

Top multi brand luxury retailer Villa Moda comes to Bahrain World Trade Center's Moda Mall

Press Release

Manama -- November 27, 2006 - Villa Moda, the Kuwait-based top luxury fashion retailer, will be the anchor tenant of MODA Mall, Bahrain World Trade Center's (BWTC) ultra high-end shopping complex, which is located on the ground floor of the two 50-storey landmark twin towers, and is set to house the Kingdom's largest and most exciting array of high-end stores.

Already established in Kuwait, Dubai, Qatar and Syria, Villa Moda is set to open at MODA Mall during the first quarter of 2007. Introducing a unique concept into the Bahraini market, Villa Moda will bring together - under one roof - a host of the highest quality luxury brands to include Dolce & Gabbana, Valentino, Bottega Veneta, Manolo Blahnik, Marni and Dries Van Noten just to name a few amongst a vast range of other well-known fashion names not previously available in the Kingdom.

Villa Moda aims to define the essence of alternative luxury fashion retailing, taking the best elements of luxury retail in the West and adding a distinct, cosmopolitan 'Gulf' twist for its wealthy, well-travelled and fashion-savvy clientele. The store, which will cater to the needs of the whole family offering exclusive ladies, men's and children's designer wear, will span some 111 square metres, making it the largest single retailer at MODA Mall. A selection of designers will have dedicated areas in the store while others will immerse from the unique and creative merchandising provided by Villa Moda.

Commenting on the announcement, Sheikh Majed Al Sabah, Chairman of Villa Moda, said: "Since establishing our company in 2002, we have sought out premium locations where we could provide the most savvy and discerning shoppers with access to the highest levels of luxury, service and design elegance, both through our multi-brand fashion offering and the unique environments we create for our shoppers. We believe that MODA Mall at the BWTC is the perfect location in Bahrain to create our next showcase for luxury and daring design ingenuity.

"The Villa Moda concept is compelling and new to the Kingdom and we are confident that it will make an important addition to Bahrain's retail market. We will not only strive to give customers more choice but, importantly, Villa Moda will provide access to brands coming to Bahrain for the first time. Like our existing stores across the region, we will bring the best high-end brands together, serving as a one-stop-shop for fashion and unsurpassed style."

Upon completion, the store will be unveiled presenting a unique masterpiece of style and elegance to the public. The concept for Villa Moda Bahrain revolves around the traditional souq/bazaar design that evolves into a luxury retail store where various 'arabesque' elements are explored and enhanced into larger scale. Its creator is the internationally renowned Marcel Wanders, who was elected 'Designer of the Year 2005/2006' at the Elle Decoration International Design Awards.

"The opening of Villa Moda will introduce a new and exciting way to shop and we are delighted to welcome this fashion powerhouse as MODA Mall's anchor tenant. The Villa Moda name and the top designer brands it carries have become synonymous with luxury and the highest standards much like the BWTC and MODA Mall themselves. The mall and the entire development have been designed to offer unmatched levels of quality and unique new concepts and we expect that the launch of Villa Moda will both excite and attract shoppers from within Bahrain and around the region," added Duajj Al Rumaihi, Associate Director of DTZ Bahrain, the managing and leasing agents for the BWTC development.

The BWTC has been designed as Bahrain's first truly mixed-use commercial centre with MODA Mall and its exciting shopping offer and other facilities including a number of fashionable cafes and restaurants at its heart. MODA Mall will span approximately 16,500 square metres, and will be comprised of the current 6,900 square metre Bahrain Commercial Complex - which is in the process of being refurbished - in addition to a new 9,600-square metre-extension located on the ground floor of the BWTC development.

The mall will house some 200 exclusive boutiques offering the latest fashions. This will include some 53 new stores among which are a large number of luxury brands that have yet to be represented in the Bahraini market. Already present are internationally renowned names such as Rolex, Cartier and Tiffany & Co, to name a few. MODA Mall is expected to be complete by 2007 and stores will operate seven days a week between the hours of 10AM and 10PM.

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About Villa Moda

Villa Moda was launched in 2002 in Kuwait as an alternative luxury fashion retailer, taking the best elements of luxury retail in the West and adding a distinct, cosmopolitan 'Gulf' twist for its wealthy, well-travelled and fashion-savvy clientele. Offering some of the world's most desirable brands including Gucci, Prada, Marni, YSL and Dolce & Gabbana in an exquisitely designed space, Villa Moda rapidly re-wrote the rules of world-class luxury retail. Villa Moda has since opened further retail offerings in Dubai (2003), Qatar (2004), and Damascus (2006) with a new concept scheduled to open in the Kingdom of Bahrain, during the first quarter of 2007.

About MODA Mall

MODA Mall, located on the ground floor of the Bahrain World Trade Center (BWTC), is the Kingdom of Bahrain's first ultra high-end

shopping complex, housing the largest and most exciting array of top luxury retailers in Bahrain.

MODA Mall will span approximately 16,500 square metres, and is comprised of the current 6,900 square metre Bahrain Commercial Complex - which is in the process of being refurbished - in addition to a new 9,600 square metre extension located on the ground floor of the BWTC development. The mall will house some 200 exclusive boutiques offering the latest fashions. This will include some 53 new stores among which are a large number of luxury brands that have yet to be represented in the Bahraini market.

Complementing the retail offering, will be a range of exciting and exquisitely appointed restaurants ranging from casual to fine dining in addition to a host of other amenities all aimed at providing shoppers with a unique experience and one to rival those of top international fashion capitals such as London, Milan and Paris.

About Bahrain World Trade Center

Situated on the Manama waterfront and in the heart of the region's leading financial and business hub, the Bahrain World Trade Center (BWTC) project comprises the two 50-storey sail shaped twin office towers, the five-star Sheraton Hotel as well as MODA Mall, Bahrain's only ultra high-end shopping destination, featuring some 200 luxury retail outlets as well as a host of modern concept cafes and exciting casual and fine dining eateries.

The BWTC provides leading regional and international organisations with a world-class business address. The buildings are highly advanced in design and operation and are the Kingdom's first intelligent offices, employing the latest SMART systems capable of delivering unsurpassed security and maximum competitive advantages and efficiency in office management. In addition, they are the first of their kind in the world, using wind energy to provide 11 - 15% of the electricity needs of the building.

Other benefits enjoyed by local and international businesses occupying space at the development is membership to the World Trade Centers Association (WTCA). Locating at the BWTC offers an exceptional opportunity for connectivity with the global business community. With more than 300 centres in 100 countries, WTCA has a membership of approximately 750,000 commercial enterprises worldwide.

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