

Living the good life at Oman Avenues Mall

# AVENUES LIFE

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at Oman Avenues Mall

FASHION  
SEASON  
2019

عمان أفينيو مول  
OMAN AVENUES MALL  
Celebrate Everyday احتفل كل يوم

   /omanavenuesmall

# cinépolis

## سينيبولس

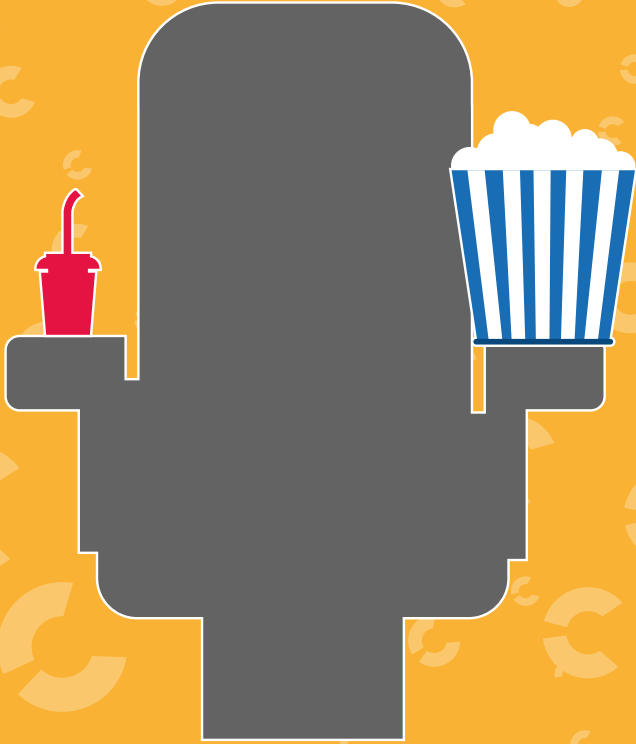


LUXURY

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EXPERIENCE MOVIES  
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4 SCREEN EXCLUSIVE VIP CINEMAS • 15 SCREENS - 1500+ SEATS  
4D CINEMAS • PREMIUM CINEMAS • KIDS CINEMAS  
MACRO XE • ROOFTOP

عمان أفينيو مول

OMAN AVENUES MALL

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TRANSFORMATION

# 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.

Oman Avenues Mall is growing and we have 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!

In 2018, one of our proud moments 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.



We are delighted to inform you that Oman Avenues Mall has had an eventful year so far with a host of activities, launches and new brands abounding its premise. Each of our events and activities touched and made a difference in the lives of the visitors.

To observe World Cancer Day, we held a six-day pledge seeking initiative at the mall. To participate in the drive, mall visitors had to take a vow to reduce cancer risks from their life, pick a ribbon and drop it in a prop placed at the ground floor. We are pleased to inform that for every ribbon that was dropped, we donated 100 baiza towards the cause.

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

Presenting an inspiring and exciting indoor environment for children to play, for the first time we brought Amazeland which was straight out a fairy tale to Oman. Intended to be a journey through

fun and enjoyment for children, Amazeland left the little ones awe-struck.

With new entertainment avenues being added to the mall, premium events and of course, excellent shopping experiences, we are looking forward to very exciting times. 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 highlights with our "Good Life" story; and have a chat with the dynamic "Retail Personality" Ms. Monique Helou, franchise owner of Desigual and Superdry.

Avenues Life also profiles what's happening with our food and beverage, home-living, fashion and beauty, and entertainment offerings, and much more. This edition of the magazine also gives you a tips for fashion and the must-haves in your wardrobe. 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 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

**Doing a mall is not only construction of the physical space. What is important is the tenant mix. The positioning of our center in relation to its competition, its attraction to shoppers and its potential for drawing repeat patronage are all strongly influenced by the tenant mix we have in place. We strive to serve the convenience of the public. We want shopping at our mall to be unique and an enjoyable experience.**



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## Avenues Life

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### Enquiries:

Prabhjot Singh

**Mobile:** +968 91401772

**Email:** prabhjotsb@om.lulumea.com

# WHAT'S NEW

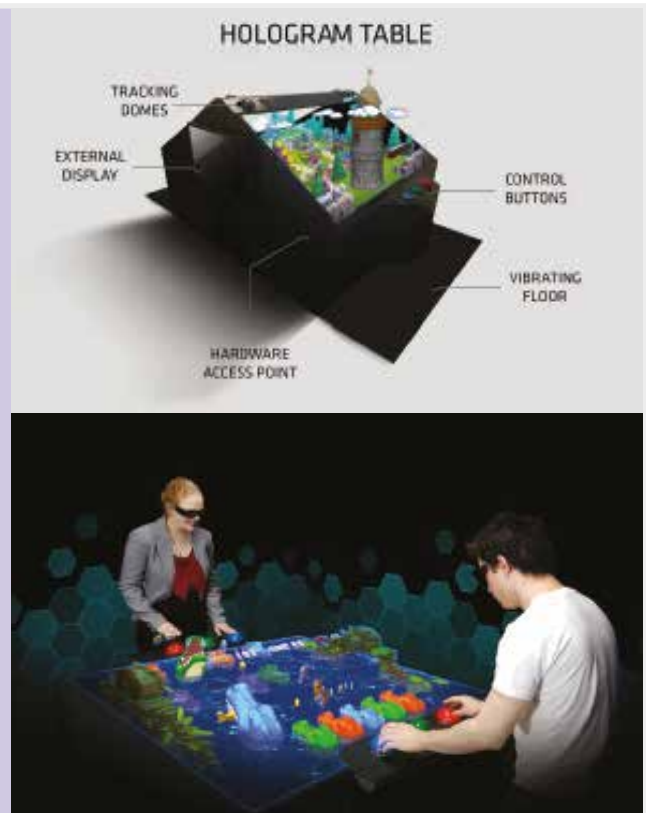
## Holoverse comes to Oman

Adding an exciting dimension to the visitor experience, Oman Avenues Mall is now home to Middle East's first hologram arcade, Holoverse. Immersive entertainment technology specialist, Euclidean Entertainment, has partnered with Muscat Overseas 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.

The Euclidean Hologram Arcade Table has several unique features which focus on creating a unique and engaging gameplay experience with a focus on replayability. The tables boast a great catalogue of locally developed, fun games which are sure to delight players and foster friendly competition while still maintaining a crucial aspect of replayability.

**Location: First Floor**



## American Eagle: Range of specialty apparel

Experience real American Eagle style at Oman Avenues Mall. 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.

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

**Location: Ground Floor**



### **Tasatur: The Modest Fashion Store**

Tasatur is a young and dynamic retail company specialising in importing modest fashion, hijab and accessories. The store brings international main stream fashion trends for customers that are customised to suit the local taste, and which help meet cultural obligations and beliefs. Tasatur is the first modest fashion store in Oman offering unique handpicked premium fashion imported from Turkey. The store has become costumer's first choice when they wish to travel or attending special occasion, or if they just want to wear something other than the normal abaya. Oman Avenues Mall has helped the store to take the brand to a new level.

**Location: First Floor**



يوغورت لاند  
**Yogurtland**  
Eat Healthy & Live Healthy



### **Yogurtland**

Yogurtland, Sultanate's first ever all-natural frozen yogurt is at Oman Avenues Mall. Yogurtland is the ultimate self-serve frozen yogurt and dairy-free sorbet experience with a commitment to taste, variety, and the philosophy "treat yo'self." Yogurtland uses creamy, fresh, pure California milk without antibiotics or added hormones. The world's finest ingredients have been added to bring pure delicious frozen yogurt with flavours that not only taste like the real thing but in fact are the real thing.

With a variety of more than 200 flavours as unique, Yogurtland has a little something for everyone. While the classic flavours like Rocket Pop Sorbet will make you nostalgic, exotic flavours like Dragon Passion Tart take your taste buds on a new adventure. The flavours are available with dairy, no dairy, no sugar added, and gluten-free options. Don't also miss ice coffee yogurt brought for the first time in Oman.

**Location: Second Floor**

### **Enjoy delicious treats at Roselle Bakery Café**

Bin Mirza International's picture-perfect Roselle Bakery Café has opened its doors at Oman Avenues Mall. Suited for today's millennials, hundreds of rose petals in various pink hues adorn the wall, while delicious treats, baked goods and refreshments are simply flawless. Everything around the café is Instagramable in its own right. Visitors can take some time out of their busy lives to relax in this one-of-a-kind café and immerse themselves in a whole new experience.

Roselle's menu caters for all, the sweet tooth, the health conscious and to the savoury lover. The menu offers savoury treats that include the loved-by-all Chips Oman with chilli sauce and thyme bread with a twist, healthy acai bowls to beautifully crafted cupcakes and various breads to cater for all taste buds. Coffee lovers can enjoy delicately fragranced hot drinks, including lavender, charcoal and turmeric all topped off with beautiful edible flowers. For ones who simply want a cold drink, there are many on offer which include ones with a twist of rose, hibiscus and ginger that are reenergizing.

**Location: First 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!



XIMIVOGUE is a Korea-based designer brand that operates as franchised retail stores for fast fashion products. The brand is a major promoter of global "Green consumer products". Standing by the philosophy of "simplicity, good quality and green" the brand advocates for a "return to nature". Through this approach, and by following a relentless pursuit of exceptional customer service, the brand has earned admiration and respect from its customers all across the world.

To make your each day count



XIMIVOGUE products are updated regularly, and are priced competitively. Currently, the brand expands by 80-100 stores each month across the globe. XIMIVOGUE pays great attention to fine quality products and maintains a balance between lives and products that improve living standards. XIMIVOGUE is not just a brand name but also a way of lifestyle.

