

Living the good life at Oman Avenues Mall

AVENUES LIFE

Summer 2018

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at Oman Avenues Mall

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OF GIFTING PERFUME

عمان أفينيو مول
OMAN AVENUES MALL



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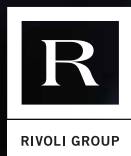
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FOREWORD

Dear Reader

On behalf of Oman Avenues Mall and LuLu Group International, I would like to present to you another very special edition of Avenues Life. At the same time, I'd like to wish you and your family a wonderful and enriching time as we head off into the rest of 2018.

2018 has been a great year for the mall, so far. We've had many new brands join us this year; and there are a few more surprises for our customers for the latter half of the year. Our transformation journey is in full swing and is shaping up just as we expected it to. Our campaigns have reached out to more people, and have been more exciting than ever before!

Highlights included encouraging shoppers to live healthier and more active lifestyles with the daily fitness challenges, giant obstacle course and health workshops, which formed part of our five-week-long Mall Warriors Challenge, at the beginning of the year.

Over the period of five weekends in April and May, we proudly celebrated Oman Avenues Mall's 3rd Year Anniversary with our "Grand Celebrations", and followed this up with a "Together this Ramadan" campaign for families and shoppers from all cultural backgrounds. For the Sultanate's summer holidays, we offered four shoppers "Avenues to the World" family travel package prizes to Rome, Beijing, London and Athens.

In the year 2017, the "Oman, My Heart" campaign was a continuous celebration of Oman's 47th National Day, during which we made history with the largest ever national flag built entirely from LEGO® bricks. His Excellency Marc J. Sievers, U.S. Ambassador to Oman,

was also present to officially open an American Automobile Display as part of the U.S. Embassy's "Discover America 2017" campaign.

At the end of the year, we made many wishes come true with our "Wishes Do Come True" initiative, over the Festive Season period.

**I hope
you will
enjoy
reading
this, our
latest
edition**



Finally, another proud highlight for Oman Avenues Mall was winning the "Best Cause Related Marketing Campaign" Gold Award at the 2017 ICSC MENA Shopping Centre and Retailer Awards – for our very successful Avenues Children's Garden, which was created to educate

Oman's school children about the environment.

Looking ahead, we are gearing up for a very exciting second half of 2018. With new entertainment avenues being added to the mall, premium events and of course, excellent shopping experiences. I sincerely wish you all the best for the coming months, and I hope you will enjoy reading this edition of Avenues Life.

Ashraf Ali M.A.
Executive Director
LuLu Group International

WELCOME

Avenues Life is a showcase of the very best of what Oman Avenues Mall has to offer

I am delighted to be able to present to you Avenues Life – which is a showcase of all the exciting things that are taking place at Oman Avenues Mall.

We look at some recently-established outlets at the Mall, as well as some outlets that we're excited to be welcoming in the next few weeks.

Among other features, we also look back at some 2018 highlights with our "Live the good life!" story; and have a chat with the dynamic "Retail Personality" Mr. Ali Shabeer Ali Mosa, franchise owner of the very successful Cookie Dough.

Avenues Life also profiles what's happening with our food and beverage, home-living, fashion and beauty, sports and lifestyle, and entertainment offerings, and much more. This edition of the magazine also gives you a few travel tips for the upcoming good weather months of the year. I hope you will enjoy the read!

As we head off together into the coming months, I am looking forward to continuing this wonderful Oman Avenues Mall adventure with all of you. Happy reading!

Ms. Suad Khalfan
Assistant Mall Manager
Oman Avenues Mall



Good maintenance of the mall, effective and interesting co-branded marketing initiatives to attract the right customers and mall up-gradation, revamping and renovation activities are some of the aspects we keep constantly focusing on which becomes the key to run successful centres.

Oman Avenues Mall provided a premium venue in 2017 for shoppers looking to purchase leading international brands. It was also a place where families and friends could enjoy a top-class entertainment, food and café culture. In 2018, I can assure you that Oman Avenues Mall will continue to deliver on all of the above.

Apart from the wide selection of shopping, entertainment and dining, Oman Avenues Mall hosts the best events and campaigns throughout the year, focusing on children and families. Very soon we will be introducing the mall's loyalty cards with its exclusive benefits for privileged members. These programs will provide means to establish a direct relationship with customers that goes beyond each visit to the mall.

I'd also like to say a heartfelt thank-you to all of the families, individuals, and groups of friends that have visited the Mall to date – I trust you all had a fantastic time, and I hope you'll return back soon.

You can continue to follow the Mall's goings-on at www.omanavenuesmall.om, as well as on social media sites via the hashtag #OmanAvenuesMall. Please have a look, and share your best photos and comments.

Mr. Derick Michael
General Manager
Oman Avenues Mall

We believe in bringing a smile to every customer's face, a smiling customer is a happy customer and that smile denotes that we've done our job well."



