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Chalhoub Impact
VISION
Be the leading partner for luxury across the Middle East.

MISSION
Our passionate teams build brands in the Middle East. By blending our Middle East expertise and intimate knowledge of luxury, we offer service excellence to all our partners and a unique experience to all our customers.
An untapped market for international high-end brands.

A couple passionate about France’s culture and its savoir-faire decided to open the first Christofle boutique in Damascus. This is how Michel Chalhoub and his wife Widad transformed their passion into a business that showcased their confidence in the Middle East’s development, giving birth to what is now known as the Chalhoub Group.

Michel Chalhoub
Founder of the Chalhoub Group

“I am proud to have created, together with my wife Widad, the Chalhoub Group – a family business which over the past 6 decades has nurtured a strong relationship between the Middle East and the West. Experience in the region and inherent market knowledge paralleled by a unique corporate culture that harbours values of trust and respect, has led the Group to become a reference for luxury in the Middle East.”
Our HISTORY

1955
DAMASCUS
Michel and Widad Chalhoub open the first Christofle boutique in Damascus, Syria.

1965
BEIRUT
Move of the Chalhoub family and activities to Beirut.

1967
KUWAIT
First local partnership with Ali Habchi in Kuwait.

1975
KUWAIT
Chalhoub activities moved to Kuwait.
ANTHONY CHALHOUB joins the Chalhoub Group.

1979
DAMASCUS
Michel and Widad Chalhoub open the first Christofle boutique in Damascus, Syria.

1980
DUBAI
Invasion of Kuwait, triggered the move of the Chalhoub Group's activities to Dubai, UAE.

1983
KUWAIT
First local partnership with Ali Habchi in Kuwait.

1989
KUWAIT
Chalhoub activities moved to Kuwait.

1990
BEIRUT
Move of the Chalhoub family and activities to Beirut.

1999
PUIG
Joint Venture with Puig, a third-generation family-owned fashion and fragrance business based in Barcelona.

2004
OPENING OF OVER 90 SHOPS
Opening of over 90 shops making the Chalhoub Group one of the key retailers in the Middle East region.

2006
PUIG
Joint Ventures with French luxury goods companies Christian Dior Couture and Parfums CHRISTIAN DIOR.

2007
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2008
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2009
KUWAIT
Chalhoub activities moved to Kuwait.

2010
DAMASCUS
Michel and Widad Chalhoub open the first Christofle boutique in Damascus, Syria.

2011
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2012
CHALHOUB IMPACT
Creation of Chalhoub Impact, the sustainable engagement strategy of the Chalhoub Group.

2013
KUWAIT
First local partnership with Ali Habchi in Kuwait.

2014
TDESIGN
Tanagra opens "TDesign" in Dubai, a meeting space for luxury design lovers featuring a showroom for bespoke limited editions, luxury design and custom-made pieces.

2015
FACES
Opening of the first "Faces" beauty concept store, now known as "Wojooh", offering a sophisticated fusion of luxury, unconventional niche and specialty brands as well as expert advice to meet every need of the beauty.

2016
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2017
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2018
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2019
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2020
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2021
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2022
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2023
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2024
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2025
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2026
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2027
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2028
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Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2029
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Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2030
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Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2031
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Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2032
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Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2033
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2034
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2035
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2037
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2038
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Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2039
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.

2040
LEVEL SHOE DISTRICT
Opening of "Level Shoe District" in Dubai Mall, the world's finest shoe metropolis.
Our VALUES

Values are what bind us as a Group. They are the inherent beliefs that have guided us since our inception and continue to serve as the cornerstone of our business practices and principles.

The Group cultivates the core values of Respect, Excellence and Entrepreneurial Spirit which are reflected in every aspect of our business and with each of our stakeholders – clients, suppliers, partners, customers and employees.

RESPECT

“We are all equal and I ask you to respect these principles. This motto is the cornerstone of the Chalhoub philosophy.”

Michel Chalhoub

We create trust through tolerance, courtesy and appreciation for the people we interact with. Fairness, Integrity and Humility.

EXCELLENCE

“Always serve as an example to someone.”

Michel Chalhoub

We live and work to a code of standards that enables us to surpass the common norm with Commitment, Efficiency as we seek to be a Role Model.

ENTREPRENEURIAL SPIRIT

“Be demanding with yourself and constantly seek to expand your skills and develop your performance.”

Michel Chalhoub

Continuous self-assessment allows us to embrace new ideas, build creative strategies and adapt technological evolution, ensuring that we remain at the forefront of change. Leadership, Ingenuity, Team Spirit.

