

Living the good life at Oman Avenues Mall

# AVENUES LIFE

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عمان أفينيو مول  
OMAN AVENUES MALL  
Celebrate Everyday احتفل كل يوم



/omanavenuesmall

# 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. As we head off to a new year, we hope you and your family have had a wonderful and enriching 2018.

2018 had been a great year for Oman Avenues Mall. We had many new brands join us and there are a few more surprises for our customers coming up soon. 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 it has been more exciting than ever before!

One of our proud moments in 2018 was the launch of the Dar Al Atta'a Let's Read Library, a corporate social responsibility initiative at the mall we were honoured to undertake. Dar Al Atta'a has been doing a great service to the society through its Let's Read Programme since 2007 and we are delighted to support them by establishing a dedicated space at the mall. The Let's Read Library includes a reading facility that covers a large area on the third floor of the mall. Filled with bookshelves, children's play area, colourful slides, comfortable seating areas and educational toys, the library is a must visit destination. A bus-themed bookshop is also part of the centre to signify and promote the Dar Al Atta'a Maktabati mobile library which runs across Oman to reach out to children who do not have access to libraries.

Oman Avenues Mall also won the gold award in the 'cause related marketing' category for the second year consecutively, at the 2018 Middle East and North Africa Shopping Centre and Retailer Awards at a ceremony held at Ritz Carlton in Dubai. We won the coveted gold for the Let's Read children's library and charity bookshop project and we are the only award winning mall in the Sultanate for the year.

To offer a fun experience for children, we brought back the Let's Build activity for children.

We created a fun filled activity zone around a giant tree-shaped play area installation in the mall's main atrium. Children thoroughly enjoyed participating in toy block building, shape modelling using motion sand and painting workshop. They showed off their creativity, imagination and socialisation skills and left the ambience in the mall brimming with enthusiasm.



I hope  
you will  
enjoy  
reading  
this, our  
latest  
edition

2018 mid-year, visitors to Oman Avenues Mall responded passionately to our Human Claw Machine activity. The exhilarating part of participating in the human claw activity was that every contender walked away with prizes such as electronic gadgets, toys, and fashion accessories. Going by the response to this activity, we promise to extend top-notch entertainment options for the entire family ensuring celebration every day at the mall.

Looking ahead, we are ready for a very exciting 2019. 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 days, 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 another edition of Avenues Life – which is a showcase of all the exciting things that are taking place at Oman Avenues Mall.

In this edition, 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 "Good Life" story; and have a chat with the dynamic "Retail Personality" Mr. Ali Shabeer Ali Mosa, franchise owner of the very successful My 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 Saud Al Wahibi**  
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 2018 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 2019, 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](http://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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# Oman Avenues Mall's transformation in full swing

Oman Avenues Mall, the largest mall in the Sultanate of Oman, is going through a full-scale transformation that will see the leisure destination turn into an unparalleled experience for its esteemed customers.

Moving the transformation of Oman Avenues Mall into full gear, the Mwasalat bus station, which has been built outside the mall premise, became operational recently. Within the framework of the transformation plan, Oman Avenues Mall had signed an agreement with Mwasalat to introduce bus services to ensure better mobility and convenience for its visitors and customers.

As it may be recalled the transformation plan is being carried out in four phases to create a state-of-the-art Oman Avenues Mall. The first phase, which has been completed, encompassed betterment of guest services like toilets and common areas; relocation of prayer hall to a larger location; and augmentation of landscaping and advancement of road access to the mall among other works.

As of the part of the second phase of development, which is in progress, the mall is witnessing the revitalising of the retail mix as new and exciting brands are being added to the already enticing mixture. This phase will see the opening of the much-awaited cinema complex. Oman Avenues Mall and Cinépolis, a leading world-class cinema exhibitor, have already announced an agreement to develop a large multiplex to provide a premium movie viewing experience to the residents of Oman.



The partnership is bringing to Oman Cinépolis' 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 early 2019, and will offer guests a state-of-the-art cinema experience.

Oman Avenues Mall will be extended to add more room for retail stores, restaurants and entertainment options as part of the third phase of the transformation. This will provide elevated shopping experience for customers visiting the mall.

The fourth phase of transformation, which is now in the scheduling stages, comprises a mixed-use development project. The 25,000-squaremeter land adjoining to the mall would 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 goal of transformation mission is to enhance the total experiences of the mall to best reflect its magnificence and attractions.

The transformed Oman Avenues Mall promises a destination like none other in Oman.



# RETAIL PERSONALITY



## My Cookie Dough

Available in a range of yummy flavours, the 'melt-in-your-mouth cookies' and satiate-your-thirst milkshakes at My Cookie Dough eatery kiosk in Oman Avenues Mall has been impressing many a gourmet since its launch. Mr. Ali Shabeer Ali Moosa, franchise owner of My Cookie Dough, shares his story of bringing the UK-based My Cookie Dough to Oman and offers insight into what it takes for a small business to flourish.

As a young and motivated entrepreneur working hard for his success, Ali Shabeer Ali Moosa, franchise owner of My Cookie Dough has already built a very successful business and turned his passion into a business.

Ali Shabeer Ali Moosa's association with My Cookie Dough started when he was studying in the UK. Ali who was a huge fan of the My Cookie Dough concept wanted to introduce the product to Oman. He also sincerely believed this product would do well in the Middle East and therefore decided to bring the franchise first to Oman in 2017, the year he graduated. He credits his success to being connected to Oman Avenues Mall, the largest mall in the Sultanate of Oman.

Ali Shabeer Ali Moosa says, "Having My Cookie Dough located in Oman Avenues Mall has definitely helped the business grow. Since there is a lot of footfall to the mall, people have become aware of the concept of My Cookie Dough and we have more fans now. I must say the whole management team of Oman Avenues Mall has been a big part of the success story of this ultimate eatery for the sweet-toothed. Besides, because of the exposure I

obtained here I have received a lot of enquiries for requests to expand."

Elucidating about the uniqueness of My Cookie Dough, Ali Shabeer Ali Moosa says, "It is freshly baked warm cookie dough smothered in customer's choice of toppings and coupled with ice cream. I believe My Cookie Dough is very unique from everything that is available in Oman. The way the product is served, the taste, the flavours at My Cookie Dough – is all an experience by itself.

About My Cookie Dough menu, he says, "We offer a range of cookie dough flavours served with ice cream and My Cookie Dough milkshakes.

On infusing a local touch to the cookies and ice-cream, he says, "We are also planning to add new items in the menu in the coming few months. We are currently in the new product development stage and will be adding local touch to our products soon."

There are plenty of reasons why customers love My Cookie Dough, but top reactions Ali says are: "I always notice that after taking the first bite our customers look at each other and say a big 'wow'. The top two reactions we constantly hear are: 'Best Cookies in Oman' and 'We Love It'. Such reactions put a big smile on our faces."

Ali has plans lined up for My Cookie Dough. "Future plan for My Cookie Dough is to expand in Oman with a target to open five branches or more across Oman. We also have plans to open franchises in other Middle Eastern countries," he says.

Sharing his successful strategy to stand the test of time, his advice to young Omani entrepreneurs who want to start a business is: "To follow their dreams, be patient and work hard."



# Oman Avenues Mall: Sultanate's Leading Family Entertainment Centre



While the sheer shopping options are enough to impress the people who visit Oman Avenues Mall every year, it is the fun filled attractions that make the trip to the mall extravagant. By maximising the fun quotient for families, Oman Avenues Mall, the largest mall in the Sultanate of Oman, has been providing diverse activities for everyone to enjoy. No wonder, Oman Avenues Mall has a strong foothold in the family entertainment centre segment in the Sultanate.