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Avenues Life

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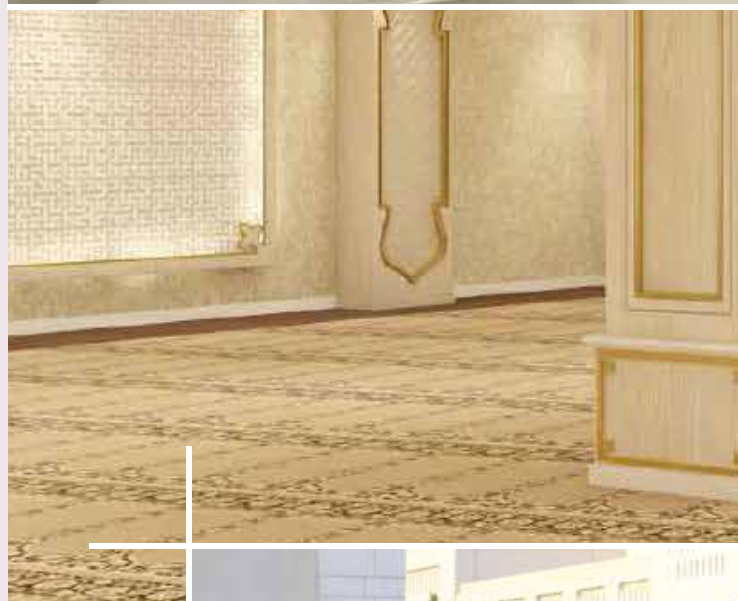
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Oman Avenues Mall is on a transformation mission

Committed to setting the highest standards of excellence in every facet of a leisure destination, Oman Avenues Mall, the largest mall in the Sultanate of Oman is undergoing an extensive transformation to deliver a superlative experience to its esteemed customers. The transformation plan which will be carried out in four phases will result in a completely reimagined Oman Avenues Mall.

The first phase, which has been completed, comprised furtherance of guest services like toilets and common areas; relocation of prayer hall to a larger location; enhancement of landscaping and upgrading of road access to the mall among other works. Within the confines of the transformation plan, Oman Avenues Mall has signed an agreement with Mwasalat to introduce bus services to ensure better mobility and convenience of customers. As part of the agreement a bus station has been built in the Mall premises.

The second phase of development, which is in progress, encompasses rejuvenating the retail mix by adding new and exciting brands. A key part of this transformation phase would be the introduction of a cinema complex. Oman Avenues Mall and Cinepolis, a leading world-class cinema exhibitor, have already announced an agreement to develop a large multiplex with 15 screens to provide a premium movie going experience to the residents of Muscat. The agreement will bring to Oman Cinepolis' 15-screen halls and 1,474 seat multiplex which includes Luxury, Macro XE and Junior concepts. It also marks the exhibitor's first movie theatre in the Sultanate. The 4,396-squaremeter cinema is expected to





open in the last quarter of 2018 and will offer guests a state-of-the art cinema experience.

To keep up with the significant increase in the number of customers visiting the mall, the third phase of the transformation will include physical expansion as part of which Oman Avenues Mall will be extended to add more room for retail stores, restaurants and entertainment options.

The fourth phase of transformation, which is now in the scheduling stages, comprises a mixed-use development project. The land adjoining to Oman Avenues Mall sized at 25,000 m2 is being looked at for being developed as a mixed-use project which would constitute retail floor, serviced offices, premium residences and a four-star hotel.

The objective behind the transformation mission is to alter the overall experiences of the mall to best reflect its magnificence and attractions. While the cinema complex Cinepolis is sure to provide a far higher



entertainment value, the rejuvenation and inclusion to the retail-mix will give our customers access to global trends from the world of fashion. The planned mixed-development project will be a destination of international standing with high-street shopping, restaurants and cafes, serviced offices, premium residences, a four-star hotel, creating a completely new urban experience for Muscat.

The expanded Oman Avenues Mall will transform the way people work, eat, play, shop and relax in Oman.





Oman Avenues Mall and Cinépolis, a leading world-class cinema exhibitor, announced an agreement to develop a large multiplex with 15 screens to provide a premium movie going experience to the residents of Muscat. The agreement comes as part of an extensive transformation course Oman Avenues Mall has embarked on to deliver an unmatched customer experience.

The agreement brings to Oman, Cinépolis, a 15-screen and 1,474 seat multiplex which includes a dedicated VIP lounge and special seating along with Luxury, Macro XE and Junior concepts. It also marks the exhibitor's first movie theatre in the Sultanate. The 4,396-squaremeter cinema is expected to open in the last quarter of 2018 and will offer guests a state-of-the-art cinema experience. The cinema will offer an urbane blend of rocking leather seats and fully reclining leather seat auditoriums, cutting-edge sound and high-definition projection technology. A chic lounge-style lobby space designed for socialising with friends and family is in the agenda. The leading world-class cinema exhibitor is also planning to introduce an exclusive outdoor rooftop concept at the Oman Avenues Mall.

Cinépolis is the world's fourth largest movie theatre circuit, operating 647 cinema complexes, 5,313 screens and over 1.1 million seats in 14 countries across the world. It offers guests enhanced movie-going experiences through its sophisticated cinema design and theatre concepts. A Mexican owned movie theatre chain, Cinépolis entered the Middle East through a partnership with the privately-owned business conglomerate, Al Tayer Group, who operates leading, quality-focused businesses in various sectors including Automotive, Retail, Real Estate, Construction, Healthcare, Logistics, Engineering and Manufacturing.

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.



WHAT'S NEW



With a wide-ranging ensemble of retail choices spread across 72,000 square metre of built-up space in 1,45,000 square metre, there is always something to explore in Oman Avenues Mall. But don't forget to check out what's new...



You can indulge in some gob-smacking sizzlers at the renowned eatery Yoko Sizzlers which is certain to tantalise your taste buds with juicy steaks and aromatic flavours.

