

The Iconic Plaza



THE ICONIC PLAZA

We're Creating Icons

DESIGNING A BETTER, MORE SUSTAINABLE WORLD SINCE 2002.



STYLEHOME
DEVELOPMENT

A Journey of Growth and Innovation

Founded in 2002, Style Home started as a real estate developer and has experienced consistent growth year after year. To date, the firm has successfully delivered over 500,000 square meters of both residential and commercial space. Style Home takes pride in being the only architectural firm in the Delta Region to utilize a variety of architectural designs for its projects. This positions Style Home as a promising and evolving company, with aspirations to become one of the leading real estate developers in Egypt. As such, this new project marks an exciting challenge for the firm, as it represents Style Home's first venture in New Cairo. Amidst strong competition, Style Home is determined to firmly establish its presence in this dynamic market.

EST

2002

OUR PROMISE

Commitment to Excellence

Style Home is dedicated to the principles of hard work and providing clients with the very best, which is evident in every project we undertake. These values are part of our heritage, while fine craftsmanship remains our legacy.

- Our First Promise: At The Icon, you will find a community of like-minded individuals who share your values and enjoy life together. This is a place where neighbors become close friends and children create lasting memories in a peaceful community and healthy environment.
- Client Comfort and Satisfaction: Our primary focus is on ensuring the comfort and satisfaction of our clients. We pay attention to every detail, beginning with the design process and continuing through to the project's final stages. Style Home embraces creativity and incorporates the latest techniques in all our endeavors.
- A Meaningful Experience: Style Home assures its clients that The Icon will represent more than just a name; it will embody the essence of the entire project—from design and construction to finishing touches and landscaping.

PROJECT LOCATION

- The project is located in the heart of New Cairo
- It is two minutes away from Al-Teseen Street, and three minutes away from The Middle Ring Road.
- The project is also very close to the AUC and the Universities District.
- It is also located near the following developments: Katameya Dunes, Mivida & HydePark.
- Similarly, it is minutes away from the Suez Road and the new Administrative Capital.



YOUR LIFESTYLE COMMUNITY



The Commercial Building will accommodate a diverse range of tenants, providing various services for residents, including a hypermarket, a pharmacy, restaurants, coffee shops, and more.

YOUR LIFESTYLE COMMUNITY



The Commercial Building is designed to host a variety of tenants, offering a wide array of services for residents. This includes a hypermarket, a pharmacy, restaurants, coffee shops, and much more.

Shopping Plaza

Shop, Dine, Heal, and Connect. The vibrant shopping plaza offers a unique blend of experiences that cater to all your needs. Whether you're in the mood for a retail therapy session, craving a delicious meal, seeking holistic health services, or looking to meet up with friends, this place has it all.



Hyper Market

Your Everyday Essentials Within Reach. At Hyper Market, we pride ourselves on offering a wide array of products that cater to all your daily needs. From fresh produce and household supplies to the latest in electronics and fashion, our aisles are stocked with quality items at competitive prices.



Pharmacy

Offers a variety of services, including a convenient pharmacy to meet all your health and wellness needs.



Cafe & Restaurant

Energize Your Lifestyle: Where Fashion and Coffee
Collide



Retail Shops

Where Life Thrives: Connect, Shop, and Flourish the bustling heart of our communities, retail shops serve as vibrant hubs where life unfolds and stories intertwine. These spaces are more than just places to purchase goods; they are where connections are forged, dreams are nurtured, and local economies thrive.



Clinics

The mall features clinics that cover all specialties to cater to all your health and wellness needs.



