

MODA MALL HOSTS MEDIA APPRECIATION LUNCH

Media briefed of the latest developments and new outlet openings



Manama, Bahrain, 12 May 2015: MODA Mall, the shopping and dining experience for every special occasion, located in the iconic Bahrain World Trade Center hosted a media appreciation lunch to thank the members of the media for their continuous support and to highlight the latest developments at MODA Mall and the Bahrain World Trade Center.

In April, MODA Mall unveiled its new brand campaign with a fresh look. In keeping with the refreshed branding both the Bahrain World Trade Center (BWTC) and MODA Mall websites, in English and Arabic, have been revamped to provide easier navigation, more product and boutique information, and details about dining options. Further developments at the mall include the introduction of free Wi-Fi to anyone visiting the mall.

“The new brand campaign’s tagline *‘For life’s extra special moments’* says it all. It reveals that every important occasion in everyone’s life calls for an exclusive celebration. MODA Mall is there for those cherished moments in life, be it a wedding or a newborn baby - to make them truly special!” commented Mr. Peter Gaynor, General Manager of MODA Mall and BWTC.

Mr. Gaynor also announced several new outlets soon to join the luxury brand portfolio at MODA Mall with openings scheduled over the coming months and some of which are the first in Bahrain. The new boutiques include MCM German leather products, Petunia Flowers and Landscaping, Toscana Italian Shoes, Cocoon Ladies Fashion, Beach Republic, Tudor Watches, Al Fardan Jewellery and Al Kooheji Jewellery. New dining options include decadent Fauchon Bahrain and Burger Hood and Urban Bites, a unique high-end gourmet burger venue.

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About MODA Mall

MODA Mall, located in the Bahrain World Trade Center (BWTC), offers accessible exclusivity, and is a shopping and dining experience for every occasion, housing the largest luxury brand portfolio in the Kingdom of Bahrain under one well-styled roof.

Complementing the retail offering, MODA Mall has a range of dining options from fine dining to quick bites. In addition the mall offers amenities such as a fitness centre, beauty salon, banks, convenience store and a business centre aimed at providing shoppers with a unique experience and one to rival those of top international fashion capitals such as London, Milan and Paris.

MODA Mall's elegant atmosphere, world-class architecture, cool marble interior, glass domes and wide corridors make shopping and dining a pleasurable experience. Spanning approximately 16,500 square meters, the mall offers plentiful parking with 1,700 spaces available to MODA Mall and BWTC customers.

For press information contact:

Neena Punnen

Hill and Knowlton

Tel: +973 17539514

Fax: +973 17533370

e-mail: neena.punnen@hkstrategies.com