Steaks, Mutton, Chicken, Seafood and Vegetarian Sizzlers, Yoko Sizzlers does not disappoint anyone. Yoko Sizzlers also has a whole range of Soups, Cocktails, Salads, Rice Delights, and Sandwiches. And once you are through with the Sizzlers, a vast array of desserts will have you floored.

It's an adventurous experience not to be missed.

Location: 3rd Floor



The group is an integrated sporting goods company which engages in brand management, development, design, manufacturing and distribution. Its key products include footwear, apparel, accessories, kids' footwear and apparel, and fashionable sportswear and swimwear under the 360° Sports brand.

Location: 1st Floor



COMING SOON

Oman Avenues Mall already offers a wide-ranging ensemble of retail choices, however to revitalise its retail mix, the coming months will witness new stores infusing sparkle to its retail space.

Watch out for these international renowned outlets!

Lovisa

FASHION-FORWARD

Established in 2010, Lovisa exploded into the fashion accessories scene to impress the trend setter. Now with more than 300 stores worldwide its trend spotting departments take inspiration from couture runways and current street style to deliver new, on trend, must-have styles to its customers. Lovisa is the first-stop-shop for the fashion-forward woman to get her on-trend accessories fix. The Lovisa customer has refined taste and she understands the importance of the perfect accessory. She wants designer style at ready-to-wear prices. This is why she chooses Lovisa.

Let Lovisa inspire your style. Lovisa was born from a desire to fill the void for high quality, fashion forward and directional jewellery that is affordable. Lovisa is a brand that will not go unnoticed, with an ability to forecast trends and deliver new product lines in store every week.

Location: Ground Floor



ANOTAH

BOLD AND EXCITING

Designer fashion label and lifestyle brand with a network of shops across the region, ANOTAH is set to make its presence felt in the Sultanate through Oman Avenues Mall. Taking inspiration from around the world, ANOTAH is bold and exciting.

Built on a passion for fashion, ANOTAH was established in 1998 with the foresight of providing inspiring collections that are tailored to fit modest, Middle Eastern women. A lifestyle brand that transforms the latest trends into accessible fashion, ANOTAH works based on creativity and authenticity. Product collections include womenswear, children's wear and teens along with bags and accessories that inspire.

Location: Ground Floor



GRILL TO PERFECTION

The pioneers of live-grills and saucy appetizers have come a long way to bring the taste every mouth craves. Now, Barbeque Nation, the concept dining barbeque restaurant brand from India, is ready to rock the Sultanate at Oman Avenues Mall.

Since its establishment, the restaurant has expanded to over 100 branches across 40 cities in India and the Middle East serving over 34 million guests. The brand's unique dining style places the customer at the centre of the experience, giving diners complete control over their meals.

There is something unique for gourmets at Oman to try on. Barbeque Nation have pioneered the concept of live grills embedded under dining tables – allowing customers to grill their

own barbecued meats without leaving their seats. The restaurant allows clients to customise their own starters with their preference of flavours, ushering in the era of 'Do It Yourself cuisine'. Barbeque Nation offers both vegetarian and non-vegetarian menus, drawn from Mediterranean, American, Oriental, Asian and Indian cuisines.

Location: 3rd Floor

GOOD LIFE

LIFE IS GOOD AT OMAN AVENUES MALL

As Oman Avenues Mall continues to transform the way people work, eat, play, shop and relax in Oman, it constantly offers a truly exciting ambience and opportunity for visitors to 'Celebrate Everyday'. Yes, there is something happening and something to celebrate at the largest mall in Oman every single day.



BIG TIME QARANQASHO

The whole of Oman Avenues Mall was enveloped with joy of children laughing and singing and it was indeed an unforgettable sight. To mark the Holy Month of Ramadan, Sultanate's prominent leisure destination, lined up a host of fun events for children to celebrate Qarankasho, a joyous community event traditionally observed in the middle of Ramadan.

Over 5000 children witnessed the Qarankasho held at the second floor of Oman Avenues Mall on the evening of May 30 between 8pm and 11pm. More than 4000 Qarankasho gifts were distributed during the course of the evening.

Keeping the tradition alive, Oman Avenues Mall marked the evening with events such as Ramadan-related storytelling, Al-Masharati (a role play drummer who awakens the residents for Suhoor), magic show, entertainment games, Islamic song performance and distribution of gifts.



Every year Oman Avenues Mall partners with reputed brands to celebrate Qarraqasho and this year Bank Muscat came in as the Title sponsor with Ooredoo as the Telecom partner. Both Bank Muscat and Ooredoo gave away goody bags filled with gifts and sweet treats to not only children but also to all the family members who had accompanied them to watch the show come to life.

It was an enriching, engaging and entertaining experience for the children and mall management too.

The icing on the cake was Funtazmo, which offered 50% discount on all games and rides.



AVENUES TO THE WORLD

There will always be something appealing about traveling in the summer time. Keeping up with the preferences of the season, Oman Avenues Mall organised 'Avenues to the world' campaign for the benefit of its valued visitors and customers.

Customers who shopped for OMR 15 or more were eligible to enter a draw which offered them a chance to win an exotic holiday travel package. Customers had a chance to win one of four travel packages to popular international destinations including Athens, Beijing, London and Rome.

Through such activities, it is the mall's constant endeavour to deliver an excellent impression and an elevated experience for the visitors.