Apart from being a fun and exhilarating way for families to spend the day together, family entertainment centres are destinations designed for amusement. The wide range of games and activities at these centres provide entertainment

for all ages and leave every member of the family asking for more.

Oman Avenues Mall has been providing pure entertainment through its adventure zones, dedicated space for the young visitors and numerous attractions for families. The innovative concepts at Oman Avenues Mall bring in a new wave of energy to the families visiting the mall. It provides customers a reason to always come back.

"The Arena" zone at Oman Avenues mall comprises an array of adrenaline filled activities. An indoor train station, a huge bowling centre, exclusive party halls contribute to the

offers more than 250 unique rides and games, a children's hair salon, 5D cinema and a mega party hall. To add to the experience, visitors can also discover sports related accessories, sporting products, apparel and footwear like Sun & Sand Sports and Beyond the Beach. For the fitness, health and beauty freaks there is Gold's Gym, Body & Sole and Olympia.

## Edutainment for children

Interactive and educational exhibits at Oman Avenues Mall has proved to be very popular for children making shopping experiences with families more interesting and exciting for them. Oman Avenues Mall is a must-visit leisure and

learning destination for young ones. Options abound for children at the mall with shops like Borders, Early Learning Center, Kiddy Zone, Eureka Kids among others.

Oman Avenues Mall feels it is vital to keep adding value to the overall experiences of the mall to best reflect its magnificence. Offering a fun experience for children, the Mall frequently conducts concepts like the 'Let's Build' activity for children. The recently held Let's Build activity was designed to encourage children's problem solving, imagination and socialisation skills. The list of activities conducted under Let's Build included Toy block building, shape modelling using motion/ kinetic sand and painting.



## 'Retailtainment' is 'Shoppertainment'

Oman Avenues Mall offers a wide-ranging ensemble of retail choices spread across the outstanding space. This supreme shopping destination has a notable group of retailers unparalleled by any other shopping centre in Oman. From branded apparels to fashion accessories, jewellery to personalised gifts to electronic appliances, Oman Avenues Mall offers an all-in-one shopping experience to locals and tourists alike.

No matter what your style, there is something to suit everyone's taste at Oman Avenues Mall. Apparels, shoes,

bags, accessories or every fashion essential are available under one roof. The mall houses more than 250 stores across various retail categories to offer a unique dose of shopping therapy. The mall is a lifestyle and cultural centre that celebrates the best.

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.



# ENTERTAINMENT

## Let the good times roll at Oman Avenues Mall

Want the best entertainment options around Muscat? Look no further than Oman Avenues Mall.

Being Oman's most prominent retail and entertainment stop, Oman Avenues Mall keeps offering and adding value to the overall experiences of the mall to best reflect its magnificence.



### Pinz Bowling Center

Unique and luxurious Pinz Bowling Center at Oman Avenues Mall consists of 12 fully functional lanes, automatic scoring and bumper for kids to ensure complete enjoyment. The center has leagues for all age groups and abilities.

The exclusive recreation center, for families, kids and adults, hosts corporate get-togethers, birthday parties and caters to special company events like team building. Pinz Bowling Center takes care of all the planning and can even help provide a great theme party.

Bowling is not the only fun the centre extends; the unique area offers four billiard tables for kids and adults, one air hockey arena, two baby football space and four PlayStation with many games to choose from. Several PlayStation games are added frequently so there is always something new every time someone visits.

The center has a hot and cold beverage lounge area where snacks and cold drinks are served. Whether you are hungry for a light snack or just plain starving, the wide selection of snacks available is sure keep you satiated.

So, whether one is looking just to bowl a couple games by themselves or looking for an outing with friends and family, Pinz Bowling Center is the place to be.







# Funtazmo

As a family entertainment centre, Oman Avenues Mall has been providing pure entertainment through its adventure zones, dedicated space for the young visitors and numerous attractions for families. The entertainment concepts at Oman Avenues Mall brings in a new energy to the families visiting the mall. It provides customers reason to always come back and constantly drives traffic.

As the name suggests, Funtazmo - Oman's largest indoor family entertainment, is all about fun. It offers more than 250 unique rides and game 5-D cinema and a mega party hall, all on a scale never seen before in Oman. The centre also takes pride in housing the first indoor roller coaster in Oman along with a lot of other fascinating rides. The local partner behind Funtazmo, Abu Taleb Investments LLC have previously invested in several entertainment centres in Oman and Egypt.

Funtazmo offers children games and activities that are both fun and productive, while fulfilling the need for an exclusive, family-oriented play area with an educational undertone.





# WHAT'S NEW

شیرازی  
SHIRAZI  
أجالة فارسية  
Persian Roots

The popular Iranian restaurant Shirazi is now at the Oman Avenues Mall. Shirazi, inspired by Shiraz an Iranian city, is known for its authentic dishes that are meticulously prepared

using the freshest and finest ingredients. Offering an assorted menu, Shirazi serves delicious dishes including kebabs, grills and fresh vegetables which is offered with a special Iranian Tea.

Shirazi's dining service is available for regular and occasional customers targeting a wide clientele through the types of meals offered. Its excellent quality-price ratio makes it attractive to a large variety of costumers.

Shirazi adheres to strict standards of hygiene and cleanliness made possible by highly qualified service staff. The eatery provides customers with an excellent alternative to the traditional fast-food meals in affordable prices.

**Location: Food Court**



 shirazi.om

**ESTILO®**

Get your kids the perfect outfit from Estilo's superb range of clothing and accessories. As the name suggests, the recently introduced outlet Estilo at the Oman Avenues Mall celebrates kids style. "Estilo" which means style in Spanish captures the imagination of little fashionistas who are looking for comfort and style.

Estilo offers the latest trends in international kids fashion in a well thought out ambience. Offering highly attractive touches and details, the store pays tribute to the world of kids haute couture.

No matter the season or the occasion, Estilo stores the children's clothes you need

Parents, visit Estilo and make your kids feel great, inside and out.

**Location: Ground Floor**







## CINNABON in OMAN: Life Needs Frosting

As what as Cinnabon has been conveying all this time, **LIFE NEEDS FROSTING!** Because, everyone deserves a treat. Originally founded from Seattle in 1985, Cinnabon is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as variety of other baked goods and specialty beverages. Cinnabon currently operates over 1,200 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers and military establishments.

Founded by father-and-son duo Rich and Greg Komen, Cinnabon first began to impress the public with the world's most delicious cinnamon roll. Cinnabon has become an instant obsession of people all over globe, especially in the Middle Eastern countries, including the Sultanate of Oman.

This is no secret but the famous Cinnabon aroma comes from the opening of oven doors while baking all day.

Created from the best recipe to get the sweet, cinnamon-spiced perfection; Baked to goodness from the recipe for wonderful, Cinnabon, currently, two stores in Oman and is ready to frost the lives of the people in the Sultanate.

What are you waiting for? You deserve a treat! Come visit us

**Location: First Floor**

**Get a little frosted with our social media pages:**

**Facebook:** Cinnabon – OMAN

**Instagram:** @cinnabonoman

**Twitter:** @OmanCinnabon





# COMING SOON

## P.F. Chang's: For a memorable dining outing

P.F. Chang's is an Asian restaurant concept founded on making food from scratch every day in every restaurant. Created in 1993 by Philip Chiang and Paul Fleming, P.F. Chang's is the first multi-unit restaurant concept in the world to honour and celebrate the 2,000-year-old tradition of wok cooking as the centre of the guest experience.

