

MODA Mall expands its retail portfolio with new lifestyle experiences

Manama, Bahrain (February 2018): Bahrain's luxury shopping destination, MODA Mall announced the leasing of 600 square meters of retail space with seven new outlets of lifestyle experiences added to its portfolio of mall offerings over the past year. This led to an increase of 3.4% in mall's leased retail space in 2017, featuring a portfolio of fashion brands commanding 72%, jewellery brands 15% and culinary brands 13%.

This growth is attributed to new leases including additional fashion, lifestyle and culinary offerings, that further add a sense of novelty to MODA Mall and offer an unparalleled experience to its savvy consumers. Among the recent brands to launch their retail offerings at the mall include British Master Perfumer Roja Dove's ROJA Parfums; one of the finest Italian luxury furniture brands, Bakokko; and an exquisite selection of decorative artefacts, Limited Edition.

The mall has also enhanced its fashion and culinary portfolio with IZIQ Boutique, featuring a fusion of classic and contemporary gowns; Healthy Calorie featuring healthy and calorie-focused meal plans; Gadoo Sweets offering authentic Bahraini delicacies; and Ku-cha Café offering an enticing food and beverages menu.

This year, MODA Mall as part of its ongoing leasing strategy to evolve its portfolio with new retail and experiential offerings, plans to launch a luxury spa and wellness concept as well as a high-end, multi-brand jewellery store, amongst other new additions.

Commenting on the new retail offerings, Bahrain World Trade Center and MODA Mall's managing agent, Cushman & Wakefield Bahrain, Kelvin Crutchlow, Director & General Manager said, "As a luxury retail destination, we are constantly looking for new concepts and retailers that represent a diverse mix of local and international brands, which are distinct to the mall and customer requirements. Delivering on this strategy, we continue to upgrade our existing tenant mix with special incentive offers for our new retailers, and introducing new concepts that provide exciting and entertaining experiences to our customers."

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