GOOD LIFE

FASHION REIMAGINED



It was a month full of fashion, style and glamour. Oman Avenues Mall dressed up in style for its annual Season of Fashion extravaganza themed 'Fashion Reimagined'. During the month-long celebration of making style statements, fashion shows, make-up sessions, beauty events and product promotions were daily affairs. The spectacular festival ended with an outstanding fashion show featuring a line-up of professional models who presented spring-summer 2018 collections picked from the racks of high fashion retail brand outlets located at Oman Avenues Mall. Clothes and accessories from brands such as Sara Plaza, Lulu Hypermarket, Matalan, LC Waikiki, Khazir, Superdry, Desigual, Brands, The Lookout and H&M found a place on the ramp. The event was attended by prominent members of the society and esteemed customers who turned out in large numbers. This campaign provided an opportunity for shoppers who spent OMR 15 to be eligible for a spend-and-win card, as well as a grand prize of the luxurious Mercedes-Benz CLA 250.

The 'Fashion Reimagined' included a Kids Fashion Show which received an overwhelming response. More than 2,000 entries were received from excited parents who wanted their children sauntering on the runway. A series of make-up workshops where participants could pick up tips and tricks from make-up professionals were also held. A selection of Oman's top fashion designers showcased their latest creations at the Omani Designers Fashion Show.





For the love of reading

Here is a great news for book lovers. One of the largest free-to-public children's libraries and charity bookshops in Oman - Let's Read - now finds a space at Oman Avenues Mall. The mall authorities have partnered with Dar Al Atta'a, Oman's inclusive charity organisation, which runs the Let's Read Campaign, to bring the library cum bookshop to Oman's most frequented mall. The Let's Read Campaign, a Dar Al Atta'a initiative to promote reading, which was founded in 2007, will now have a library and bookshop operational on the third floor of Oman Avenues Mall.

Oman Avenues Mall aims to give back to the society through this Corporate and Social Responsibility initiative. At the heart of offering space for the Let's Read campaign at the mall premises is a strategic vision to inculcate a reading habit among children and youth of Oman. Oman Avenues Mall welcomes parents to accompany their

children to the library and encourages them to pick from an assortment of Arabic and English titles available there.

The free-to-public library will cover a substantial area on the third floor of Oman Avenues Mall. The area will be covered with bookshelves, children's play area, colourful slides as props, cosy seating areas, educational toys and a bus-themed bookshop to signify and promote the mobile bus libraries that Dar Al Atta'a runs across Oman to reach out to underprivileged children who do not have access to libraries.

The books on display are available for purchase at a subsidised rate, and the resulting sale proceeds would be reinvested into the development and management of the project. Children are welcome to donate their own books to the Let's Read deposit boxes located at key points in the mall, and at the library itself.



FASHION AND STYLE

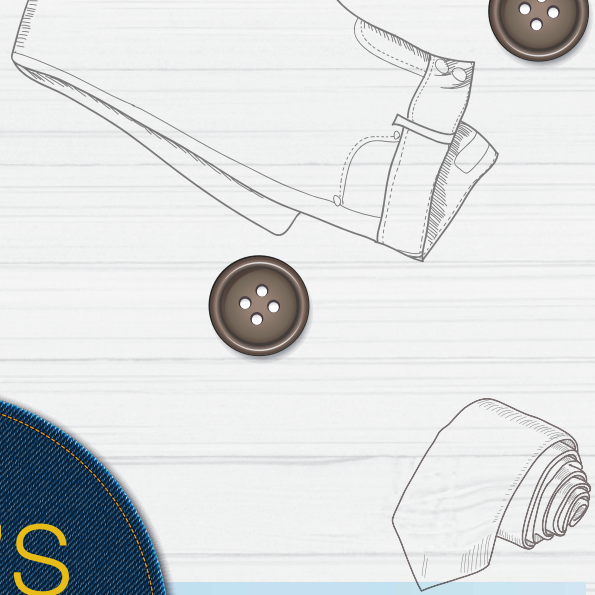
MEN'S FASHION

The latest fashion trends, must-have clothes and the best style advice for men.

- The khaki cotton suit is in. There is no better suit for Oman's weather than a khaki cotton suit. This warm-weather staple is great at parties, and it works at the office too. The best part about a good khaki suit is that the relaxed fabric is super versatile and can be dressed up or down easily.
- As for colour go for teal. The teal colour is in fashion for its versatility. Somewhere between cobalt and aquamarine, the pleasant shade is now found on shirts, pants and overcoats.
- Load a white and a black shirt into your wardrobe. The white shirt is universal and can be worn with everything. The black is practical and enhances figure. In addition to these classic options, go for bright large prints, geometric and oriental patterns.
- Fifties shirts have become omnipresent, thanks to luxury titans advocating the trend, plus the high street offering an endless variety. The breezy fabric, prints and neckline make them a bond between smart and casual.



- White jeans are now, officially, a viable option at any time of the year. White jeans are a great alternative to darker, blue and black styles. One of the best ways to wear white denim is to pair it with a T-shirt, blue denim jacket, and sneakers.
- Bucket hats are back. With the nineties resurgence in full swing, bucket hats are back on the high-fashion accessory list.
- The men's sunglasses trends are versatile and real head-turners. Popular men's sunglasses style this year are metal sunglasses, round vintage sunglasses, D-frame sunglasses, oversized aviators sunglasses, square wayfarer sunglasses heavy brow line sunglasses among others.
- Casual sneakers are increasingly becoming an acceptable way to show up to work. Not every pair is appropriate but hunt for the type that are available in plenty.



