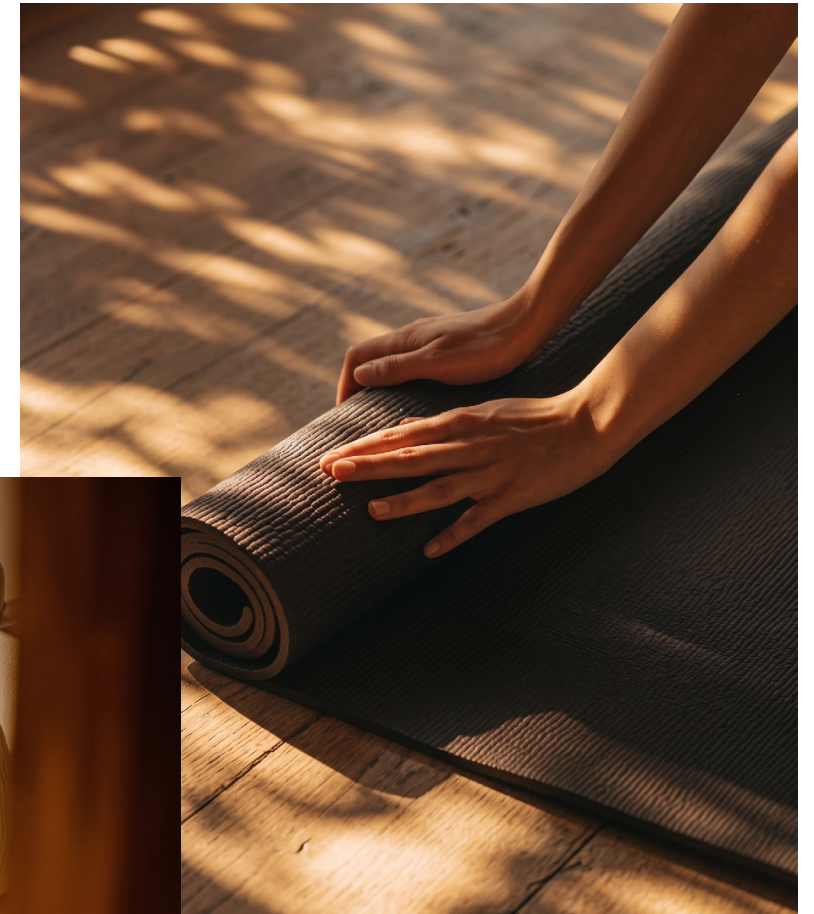


CENTRAL KITCHEN

A welcoming setting where residents and guests can begin the day within Daymark, extending the hospitality experience beyond the private apartment.

WELLNESS

WELLNESS AREA



SMART LIVING

A welcoming setting where residents and guests can begin the day within Daymark, extending the hospitality experience beyond the private apartment.

LEGAL DISCLAIMER

All architectural drawings, master plans, floor plans, areas, dimensions, renders, materials, furniture, fittings, facilities, services, and specifications shown in this brochure are indicative and subject to modification without prior notice.



Ground floor plan

ONE BEDROOM APARTMENTS

More separation, The same sense of ease.

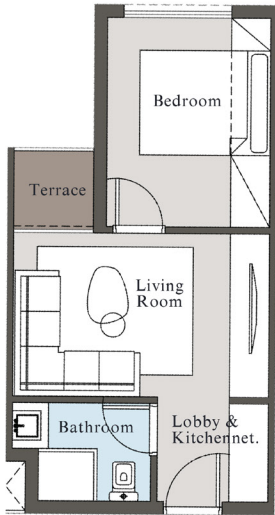
SERVICE APARTMENT

- 1 BEDROOM
- AREA=38 SQM.



KEY PLAN

01. LOBBY & KITCHENETTE	1.7*1.6
02. LIVING ROOM	4.0*2.5
03. BATHROOM	2.1*1.5
04. BEDROOM	3.2*2.5
05. TERRACE	1.2*1.2



DISCLAIMER

1. Actual areas may vary from the stated area. Drawings are not to scale.
2. The architectural details, dimensions, and area in this plan are approximate.
3. The developer reserves the right to make revisions or alterations at its absolute discretion, and without liability.
4. Allowance of a 5% variance.



