

Press Release

Oman Avenues Mall announces securing new brands in-line with its transformation mission

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MUSCAT: With an intention to evolve its retail mix and meeting changing customer expectations and preferences, Oman Avenues Mall, the largest mall in the Sultanate of Oman, has announced securing new brands.

The mall has strengthened its retail mix with the securing of multiple new brands dedicated to apparel, jewellery and F&B categories. Among these brands are P. F. Chang's, Barbeque Nation and American Eagle outfitters. The mall is also now home to new brands including Cinnabon, SMYK, Yoko Sizzlers, Jawahara Jewellery among others. In great news to cinema lovers, Cinépolis, a leading world-class cinema exhibitor, is steadily progressing fit-out works towards opening a large multiplex with 15 screens to provide a premium movie going experience to the residents of Muscat. Besides, in good news for book lovers Borders has undergone a massive expansion at the mall doubling its floor area.

Developing distinct strategies which are designed to drive business, reach new customers, increase revenue and ultimately add to the country's economy, Oman Avenues Mall has always aimed at serving the best to its customers. Being a premium lifestyle destination in the Sultanate, Oman Avenues Mall understands that customers want a unique product offering that is tailored to meet their needs combined with a rewarding customer experience.

Securing of the new brands at Oman Avenues Mall represents a significant achievement considering the retail expansion slowdown the region has been witnessing. It compliments and solidifies Oman Avenues Mall's transformation pledge which it has been confidently communicating to its tenants, clients and, existing and potential customers. Therefore, the mall has particularly demonstrated strong resilience in the face of global economic downturn and continues to grow at a solid pace given its appeal to residents and tourists.

Mr. Derick Michael, General Manager, Oman Avenues Mall said, "Securing of the new brands is in line with the transformation vision the mall has embarked on. Being an Innovative mall, we are always keen on incorporating value-added elements. We are pleased to welcome new brands to the mix. We are also getting steady enquiries from brands seeking retail space because of our focus on innovation. Our great performance despite the economic slowdown can be attributed to our valued customers trust in us. We are confident that economy will rebound based on long term vision of the government and strong fundamentals of its diversified income sources. Tourism is truly one of the engines that boosts our economy and we are certain that Oman Avenues Mall expansion will contribute to the same."

The planned inclusion of new brands is certain to make Oman Avenue Mall's current customer base happy, giving them fresh options, while simultaneously attracting new customers. This also demonstrates that the mall is seeing a strong desire from retailers to have a presence at the premises.

Ashish Shukla, CEO, Cinépolis GCC said, "We are thrilled to announce that Cinépolis will be opening at Oman Avenues Mall very soon. Fit out works are going on at a dynamic pace to complete the project. We are happy to be at Oman's most prominent leisure destination. We are committed to extend a consummate cinema viewing experience by offering state-of-the-art sound and projection systems, comfortable and relaxing auditoriums as well as excellent food offering to our movie going guests."

A spokesperson for P. F. Chang's said, "Our restaurant, which currently has more than 300 locations around the world, is delighted to make its debut in the Sultanate. The location is very important for us and we are particularly pleased to be opening at an iconic destination like Oman Avenues Mall.

A spokesperson for Barbeque Nation who are the original pioneers of live-grills and saucy appetizers originating from India said, "Since we started, we have expanded to over 100 branches serving over 34 million guests across the world. We have been imitated by many other restaurateurs but none could match the quality and exquisite offering we have been consistently offering over the years. We are glad to partner with a prominent mall like Oman Avenues Mall which has been delivering an excellent impression and is committed to offering an elevated visitor experience. "We are thrilled to offer Oman its most unique dining offering in the near future".

It may be recalled that 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.

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)