

SOBHA

STOREYS

Crafted by SOBHA

AN EXPERIENTIAL LIFESTYLE MAGAZINE

Second Edition Launch: July 1, 2025



SOBHA & Storeys

- SOBHA Limited stands among the world's most respected real estate developers, recognised for uncompromising quality, craftsmanship, and innovation.
- The only developer with a backward integration model, ensuring complete control from concept to completion – a rare discipline studied as a Harvard Business School case.
- In this spirit of detail and mastery, SOBHA created Storeys – an annual lifestyle platform in print and digital.
- Every aspect of Storeys – from concept and ideation to editorial and design – is created entirely in-house, reflecting SOBHA's integrated way of working.
- The second edition coincides with SOBHA's 30-year milestone, giving this issue added creative depth.



A commemorative emblem, created to mark 30 years in 30 words of vision and values.

Challenges & Objectives

- Create the second annual edition of Storeys, reinforcing its continuity and maturity as a brand platform.
- Maintain its identity as a globally relevant, lifestyle-first magazine of international calibre.
- Coinciding with SOBHA's 30-year milestone, use the 30-word lexicon as subtle inspiration for editorial and design direction.
- Showcase SOBHA's world – real estate at the core, with verticals from its backward integration model – always through lifestyle storytelling, never promotion.
- Reinforce SOBHA's reputation for craftsmanship and innovation in a category where such platforms are rare.