Office Space

The Pinnacle of Convenience: Live and Work at The Icon



Live Shots

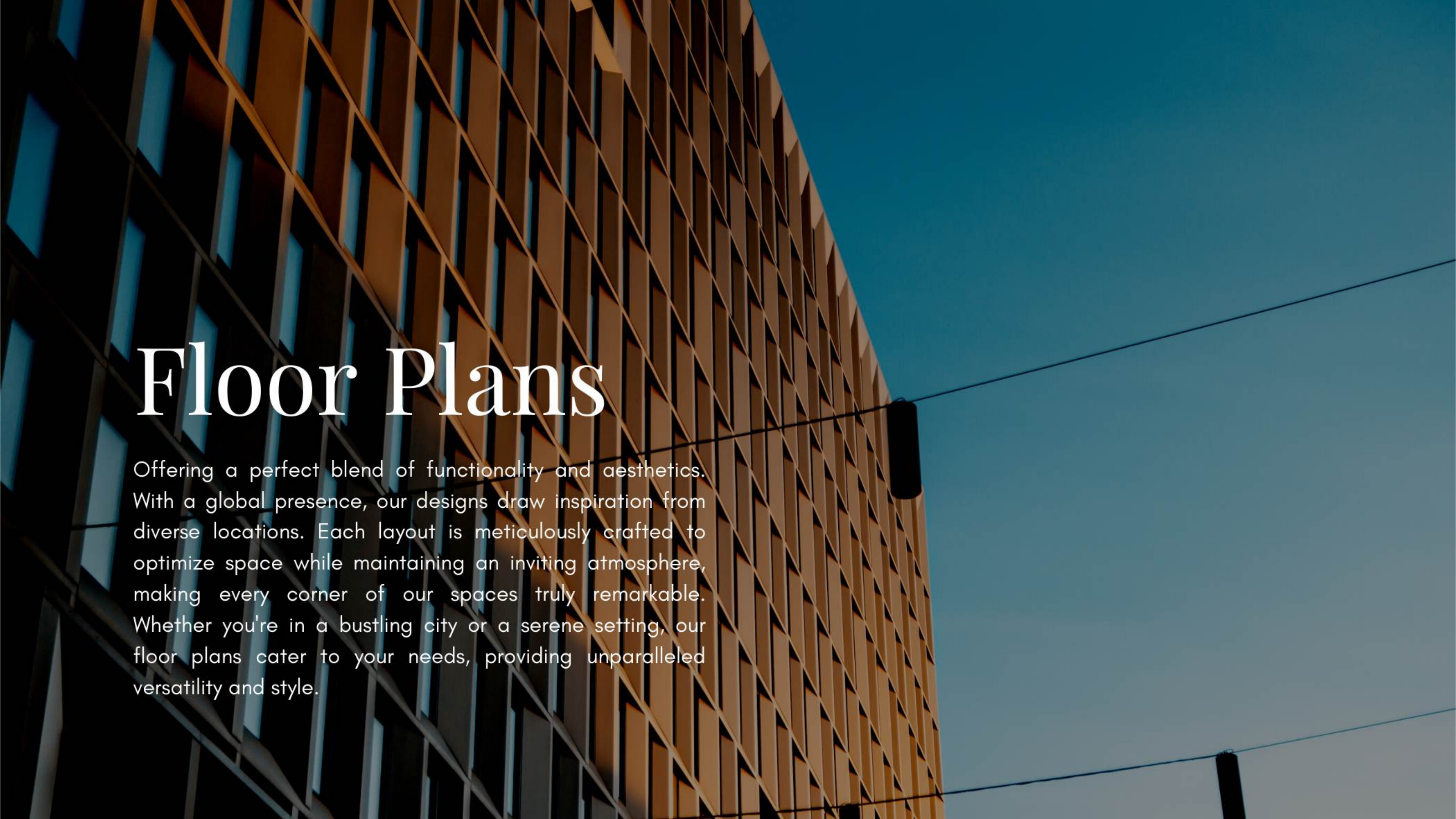
Our projects are examples of attitudes rather than designs.
Places that honor humanity and the World we live in .