Keep up with the latest trends at:

BRANDS

In just over half a decade, BRANDS has redefined the idea of power-dressing for men and women, while effectively setting new standards in value fashion across the region. Founded in 2004 in the UAE, it has evolved with the changing needs of the fashion world. As an international retailer with a network of outlets across the Middle East, Asia and Africa, BRANDS offers a choice of international fashion labels and in-house brands, providing the widest collection in formal suits, semi-formal wear, smart casuals and accessories, including business travel bags and world-class fragrance brands.

The growth of BRANDS can be attributed to its firm corporate values, the strong bond with customers and the unwavering commitment to creating a brand of impeccable quality, style and service within a price affordable to all.

Add to that a team of qualified professionals who integrate skills, craftsmanship and dedication to uphold the values and culture of BRANDS; and you have an evolving brand that thinks alongside the evolving corporate, reflecting its success and ambitious nature. Right from the selection of fabric to the quality standards and pricing, every product is designed to live up to the core values of BRANDS.

Location: 1st Floor



LINEN CLUB

With hand-picked fibres sourced from France, Belgium and other parts of Europe, spun, woven and dyed with the finest European technology, Linen Club has practiced the making of a superlative quality of linen over the course of more than six decades.

Walk into the exclusive showroom of Linen Club in Oman Avenues Mall for a sartorial experience par excellence, from the finest in fabrics to the latest in apparel and accessories.

A premium brand from Aditya Birla Group, a multi-billion-dollar Indian business conglomerate, Linen Club is known for its largest collection of linen fabrics, which has recently also introduced readymade garments.

The brand houses clothes in pure linen, besides linen-rich blends with cotton, silk, wool, rayon and lyocell. It also has dyed pieces, yarn-dyed, printed, hand-painted, embroidered clothes and ready-to-stitch clothes for men, women and children.

The first showroom out of India, Linen Club at Oman Avenues Mall has the largest varieties of linen which can be customised to needs of individuals.

Location: 1st Floor

RAYMOND

Raymond is a diversified group with majority business interests in textile and apparel sectors. Being a vertically and horizontally integrated manufacturer of textiles, Raymond produces 'The finest fabric in the world'.

Over the years, Raymond has emerged as a preferred choice for top design houses across 55 countries. Given its fibre to fabric manufacturing capabilities, Raymond is a textile powerhouse with state-of-the-art manufacturing infrastructure, best industry practices that have raised the bar of Indian textile manufacturing. Having established its dominance in the textiles, Raymond is also an aggressive player in the ready to wear apparel segment with reputed brands such as Park Avenue, ColorPlus and Parx. Having pioneered the innovative concept of customised clothing, 'Raymond Made To Measure' offers luxurious service to discerning customers to personalise their ensemble bringing together their own personal taste.

In Oman, Assarain Textiles LLC was established in 1990 in co-ordination with Raymond Limited of India. The Raymond Showroom at Oman Avenues Mall has established itself as a pillar of high quality suits, jackets, shirts, trousers, accessories and fabrics, all bearing the world-renowned Raymond trademark of unsurpassed quality. With its own in-house design and tailoring division, Assarain Textiles LLC employs a team of specialised master tailors trained by Raymond in India.

