

Christian Louboutin in KSA

French luxury footwear company Christian Louboutin is partnering with the Chalhoub Group, the Middle East-based distributor and luxury retailer, for its regional expansion.

The two groups recently signed a joint-venture agreement that covers the brand's retail development in the Middle East region, which takes effect from early 2010 with the opening of a Louboutin boutique (entirely managed by Farouk Trading and Contracting Company) in Al Khayyat Mall in Jeddah, Saudi Arabia.

"The Middle East is a strategic region for us because many of our important existing customers are from here. It took us a long time to find the right partner who shares our values and we are glad to embark on this new adventure with the Chalhoub Group, which has a



Christian Louboutin_Al Khayyat Mall Jeddah

great deal of retail expertise in this market," says Alexis Mouro, general manager of the Christian Louboutin Group.

"We are constantly scouting the world for the most coveted international luxury brands, keeping in mind our customers' ever-changing expectations. Our partnership with Christian Louboutin ideally fulfils our objectives, with its designs that represent 'à la Française' irreverence and glamour fitting the aspirations of our female customers for

high-end signature footwear," says Patrick Chalhoub, co-CEO of the Chalhoub Group.

Christian Louboutin company was established in 1992 in Paris with the opening of its first shop at 19 rue Jean-Jacques Rousseau in Paris. Today, the brand is sold in 46 countries and has 20 exclusive stores worldwide selling shoes and handbags. The company has subsidiaries in US, Asia, Japan, Europe and, now, in the Middle-East.

The Chalhoub Group is a retail, distribution and marketing company for well-known brands in the beauty, fashion and gift sectors. Based in Dubai with development platforms and external consulting services in Kuwait, Saudi Arabia, Egypt, Qatar, Bahrain, Lebanon and Syria, it has a portfolio of more than 280 brands and over 350 retail outlets in 14 countries.

Palm Strip Mall footfall up during DSF

The Palm Strip Shopping Mall in Jumeirah experienced a surge in shopper numbers during the first 10 days of Dubai Shopping Festival (DSF) 2010.

Part of Dubai Investment Properties (DIP), the strip attributes this rise in footfall to its successful Shopper's Day promotion as well as the attractive deals and discounts offered by retailers such as Angels, Donatella, Zara Home, Meeting Garments, OptiVision to name a few.

"DSF is one of the most popular and successful events in Dubai and Palm Strip Shopping Mall is always happy to be part of this winning Dubai government initiative, remaining committed to its success," says Mohamed Ahmed, general manager at DIP.



A view of Palm Strip Mall decked up for DSF

Since its launch in 1997, Palm Strip Shopping Mall has been the hot spot shopping destination of the Jumeirah area with its trendy Californian architectural style, carved terraces, beautiful green landscapes, branded shops, selected food outlets and open air cafes. It is a perfect blend of the style and sophistication of Beverly Hills and the traditions of the Arabian peninsula. Its location and blend of style and elegance give the mall

a relaxed ambience, and its ease of access and the availability of ample parking spaces make it the ideal place to shop, dine and unwind.

Palm Strip Shopping Mall is home to high-profile flagship stores of well-established brands such as Zara Home, Makeup Etc, Elite Fashion, Meeting Garments, Frost, Angels, Japengo, Kubra Al Qaseer, Rasasi Perfumes and Duwais Jewellery, to name a few.

Retail EVENTS

>> Malaysia Services Exhibition

13 - 15 April 2010
Dubai Int'l Exhibition Centre
www.malaysianservices.com

RECon 2010 MENA

2 - 3 May 2010
Jumeirah Beach Hotel,
Dubai, UAE
www.mecsc.org

>> RetailME Awards

May 2010
Jumeirah Emirates Towers
www.retailmeawards.com

Arabian Travel Market

4 - 7 May 2010
Dubai Int'l Exhibition Centre
www.arabiantravelmarket.com

Domotex Middle East and R&T

10 - 12 May 2010
Dubai Int'l Exhibition Centre
www.domotex-middle-east.com

>> China Homelife Show

11 - 13 May 2010
Airport Expo Dubai
www.homelife.ae

>> MECOM 2010

17 - 19 May 2010, ADNEC
www.mecomexpo.com

International

Castilla Y Leon Fashion Week

9 - 11 March 2010
Burgos
www.pasarelacyl.com

Modocalzado + Iberpiel

11 - 13 March 2010
Feria de Madrid, Spain
www.ifema.ae

World Retail Congress

21 - 23 April 2010
Berlin, Germany
www.worldretailcongress.com