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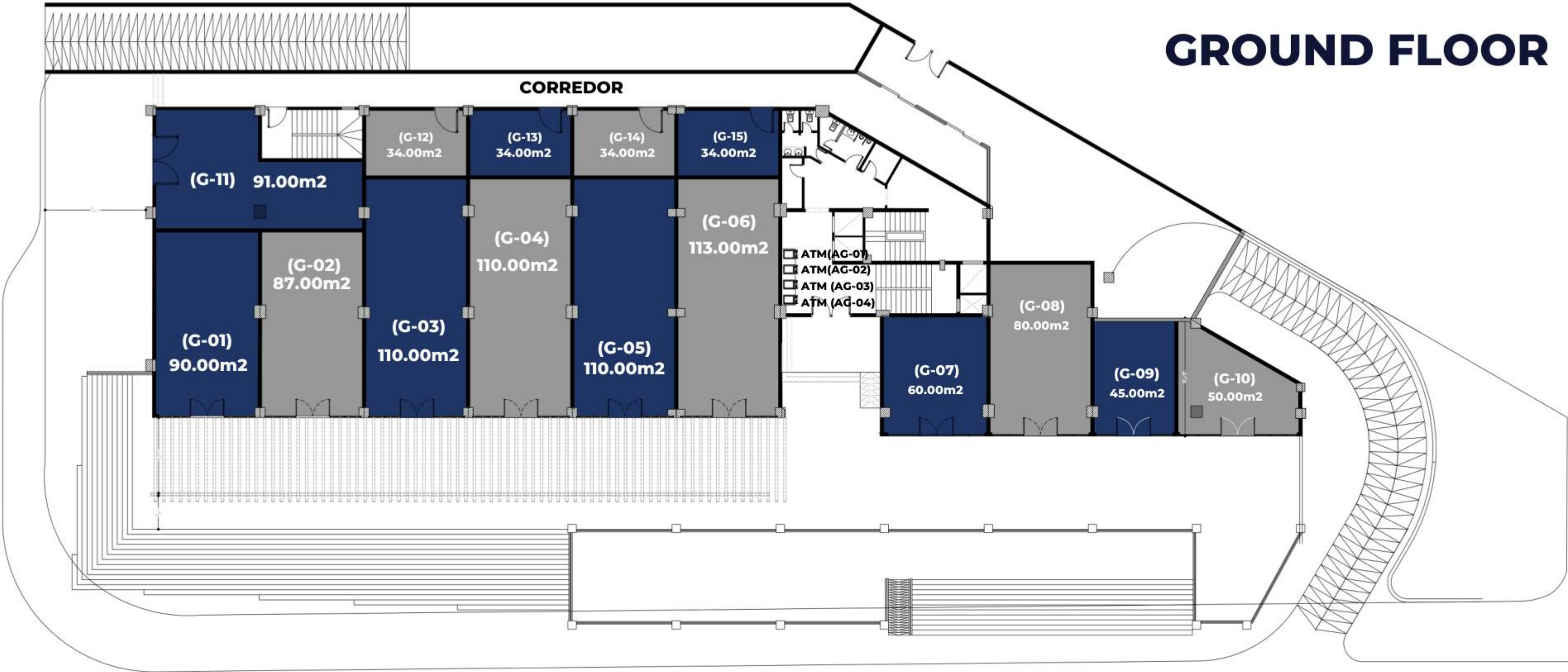




Floor Plans

Offering a perfect blend of functionality and aesthetics. With a global presence, our designs draw inspiration from diverse locations. Each layout is meticulously crafted to optimize space while maintaining an inviting atmosphere, making every corner of our spaces truly remarkable. Whether you're in a bustling city or a serene setting, our floor plans cater to your needs, providing unparalleled versatility and style.