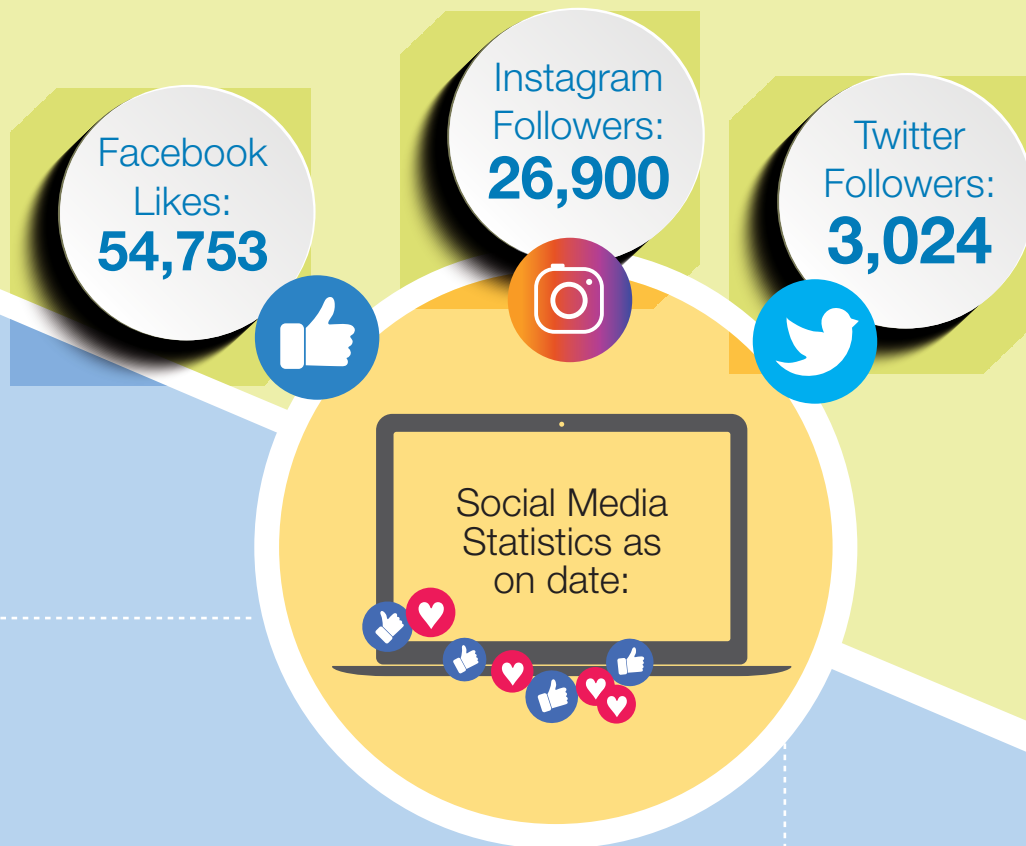
Location: 1st Floor





SOCIAL MEDIA

ALWAYS TRYING TO BE GREATER THAN...

Oman Avenues Mall social media has been growing at a massive pace with the varied engagement activities attracting new followers everyday!



-  Our posts reach over 1 lakh people every time
-  More than 30% growth in all our pages in comparison with the last year
-  More than 20% increase in the content, which includes event posts, community greetings, facilities posts, informative posts, trivia, contests, to mention a few
-  More than 40% growth in terms of retailer participation, making our social media channels as one of the most sought after advertising mediums

-  More than 30 contests in the last year, making our customers happy
-  Gratified more than 1000 customers so far for following our channels continually

Our philosophy is simple: To offer our patrons a fresh and lifestyle rich experience every time they visit our social media channels



أمي العزيزة Marvellous Moms

Here's to all the mothers.

Become a member now
and avail the best offers from Oman Avenues Mall





THE DOS AND DON'TS OF GIFTING PERFUME:

How to choose a scent for someone else

It is not an easy task,
I say this because
fragrance is so, so
personal.

But if you're really set on
purchasing a fragrance
for that person, and you
don't know any specific
fragrance notes they
like, pay attention to the
following tips:

Do pay attention to their style

- o The types of fabrics they wear, and the way they decorate their home.
- o Getting a read on the tone of their overall lifestyle can help to point you in the right direction.
- o If you find a fragrance brand that looks like it belongs in their world, that's a good place to start smelling.

Do ask the right questions

- o What their goal is: Do they want to feel cozy? Dominant? Powerful? Natural?
- o Thinking about fragrance effect in that way can be helpful.

Your relationship matters

- o If you're shopping for a family member or best friend, chances are you know them fairly well — in which case, you can pick a bolder, nighttime-appropriate scent.
- o But if you're not too close, a general rule of thumb is to choose something lighter, which will have less room for error.

Choose a time of day

- o "It's important to know when they'll wear the fragrance," "Is it for daytime, nighttime, or something more versatile?"
- o For daytime, go for something on the lighter floral side,
- o Whereas a heavier, spicy or musky scent is great at night.

Their taste in food and drinks is important.

- o If she loves spicy foods, chances are she'll love a deeper scent, like a woody musk or rosy oud.
- o If she's constantly craving sweets, she definitely won't hate smelling like vanilla.

Find a link other than scent

- o "I always suggest people choose a fragrance that makes a link with the person from an element of the fragrance mix,".
- o "For example, a perfume can evoke a place of meeting, a time of the day, a favorite raw material, a lifetime moment."

If in doubt, keep it fresh

- o While there aren't any 'safe bets' when it comes to choosing a scent the wearer will cherish, 'fresh' scents are generally most appealing.
- o "Freshness is the safest direction, as it is not disruptive and is often linked to cleanliness,"

How to pinpoint a 'clean' scent?

- o You won't find a link to a particular fragrance family, so trust your instincts; if freshly cut grass, clean laundry, rain, or crisp mornings spring to mind on application, then chances are you've found yourself a clean slate.

Remember it's not about you

- o "You should never offer a perfume that you think is right for you.
- o The secret of people who give nice gifts is they think of the recipient rather than of themselves,"
- o "It's not about choosing a 'good' fragrance. It's about choosing the one that's a good match with the person who will be wearing it.

Focus on personality traits

- o When choosing a scent, ignore the actual notes of a perfume and instead focus on the personality traits of the wearer.
- o "We often describe a scent with the same words you would describe someone's spirit and soul: bright or discreet; deep and intense or sparkling, light and coquettish; complex or simple; natural or sophisticated."
- o "You'll be surprised how close you can get to the right scent if you are precise enough in your description of the wearer-to-be."

Sometimes the nose just needs rest

- o It needs a few hours and some chill time. Smelling a piece of clean wool in between whiffs can be helpful (say if you're wearing a sweater). Coffee beans (debatably, I say yes, some say no) also help.

Monique Helou

Fashion Stylist, RHN, RNCP



WATCHES

Beginning of good times

Explore watches from a host of international brands and find the perfect one for you. Select from the best range of luxury and designer watches available at Rivoli and Hour Choice. It is the definitive watch retailing destination for watch connoisseurs wanting to own chic watches from the leading brands of the world.