Since inception, P.F. Chang's chefs have been hand-rolling dim sum, hand chopping and slicing all vegetables and meats, scratch cooking every sauce and wok-cooking each dish, every day in every restaurant. Today, P.F. Chang's original recipes such as The Dynamite Shrimp and Mongolian Beef are being imitated by so many restaurants around the world.

Thanks to Alshaya, the brand has 30+ restaurants around the Middle East and London and is now coming soon to the Oman Avenues Mall. See you there!

**Location: Ground Floor**

## Holoverse comes to Oman

Adding an exciting dimension to the visitor experience, Oman Avenues Mall is all set to host the Middle East's first hologram gaming arcade, Holoverse. Immersive entertainment technology specialist, Euclidean Entertainment, Australia, has partnered with Al Tamman Group to bring Holoverse to Oman.

The hologram technology is closer to Augmented Reality and hologram is a life-like 3D projection of an artificial environment, presented in the real world around you.

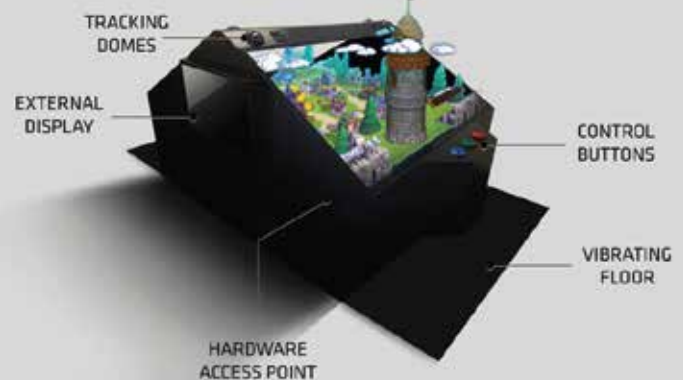
Holoverse offers a new take on virtual reality entertainment through the Euclidean Hologram Arcade Table which is a games table with a twist, where two players to be playing simultaneously, this leads to a significantly more social experience. Arcade will also have Party room .

The Euclidean Hologram Arcade Table has numerous unique features which focuses on creating a unique and engaging gameplay experience with a focus on replay-ability. The tables boast a great catalogue of locally developed, fun games which are sure to delight players and foster friendly competition.

Being first centre of Middle east Holoverse is certain to add value to the existing Oman Avenues Mall's entertainment quotient.

**Location: First Floor**

### HOLOGRAM TABLE



## American Eagle: Range of specialty apparel

Since 1977, American Eagle has offered an assortment of specialty apparel and accessories for men and women that enables self-expression and empowers our customers to celebrate their individuality. The brand has broadened its leadership in jeans by producing innovative fabric with options for all styles and fits for all at a value. We aren't just passionate about making great clothing, we are passionate about making real connections with the people who wear them.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands.

Experience real American Eagle style at Oman Avenues Mall.

**Location: Ground Floor**





## Oman Avenues Mall: **MAKING EVERYDAY SPECIAL**

Oman Avenues Mall, gives you a reason to celebrate every day. There is always something lined up for its valued visitors. With an intention to extend a truly exciting ambience and opportunity for visitors to Oman Avenues Mall is constantly planning, devising and arranging ways to make every visit special.



### **ICC World Cup Trophy showcased at Oman Avenues Mall**

The ICC Cricket World Cup Trophy Tour which was in Oman recently found a pride of place at the Oman Avenues Mall. The ICC Cricket World Cup Trophy Tour provided a unique opportunity for Mall Visitors to be a part of the ICC Cricket World Cup. The coveted cup that toured Oman on August 28 will be lifted at Lord's Cricket Ground in England on July 14, 2019.

When the ICC Cricket World Cup Trophy arrived at the mall, it was welcomed by a band of Omani musicians and was placed on a specially designed podium with a background prop. A master of the ceremony got the crowd involved by hosting a cricket trivia quiz and distributing vouchers for winners.

Thousands of cricket fans visited the mall to have a glimpse



of the cup and clicked selfies with it. The Omani band performed to entertain the gathering and popular cartoon mascots playing around added to the entertainment value. The ICC Cricket World Cup Trophy has been taken to iconic and unusual locations, communities, schools, universities and even people's homes across the world with an intention to connect people globally in what is the most unique, and accessible Trophy Tour to date. The ICC Cricket World Cup Trophy was displayed from 11 am to 4 pm at the Oman Avenues Mall.





## SPREADING ROAD SAFETY AWARENESS



Oman Avenues Mall is committed to spreading the message of road safety to everyone. With Oman Avenues Mall registering thousands of customer footfalls every day, it is the perfect platform to spread message of road safety. Oman Oil Marketing Company, in collaboration with Oman Road Safety Association, has launched a Road Safety Awareness Village at the Oman Avenues Mall.

Under the patronage of Dr Hamoud bin Khalfan Al Harthy, undersecretary of the Ministry of Education for Education and Curricula, and as part of its efforts to spread vehicle safety awareness in local communities, a specific programme was designed to educate children on the best road safety policies. Children were able to drive their own vehicles around a track within the -100sqm-village and earn an Oman Oil Marketing Company road safety village driving license. They were briefed on road safety in general, emphasising the importance of wearing seat belts, traffic lights, safe driving skills and other traffic rules before they drive the cars in the village. The event was successful in increasing awareness and encouraging children and their parents to respect traffic laws around the country.





## FIFA World Cup Fans Arena



For the first time ever in the Sultanate, Oman Avenues Mall put together a one-of-a-kind viewing experience as a tribute to all the ardent fans of football in the country.

To help the fans capture the thrill of World Cup moments, Oman Avenues Mall put up an air-conditioned tent in the upper level parking of the mall. Fans captured every single moment of action across the giant LED screens installed inside the tent. To offer a stadium-type experience, the arena was split into two sections so that supporters of each team

could sit on their respective side to cheer along with fellow supporters. While watching their favourite teams play, fans could also enjoy some quick bites and refreshments, which were sold inside the tent. There was a play area for kids outside the tent where they could play games and win goodies.

The tent received a fantastic response from football enthusiasts.







# Let's Build Again

Offering a fun experience for children, Oman Avenues Mall, the largest mall in the Sultanate of Oman, brought back the popular Let's Build activity for children. Let's Build activity was designed to encourage children's creativity, imagination and socialisation skills. Parents were invited to bring their children and help them learn new things in a super fun, supportive and safe environment.

A fun filled activity zone around a giant tree-shaped play area installation was created for children in the mall's main

atrium. The activities conducted in the fun zone included toy block building, shape modelling using motion sand and painting workshop. The activities were designed for children aged between ages six to sixteen. A special build wall for children between ages three to six years was also created. All a customer had to do was shop at the mall for OMR 5 and show the bill at the registration desk and let the kids have all the fun.

People visiting the mall's atrium, could feel the energy of children busy creating or painting with their very own imagination and originality. Going by the response, the children did have an exciting time playing at the Let's Build activity zone.





# STAR OF OMAN AVENUES MALL

## Suad Khalfan Saud Al Wahibi: Positive and Persistent

Oman Avenues Mall has a host of talented employees who are an asset to the mall. In this edition of Avenues Life, we feature Suad Khalfan Saud Al Wahibi, Manager, Oman Avenues Mall.