Our EXPERTISE

With a strength of six decades in luxury across the Middle East, the Chalhoub Group is a leading player in the world of beauty, fashion and gifts. Over the years, it has acquired intimate knowledge of each country of the Middle East, deep understanding of its consumers, and unparalleled expertise in distribution channels and retail networks.

1. DNA FOCUSED ON LUXURY

Luxury is at the core of the Chalhoub Group’s essence since its inception, anchored in elegance, excellence and guest experience. The Group is dedicated to the three main sectors of personal luxury: beauty, fashion and gifts.

BEAUTY

The Chalhoub Group is a leading distributor and retailer of perfumes & cosmetics. It continues to strengthen its extensive brand portfolio with renowned names such as Chanel, Coty, Dior and Puig, its market share is consolidated and its territory enlarged through:

• Expansion of its own beauty concept store, Wojooh
• Commercial relationship with brands such as L’Occitane

FASHION

With a focus on developing and promoting exclusive networks for its prestige brands, the Chalhoub Group ensures the ultimate exposure of its fashion brands through:

• Development of standalone boutiques for fashion houses such as Carolina Herrera, Céline, Lacoste, Lanvin, Marc Jacobs, Tory Burch
• Joint Ventures with high-end houses including Berluti, Christian Dior Couture, Christian Louboutin, Fendi, Louis Vuitton, Chaumet
• Creation of its own concept stores such as Kallakreet and Level Shoe District

GIFTS

Gift giving is at the heart of the Middle Eastern culture. It is also where the Chalhoub family began its journey into the world of luxury with the representation of delicate objects, exceptional jewels or refined accessories.

Today, the Chalhoub Group continues to pioneer the promotion of a luxury lifestyle with:

• Established relationships with international brands such as Baccarat, Christofle, Swarovski and Tumi
• Development of luxurious retail networks, including its own concept stores, Tanagra
• An unmatched knowledge of the local and regional markets, feeding tailor-made marketing strategies

2. MARKET, RETAIL & CONSUMER KNOWLEDGE

Market knowledge: the Chalhoub Group has acquired intimate knowledge of the markets in which it operates. Rigorous analysis of competitive landscape, sector performance and industry trends enables the Chalhoub Group to closely monitor market dynamics feeding into tailor-made strategies.

Retail expertise: extensive experience and business know-how in the region’s unique distribution and retail environment has contributed to the Chalhoub Group’s expertise in diverse retail networks: from independent, selective to department stores.

Consumer Insights: quantitative and qualitative consumer research has allowed the Chalhoub Group to build deep understanding of the ever evolving consumers of the region, from nationals, tourists to expatriates. Insights and perspectives into consumer behaviour and attitudes provide the Group with the essential tools for growth in the region.

3. BRAND BUILDING IN THE MIDDLE EAST

Over the past six decades, the Chalhoub Group succeeded in building brands in the region, from developing not yet established brands to market leaders, or further strengthening the positioning of well-known brands in strategic markets.

Acting as a bridge between the East and the West, the Group builds brands with an entrepreneurial spirit and adds value from its intimate knowledge of the market, its specificities and the consumers’ attitudes and behaviours.

Aware of market requirements, the Group ensures maximum visibility and presence of its brands through tailor-made marketing online and offline, visual merchandising, buying and forecasting in both retail and distribution.

With a strong 60-year heritage in the Middle East, the Chalhoub Group is a leading player in the world of beauty, fashion and gifts. Its extensive experience and business know-how in the region’s unique distribution and retail networks, combined with deep understanding of its consumers, and unparalleled expertise in distribution channels and retail networks make it a true leader in the luxury industry.
Our ACTIVITIES

The Chalhoub Group has become a major player in the beauty, fashion and gifts sectors regionally, offering a unique experience to its customers and excellence to its partners through its activities of retail, distribution and communication.

1. RETAIL

The Chalhoub Group operates through its companies, affiliates and joint ventures over 650 points of sale in the region offering customers unparalleled services in elegant surroundings. The management of over 150,000 square meters of retail space and long-term partnerships with developers provide the Group unique perspectives on mall developments and the ability to negotiate the best locations for its partner brands.

OWN RETAIL CONCEPTS

The Chalhoub Group has created four multi-brand concepts, unique in their own way, designed to fill a gap in the market with choice, width and depth.