A private bedroom creates a clearer distinction between personal and shared spaces.

The living and dining areas provide greater flexibility across the day, supporting rest, work, and everyday routines within a more defined residential layout.

TWO BEDROOM APARTMENTS

More space for life to take place.

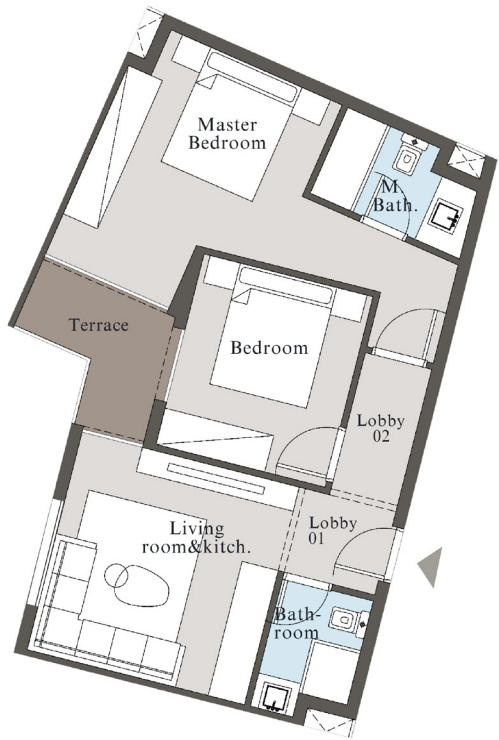
SERVICE APARTMENT

- 2 BEDROOM
- AREA=80 SQM.



KEY PLAN

01. LIVING ROOM & KITCHENETTE	3.6*3.6
02. BATHROOM	2.1*1.5
03. MASTER BEDROOM	4.1*3.4
04. MASTER'S BEDROOM BATHROOM	2.6*1.5
05. BEDROOM	3.1*2.8
06. LOBBY 01	1.5*1.4
07. LOBBY 02	2.2*1.1
08. TERRACE	3.3*1.1