Timex: TW2R42600 (OMR 45)

Weekender Chronograph
40mm 2-piece Leather
Strap Watch with
interchangeable straps to
change your look in
seconds. We have paired
a favourite chronograph
watch design with a rich
brown two-piece stitched
leather strap featuring
quick-release
functionality. 20mm
traditional, slip-through or
quick-release strap.



Scuderia Ferrari: 830470 (OMR 130)

Scuderia Ferrari Orologi is now introducing a line for the bold and daring, inspired by classic edgy designs and exciting details. KERS stands for Kinetic Energy Recovery System, the cutting-edge technology developed by Ferrari to recover energy wasted in braking, and Kers Xtreme takes it to a whole new level.

The Kers Xtreme collection are presented on silicone designs with stainless steel link bracelet. Intensifying the striking colour contrast, the skeleton hour/minute hands match the colour of the strap stitching and the numerals on the bezel, while the needle thin center-mounted seconds hand with cut out Scudetto counterbalance is painted white or red, with the classic yellow Scudetto shield sitting at 3 o'clock.

The bracelet is free-falling, rather than integrated, for better fit and function with the impressively oversized case. Precise 3-hand and multi-function quartz engines. Water resistant to 50 meters/5 ATM. 2-year limited international warranty.



Tommy Hilfiger: 1718918 (OMR 80)

The SS2018 women's watch collection celebrates Tommy Hilfiger's love of motor sports, where speed and immediacy fuse with a touch of vintage nostalgia. This season the collection offers modern classics, sharp minimalistic silhouettes accented with sport details, along with race track-inspired power pieces, all featuring the iconic Tommy Hilfiger flag logo.

Time blooms with flower power and appeal in this collection that balances subtlety with luxury. The round 35mm polished rose gold cases feature dials with botanical engravings and crystal accents. The mesh bracelets and smooth leather straps sport a custom-shaped buckle with iconic Tommy Hilfiger flag logo detail. Water resistant to 3 ATM/30 meters.



Rivoli Group

Since its inception over three decades ago, the brand Rivoli has been synonymous with luxury lifestyle retail. Today, the Rivoli Group has established a wide footprint serving its' customers across the UAE, Oman, Qatar and Bahrain. It offers a diverse portfolio of over 100 prestigious international brands.

FUN AND FANTASY

N R E H T N A P K N I P O O B Y T T E B R K O
 O X N J K L D T T R E B L A T A F Y V J V E W
 S K F A N Q M K C U D D L A N O D D D Z N Y H
 P R S U M C I O E B Z W K T V F A Y O L R H C
 M Q L U R T M Q N J T C X S P O N G E B O B N
 I H W U M B A D M O B U G S B U N N Y S X A I
 S P H E A N Y B M O S O O O D Y B O O C S F R
 R Y N G G M T L N X D T X P G N N J Q C I W G
 E X Q F O P D S U R B R E J U O V I S B V E E
 M P H C O N G V I G G K I J N L G D M S E T H
 O I R P D O W N U J V E Q B E D O B M U N O T
 H G I P Y K R O P C T H J M Y G D X E U O Y Z
 T O M A N D J E R R Y Z I B F T R J Y B T O D
 X Q T E Y O U P D B O E R S Q Y E O U X S C A
 S T C B P Q N C O I E I L N W V D E E E T E F
 W T M E P S H B T P H I G A P W N Q W G N E F
 W U X H S W J Z C Y E H L M V D U U F T I L Y
 G R A E B I G O Y G N Y R R D K W Q W P L I D
 V M I C K E Y M O U S E E E A U J G N T F W U
 V Y O Q Y P D T D J M C S P T H Q A T Q D L C
 S Z N O M Y M R W B B E Z U F F C A Z L E L K
 X H K H A P W X Z S J U T S A F E M C J R G O
 R O C K Y A N D B U L L W I N K L E K G F B S

BATMAN
 BETTY BOOP
 BUGS BUNNY
 CHARLIE BROWN
 DAFFY DUCK
 DONALD DUCK
 FAT ALBERT

FRED FLINTSTONE
 GEORGE JETSON
 GUMBY
 HOMER SIMPSON
 MICKEY MOUSE
 MR. MAGOO
 PINK PANTHER

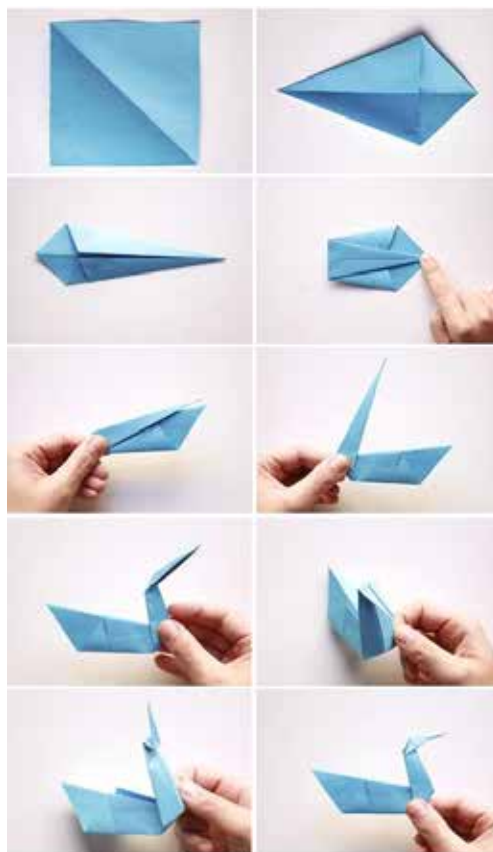
POPEYE
 PORKY PIG
 ROCKY AND
 BULLWINKLE
 SCOOPY-DOO
 SPONGEBOB
 SUPERMAN

THE GRINCH
 TOM AND JERRY
 TWEETY BIRD
 UNDERDOG
 WILE E. COYOTE
 YOGI BEAR

How many of these famous cartoon characters can you find in this word search puzzle? We have included 27 cartoon characters in this puzzle. So go ahead; hunt down your favorite cartoon characters. It is sure to entertain you.

