

**MODA Mall secures new global brands,
leading the way as the Kingdom's home of luxury**

Manama, Bahrain (August 2019): Bahrain's luxury shopping destination, MODA Mall continues to lead in high-end retail with four new tenants added to its thoughtfully curated luxury line-up of over 80 fashion and 50 jewellery international and local brands available through 150 outlets in the mall. Catering to the trend-savvy shopper through its diverse world-class portfolio of fashion, jewellery, fine dining and other food and beverage offerings, MODA Mall has been the home for several global upscale brands marking their presence in Bahrain with flagship stores.

MODA Mall is always on the drive to attract brands from across the world that are unique and complements the lifestyle of its shoppers, with high-end shoes, bags, fashion, jewellery, and watches considered to be the engine of global spending by affluent and millennial shoppers, most evident amongst the GCC consumers. Being at the forefront of driving luxury retailing in Bahrain, the mall has successfully secured three lifestyle brands as tenants, Tumi – a global travel brand offering premium leather products and accessories, S.T. Dupont – a French luxury manufacturer of leather goods; and LodiNG – a high-quality shoes and menswear apparel brand.

Adding to this, the mall has also expanded with tenant portfolio of brands offering personalised luxury items and services with the opening of the exclusive Rolex Service Centre offering professional maintenance and care for Rolex watches. As for enhancing its food & beverage offerings, having recently introduced the Flat White café, the mall will further be looking into bringing in more high-end dining experiences and 'grab & go' stores to increase the choice of culinary options for its visitors. It is also in the process of finalising retail offers that are in line with new market trends and customer requirements.

Last but not the least, MODA Mall has introduced an exciting campaign that presents shoppers with a chance to be rewarded weekly for their spends on retail merchandise and food & beverage from now until October 31st. For every BD 30 spent at the mall, shoppers get entered into a raffle draw to win MODA Mall vouchers worth BD 1,000 every week with a choice to either redeem the voucher at one outlet or split the amount to spend at two or four retailers.

Commenting on MODA Mall's retail offerings, Savills, the Managing Agent for the Bahrain World Trade Center and MODA Mall's spokesperson Donald M. Bradley FRICS said, "With a strong focus on luxury, we will be adding in more contemporary and upscale brands and services that are exclusive and create experiences that enable shoppers to be fashion-forward and pursue luxury lifestyles."

Moreover, as MODA Mall focuses on expanding the scope of upscale retail offerings in Bahrain, Paul Nathan, Director – Head of Real Estate Asset Management for MODA Mall and Bahrain World Trade Centre reiterates that the strategy of repositioning the mall as the Kingdom's only luxury retail destination has proved to be a huge success given the overwhelming response from luxury brands choosing to partner and showcase their products at MODA Mall.

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