

**EMBRACE SPRING WITH MODA MALL'S NEW COLLECTIONS
AND WIN A LUXURY EXPERIENCE TO THE FRENCH RIVIERA**

Manama, Bahrain (February 2017): It's spring in full bloom at Bahrain's luxury shopping destination, MODA Mall, blossoming with beautiful floral embellishments and themed-garden to welcome its visitors for their seasonal and shopper experience. With the new season calling, the mall has launched its Spring Summer collection featuring latest designer-wear from high-end brands, with a chance for shoppers to win an experiential trip to the French Riviera.

Shoppers visiting MODA Mall until March 21st, will be rejuvenated with latest fashion trends, styles and floral settings with an opportunity to earn a raffle ticket for every BD 20 or more spent at the mall. As part of the 'You become the season' campaign, one lucky shopper will be picked to win the grand prize of a luxury seven-day trip with business class flights and five-star accommodation for two to Cannes and a one-day trip to Grasse - Perfume Capital of the World. Moreover, shoppers will also get six weekly win opportunities, which includes three spa and wellness packages and three dining vouchers at the Four Seasons Hotel Bahrain Bay, given away through a raffle draw on February 8th, 15th, 22nd and March 1st, 8th and 15th.

The mall, adorned with touches of spring, will host a variety of engaging activities featuring a garden brimming with flowers in the Fashion Court for visitors to relax and take a stroll, a floral swing installation near Gate 6 for visitors to capture memorable moments, and decorated arches near the Jewellery Court. The mall has hosted live musical performances as part of its activation for Shop Bahrain.

For families visiting MODA Mall, children will be treated to Spring-themed art & craft activities from Happy Box. Complimentary boxes will be given away every hour between 12pm and 5pm on February 10th - 11th or sold through a special display.

MODA Mall's new shopping campaign has a special spring treat for its online visitors too. All they have to do is follow the malls' social media channels and tag three friends who love spring and flowers, between February 5th - 9th. One lucky winner will become the proud owner of a luxury necklace on Valentine's Day.

So, this spring visit MODA Mall and embrace the new season of fresh colours, chic styles and trends offered by 80 high-end fashion and 50 jewellery brands, combined with delectable array of international culinary.

For more information, please follow **modamallbahrain** on Facebook and **moda_mall** on Instagram & Twitter.

- Ends -

For more information, please contact:

Memac Ogilvy: Pooja Rekhi Sharma at +973 17561723 or pooja.sharma@ogilvy.com