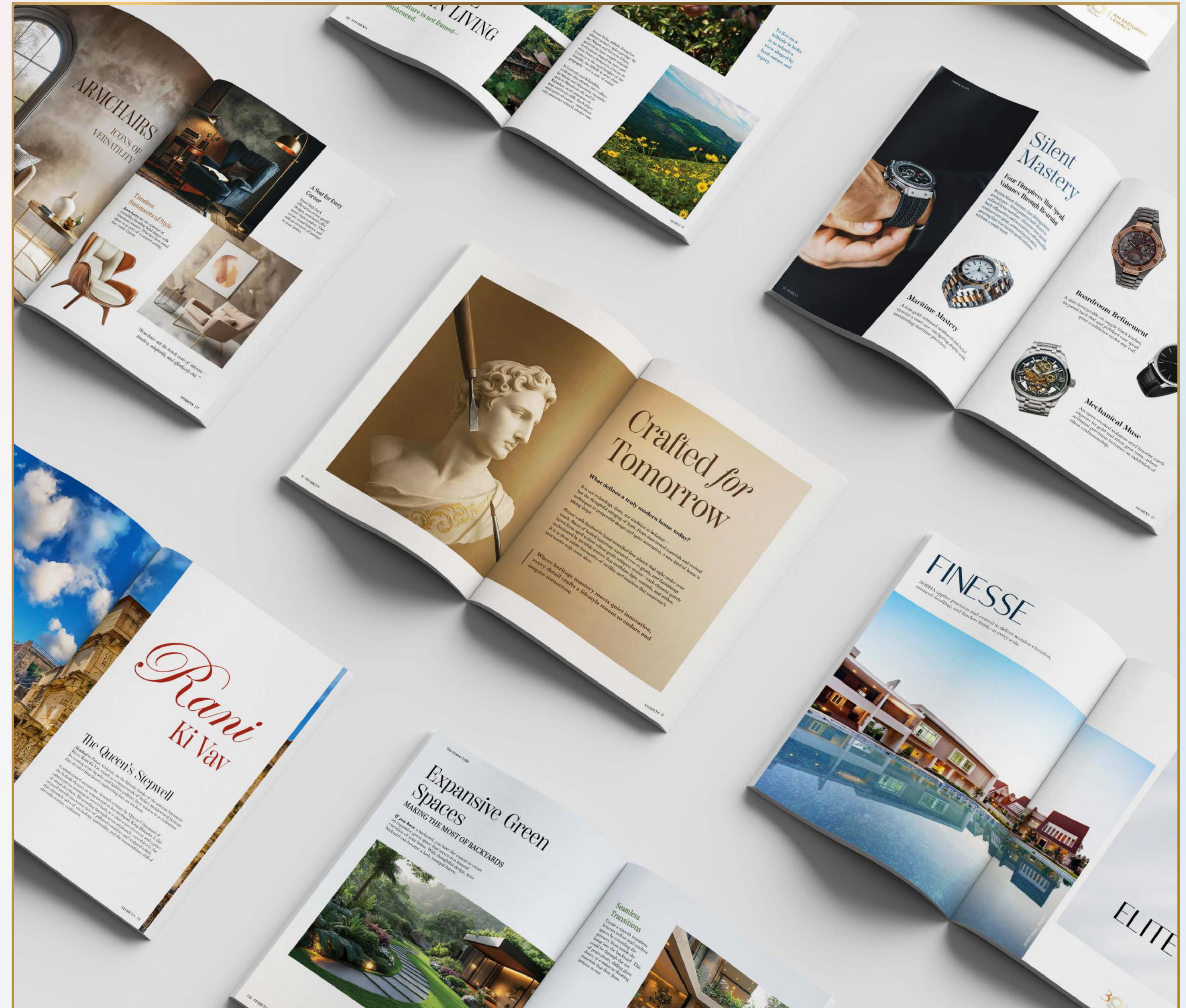
STOREYS - Crafted by SOBHA

- SOBHA's annual lifestyle brand platform, crafted to the calibre of global lifestyle titles and delivered in print and a highly interactive digital edition.
- Anchored on two editorial pillars – Crafted for Tomorrow and Quiet Luxury – both inspired by SOBHA's 30-year lexicon.
- The lexicon shaped the design language and themes, embedding SOBHA's values of luxury, refinement, and craftsmanship.
- The digital edition extends the platform organically, with video, shopping, and enquiry features that connect content with commerce.
- Subtle brand integration presents SOBHA's world – real estate and its integrated model – seamlessly within the lifestyle narrative.



Luxury in Print

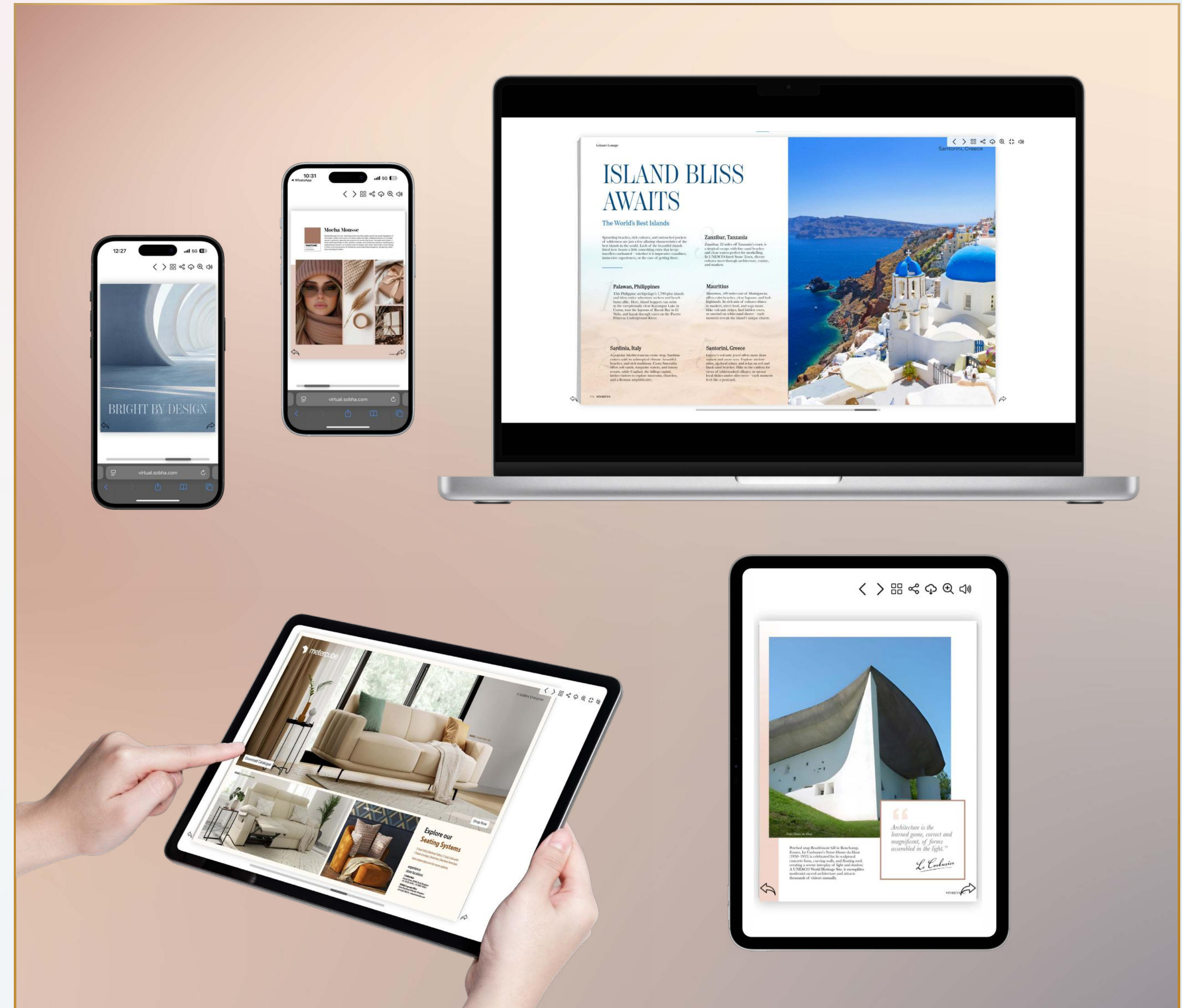
- The cover and manifesto set the tone – heritage and modernity fused, with the 30-year milestone inspiring themes like “What lasts is not always what is new.”
- A design language informed by SOBHA’s values, where every spread reflects luxury, refinement, and craftsmanship.
- Living with Nature introduced global archetypes of living, seamlessly followed by SOBHA projects as exemplars.
- The Home Edit extended lifestyle features into commerce – naturally linking to Metercube and Restoplus (Sobha’s businesses)
- Overall, the print edition carried the gravitas of a global lifestyle title, with SOBHA’s presence woven subtly across its pages.