Tanagra

Tanagra is the preferred destination for style-savvy globalists to find the quintessence of elegance, curated by experts with a finger on the luxury pulse. The Tanagra concept fuses the past, the present and the future, offering an inspiring, refined and edited array of lifestyle gifts and art de vivre under one roof. Since opening its doors in 1980, it has evolved into an a network of 9 flagship stores spanning Kuwait, the United Arab Emirates, Bahrain, Qatar and Saudi Arabia.

Tanagra launched TDesign in Dubai in 2014, a multifaceted space featuring a showroom for bespoke limited editions, luxury design and custom-made pieces.

Wojooh

Wojooh, formally known as “Faces”, is a beauty haven filled to the brim with a tantalising array of fragrance, make-up and skincare products. Thanks to its innate understanding of the Middle Eastern woman’s beauty desires and concerns, Wojooh offers a sophisticated fusion of luxury, unconventional niche and specialty brands as well as expert advice to fulfil every need of the beauty savvy. In 2014, Wojooh launched ‘Wow by Wojooh’, the first make-up line inspired by the Middle East consumer.

www.wojooh.com

Katakeet

Katakeet is a unique luxury children’s wear concept store. Conceived around storytelling with the contribution of British children’s book illustrator Polly Dunbar, the store is developed to ensure a unique retail experience for both parents and children. Characters Beau, Belle and Bébé guide shoppers through the store’s selection, from nursery items to clothes, shoes and occasion wear for children up to 10 years old.

www.katakeet-boutique.com

Level Shoe District

Level Shoe District is the world’s finest shoe metropolis, targeting the luxury consumer through its unparalleled collection of exclusive footwear and bespoke services. This iconic district, spanning 6,000 square feet, is recognized as a global fashion destination, with a curated space divided into 40 designer boutiques and four multi-brand areas: women’s designer and contemporary, men’s and trend.

www.levelshoedistrict.com

2. DISTRIBUTION

The Chalhoub Group facilitates market access via its distribution companies as well as strategic alliances with international groups operating across beauty, fashion and gifts sectors.

REGIONAL STRATEGY

The Chalhoub Group looks at the region as one entity offering its partners access to all markets through its regional and local hubs. The hubs are serving the Chalhoub Group’s own activities as well as some of the biggest luxury players such as Culti, Puig and Dior through joint venture agreements. The regional coverage occasionally extends beyond the Middle East region to cover the Indian sub-continent and Africa as well as some Mediterranean countries.

With over 40 years in the travel retail distribution business, the Chalhoub Group also acts as a leading supplier to local airlines and duty free stores.

LOCAL OPERATIONS

The Chalhoub Group, through its regional collaborations in Kuwait, the United Arab Emirates, Saudi Arabia, Bahrain, Egypt, Qatar, Lebanon, Jordan and India; applies its hands on expertise and market knowledge to maximize penetration and visibility of brands by:

• Channelling brands through appropriate local networks
• Implementation of key account management strategies
• On-going market research and assessment of consumer preferences
• Adapted marketing and merchandising programmes

3. COMMUNICATION

Through its regional collaboration with Havas Group since 2007, one of the world’s largest, most integrated and fastest growing communications groups, the Chalhoub Group offers a broad range of strategic communications services. Havas’ commitment to an integrated operating model is represented by the Dubai Havas Village. The Joint Venture with Havas S.A. has its regional hub located in Knowledge Village, Incorporating media, digital, creative, marketing, advertising and PR all under one roof, it shows a continued dedication to providing clients a total 360 communications offering through seamless and organic integration. Clients which currently take advantage of this offering include Culti, Wojooh and Level Shoe District.

FRANCHISES

Brand building and local adaptation lies at the heart of the Chalhoub Group’s franchise promise: from customised marketing and buying to personalised real estate and positioning guidance.

The Chalhoub Group manages an extensive portfolio of franchises with brands such as Baccarat, Carolina Herrera, Céline, Christofle, L’Occitane, Lacoste, Marc Jacobs, Michael Kors, Saks Fifth Avenue, Tony Burch, Turn to name a few.

JOINT VENTURES

Shared vision and business development, combining the brand’s know-how with the Chalhoub Group’s expertise is the driver of the joint venture model. The Chalhoub Group established its strong foothold in the Middle East region with some of the best names in luxury such as Louis Vuitton, Christian Dior, Sephora, Fendi, Chaumet, Christian Louboutin and Berluti.

TRAVEL RETAIL

The Chalhoub Group operates travel retail services in various formats across the region through the supervision in collaboration with its business partners, of duty free shops at the Cairo International Airport, a fashion concession at the Bahrain Duty Free as well as the in-flight duty free of several airlines in the region.
The Chalhoub Group’s added value relies on the strength of its teams and their drive for excellence. In the past six decades, the Group has created a strong presence in the different markets, creating powerful collaborations, while offering unparalleled services and unique knowledge and expertise in the region.