KIDDY ZONE

Origami is the Japanese art of paper folding and has proven to be so much more than just a beautiful craft idea. Kids, if you haven't tried origami yet, you're really missing out! Here's one to get you started! Do this Origami yourself and stand a chance to win a funky prize from Kiddy Zone.



How to participate:

- Complete this origami and submit your artwork at Oman Avenues Mall's information desk, located in the central atrium area
- Alternatively, snap a smartphone pic of your artwork, and upload it to our #OmanAvenuesMall & #AvenuesLife hashtags on Instagram or Facebook
- The top five artworks will receive prizes from Kiddy Zone
- Contest open to kids 6 and under

*Terms and conditions apply

**Don't forget to
paste your
name and
contact details
on your
artwork**

COMING SOON



ELECTRIFYING MONDAYS

CATCH THE THRILL.

**ENJOY 50% DISCOUNT AND OTHER
FABULOUS OFFERS.**

Every Monday, fun, thrills, fantasy, adventure await you at Oman Avenues Mall. Never before has so much sheer entertainment been brought out for the whole family. Wait no more! Magical moments are waiting

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OMAN AVENUES MALL



A GIFT WORTH CELEBRATING !



السعادة Al Sa'ada

GIFT VOUCHER

Now gift your
loved ones the joy of shopping
at Oman Avenues Mall

عمان أفينيوزمول
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MENA MARKETING AWARDS

Gold for Avenues Children's Garden at MENA Awards

It rained gold for Oman Avenues Mall at the International Council of Shopping Centres' (ICSC) Middle East and North Africa Shopping Centre and Retailer Awards competition held at Dubai. ICSC's global awards programme recognises excellence within the region's shopping centre industry and is given for outstanding achievement in retail, marketing and design/development of retail properties and retail store design. Avenues Children's Garden won the coveted gold in the 'Cause Related Marketing Campaign' category.

Children from 61 schools have visited the Avenues Children's Garden and the concept has been successfully promoted through an integrated marketing plan within the mall and across all communication mediums.

Oman Avenues Mall, which was chosen for the gold award among 16 other competitors in the same category from the region, was the only winner from the Sultanate. The Middle East and North Africa Shopping Centre and Retailer Awards competition is open to shopping centre owners, developers, management companies, architects and designers, and retailers. The Marketing Award recipients were honoured for executing outstanding campaigns across a number of subcategories including digital/social media, advertising, cause-related marketing, customer service experience/engagement, grand opening, expansion & renovation, new/emerging technology, public relations, and sales promotion and events.



Through the Avenues Children's Garden, Oman Avenues Mall aims to instil an interest among children to plant and grow their own vegetables and herbs, besides a love for nature.



PARTY HALLS



Oman Avenues Mall's party hall: Striving to make every event a memorable one

Oman Avenues Mall's party halls provide the best setting to host every memorable event. Located on the third floor of the mall the halls are an ideal choice for meetings, conferences, family reunions, celebrations, birthday parties, anniversary parties and wedding receptions.

Equipped with modern audio visual and IT systems, the halls have all the amenities for a perfect business meeting and private events. The 500 square metres of space offering the perfect location for all special events is directly connected to an additional 300 square metre of outdoor terrace space with glass frontage overlooking the city, creating the perfect ambience for parties, special

occasions and corporate functions. With a capacity to host up to 360 guests, the Oman Avenues Mall team offers many in-house service options that create a one-stop-shop for any occasion.

Oman Avenues Mall provides customised packages to suit ones needs and budget. With modular dividing wall available for customising space, the halls are offered as per the needs of the customer.

The packages include:

| OMAN AVENUES MALL'S PARTY HALL | | | |
|---------------------------------|----------|--------------|---|
| | Type | Dimensions | Facilities |
| Full Party Hall With Terrace | Platinum | 800 sq meter | 2 projectors, 2 LED tvs, 3 wireless mics, music system, full pantry, direct access from parking, laptop, 36 tables and 360 chairs with cloth. |
| Party Hall Without Terrace | Gold | 500 sq meter | 2 projectors, 2 wireless mics, music system, full pantry, direct access from parking, laptop, 24 tables and 240 chairs with cloth. |
| Half Party Hall With Terrace | Platinum | 500 sq meter | 1 projectors, 2 42" LED TVs, 1 wireless mics, music system, Half pantry, laptop, 20 tables and 200 chairs with cloth. |
| Half Party Hall Without Terrace | Gold | 250 sq meter | 1 projectors, 2 42" LED TVs, 1 wireless mics, music system, Half pantry, laptop, 20 tables and 200 chairs with cloth. |

Come and celebrate best moments at the Oman Avenues Mall party hall amid excellent facilities and a stellar service.

Contact Mr. Prabhjot Singh on +968 9140 1772 for further details and bookings.