

Press Release

Oman Avenues Mall signs up with Oman's First 'Brands For Less' outlet

March 2, 2020

MUSCAT: Sultanate's iconic destination for shopping, dining, and luxury experience, Oman Avenues Mall, has announced the inclusion of 'Brands For Less' to its retail portfolio.

'Brands For Less' is a leading off-price fashion retailer with a major presence across the world with 65 outlets in the Middle East and five in Europe. 'Brands For Less' introduced its unique off-price business model at Lebanon in 1996 and expanded to UAE in 2000. The brand offers women, men and children fashion from high quality designer brands, at up to 80% less than the recommended retail price. Brands For Less' believes that everyone deserves the benefit of having access to world class brands without the painful price tag, for themselves, their children and their communities. Some of the brands that it offers are Ralph Lauren, Michael Kors, Coach, Bebe, Karl Lagerfeld, BCBG, Puma, Adidas, Reebok, Asics and the list goes on.

Welcoming the brand, Mr. Gogi George, General Manager, Development and Leasing, Lulu Group International said, "We are delighted to announce the addition of 'Brands For Less', the world's leading discounted-price fashion retailer to our portfolio. The brand which caters to customers from all classes, indulges them with the promise of exceptional products at a competitive price. Motivated by augmented rapid-purchase strategies, 'Brands For Less' has become a phenomenon across the Middle East. We are thrilled that Oman Avenues Mall visitors can enjoy the concept too. We are confident that the new brand will add great value as we are always looking forward to offer a wider range of retail options. Having a reputation of being Oman's finest shopping destinations, we will continue to build on the energy to innovate and create even more reasons for shoppers to visit our mall in the many years to come."

Vinod Kumar, Head of International Retail, 'Brands For Less' said, "We are a very inclusive concept and operate with the core objective of maximising our consumer reach. Consumer reach is enabled by two key factors – preference and ease of access. Consequently, where better to find this mix other than in Oman Avenues Mall located in the heart of Muscat. Given that 'Brands For Less' has a registered loyal database of over half a million customers and the fact that Oman Avenues Mall was recently bestowed with 'the most trusted brand award' is a testimony that synergies exist. To optimize this synergy, 'Brands For Less' will now open doors to serve our much-valued Omani consumers through 'the most trusted mall'."

With 'Brands For Less', every store visit is an experience, with the latest innovative products, items and gadgets waiting to be discovered. Customers love the fact that they can always find exceptional value, great bargains and items to cherish within the brand's large selection of categories of apparel, shoes, accessories for men, women and children.

Its inventory never goes stale and every visit is a new experience for customers. This reinforces its unique “Treasure Hunt” model ensuring that there is always something new to explore, desire and discover within our stores. This rapid inventory turnaround means that customers always have fresh products to explore on our shelves and racks. The current shopper is a middle-class income oriented, with a taste of fashion and value appreciation and ‘Brands For Less’ caters to all.

Opening of the new store is a testament of Oman Avenues Mall’s well-established reputation and management excellence. Continually fostering clear-cut strategies which are designed to drive business, attract new customers, increase revenue and eventually add to the country’s economy, Oman Avenues Mall houses a mix of brands ranging from high-end to mid-range and high street brands.

Oman Avenues Mall has embarked on an extensive transformation course with an intention to deliver a superlative customer experience. The transformation and expansion plan of Oman Avenues Mall, which already boasts of an impressive line-up of prestigious retailing brands, fine dining options, fun and entertainment choices is being carried out in four phases. Once completed, the mall will be an even more extraordinary destination with a variety of retail brand and limitless entertainment mix put in place.