[Click here to download the print edition](#)

Immersive Digital Experience

- Designed as a highly interactive platform, the digital edition goes far beyond a static online replica.
- Video covers, embedded films, and adaptive layouts created an immersive experience, ensuring seamless browsing across mobile, tablet, and desktop.
- Lifestyle content extended into commerce — with direct 'shop now' pathways for furniture and mattresses through Metercube and Restoplus.
- Interactive enquiry forms and brochure downloads enabled potential buyers to engage with SOBHA residences directly from the magazine.
- Distributed with entirely organic reach, the edition amplified SOBHA's brand through authentic engagement rather than paid promotion.



Click to read the digital edition

STOREYS

The Interactive Edition

Experience how readers can shop, explore projects, make enquiries, and engage with SOBHA's world through a fully immersive digital platform.

Immersive. Interactive. Digital.

SOBHA

STOREYS

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ANNUAL EDITION 2025-26

SECOND EDITION 2025

Results - *Storeys is growing in reach, depth and prestige*

Global Reach and Engagement

13,500+
Global views

Across two editions.
Edition 2 already crossed 1,500+ in 2 months

800
Print placements

~5x YoY (171→500).
Clubhouses, Luxury Lounges, Experience Centres

50+
Countries

Organic reach in key markets
(India, USA, Australia, UAE)

7,000+
Video views

Strong engagement with embedded
content

1:52
Avg. session

Up from 1:17 (Ed.1). Peaks >5 min. readers
engaging with interactive content

300+
Downloads

Catalogues of furniture and mattress
brochures. From content to enquiry

Kept. Displayed. Desired.

- Building Enduring Brand Equity through Design and Storytelling
- In its second edition, Storeys affirms itself as a mature, annual lifestyle platform.
- Blending luxury editorial content with interactive digital features, it redefines engagement for a real estate brand.
- With sophisticated design, subtle brand integration, and international-standard content, it strengthens SOBHA's presence in the global lifestyle space.
- Distributed across 800+ luxury touchpoints and extended organically online, Storeys continues to expand its reach and influence.

