

TRYANO launches the Garden of Imagination

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Tryano, the newest addition to the Chalhoub Family, opened its doors in Yas Island, Abu Dhabi earlier this week. The private viewing introduced a new concept, one of great magnitude; the emergence of beauty, bags and children's departments.

This wonderful journey gathered socialites and visitors from all over, along with Chalhoub Group's Co-CEO Patrick Chalhoub, General Manager of TRYANO Hamdi Kulahcioglu and Linton Crockford-Moore, the Group's Creative Director, who offered a tour and insight on the project development from the business, operational and creative perspectives.

Little did the visitors know that they were to be taken on an extraordinary roller coaster ride, sifting through the store's most iconic elements; beginning from the magnificent carousel, to the state-of-the-art digital fountain and finally arriving at the sculpture garden. Indeed, everyone relished in the wide-ranging menu of 250 of the most worthy international and local brands.

"We are looking forward to welcoming our Guests to TRYANO where they will embark on an enchanting journey through an array of bespoke services and a large variety of beauty, bags and children's products from sought-after brands. TRYANO is a friendly destination where shopping is taken to a whole new level. Come and discover TRYANO and join us on a journey into the 'Garden of Imagination', Said Hamdi Kulahcioglu, General Manager of TRYANO.

"Today's consumers are not only looking to purchase a certain product. They are looking for an experience; they expect to be taken on a journey. TRYANO provides customers with an experience that is simultaneously ALIVE, ENTERTAINING, SPECIALISED and REMARKABLE. The store is inspired by the nature's changing seasons, ever evolving and ever changing. We are aiming to bring to the Abu Dhabi consumers something different; a destination of truly exceptional experiences." said Linton Crockford-Moore, Creative Director of the Chalhoub Group.

Tryano gives a chance like no other for guests, families and children to dive into a world of endless shopping and entertainment.

Cindy Menassa