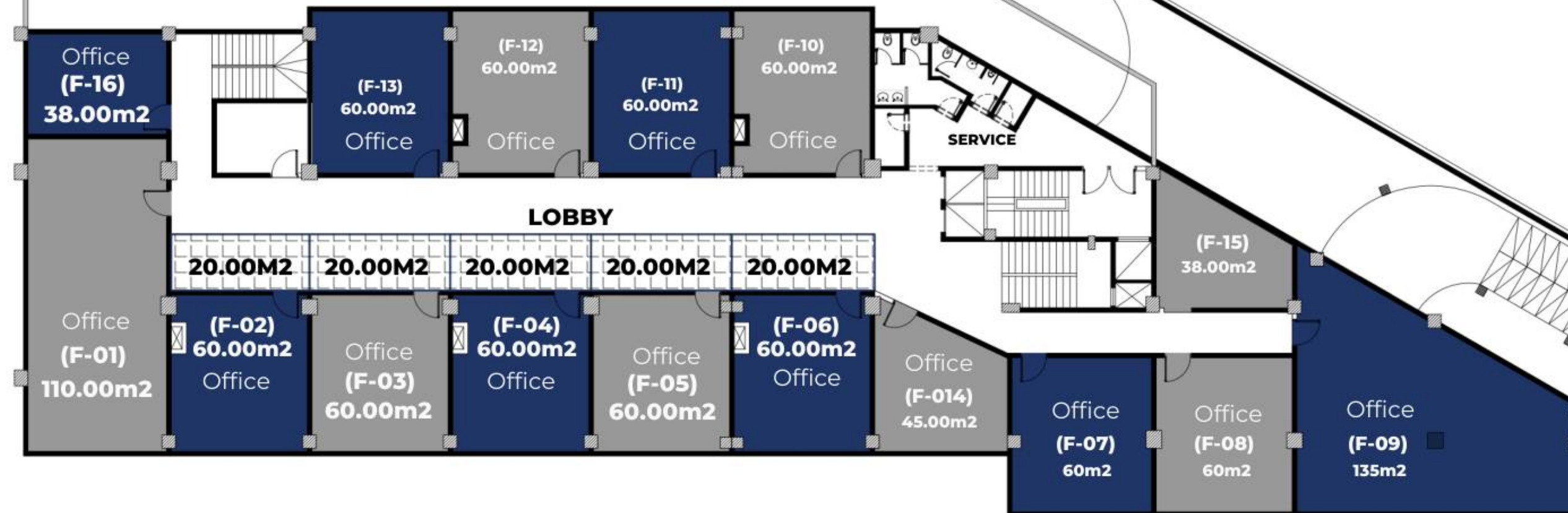
GROUND FLOOR



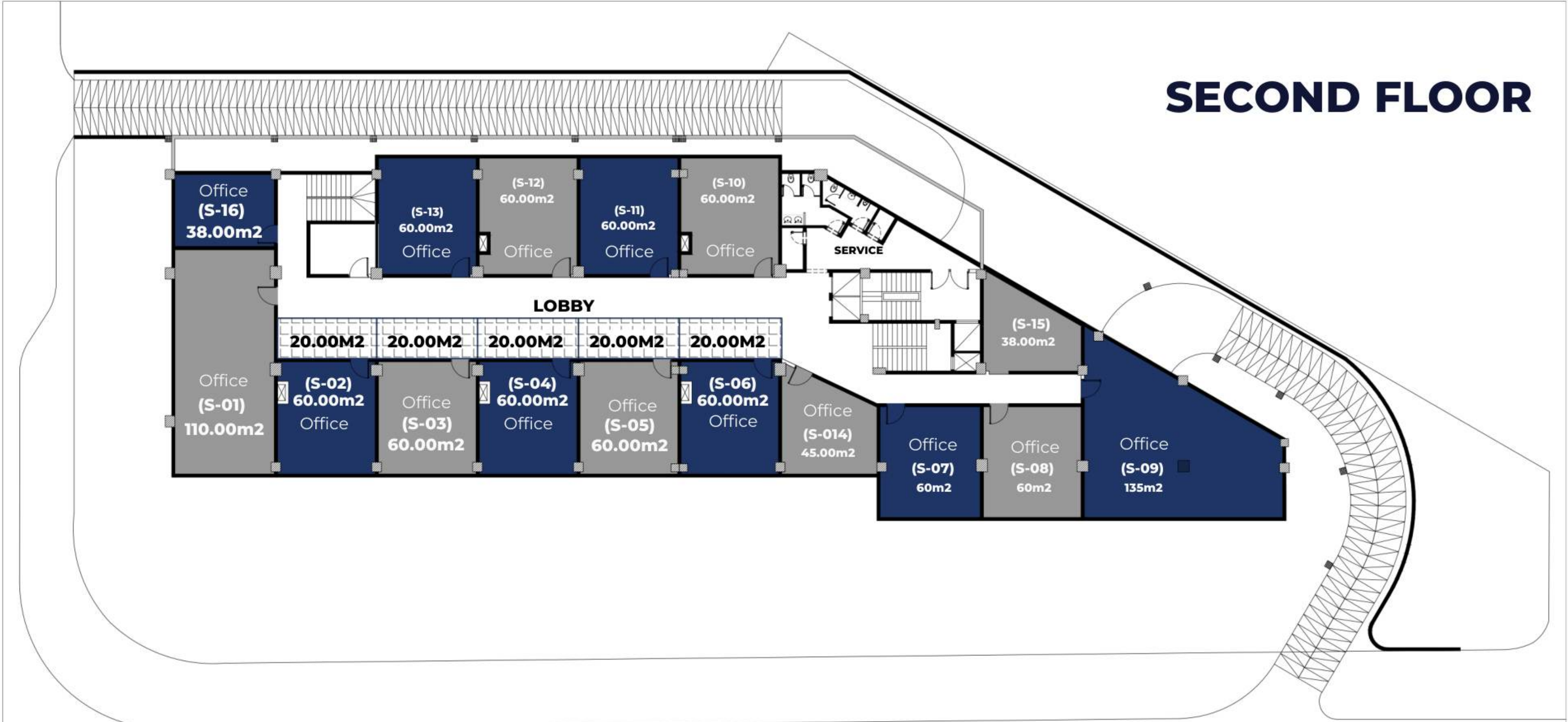
UPPER GROUND FLOOR



FIRST FLOOR



SECOND FLOOR





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