

A first for a shopping destination in Bahrain to reward its customers with a luxury apartment

MODA Mall collaborates with Durrat Marina for its latest marketing campaign

Manama, Bahrain (November 2017): Bahrain's luxury shopping destination, MODA Mall has collaborated with one of the leading real estate developers in the Kingdom, Durrat Marina, for its latest marketing campaign. As a part of enhancing shopping experiences at the mall, MODA Mall is offering its customers one-of-its-kind marina lifestyle experience at Marina Residence II, one of the most promising and upscale residential communities in Bahrain.

In a first for a shopping destination in the Kingdom to reward its mall-customers with a unique opportunity to win a high-end freehold residential property by the sea, MODA Mall's campaign-initiative with Durrat Marina, involved collaborating on brand marketing initiatives, determining the residential property and its amenities for the campaign. As part of this collaboration, MODA Mall will be showcasing a 3D model of the Durrat Marina masterplan featuring its sea-facing villas, residential apartments and marina promenade with a video walk-through and photo gallery of show apartments. This will be on display at MODA Mall Fashion Court for three months, until February 15th, 2018.

For the marketing campaign, MODA Mall has also collaborated with American Express Middle East, offering its cardmembers an increased chance to win in the grand prize draw for their shopping at the mall.

Commenting on the collaboration, Bahrain World Trade Center (BWTC) and MODA Mall's managing agent, Cushman & Wakefield Bahrain, Kelvin Crutchlow, Director & General Manager said, "As a luxury shopping destination, we strive to create experiential campaigns for our customers that are in line with our brand philosophy, and are both engaging and rewarding. Our latest offering of high-end marina lifestyle is one of its kind from a shopping destination in Bahrain, and is designed to match our target profile."

"The campaign enabled us to pursue partnerships with other luxury brands like Durrat Marina and American Express Middle East, and moving forward we aim to initiate more such consumer-focused campaigns and partnerships," he added.

"We are delighted to collaborate with MODA Mall for their latest campaign that delivers on our vision of providing a distinct lifestyle to people seeking exclusivity and luxurious experiences. Our waterside development, is a prime example of urban and island living, that combines world-class residential, commercial and leisure amenities in a unique marina setting," said Waleed Saffy, CEO, Durrat Marina.

The high-end 97 sq. meters apartment prize furnished with a 15 square meters balcony from MODA Mall, will feature marina bay and, fully equipped gym and access to the infinity pool in the building and the beach, dedicated parking facility, gated community with 24-hours security, as well as easy access to Marina Yacht Club and retail outlets including cafes and restaurants.

With a world-class address in the iconic Bahrain World Trade Center, MODA Mall stands out as Bahrain's only luxury shopping destination offering the perfect blend of high profile retail brands, modern cafes and fine dining eateries. Whether meeting friends for coffee, dining with family or choosing that special gift, shoppers and visitors can find something for every special occasion at MODA Mall.

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