Hard-working, dedicated, talented, and outstanding – that is how colleagues who work with Suad Khalfan Saud Al Wahibi describe her. As the mall manager of Oman Avenues Mall, Suad has been recognised for her positive demeanour and strong work ethic.

Suad has been with Lulu group since 2001 and she first started off her career at the Lulu Centre in Ruwi. Throughout her career, Suad has played a pivotal role in the various positions she has held by placing great emphasis on performance improvement, engagement and self-development.

Explaining her journey so far she says, “The Lulu group has provided a great working environment for me and encouraged me to focus on delivering the best service possible by me. I am proud that I have reached where I have through my perseverance and of course the support of the management. When I joined I was posted in the shoes department in Lulu Centre in Ruwi where I first learnt the intricacies of the job. In 2004, the company sent some of the

employees to Dubai for a two-month training period. Later when Lulu Hypermarket opened in Al Ghubra I was promoted as a cashier and later transferred to the customer service. When Oman Avenues Mall, opened I was promoted as a mall manager.”

To equip Omani staff with knowledge, practical skills and motivation to carry out work-related tasks, Suad also worked as staff trainer. She describes this opportunity to as the most exciting phase of her carrier so far. “Working as a trainer for Omani staff was a pleasant experience for me. It was wonderful opportunity for me to help them improve their skills and enable them to fulfil their potential within the organisation.”

Suad is glad to have chosen the retail industry to build her career path.

“I had never thought I would be in this field, but I am happy to have selected this industry. It has opened doors to a variety of career positions for me. I learned English and I got a chance to work in various departments. This has enabled me to have a long-term experience in this field,” she says.

Today Suad ably balances the complexities of managing tenants and clients, all of whom have different needs and expectations.

“As the mall manager my role requires me to oversee customer service and solving issues of customers as well as tenants. I work hard to be consistent and fair. I also coordinate the activities being conducted in the mall,” she says.

Thanking the Oman Avenues Mall’s management for their constant encouragement, Suad says, “My seniors in management roles have been inspirational and motivating. I have been provided a wonderful opportunity to learn about this industry. Due to the positive workplace culture followed at Oman Avenues Mall, the management has been able to increase employee morale and has the ability to retain skilled workers.”

Offering her advice to the younger generation, she says, “Work hard and pray hard. Success and excellence come from perseverance, God’s blessings, and the good wishes of your parents. Having a strong work ethic, positive attitude, being self-motivated and team oriented will fulfil your dreams and ambitions.”

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  
OMAN AVENUES MALL

   /omanavenuesmall



# 'LET'S READ'



"Education is the cornerstone of progress and development," said His Majesty Sultan Qaboos bin Said in a speech in 2011. When His Majesty ascended to the throne in 1970 there were only three schools in the whole of Oman. Today there are 770, 481 students in 1809 schools in Oman across the country. Oman is truly privileged to have a leader who realises that his people are the country's most important asset.

Indeed "a child that reads is a child that succeeds". When we read, we broaden our minds, stimulate our imagination and gain confidence in our ability to express our ideas.

"One of the greatest gifts adults can give—to their offspring and to their society—is to read to children," wrote Carl Sagan. Echoing a similar view Frank Serafinia literacy specialist articulated that, "There is no such thing as a child who hates to read; there are only children who have not found the right book."



The importance of reading books can never be appreciated enough. That is why perhaps finding the right book at the right time is so vital because it can ignite an affecting spark among children motivating them to read more and understand more. When that happens, the world opens.

To make sure that the child's tryst with books becomes an introduction to a lifelong and enriching relationship, Oman Avenues Mall, the largest mall in the Sultanate of Oman, has opened the Dar Al Atta'a Let's Read reading facility and charity bookshop on the third floor of its premises. In early 2018, Oman Avenues Mall's management had joined forces with Dar Al Atta'a, Oman's inclusive charity organisation, to bring the 'Let's Read Library' to Oman's premier lifestyle destination. The Dar Al Atta'a Let's Read Programme, founded in February 2007 has been promoting reading and achieving its objectives by selling books, opening libraries, holding book drives, readathons and writing competitions. As a part of the Let's Read initiative, in 2013, Dar Al Atta'a initiated the Maktabati, Oman's first mobile library programme. The buses visit schools, festivals and fairs across the country. In 2014, Oman's first charity bookshop was opened.

American author Anna Quindlen once said, "I would be most content if my children grew up to be the kind of people who think decorating consists mostly of building enough bookshelves." The incredible Dar Al Atta'a Let's Read reading facility and charity bookshop is one such bedecked space. It covers a substantial area on the third floor of Oman Avenues Mall. The area is covered with bookshelves, children's play area, colourful slides as props, comfortable 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 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 bookshop at the deposit boxes put up at key points in the mall, and inside the library too. The Dar Al Atta'a Let's Read reading facility and charity bookshop is open-to-public.





Management of Oman Avenues Mall offered space for the Let's Read Programme as part of its Corporate Social Responsibility (CSR) strategy and with an objective to achieve a positive impact on society. The entire fit out and project cost was undertaken by Oman Avenues Mall, while Dar Al Atta'a will manage the book collections and management of the project under a two-year, renewable management programme.

Building on the strengths in the promotion of reading, the Dar Al Atta'a Let's Read reading facility and charity bookshop aims to foster a sustainable atmosphere and culture of reading by capitalising on the synergy of Oman Avenues Mall, children schools, parents and community.

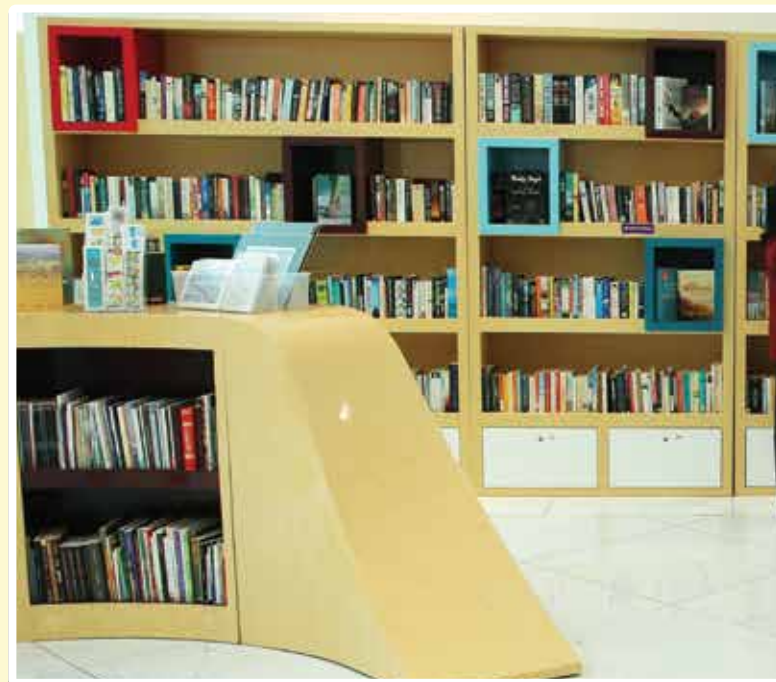
Reading offers pleasure, inspires the mind and creates wonder. Reading widens horizons and is a critical part of children's learning and growth. That is why Oman Avenues

Mall is very pleased to play a role in inculcating a reading habit among children and youth of Oman. It understands that the value that reading facilities and charity bookshops bring to their communities is immense.

The management of Oman Avenues Mall hope to see parents accompanying their children to the Let's Read facility and encouraging them to pick from an assortment of Arabic and English titles available there.