OUR HUMAN RESOURCES
Professionalism and passion are what fuel the Chalhoub Group’s competitive edge in today’s market. True to its commitment to Respect, Excellence and Entrepreneurial spirit, the Chalhoub Group recruits and develops highly qualified professionals, with a passion for brands and a thirst for excellence and initiative. The Group’s 100 nationalities are united by these strong values.

Specific programmes have been designed to attract and retain local national talents, reinforcing the Group’s commitment to the development of the region and its people.

Through its comprehensive learning & development and talent management programmes, the Group ensures customised professional development through skill training, team building seminars, leadership programmes and mobility across specialties and markets.

The Chalhoub Retail Academy
With an unparalleled drive in the Middle East, the Chalhoub Group through its affiliates operates three retail academies in Dubai (U.A.E.), Jeddah and Riyadh (Saudi Arabia). The academies deliver an internationally recognised education programme, covering all areas of store management, to provide development opportunities to all front-office employees and ensure excellent customer service throughout the Group’s network of stores.

OUR REGIONAL REACH
The Group has strengthened its operations in the countries of the Middle East and India by opening offices to allow for a strong local presence. The Group’s local teams are experts in their own market, bringing strong local advice and ensuring excellence in execution. The regional management allows partner brands to have one point of contact to reach out to all the markets of the Middle East.

OUR STRONG PARTNERSHIPS
Trust is embedded in the region’s deep-rooted societal values. Integral to trust is relationship building which the Chalhoub Group embodies through its long-term partnerships with brands, retailers and malls. This allows the Group to have a leading position in strategic negotiations, market entry and business opportunities.

OUR RESEARCH & DEVELOPMENT
The Group offers in-house research & development services as well as operationally relevant data ahead of competition, through:
- Market knowledge: competitive analysis, market modelling, industry and sector monitoring, macro-economic outlook
- Consumer insights: product and campaign testing, brand equity index, usage & attitudes, drivers and motivations, prospective research
- Knowledge sharing platform: unique internal online platform supporting the Group’s teams with in-depth reports on markets & consumers, best practice brand activities and inspiring communication trends adapted to our market specificities

OUR RETAIL ARCHITECTURE & DESIGN
The Chalhoub Group’s dedicated retail architecture and design hub creates luxurious retail environments, adapting the styles and personality of each brand to the region.
- Creativity: creating creative and conceptual inspirational interior and architectural design for retail concepts and guest experiences
- Design development: developing customised detailed, technical and construction design solutions
- Project management: through a wealth of sources and contractors aligned to international standards
- Execution: developing inspirational and commercially driven visual merchandising environments for in-store decoration, store windows, events and animations

OUR “PLUG & PLAY” SERVICES
One of the Group’s competitive advantages relies on its ability to enable smooth and efficient operations for our partner brands throughout the region, allowing them to focus on their core business. This is achieved by continuously sharing pertinent intelligence, developing our highly qualified resources and ensuring best-in-class and competitive in-house back-office services.
- Logistics: the Group offers agile and cost effective logistics support to all our partner brands, exemplified by a 73,500 square meter state-of-the-art ISO certified storage and handling facilities across 14 locations throughout the region. These facilities are backed by latest system technologies enabling accurate inventory control and the provision of comprehensive management information
- Administration: administration services ensure 100% compliance to local laws & regulations and provide best in-class tools and procedures to our partner brands
- Safety & security: we deliver high standards of safety & security across all sites with services including authority liaisons, investigations, shrinkage control, stock loss, central command centre monitoring and entity assessments
- Human Resources: our partner brands can benefit from our human resources services such as recruitment through specialized recruiters within different functions; compensation and benefit with surveys and advice on market trends; always ensuring compliance with local labour law
- Accounting: accounting resources are offered with consistent structures in each market, centralisation of key activities in addition to optimised processes and internal controls
- Legal: we offer specialised legal services and expertise in various fields through a partnership approach, proactive advice and highly competitive fees
- IT: our IT department offers a state of the art infrastructure with centralised support and ITIL processes ensuring best in class business systems, supporting our partners through industry best standards and efficient delivery system
SUSTAINABLE ENGAGEMENT

As the leading partner for luxury across the Middle East, the Chalhoub Group believes that its responsibility is to be a role model, to give back to the community and to be part of the engaged organisations that are building a sustainable future. We therefore also encourage and motivate our team members to be engaged both on professional and personal levels in order to protect future generations. This is why we have created Chalhoub IMPACT, the sustainable engagement strategy for the Chalhoub Group, which aims to engage its teams and partners to enhance its social and environmental performance. It is split into 3 pillars:

• Empowering youth through education
• Environmental sustainability through behaviour change
• Humanitarian assistance through awareness and fundraising for social issues affecting local and global society

Our dedication to sustainable engagement is rooted in our Group values and it is these values that have nurtured our environmental and social responsibility. We have adopted education as a key channel to facilitate the development process believing that it is the first and foundational step in understanding how to address social and environmental challenges of today in the region.

