

Press Release

Oman Avenues Mall's 'Fashion in full bloom' unveiled

April 15, 2019

MUSCAT: Oman Avenues Mall, the largest mall in the Sultanate of Oman presented its much-awaited annual season of fashion extravaganza with a lot of grandeur and fanfare. The 'Fashion in Full Bloom' themed campaign which got off to an exciting start on March 14 ended on April 5. As part of the exclusive fashion campaign, Oman Avenues Mall hosted kids, fashion shows, make-up and beauty workshops, product promotions and entertainment events.

The annual style show kicked off with a kids' fashion show followed by a make-up and beauty workshop. Omani designers' fashion show featuring the latest trends in abayas and other traditional wear was the highlight of the campaign. A grand kids' fashion show was held on April 4. The campaign concluded with a grand finale fashion show on April 5, featuring a line-up of professional models who showcased spring/summer 2019 collection from leading high-street retail stores at Oman Avenues Mall.

Commenting on the campaign, Derick Michael, General Manager, Oman Avenues Mall said: "Reaffirming our position as a leading fashion destination, we were delighted to present the popular annual fashion extravaganza for the benefit of our visitors, patrons and retailers. The campaign included kids' fashion, make-up and beauty, entertainment, traditional and high-street fashion event. This year we are pleased to have the fashion and beauty influencers who participated as ambassadors for the event."

Kids fashion show organised on March 14 and 15 featured child models as young as five years old wearing the latest fashion trends. Their confidence and effortless style on the ramp impressed many viewers. More than 400 children who were picked based on registration participated in the fashion show. Top six children were selected by a panel of judges which included popular personalities Wallaalkremy, TV presenter, CEO of Muscat Dermatology and director of Oman Bridal Show, fashion designer Ahmed Al Balushi and model Yasin Khan. The top six selected children walked the ramp along with other professional models on April 4 during the grand kids' fashion show where brands from the mall showcased their collection.

Oman Avenues Mall's workshops on bridal and casual make-up held on March 21 and 22 received a great response from visitors. Top model Areej Al Balushi was the ambassador for the make-up and beauty workshop. Over 200 women and top five make-up and beauty brands from the mall participated in the session. The make-up and beauty session on March 21 was presented by Laila Al Alawi and Khadija Al Nimi in association with Anaqati magazine. Yosra Al Khaldi and Furat Al Balushi in association with Al Roya magazine presented the session on March 22.

Oman's top fashion designers showcased the latest trends in traditional as well as contemporary Omani fashion at the Omani talent showcase/modest and cultural fashion

show. Brands from the mall showcased their latest collections on March 28 where Ahmed Al Balushi and Fadwa Salam were the ambassador for the segment. Local Omani designers showcased the latest trend in exclusive cultural and modest fashion show held on March 29.

To culminate a month of fashion, style and glamour, the grand finale 'Fashion Season 2019' was held on April 5. Various brands participated in the show which exuded style and quality entertainment. The ambassador for Fashion Season 2019 was international designer Antoine Salameh, also owner of Labourjoise. He is known for having designed dresses for popular celebrities including Aishwarya Rai, Beyonce, Britney Spears, Deepika Padukone. Models who walked the ramp at the grand fashion show showcased clothes and accessories from retailers present at the Oman Avenues Mall.

About Oman Avenues Mall

Oman Avenues Mall, a division of the renowned LuLu Group International, based at Abu Dhabi, is one of the largest and finest malls in the Sultanate of Oman. Oman Avenues Mall boasts an impressive line-up of prestigious retailing brands, fine dining options, and fun, entertaining experiences for the discerning shopper; while being envisioned as a dynamic new retail-led mixed-use destination. The genesis of the concept is the creation of a true multi-use development that assimilates venues for retail, entertainment, hospitality, and high end commercial use. Oman Avenues Mall, with its striking architecture, is an eclectic ensemble of retail offerings spread across 72,000 square-metres of built-up space in 145,000 square-metres. This ultimate shopping destination has an impressive line-up of retailers unrivalled by any other shopping centre in Oman. Located in the heart of the city with a host of unparalleled amenities and services, Oman Avenues Mall will provide the most refreshing experience that you have ever had.

ATTENTION: EDITORS/JOURNALISTS:

OMAN AVENUES MALL: Due to branding and marketing-related concerns in the Middle East retail sector, Oman Avenues Mall is obliged and mandated to ensure that the name 'Oman Avenues Mall' is used only in such form and never in the shortened form 'Avenues Mall'. We therefore kindly request your co-operation in making absolutely sure that in any and all editorial content featured in your publications, the name – Oman Avenues Mall – is always used as such, in full, and never shortened to – Avenues Mall.

Therefore:

- Oman Avenues Mall (correct)
- Avenues Mall (incorrect)