Let's Read facility at Oman Avenues Mall will focus on helping children discover the wonderful world of books. Discover the pleasure and power of reading. Come along and start exploring the Dar Al Atta'a Let's Read reading facility and charity bookshop at the Oman Avenues Mall.

As American philosopher and psychologist William James said, "So it is with children who learn to read: They begin to take flight into whole new worlds as effortlessly as young birds take to the sky."





# DELECTABLE CUISINES



**Nando's**

If you live your life with passion, with a little flair and lots of fire, here at Nando's we have the right flavor for you! It is called PERi-PERi and it is available at our South African-Portuguese fast-casual restaurants. We are known worldwide for our spicy flame-grilled chicken.

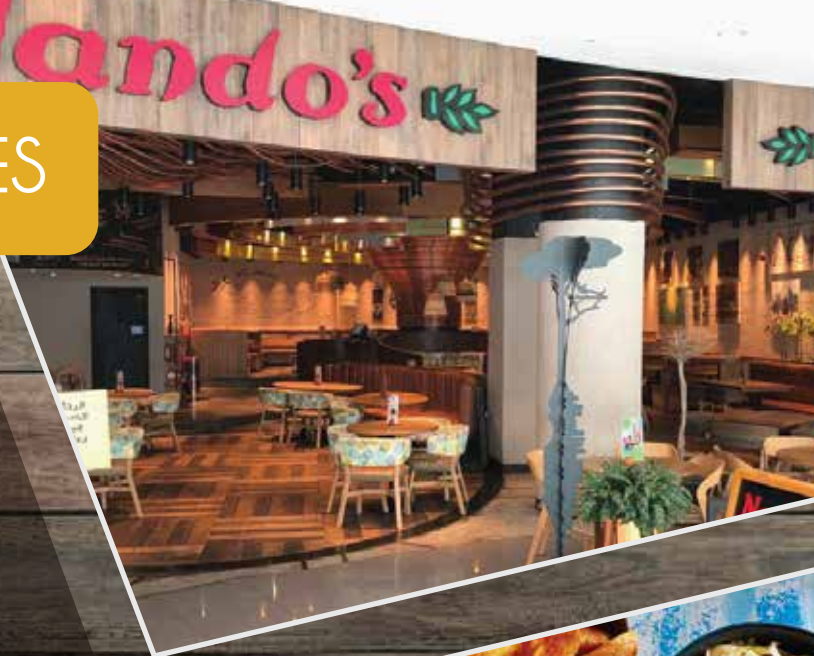
Our menu includes appetizing vegetarian and meat dishes like our very famous Hummus with special PERi-PERi drizzle, Chicken Liver and Portuguese rolls besides other all-time favorites. For a real hands-on experience try our Nando's wings roulette or our Quarter Chicken and add a flavor of your choice from our PERi-PERi -Ometer.

Do you like your chicken bone-less? Why not try our Espetada Carnival stuffed with parsley and feta or a Chicken Butterfly? Make your meal extra special and order ordering a side or two that can include Garlic Bread, Spicy Rice or a Corn-On-The-Cob. For extra taste try one of the designer drinks ranging from Coconut Crush to Maderia Red, a sweet fizzy pomegranate mixed with sprite.

While the earth rotates around its axis, we are marinating our famous flame grilled PERi-PERi chicken for you!! We at Nando's have always been passionate about the quality of food we produce to your plate. PERi-PERi chicken and fun times is exactly what we hope every Nando's customer experiences!

Our PERi-PERi flame grilled Chicken is VERi-VERi tasty!!

Location: Ground Floor





## Delivering a unique culinary experience

Muscat Gourmet is one of the Middle East's leading food and beverage companies, with a collection of brands including Burger Station, Zen Asian Bistro, and Coy among others. The team behind Muscat Gourmet has over 10 years' experience in the F&B industry in the Middle East and manifold elsewhere.

The group's commitment to providing a unique culinary experience for people with different taste palates has driven it to expand its portfolio of food and beverage entities starting in the Sultanate of Oman.

Whether it's casual dining, convenience food, ethnic food, refreshment drink entities or a number of other novelties within the food and beverage industry, Muscat Gourmet is at the forefront of expanding customers choices when it comes to places to dine in.

Muscat Gourmet prides itself in its service, people and most importantly, food.



## Delight your palate with Coy

Coy is an upscale casual dining restaurant that offers the best of American cuisine. It is known for its comfort food and mouth-watering steaks. Foodies can quench their thirst by treating themselves to a list of eye candy mocktails ranging from bubbly Bellini's to Popsicle Coolers and lip-smacking overloaded shakes.

Coy offers a range of dishes from appetizers, pizzas and pastas to mixed platters for sharing. Coys signature 'Charcoal Burger' paired with Texas Fries and a scrumptious Pecan Salad are sure to impress every gourmet. Coys dishes are nothing short of exquisiteness.

Coy is proudly Omani since January 2017 where it opened up its doors to the public in Oman Avenues Mall. The eatery thrives on its impeccable service and passion for using the finest and freshest local ingredients in the market. Its hip ambience with great music is an ideal place for families and a fun place to hang-out with friends.



# Aromas of Asia



At Zen, a fusion of Asian cuisine, customers can experience an ambience of tranquillity and aromas of the Far East. Zen offers the best of Asia using local, fresh ingredients served in a vibrant contemporary setting. Its service is attentive, warm and unpretentious. The team at Zen is passionate about delivering quality food and an experience that will make its guests want to come back.



Setting foot in the market in June 2015 as a local start up, Zen has gained popularity, loyalty and recognition. Its energy and passion for service set the benchmark for excellence.

Check out Zen's extensive menu ranging from mouth-watering appetisers such as Dynamite Prawns, the noodle dish Nasi Goreng and the 'oh so sticky' Mango rice dessert. You are sure not to be disappointed.

Zen's modern sushi bar allows customers of all ages to enjoy it's setting with a variety of exquisitely 'cooked' sushi, some infused with Omani flavours customized to local palate.

There's never a dull moment in Zen whether one is there for a quick bite or a dine in; the visit is guaranteed to be memorable. Enjoy the best of what Zen has to offer and reach out to the restaurant's highly skilled chef for any feedback and suggestions. Zen guarantees 'every customer leaves happy'.



# MAKEUP

## *Experiment away*

Everything you need for the perfect look is available at Oman Avenues Mall. You just have to explore the host of makeup, cosmetic, fragrance and beauty product options obtainable at Oman Avenues Mall which offers a large selection through the international stores such as Mac, Mikyajy, Floarmor, The Body Shop, Faces, Salam Beauty, Alamai Uber, Bin Shekhan, The Face Shop and Kryolan that find a space there.

To begin with, with today's makeup ethos of individuality, there are no strict rules to follow – basically you can create a trend. Therefore, makeup experts suggest one shouldn't be afraid to experiment. After all the nice thing about makeup is you can just wash it right off. Here we have put together tips and advice that will help you look gorgeous every day.

