



THE  
RUFESCENT  
PREFERRED

*"A club is an assembly of good  
fellows, meeting under certain  
conditions."*

DR. SAMUEL JOHNSON

1709 - 1784



# The Rufescent Preferred

Loyalty, Redefined.

The Rufescent is not simply a hotel. It's an idea brought to life - a discreet sanctuary for those who move between worlds with purpose.

Set in **Jumeirah Lake Towers**, it offers a rare vantage: close enough to see the city, far enough to feel untouched by it.





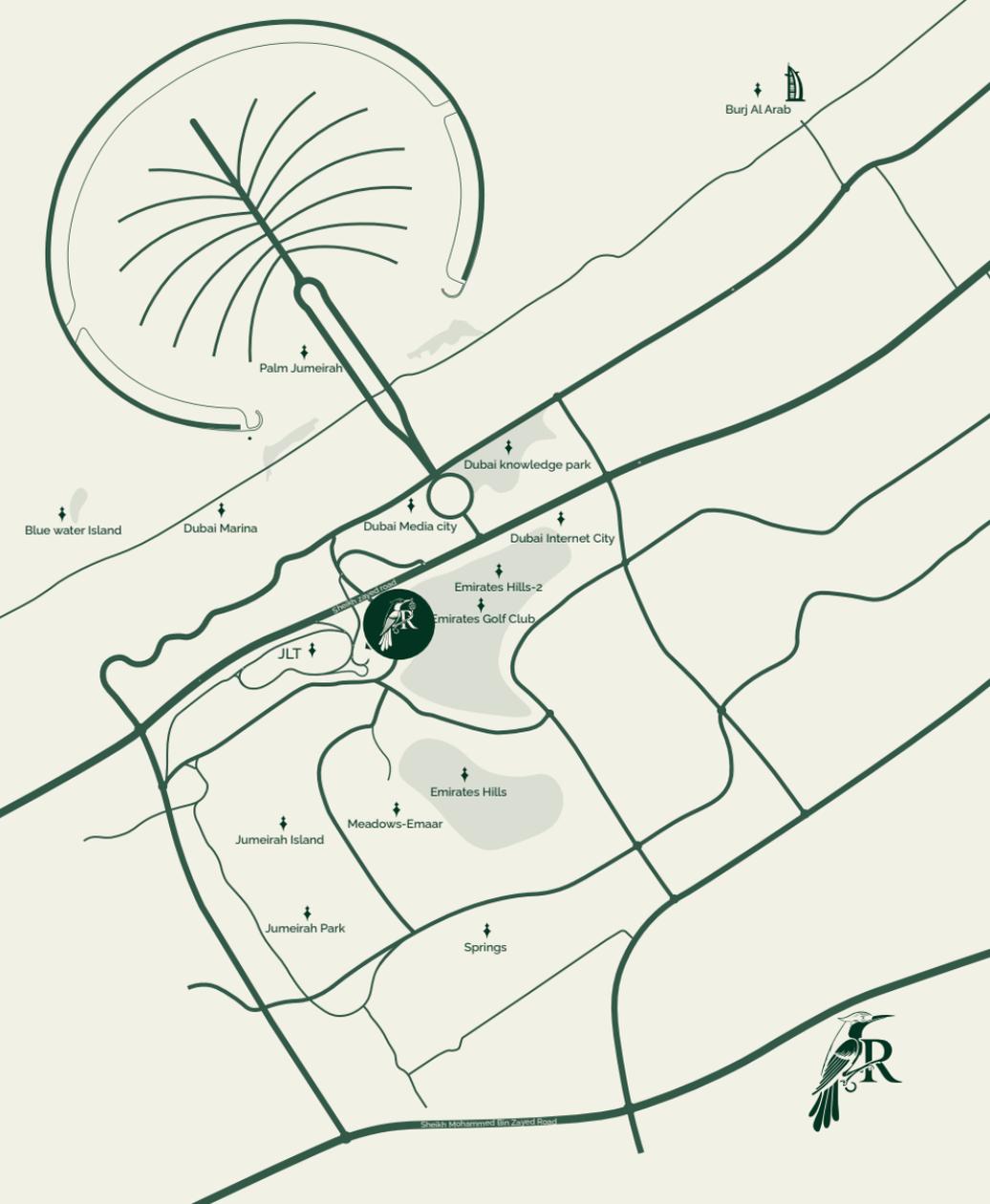
THE RUFESCENT

Born in the UAE and inspired by the true definition of a club, it was designed for those who value

- ⌘ **Atmosphere over noise**
- ⌘ **Conversation over spectacle**
- ⌘ **Privacy without isolation**



WELCOME  
TO THE  
WORLD OF  
THE EXTRA  
ORDINARY



Burj Al Arab

Palm Jumeirah

Blue water Island

Dubai Marina

Dubai knowledge park

Dubai Media city

Dubai Internet City

Emirates Hills-2

Emirates Golf Club

JLT



Emirates Hills

Meadows-Emaar

Jumeirah Island

Jumeirah Park

Springs

Sheikh Mohammed Bin Zayed Road





# Sensory Experience

You'll feel it in the maroon sunset on the rooftop.  
In the cocktail poured before you ask.

In the way silence is respected - and your presence  
remembered.





# Loyalty Program Introduction

A loyalty experience crafted not just to reward, but to recognize.

Reserved for:

- ⌘ Guests
- ⌘ Travel partners
- ⌘ Executive assistants
- ⌘ And those who return with intention





# Member Benefits

## Quiet Rewards

- ⌘ Free stays, curated meals, exclusive wellness experiences
- ⌘ Automatic upgrades, extended check-in/out

## Member-Only Access

- ⌘ Special rates, cultural evenings, tastings, and talks





## **Wellness & Retreat**

- ⌘ Preferred access to Nirvana Retreat & spa rituals

## **Dining Privileges**

- ⌘ Priority seating, bespoke menus, access to 7 culinary concepts





NIRVANA RETREAT

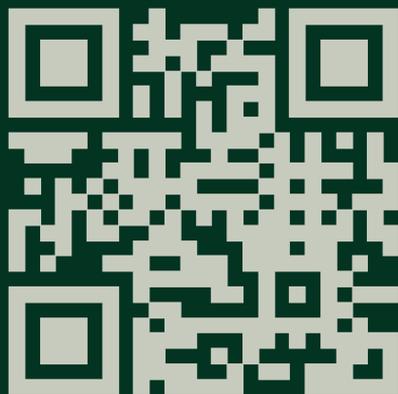




**It's Not a Card. It's a Culture.**

**We don't ask you to flash a card.**

**Preferred means we already know.**





Jumeirah Lake Towers, Dubai, UAE  
[www.rufescent.com](http://www.rufescent.com)