

# STELLA MCCARTNEY

## **STELLA MCCARTNEY TO OPEN IN DUBAI, EXPANDS IN THE MIDDLE EAST REGION**

**LONDON, FEBRUARY 4, 2009.** Stella McCartney continues its expansion in the Middle East region with the opening of the first store in Dubai, which follows the stores recently opened in Bahrain and Kuwait. A location in Qatar will follow in two weeks, while Jeddah and Riyadh are due to open later this spring, totalling six stores in the Middle East by the middle of 2009.

Stella McCartney's presence in the Middle East first started in 2003 with Villa Moda, Kuwait. Further growth in the region was developed with key wholesale accounts such as Harvey Nichols, Riyadh and Al Rubaiyat, Jeddah. The first freestanding store in the Middle East opened in June 2008 in Bahrain's Moda Mall under a franchise agreement between Stella McCartney Limited and Almanah, soon followed by a location in Kuwait's Al Thuraya Mall in January 2009 with Al Ostoura Intl. Company as franchisee. The store in Qatar opening at the Pearl, the country's first international urban development venture, later this month will be the second store to open under the arrangements with Almanah.

The Dubai store is located in currently the world's largest mall, the Dubai Mall which opened in December 2008. The Dubai store is the first of three freestanding stores under Stella McCartney Limited's franchise arrangements with Al Tayer along with the upcoming stores opening in Jeddah's Stars Avenue Mall and Riyadh's Centria Mall.

The 148 square meter Dubai store design mirrors the most recent Stella McCartney store concept. Simple material combinations, including maple wood, brass and marble are sculpturally contrasted with a unique play on spacing used to illustrate Stella's signature style combination of sharpness and femininity. The store reflects an intimate, personal and architectural atmosphere housing Stella McCartney's ready-to-wear, accessory and lingerie collections.

### **About Stella McCartney**

Stella McCartney launched her own fashion house under her name in 2001 in a joint venture with Gucci Group. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's luxury women's ready-to-wear, shoes, bags, fragrances, eyewear, accessories, organic skin care ranges and performance range with adidas are also available through its 11 other flagship stores including London, NY, Los Angeles, Shanghai, Tokyo, Beijing, Hong Kong and Paris as well around 600 wholesale accounts in key cities worldwide.

### **About Al Tayer**

Al Tayer Group is a diversified regional business established in 1979 with its headquarters in Dubai, UAE. Since its inception, the Group has grown rapidly and currently operates in 12 countries in the Middle-East and beyond, with over 6500 employees of 85 nationalities. It has built leading operations in multiple sectors, including automotive, contracting, distribution, publishing, retail, and services. The Group is currently comprised of 5 companies. Their luxury retail arm, Al Tayer Insignia, includes representation of major brands such as Harvey Nichols, Armani, Gucci, Pucci, Bulgari, and Boucheron

### **About Almanah**

The Almanah Group is one of the largest business houses in Qatar. Under its subsidiary, Al Mana Luxury Company, the group covers a diversified portfolio of industries from mass to luxury fashion, jewelry,

automotive, real estate, restaurant, Media companies and others. Al Mana Luxury Company carries a large number of luxury and high end fashion brands, and is positioned as the unique carrier of the most prestigious international fashion houses.

#### **About Al Ostoura**

Al Ostoura Intl. Company has been committed to providing their customers with the most designer and luxury products available in the fashion, jewelry, accessories and modern furniture industries since 1985. Al Ostoura Company holds the highest market share of high-end luxury fashion in Kuwait. An impressive number of international brands have chosen Al-Ostoura to be their exclusive reseller in the Kuwaiti market including Alexander McQueen, Balenciaga, Jean-Paul Gaultier, Jil Sander, John Galliano, Lanvin, Marc Jacobs and recently Stella McCartney.

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## FACT SHEET - DUBAI

<b>OPENING DATE</b>	February 4, 2009
<b>LOCATION</b>	The Dubai Mall P.O. Box 191741 Dubai, UAE
<b>RETAIL SPACE</b>	148 square meters
<b>LINES CARRIED</b>	Ready to wear Accessories Lingerie
<b>FEATURES</b>	Two changing rooms with plain beige/off-white fabric embellishments, Swarovski Crystals, bronze handmade hooks and soft tone carpet White and Pink Rosa Bello marble façade Stainless steel plate High ceiling maple veneer walls decorated with birds in sand and pink And cut-out lit birds Hanging rod curtain in graded colors from white to pink Brass accessories unit White Terrazzo floor Daybed covered in linen fabric and has polished brass table details to display product
<b>MATERIALS</b>	Tabu Maple veneer, brass, mirror polished stainless steel, Rosa Bello marble, aluminium rods, fabric daybed, mirror
<b>ARCHITECTS</b>	APA
<b>FRANCHISEE</b>	Al Tayer

## FACT SHEET - QATAR

<b>OPENING DATE</b>	February 2009
<b>LOCATION</b>	Porto Arabia The Pearl P.O. Box 7256 Doha State of Qatar
<b>RETAIL SPACE</b>	123 square meters
<b>LINES CARRIED</b>	ready to wear accessories lingerie
<b>FEATURES</b>	Two changing rooms with plain beige/off-white fabric embellishments, Swarovski crystal, bronze handmade hooks and soft tone carpet White and Pink Rosa Bello marble façade Stainless steel plate High ceiling maple veneer walls decorated with hand applied wooden birds in sand and pink And cut-out lit birds Hanging rod curtain in graded colors from white to pink Brass accessories unit 3 toned tile floor Rug
<b>MATERIALS</b>	Tabu Maple veneer panels, brass, mirror polished stainless steel, Rosa Bello marble, aluminium rods, mirror
<b>ARCHITECTS</b>	APA
<b>FRANCHISEE</b>	Almana