- To service your every makeup need, you must have these ten makeup products in your beauty pouch --- A lipstick to make you feel powerful, an eyelash curler to brighten your eyes, a concealer to cosmetic mishaps, a blush to cheer you up, an eyeliner pencil to make you confident, a bold brow enhancer that makes you feel cooler, a foundation that soothes your skin, a bronzer that warms you up, a moisturiser to placate your skin and an eyeshadow that perfectly compliments your skin tone.
- In the world of lipsticks - deep, plummy reds are trending this year. Plenty of purples, browns and blacks are in the stores as well. A lot of women go for the lighter and safer shades. Don't be afraid to try a dark lipstick. If you are concerned about looking too made up, try lightening up your eyes. A gentle flick of black eyeliner and mascara with a dark lip is simple and chic.
- Ensure you have clean, dry lashes before using an eyelash curler. Experts suggests not to apply mascara before using eyelash curler.
- Choosing your concealer mainly depends on what works for your skin type. Before you buy a concealer, make sure you know what exactly you are looking for.
- Select the right shade of blush. It can warm up your complexion, generate the illusion of cheekbones, and make you look younger.
- An eyeliner is a product that helps you to enhance and define your eyes. After knowing about different functions of each eyeliner, decide if you want to buy a pencil eyeliner, liquid eyeliner, gel eyeliner or felt tip eyeliner.
- Give depth and definition to thinning eyebrows with a selection of brow enhancers. With gels and pomades types available, you can quickly achieve natural-looking, thicker eyebrows.
- When your skin loses its natural luminosity, use a highlighter to get a radiant complexion. To give your face

more structure, apply a non-shimmery highlighter lightly along the bridge of your nose, under your eyes, on the centre of your forehead and on your chin. Make sure to add a hint of depth back in by brushing on bronzer or contour powder under your cheekbones and along the edges of your face.

- The goal of a foundation is to match your natural skin tone and even out the overall appearance of your skin. Using the correct foundation shade will allow your natural skin tone to shine through.
- Cold medicine and constant nose blowing can dry out your skin, making it look dull and even aged. Combat flaky skin patches and rawness by soaking your skin with moisturiser.
- When it comes to choosing which eye shadow to buy, an understanding of colour theory and how it applies to your natural eye colour, hair colour, and skin tone helps immensely.







# HOW TO BUILD YOUR WARDROBE!



There is a lot of noise out there, from Dos and Don'ts lists to indexes of What's Hot and What's Not. Frankly, it's nearly impossible to keep track.

In my opinion, though, being a real fashion victim has nothing to do with breaking these sorts of rules: **"It's trying to dress like you are someone you are not."**

Getting dressed should be fun, because everything we wear says something about who we are – from the pattern on a shirt to the length and color of a skirt.

There are a lot of opinions about what every girl should have in her wardrobe, and this usually boils down to a handful of **Basics**.

But as essential as these items may be, the thing about basics is they don't have to be basic at all. "Each one should suit your personal style."

For example, something as straightforward and simple as a blazer can be interpreted a hundred different ways: To me, it's black and tailored. To you, it might be oversized and navy. To someone else, it's shrunken and embellished.



Basics—or what I like to call “key pieces”—are the foundation around which you will build your wardrobe; you should fall in love with them as hard as you might fall for a wear-it-once gown.

I think of the core of my wardrobe as the clothes that I always pack when I travel because they are comfortable, they are flattering, and they are the items that most make me feel like myself when I am far from home.

It's a good test to go through your wardrobe and pick out your ten favorite, wear-to-death things. Boiling it down will give you a pretty good picture of what your personal style is.

Now, nobody can assemble a perfect wardrobe in a day, or even a week – it's a process. There are always going to be mistakes, which are a part of any fashion evolution.

My advice, try a new outfit when pressure is low—don't debut a new top that you are not too sure about on a first date. Wear it out with friends first so that you know whether you will feel confident rather than insecure and uncomfortable.

And don't beat yourself up if you buy something that never makes it off the hanger—it happens to the best of us. But you can ensure that it doesn't happen too often if you learn what cuts and styles fit your body and your personality.

I am all about buying what you love, but the goal here is to zero in on that foolproof, confidence-boosting wardrobe.

So let us get started!!

Key Pieces:

- Little Black Dress
- Jeans
- Collared Button-Down
- Skirt
- White and Black Tops
- Black Heels
- Blazer
- Coat
- Boots



By: Monique Helou  
RHIN, RNCP, Fashion Stylist





# HOME SECTION

## *Feel at home here*

*Whether you are hosting guests or dressing up a new home, outlets at Oman Avenues Mall offer a range of quality homeware that can give a unique touch to help make your home cosier. Discover unique and stylish homeware that will make your home stand out from the crowd at these branded outlets at the mall. Whether it is furniture, accessories, cookware or décor items that you are looking for you are sure to find something exclusive for your living room, bedroom and kitchen at these incredible and internationally renowned outlets.*





## Marina Home

A luxuriously immersive home fashion showroom brings the best of Marina Home products to the residents of Oman. Spanning over 1000 sqm, the store is a must-see destination for those looking for trendy fusion in home decor. A household name across the region, Marina Home is synonymous with quality, creativity and innovation. Its distinctive showroom is an eclectic destination of exploration and discovery. Marina Home has stayed relevant over the years by continuously evolving the category and reinventing itself into its present personality, fusing the urban and the exotic. Artistic ability shines through in the store's choice of contrasting designs that challenge conventions, tailor trends and bring out the creative flair in customers too. Faced with a treasure trove of choices, customers are inspired to walk individual paths leading to the unknown, unveiling new sights, enveloping them in the scent of nostalgia. Marina Home brings to homes more than just beautiful design, but unique fragments of life stories collected from around the world.

## Caravan of cushions

Marina has proved its design ability in the selection of items that create an entrancing effect of unusual harmony. Marina Home's bohemian caravan of cushions is a case in point.

Fabrics are the soul of any room and are a crucial component in defining the character of space. From window dressings to the fabrics selected to upholster sofa, soft furnishings add dimension to a design scheme. The fabrics one chooses for their home sets the undertone to their personality and interior style; monotone textured fabrics exude contemporary and relaxed appeal, while sleek, smooth fabrics create refined elegance. The same way cool linen makes us think of summer, soft, cosy flannel reminds us of wintry nights curled up by the fire. Add finishing touches to any room with Marina Home's latest range of bold and versatile cushion covers, throws, poufs and embroidered stools. Their distinctive designs and colourful patterns allow for eclectic mix and matches. Create a harmonious fusion with playful elements such as tassels and fringes, tribal motifs and ethnic embellishments.

## French Blush

The beauty of the classic French blush look lies in its neutral versatility. Bits and pieces of the style can be sprinkled into nearly any kind of space, from rustic to vintage. Some of these statement Parisian-inspired pieces from Marina Home's latest cushions collection features washed textures, pastel prints and taupe linens. Overall a gorgeous bouquet of dusty pink and cream tones.

## Bohemian Chic

This Bohemian chic series encapsulates the free-spirited, avant-garde lifestyle. Eclectic, stylish and bold. The look is achieved by mixing up weaves, beads, charms and intricate thread work — cleverly combined to reflect our inner gypsy. For a quick pick-me-up, this collection features patterns inspired by tribal and ethnic culture that creates interesting focal areas to the room.



## Tribal Modernity

The Tribal Modernity collection is about reconnecting with elements of nature by using organic handmade fabrics made from warm, raw textiles to create a lasting impact with bold tribal motifs. To bring this folk-chic to life, explore this range of warm earth tones such as sandy yellows, warm browns and deep blues combined with charcoal & ebony.

## Zingara Passion

Styling with elements of movement, the eye-catching Zingara Passion collection features fringes, pom-poms and spirited patterns. With its Marrakesh vibe, the range is perfect to embrace the cultural explorer theme decorating homes this year.

## Colonial Pearl

Accentuating natural light rendered in cool and warm greys and blues, this Marina Home muted series is reminiscent of colonial nautical tastes. This selection is most interesting when layering tone-on-tone intriguing textured shades of blue creating a soothing and inviting ambience.

