

Press Release

Oman Avenues Mall unveils new brand positioning with 'Celebrate Everyday' tagline

December, 2019

MUSCAT: Living up to its reputation as a top leisure destination, Sultanate's iconic destination for shopping, dining, and luxury experience, Oman Avenues Mall debuted its new brand repositioning - 'Celebrate Everyday'. Promising a truly exhilarating ambience for visitors, Oman Avenues Mall officially launched 'Celebrate Everyday' - the mall's newly adopted tag line – which resonates with its goal to be a place for celebrations every day. Musical performances and entertainment parades were held from November 27 to December 1 to celebrate the new brand repositioning.

In tune with the launch of 'Celebrate Everyday' and to offer a celebratory feel to shoppers, the mall planned a celebrity appearance and performance by renowned Lebanese pop singer, entertainer, actress and television personality, Maya Diab which garnered an overwhelming response from mall visitors.

The celebrations also coincided with Oman Avenues Mall completing its third phase of the four-stage extensive transformation course it embarked on in the past year. To mark the milestone, the extraordinary leisure destination launched Oman's largest cinema multiplex - Cinépolis Cinemas, the leading world-class cinema exhibitor's operations in its premises - 15 auditoriums and 1,474 seats which include Luxury, Macro XE and Junior concepts.

Mr. Gogi George, General Manager, Development and & Leasing, Lulu Group International said, "With the four-phase transformation plan on track, Oman Avenues Mall is already offering an incredibly exhilarating ambience and opportunity for customers to 'Celebrate Everyday'. We promise to live up to our new brand repositioning 'Celebrate Everyday'." We received a great response to the events planned around the announcement of our own new brand positioning. Visitors turned out in large numbers and we are delighted to welcome them to our vibrant ambience."

While the celebrations started on November 17, the festivities culminated on November 30. The mall was converted into a National Day experience zone as traditional Omani band put up a soulful performance on the glorious day. Offering a musical bonanza for visitors the mall was turned into a 'Live Music Room' with a variety of musical performance. While popular singer Haitham Rafi regaled the mall visitors with his soulful voice, Omani fusion band impressed the large crowd turn-out with their recital. The Trio Band put up a great performance to take the audience on a special journey. Internationally acclaimed musician Peter Baartmans won the hearts of listeners with poignant performance on the piano. An International circus group and LED drummers entertained the visitors with their remarkable shows over the long weekend.

As part of Oman Avenues Mall's on-going transformation journey, the mall will continue to capture the cosmopolitan, multi-ethnic, pluralistic and vibrant spirit of Muscat. The mall's multi-phased transformation brings about a redefinition of luxury shopping, leisure and dining experience. While Cinépolis Cinemas, which opened recently, will extend a premium movie going experience to the visitors, the rejuvenation and inclusion to the retail-mix will give its customers access to global trends from the world of fashion.

At present, Oman Avenues Mall offers a wide-ranging ensemble of retail choices spread across 72,000 square metres of built-up space in 1,45,000 square metres. This consummate shopping destination has a remarkable league of retailers unparalleled by any other shopping centre in Oman. Located in the heart of the city with a host of distinctive amenities and services, Oman Avenues Mall delivers a refreshing experience for customers.

From branded apparels to fashion accessories, jewellery to personalised gifts, electronic appliances to entertainment options, multi-cuisine restaurants to cafes, Oman Avenues Mall offers an all-in-one shopping, dining and entertainment experience to locals and tourists alike.