

## **MODA Mall leads the way in Bahrain's high-end retail**

**Manama, Bahrain, October 2018:** Bahrain's luxury shopping destination, MODA Mall is further expanding the scope of luxury retail in Bahrain, with new lifestyle experiences to complement an already impressive portfolio. With an unrivaled presence of leading retail names, the mall continues to maintain a consistent leased area approaching 15,000 square meters, led by a tenant mix comprising luxury fashion at 41%, Exquisite Jewellery at 23%, Fine Dining and other F&B offerings at 8%. Additionally, MODA Mall's other retail offerings include Antiques & Collectibles, Gifts & Confectionary, Service Retail, Health & Beauty, Perfumes & Fragrances and Consumer Electronics at 28%.

Bahrain's retail real estate sector, one of the most dynamic sectors, has been expanding steadily over recent years, at an annual rate of 13%\* driven significantly by tourism, large-infrastructure projects, proximity to Saudi Arabia and a growing population of expatriates, reflecting a growing consumer interest in personal luxury goods.

Capitalising on this demand, MODA Mall has enhanced its retail portfolio with new lifestyle experiences. Amongst the latest launches at MODA Mall is Theresa Beauty Center offering professional services for all women's needs; PERLE, a multifaceted concept store for pop-up events, mini-art expos and extraordinary events; Mia Moon, a multi-brand luxury jewellery store, Artemis, a multi-designer Arabic fashion store, along with renowned Kuwaiti perfume brand Atyab Al Marshoud and a stand-alone booth featuring ENZAS Jewellery.

In addition, set to debut at MODA Mall later this year will be international brands - a luxury car brand that will be showcased at the Behbehani Brothers vehicle showroom; and Messika, one of the world's most innovative and modern diamond jewellery houses launching its presence in Bahrain with its first boutique at the mall. Last but not least, the mall will also be expanding its food & beverage offerings with three new outlets - AMORE café, Flat White and Mana juice bar.

Alongside growing its retail offerings, MODA Mall is also working with key stakeholders to help boost Bahrain's growing retail economy. Its ongoing collaboration with the Bahrain Economic Development Board (EDB) has enabled the Mall to successfully host industry networking forums, including the Middle East Council of Shopping Centres (MECSC) Bahrain 'Next Gen' Networking Event.

MODA Mall has also actively engaged with the Bahrain Tourism Exhibitions Authority (BTEA), supporting initiatives such as Shop Bahrain, aimed at attracting shopping tourism, in addition to hosting several other community-focused cultural and welfare activities.

With the retail industry continuing to expand and attracting participation from all major stakeholders, MODA Mall continues to pave the way for new opportunities, concepts and future growth in Bahrain's retail economy.

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\*According to KPMG 2018 report, 'Tourism – A game changer for Retail in Bahrain'