## Clay Plaid

Turn down the heat with this Clay Plaid collection and soften your light colour palette bringing in cool brown neutrals. The result is a space that's timelessly welcoming and rustic ready. This range includes stunning cushions in earthy neutrals tone-on-tone patterns giving the room the perfect reclaimed wood-ready backdrop.

**For all your living, dining, bedroom and decor needs visit the fascinating Marina Home.**



# FITNESS AND WELLNESS



## WORKOUT YOUR GYM ROUTINE

Create a gym workout plan that is specific to your body, your schedule and your life, says Kea, Gold's Gym Manager. In this write-up she offers some tips that will make your gym routine an enjoyable experience.

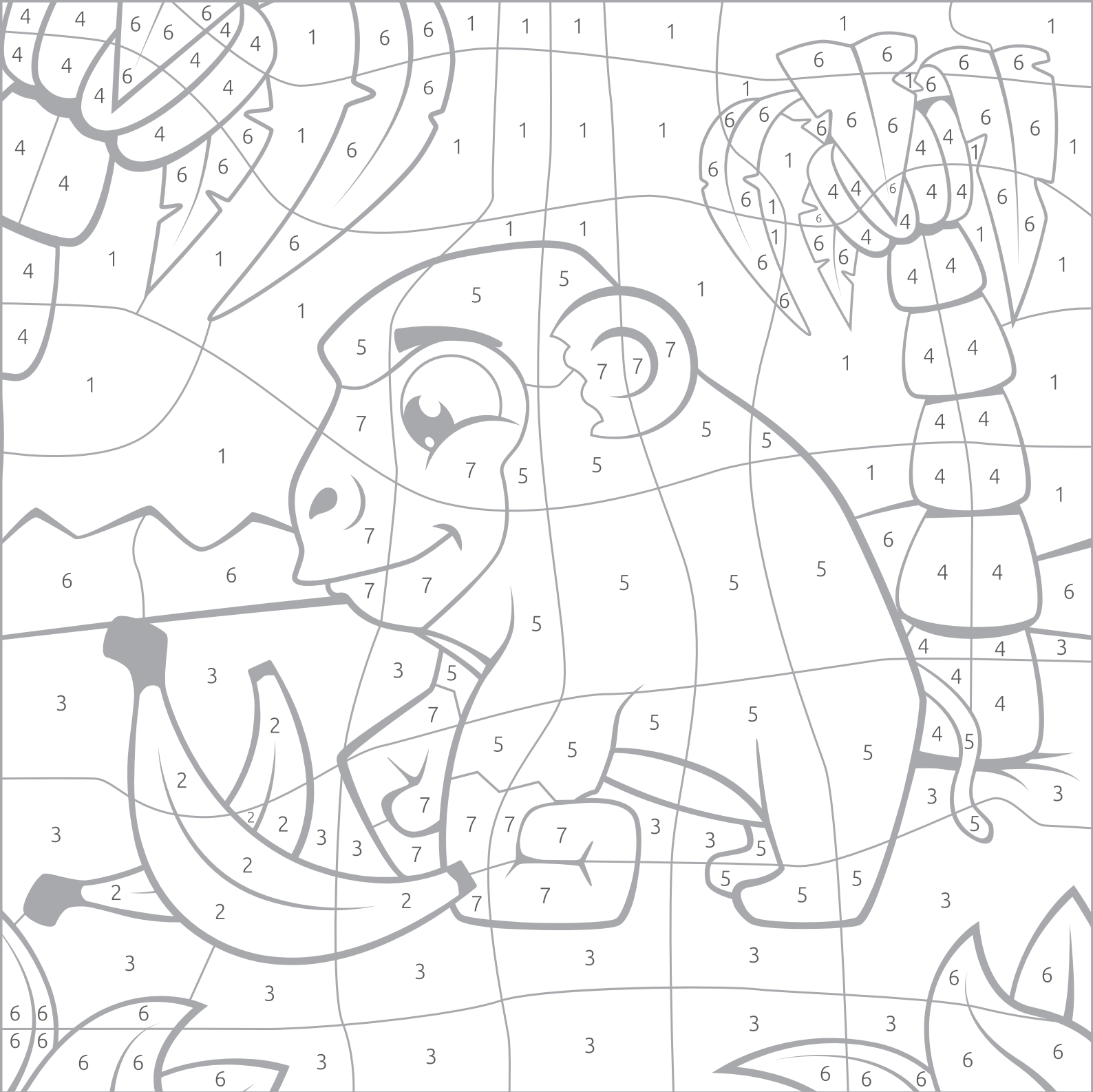
- First, remember that gym is a great place to enjoy yourself while improving your health and wellbeing.
- While you decide to enrol in a gym always train under a fitness professional. They understand what kind of programme your body needs. You will benefit immensely from a few months of working with an expert.
- A workout programme should be developed around your biology, age, goals, diet and free time.
- Don't feel discouraged if at first you are unable to stay motivated for more than 20 minutes in the gym. It will take time to build stamina.
- It is important that you look forward to going to the gym, and not hate it. If you want a partner, find one who motivates you. This helps with encouragement but remember that you must motivate yourself.
- Going to the gym alone will not help you get fit. You need to complement it by eating quality protein, healthy fats, vegetables and sufficient quality sleep.



- Doing an exercise wrong is worse than not doing it at all. For example, doing push-ups with poor technique can lead to sprains and strains.
- It is vital to stretch before working out because stretching loosens up your muscles. Stretching makes your muscles more elastic and flexible.
- Normally people who go to the gym focus on their upper body and give the legs a very light workout. It is important to include your legs every day when you work-out.
- It is important to find a fully equipped gym with cardio machines, weights, stretching areas and fitness classes.
- Don't go to a gym on an empty stomach but remember to also wait at least an hour after your last meal before working out.
- Stay hydrated by drinking water and always avoid having carbonated or sports drink.
- If you listen to music, make sure you put on an ear phone. If you have to take a phone call, go outside, best option would be to turn off your phone.
- Use a mild deodorant as it is natural that everyone will be sweating in the gym.
- Having a plan of action before you step foot in the gym can help you avoid wasting time. Have a second plan in case the machine or floor space you were planning on using is taken.
- Never hesitate to take up strength training. Strength training is said to improve bone density, which prevents fractures and osteoporosis.
- Keeping checking your body and see how it responds to your lifts, your diet, and even your attitude.
- Stay focused on your own goals and try not to notice those around you. Remember they have different goals and body patterns.