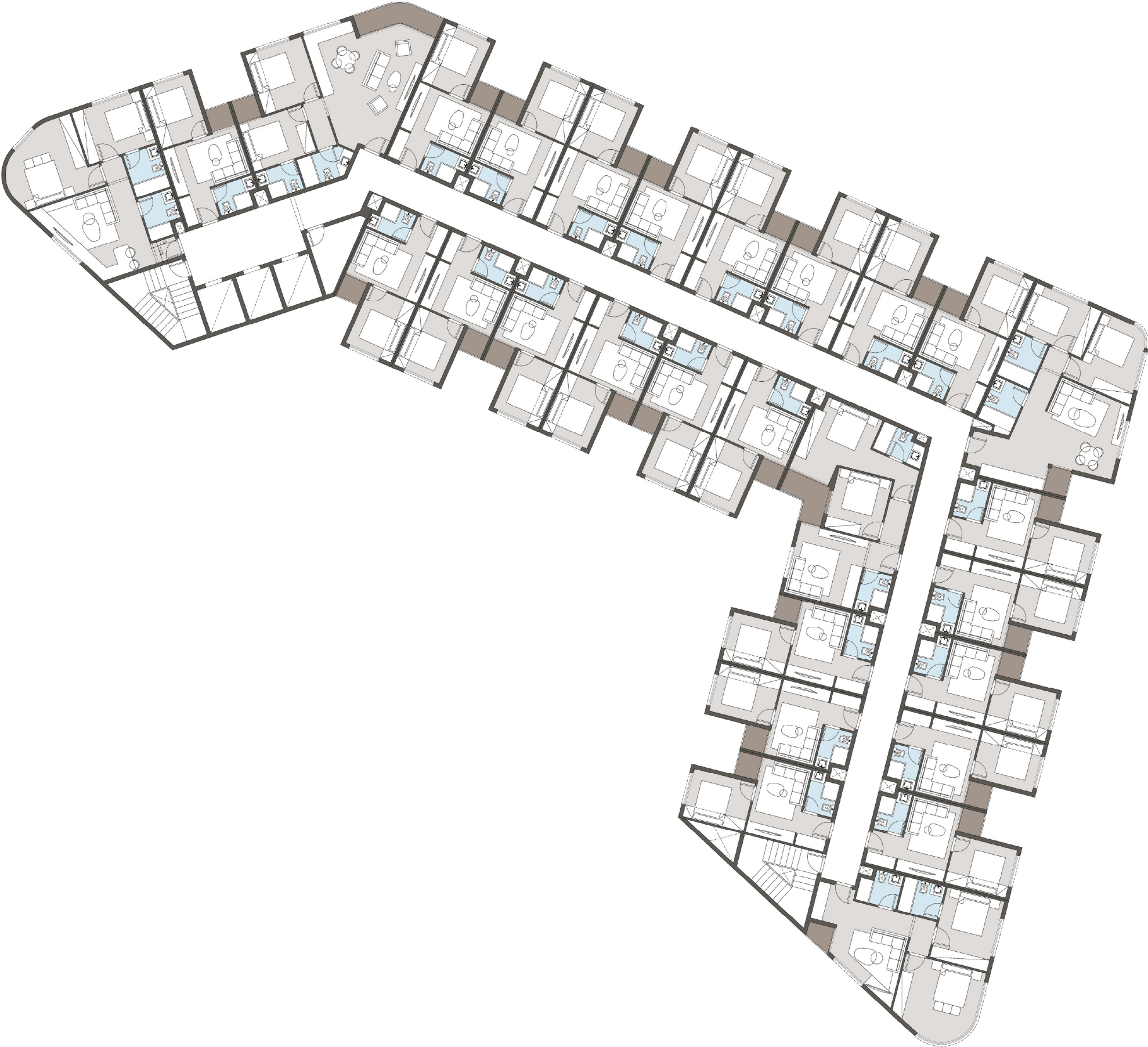
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The two-bedroom apartments offer additional privacy and room for different routines to exist comfortably within the same residence.

Expanded living areas and separate bedrooms create a flexible setting for residents who require more space without giving up the convenience of serviced living.



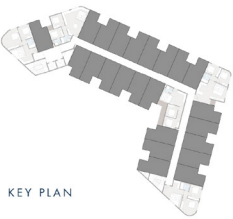
Typical floor plan

ONE BEDROOM APARTMENTS

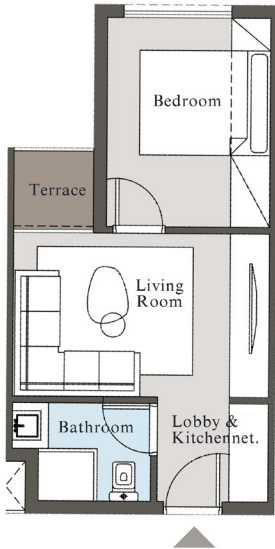
More separation, The same sense of ease.

SERVICE APARTMENT

- 1 BEDROOM
- AREA=38 SQM.



