

# Dubai Gold District: The New Global Gold Hub

Dubai Gold District, launched in January 2026, marks a transformative milestone in the emirate's storied gold trade legacy. Located in Deira near the historic Gold Souk, this purpose-built destination consolidates over 1,000 retailers into a unified ecosystem spanning gold jewelry, bullion trading, wholesale, perfumery, cosmetics, and lifestyle products. Developed by Ithra Dubai, it is designed to cement Dubai's position as the world's most trusted epicenter for precious metals commerce and a flagship pillar of the emirate's long-term economic vision.

## Key Features and Retailers

At the heart of the district are flagship stores from leading regional and global brands such as Jawhara Jewellery, Malabar Gold & Diamonds, Al Romaizan, Tanishq, and Joyalukkas—the latter planning its largest Middle East outlet at 24,000 sq ft with an expansive, experience-led format. The development is complemented by over 1,000 hotel rooms, seamless tourist access including Big Bus hop-on-hop-off routes, and modern infrastructure that caters to professional buyers and retail shoppers alike. A signature highlight is the world's first "Gold Street," an iconic promenade incorporating gold-inspired elements and immersive design, set for phased reveals to become a must-see tourist attraction.

## Economic Impact and Vision

Aligned with Dubai's D33 Economic Agenda, the district enhances transparency, scale, and efficiency across the gold and jewelry value chain. In 2024-25, UAE gold exports reached \$53.41 billion, underscoring Dubai's role as the second-largest physical gold hub globally. CEO Ahmed Al Khaja of Dubai Festivals and Retail Establishment described it as a "defining moment" for commerce, culture, and tourism. By clustering retailers, wholesalers, logistics, and lifestyle offerings, it blends heritage with innovation in the \$200+ billion global jewelry market.

*Stay tuned for our upcoming UAE special issue, which will bring nuanced insights and on-the-ground perspectives from refiners, bullion dealers, jewellery manufacturers, and global jewellers, offering a 360-degree view of how Dubai Gold District is reshaping the future of the gold trade.*