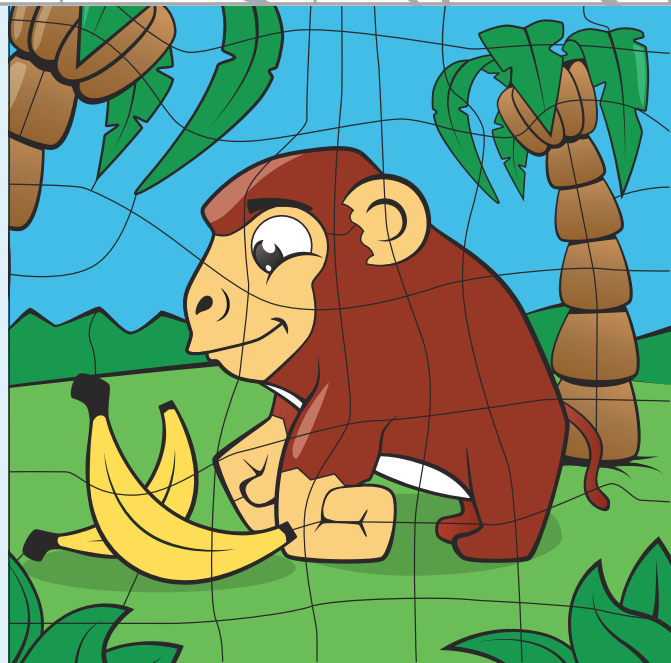






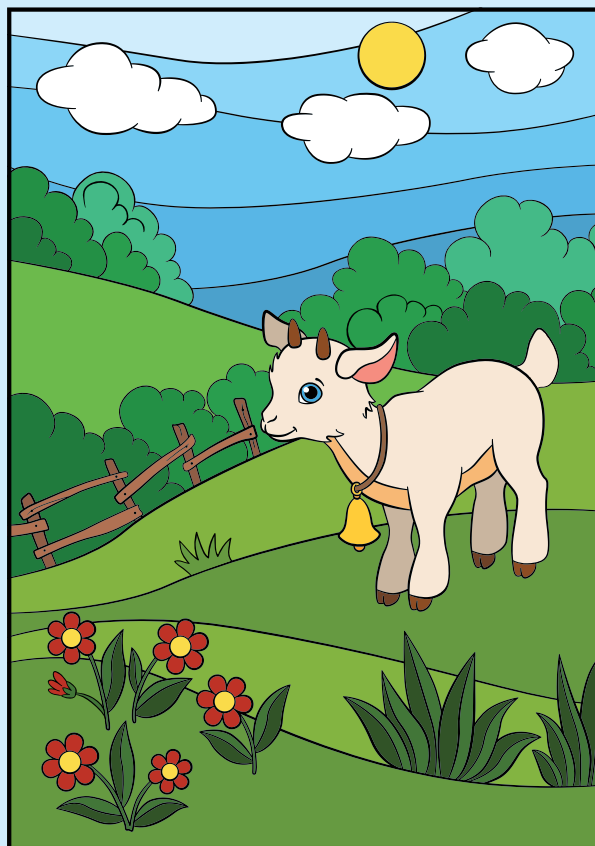
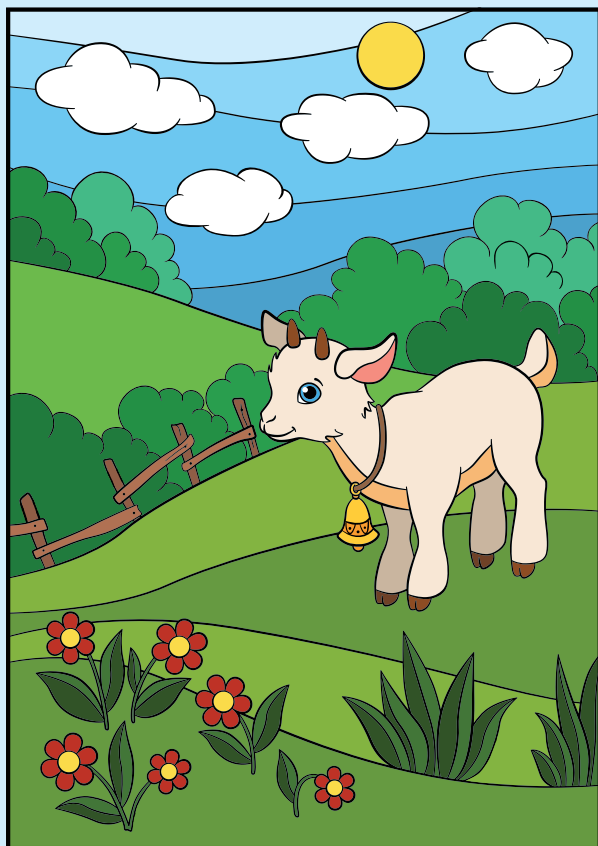
## LET'S COLOUR

Time to play with colours! Use your imagination to fill in the accompanying picture. Let's have fun.



# FUN & FANTASY

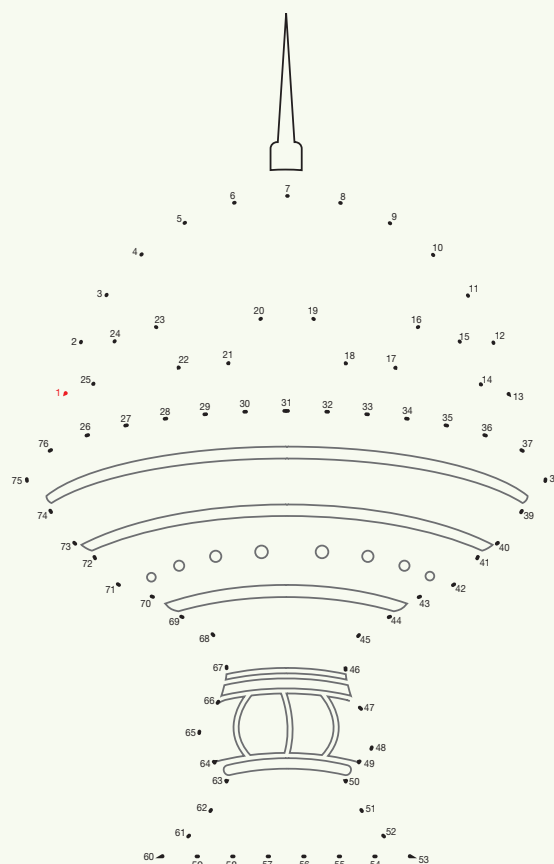
## Find 12 differences



Can you spot the subtle differences in the pictures? Get your eyes ready because this is tricky. Grab a timer (or move at a leisurely pace) and see how many differences you can find between the two pictures in 30 seconds.

## Are you ready to build a monument?

If so, connect these dots and create one of your favourite monuments in Oman.





# KIDDY<sup>®</sup> ZONE

Kids, we have a very interesting task for you. We are going to teach you how to make your own binoculars. It is so easy, and takes about 5 minutes. Do this binoculars yourself and stand a chance to win a prize from Kiddy Zone.

## For your binoculars, you'll need:

- 2 toilet paper tubes
- 2 pieces of scrapbook paper (If you can get six strips (1" x 12") of fabric in different colors, that would be awesome)
- Scissors
- Glue
- Glue sticker
- Hole puncher
- Ribbon

## How to make:

- Start by using glue sticker in two rows along the side of one tube. Attach the second tube to form the base of your binoculars.
- Then cut your scrapbook paper to fit these tubes. Alternatively, you can cut a 1" x 12" strip of fabric in the 7 colors of the rainbow. Use your imagination.
- Use glue and wrap cut pieces of scrapbook paper or each of the six strips of fabric around your binoculars, overlapping each layer as you go. Trim any excess with scissors.
- When this is set, use a hole puncher and slide it into the side of the tube and punch a hole for the ribbon. Repeat on the other tube.
- Knot the ribbon through each hole. Remember, the ribbon should be long enough to go around your head.

## How to participate:

Complete this binocular and submit your artwork at Oman Avenues Mall's information desk, located in the central atrium area

- Don't forget to paste your name and contact details on your artwork
- Alternatively, snap a smartphone pic of your artwork, and upload it to our #AvenuesMall or #AvenuesLife hashtags on Instagram or Facebook
- The top five artworks will receive prizes from Kiddy Zone
- Contest open to kids 10 years and under

\*Terms and conditions apply