01. LOBBY & KITCHENETTE	1.7*1.6
02. LIVING ROOM	4.0*2.5
03. BATHROOM	2.1*1.5
04. BEDROOM	3.2*2.5
05. TERRACE	1.2*1.2



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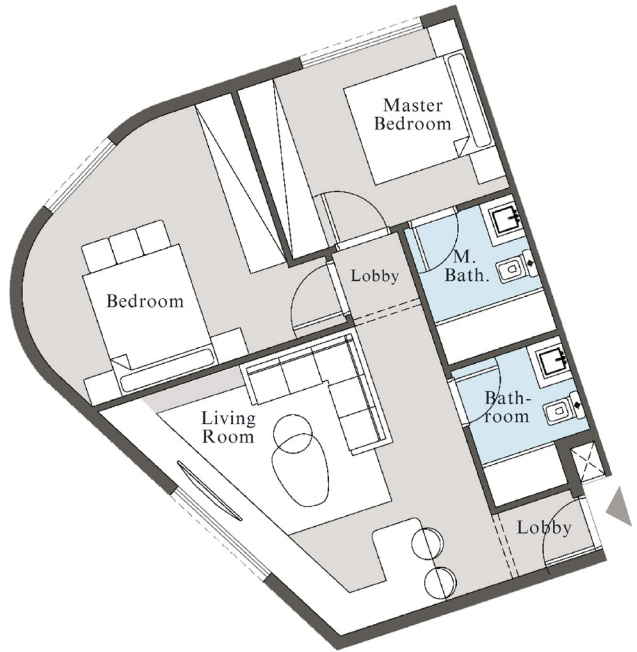
More space for life to take place.

SERVICE APARTMENT

- 2 BEDROOM
- AREA=80 SQM.



01. LOBBY	1.3*1.0
02. LIVING ROOM & KITCHENETTE	5.3*4.5
03. BATHROOM	2.2*1.8
04. MASTER BEDROOM	3.6*2.8
05. MASTER'S BEDROOM BATHROOM	2.2*1.8
06. BEDROOM	4.1*4.0
07. LOBBY	1.1*1.1



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TWO BEDROOM APARTMENTS

More space for life to take place.

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SERVICE APARTMENT

- 2 BEDROOM
- AREA=90 SQM.

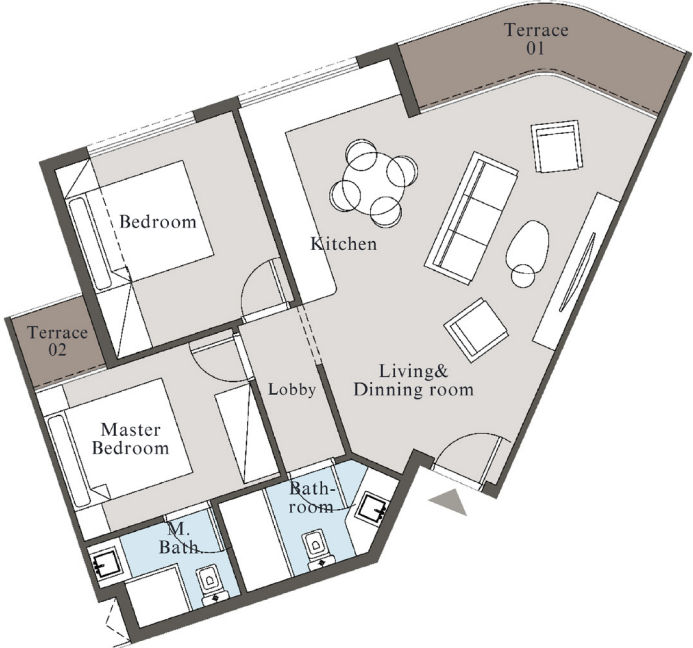


KEY PLAN

01. LIVING & DINNING ROOM	6.4*3.6
02. KITCHEN	3.3*2.5
03. BATHROOM	2.9*1.5
04. MASTER BEDROOM	3.3*2.5
05. MASTER'S BEDROOM BATHROOM	2.1*1.5
06. BEDROOM	3.2*3.0
07. LOBBY	2.5*1.0
08. TERRACE 01	4.5*1.1
09. TERRACE 02	1.2*1.2

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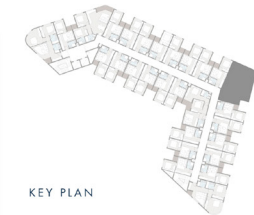


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SERVICE APARTMENT

- 2 BEDROOM
- AREA=90 SQM.