The Chalhoub Group is the first luxury group amongst the 207 members in the region to become a member of the United Nations Global Compact in 2014. By becoming a member, we have joined the ranks of international, socially responsible businesses who are striving to forge the way for responsible business. Through this membership, we commit to aligning our operations and strategies with the ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. In order to fulfill our commitment to our membership to the United Nations Global Compact, we annually release a Sustainability Report. This report covers our holistic approach to sustainability including how we conduct our business, our impact on the economies we work in, environmental stewardship, our people and quality in our operations, as well as our sustainable performance.

We have released two sustainability reports, one entitled “Nurturing Engagement” and a second one entitled “Sustainability Through Group Culture”.

By being committed to implementing sustainable practices into their business, the Chalhoub Group was awarded in 2014, for the second consecutive year, the CSR Label from the Dubai Chamber of Commerce.

For us, engagement is the key to a sustainable future and we encourage all our stakeholders to join us on this journey.

EDUCATION

A main focus

The Chalhoub Group aims to empower the youth living in the Arab World, and more specifically GCC nationals, by supporting academic institutes in the Middle East and Europe. The Chalhoub Group launched a partnership with Khalifa Fund, an entity of the Abu Dhabi government to support local entrepreneurs through training and mentorship offered by the Group. Other initiatives include the development of a professorship in luxury brand management with the American University of Sharjah (AUS) and supporting Syrian students with limited means in a devastated country with scholarships in the United Kingdom. The Group’s dynamic role is reinforced through a specialised internship programme for those students attending partner universities, allowing for a designated space for career development.

There is a strong education component in all actions undertaken by the Chalhoub Group such as the “Gift of Giving” initiative through which over 10,000 school supply packs were distributed regionally to ensure that children are prepared for the new school year. In addition, selected students and employees attend the innovative educational leadership conference “One Young World” allowing them to discuss international, social and environmental issues with world renowned global leaders.

In 2014, the Group has opened the Chalhoub Learning Centre in Bekaa, Lebanon, in conjunction with Jusoor, a non-profit, non-political and secular organisation that offers education services to Syrians. The centre offers basic mathematics and English lessons to help refugee children join the formal learning system.

The Chalhoub Group offers a growing scholarship programme with an outreach of 17 students annually.
ENVIRONMENT

The Chalhoub Group strives to reduce its carbon footprint and educate employees on regional environmental issues. Teams work together to achieve green building standards, applying for LEED Silver/Gold certification for its main warehouse, future office headquarters and new retail store, Katakeet. In addition, the main warehouse has been ISO 14001 certified since 2010.

The Group has introduced an environmental policy and energy efficiency campaign to ensure environmental responsibility is a part of the Group’s processes and policies. The environmental policy underlines the Group’s commitment to all stakeholders while illustrating the Group’s priorities in this domain. 2014 has also seen the introduction of a Chalhoub Group ‘Sustainable Stores Checklist’ which ensures that all new store openings going forward will adhere to energy efficiency standards. The checklist also covers daily store operations in which store managers oversee daily green practices related to waste management and energy saving.

On an educational level, each year our employees participate in a range of activities to raise awareness about environmental issues and promote stewardship. These include Tree Planting, Underwater Clean Ups and Beach Clean Ups.

HUMANITARIAN

The Chalhoub Group takes action as global citizens to better the livelihood of those in need. A milestone campaign for the Group is the “Hope for Cancer Patients” Campaign in which the Group raises funds and awareness for local charities by selling specifically designed daffodil shaped pins at stores in the UAE and Saudi Arabia. The campaign runs in over 200 stores and requires the training and commitment of over 300 retail employees. Annually daffodil pins sales increase and all sales are doubled by the Group as an appreciation for the support demonstrated by customers visiting Chalhoub Group stores.

In addition to this campaign, the Chalhoub Group is quick to react to global disasters by facilitating and matching collections made by colleagues across the region.