Hazza Zaal: Redefining Luxury Through Nature and Wellness

At Al Barari and through his own venture, Elemental Developments, Hazza Zaal is advancing a different vision of Dubai real estate — one where luxury is measured not only by architecture and address, but by how a place makes people feel.

Hazza Zaal · CEO, Al Barari Real Estate Group · Founder and CEO, Elemental Developments
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Dubai has never lacked ambition in real estate.

Its skyline is defined by scale, spectacle and speed.

Hazza Zaal is building around something quieter.

Nature. Wellness. Calm. Human experience.

As CEO of Al Barari Real Estate Group and founder of Elemental Developments, Zaal is helping shape a model of luxury that feels increasingly relevant to the way people want to live now.

His work suggests a simple proposition: the next generation of luxury may be less about excess — and more about quality of life.

Taking a Legacy Forward

Al Barari was founded in 2005 by Zaal Mohamed Zaal with a vision that was unusual for Dubai at the time: create a luxury community where nature was not decorative, but fundamental.

Today, more than half of Al Barari's 15.3 million-square-foot development is preserved as green space, with landscaped gardens, waterways and low-density residential environments at the centre of the community.

Hazza grew up around that vision.

Now, as CEO, he is responsible for taking it forward.

His challenge is not simply to protect Al Barari's identity.

It is to evolve it for a new generation of residents who increasingly expect their homes to support wellness, privacy, community and a more considered relationship with nature.

From Real Estate to Lifestyle

Under Zaal's leadership, Al Barari has continued to move beyond the traditional definition of a residential development.

The community includes hospitality, wellness, dining and leisure experiences such as The Farm, The Bay Health Club, Heart & Soul Spa and Al Barari Playground.

That broader ecosystem is important.

Increasingly, affluent buyers are not simply purchasing square footage.

They are buying into a way of living.

And that means the value of a development is shaped as much by what surrounds the home as by the home itself.

Al Barari's current evolution reflects that philosophy.

New residential concepts, including The Cape, continue the community's focus on low-density living, wellness, greenery and design.

For Zaal, the objective appears to be consistency rather than reinvention for its own sake.

Build more — but do not lose the reason people wanted to live there in the first place.

Creating Elemental

Zaal's entrepreneurial identity extends beyond the family business.

Through Elemental Developments, he is creating a platform built around wellness-led, design-conscious communities of his own.

Elemental's philosophy is deliberately different from the conventional development model.

It talks less about scale and more about intent. Less about density and more about experience. Less about how a building looks — and more about how living inside it feels.

The company is developing projects in Dubai, including wellness-focused residential concepts in Jumeirah Garden City, while also exploring hospitality and lifestyle experiences.

Its positioning is clear: “Built with purpose. Designed with soul.”

For Zaal, Elemental creates an opportunity to take the philosophy he inherited at Al Barari and reinterpret it through a more personal entrepreneurial lens.

Calm as a New Definition of Luxury

Zaal’s view of luxury is particularly interesting because it runs against much of traditional property marketing.

Luxury has historically been defined through size, rarity, price, materials and prestige.

Elemental introduces another idea: calm itself can be luxury.

In a city characterised by movement and ambition, creating spaces that allow people to slow down can become a differentiator.

Natural light. Greenery. Privacy. Outdoor spaces. Human-scale design. Wellness integrated into everyday living.

These ideas are becoming increasingly important globally, but they are especially relevant in markets such as Dubai, where residents are looking for long-term homes rather than purely investment-led property.

The shift gives Zaal an interesting position.

He is not competing to build the loudest project.

He is trying to build the one people feel differently inside.

A New Generation of Dubai Developers

Zaal also represents a wider shift in UAE real estate leadership.

The first generation helped build Dubai into a global property market.

The next generation is being asked a different question: what should Dubai become after it has already become global?

For Zaal, part of the answer lies in sustainability, wellness and more thoughtful development.

That does not mean abandoning luxury. It means redefining it.

Luxury that feels healthier. Luxury that connects people to landscape. Luxury that values space and experience over spectacle alone.

In 2026, Gulf Business included Hazza Zaal among its Top 50 Leaders and CEOs, reflecting his growing profile within the region’s business community.

But his most important measure of success will not be recognition.

It will be whether his philosophy can scale without losing its soul.

The Cover Story View

Hazza Zaal represents a distinctive type of next-generation leader.

He has inherited a powerful idea rather than simply a powerful business.

Al Barari proved that nature and luxury could coexist in Dubai.

Now, through Al Barari and Elemental, Zaal is trying to take that idea further — toward a broader vision of real estate built around wellness, emotion, design and purpose.

His opportunity is significant.

As Dubai continues to attract global wealth and long-term residents, developers will increasingly compete not only on what they build, but on the quality of life they create.

That is where Zaal's philosophy becomes particularly relevant.

In a city famous for building bigger, Hazza Zaal is making the case for building better.

> **"Calm itself can be luxury."**