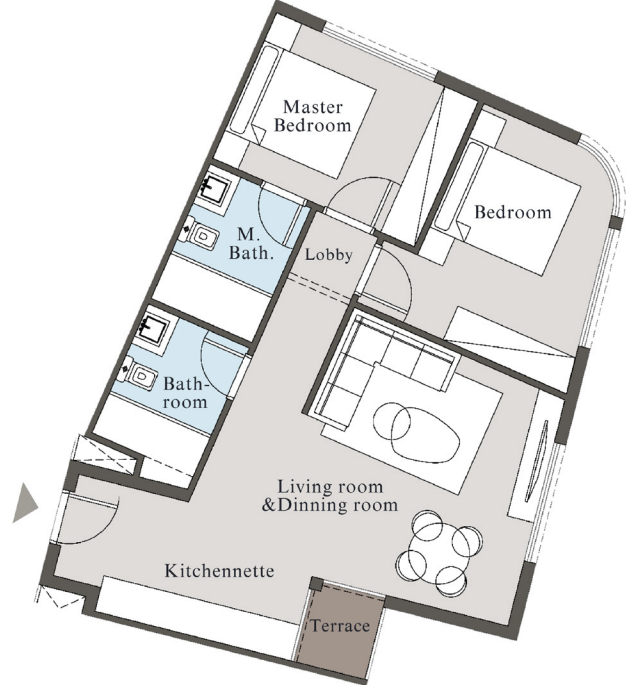


KEY PLAN

01. LIVING & DINNING ROOM	5.4*4.2
02. KITCHENNETTE	4.1*2.1
03. BATHROOM	2.3*1.8
04. MASTER BEDROOM	3.6*2.6
05. MASTER'S BEDROOM BATHROOM	2.4*1.8
06. BEDROOM	3.7*3.5
07. LOBBY	3.1*1.1
08. TERRACE	1.4*1.2

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The two-bedroom apartments offer additional privacy and room for different routines to exist comfortably within the same residence.

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TWO BEDROOM APARTMENTS

More space for life to take place.

TWO BEDROOM APARTMENTS

More space for life to take place.

SERVICE APARTMENT

• 2 BEDROOM

• AREA=80 SQM.

KEY PLAN

01. LIVING ROOM	4.8*3.7
02. KITCHENNETTE	1.9*1.9
03. BATHROOM	2.1*1.7
04. MASTER BEDROOM	3.7*3.0
05. MASTER'S BEDROOM BATHROOM	2.1*1.75
06. BEDROOM	4.2*3.8
07. LOBBY	1.8*1.1
08. TERRACE	1.3*1.0

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Living room

Kitchen-nette

Bath-room

M. Bath.

Master Bedroom

Bedroom

Lobby

Terrace

MADE & BUILT BY

J&B

NEW CAIRO

The two-bedroom apartments offer additional privacy and room for different routines to exist comfortably within the same residence.

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SERVICE APARTMENT

• 2 BEDROOM

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Master Bedroom

M. Bath.

Bedroom

Lobby 02

Lobby 01

Living room&kitch.

Bath room

Terrace

MADE & BUILT BY

J&B

NEW CAIRO

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A MARK THROUGH EVERY MOMENT

PAGE NO.0058

AT J A D E & B L U E OPERATED BY brassbeZz

PAGE NO.0059

EXTERIOR GALLERY

A CONSIDERED PRESENCE WITHIN JADE & BLUE

Daymark's architecture carries the privacy and familiarity of a residential building while supporting the organisation required for professionally operated serviced living.

Its presence within Jade & Blue allows it to feel distinct while remaining naturally connected to the wider destination.







INTERIOR GALLERY

A CONSIDERED PRESENCE WITHIN JADE & BLUE

Daymark's architecture carries the privacy and familiarity of a residential building while supporting the organisation required for professionally operated serviced living.

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A LIVING SPACE SHAPED AROUND EASE.







LIFESTYLE GALLERY

A CONSIDERED PRESENCE WITHIN JADE & BLUE

CLIENT INPUT NEEDED: Confirm the lifestyle imagery available for Daymark and whether the gallery should include a lobby, café or lounge, residents and guests, hospitality interactions, gym and spa, and lifestyle within Jade & Blue.

A LIVING SPACE SHAPED AROUND EASE.











DEVELOPED BY **ASPECT**

A MARK THROUGH
EVERY MOMENT

SERVICED APARTMENTS

DAYMARK

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