**Location: Ground Floor**



Ahmed Al Maghribi Perfumes is a brand that has continued to encapsulate the Arabic cultural heritage through the finest collection of Arabic perfumes. The brand sets itself apart by keeping the traditional Arabic perfume making process alive which is made using the highest quality natural ingredients.

First started as a hobby by its founder Mr Kafeel Ahmed 20 years ago, today the brand has evolved into being one of the most loved perfume brands in the region. Over the years, the brand has continued to persevere to make the best Arabic perfumes ever. It has crafted a first-class selection of perfumes, including Dehn Al Oud, Arabian oud, eau de parfum, and exclusive perfumes for women and men. Its collection offers a diverse array of scents, from delightful and charming, sensational and sophisticated, to earthy and spicy fragrances.

Made from carefully selected raw materials, each of its original products produces a lingering scent that rejuvenates the mind and body, while soothing the senses. Additionally, part of its product line is a selection of bakhoor home fragrances with complementary oils for creating a cozy, relaxing and aromatic ambiance within a home.

With over 64 shops located across the region, Oman Avenues Mall will host the 17th branch in the Sultanate.

**Location: Ground Floor**





ADVENTURE UNDER CONSTRUCTION ADVENTURE UNDER CONSTRUCTION ADVENTURE UNDER CONSTRUCTION

# DARE

INDOOR ADVENTURE PARK

COMING YOUR WAY SOON!

Get ready for the ultimate active entertainment experience at the newest indoor adventure park in Oman!  
DARE offers a unique blend of attractions and challenges from obstacle courses for adrenaline seekers to Laser Mazes, Climbing Walls, Trampolines, Football simulators and Rope Courses for kids and adults of all ages.  
DARE transforms traditional indoor entertainment by allowing players to track their progress and achievements creating a unique gamified experience!  
Discover the evolution of activity-based indoor adventure parks, only at DARE!

[WWW.DAREPARK.COM](http://WWW.DAREPARK.COM)

Location: First Floor

# FASHION

Oman Avenues Mall:

## SULTANATE'S LEADING FASHION DESTINATION CENTRE

Oman Avenues Mall offers a wide-ranging ensemble of retail choices for the fashionistas spread across its excellent space. This incredible shopping destination has a remarkable set of retailers unparalleled by any other shopping centre in Oman. From high street to modest/traditional wear, Oman Avenues Mall offers an all-in-one shopping experience for whom style matters. Besides, specialised outlets at the mall extend a plethora of choice in workwear and nail the ideal office dress code for men.

### HIGH STREET FASHION

High street fashion is affordable, stylish and chic. For Oman Avenues Mall customers, high street fashion is easily accessible thanks to brands like H&M, Mango, Matalan, LC Waikiki, American Eagle, SuperDry, Desigual, Anotah.







## H&M

Founded in Sweden in 1947, H&M Hennes & Mauritz AB (publ) is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. H&M Alshaya has 150 stores across 10 markets in the Middle East and North Africa. H&M includes fashion for ladies, men, kids, beauty and home and offers customers a wealth of styles and trends. The H&M group includes nine unique brands, united by common passions: to make great design accessible to everybody and to lead the way towards a more inclusive and sustainable world. The H&M group includes nine clearly defined brands — H&M, COS, Monki, Weekday, & Other Stories, Cheap Monday, H&M Home, ARKET and Afound. Each brand works with constant improvements of their ranges to always be relevant.

**Location: Ground Floor**

## MANGO

The collection at Mango consolidates its commitment to contemporary styles and elaborate fabrics. Mango is an internationally famous multinational which designs, manufactures and markets women's and men's clothing and accessories. Mango brand inspires and unites through its passion for style and culture. It enhances its unique and personal style with its fashion collections that are in constant renovation. 30 years after its birth, it preserves its roots and identity, cultivating the essence that allows it to achieve its best version. Thus, it respects the essence of Mediterranean style that characterises it, adding the necessary touch to keep it on the vanguard.

**Location: Ground Floor**



## MATALAN

Matalan is a destination store for style, quality and value that customers have come to recognise it for. BTC Fashion acquired the Matalan franchise in 2009 and has grown the brand with store fascia's throughout the GCC and Levant region. Matalan is one of UK's leading department store committed to providing value for money that makes fashion sense. Matalan's product range offers up to date fashion with a comprehensive selection of quality homewares, ladies', men's and children's clothing and footwear - all under one roof. It is tailored to meet the need for style, quality and value for money. Matalan opened its store in Oman Avenues Mall on 18th of May 2015 with a mission to provide high street fashion at prices everyone can afford. Visitors can check Matalan's fabulous 2019 collections in their store located at first floor in Oman Avenues Mall.

**Location: First Floor**





## L C WAIKIKI

L C Waikiki is a Turkish multi-cultural fashion brand that has a modern approach to retailing with a global appeal. The brand adopts the philosophy, 'Everyone deserves to dress well', thus offering a dynamic range of accessible yet stylish clothing to suit different styles and tastes, allowing its customers to enjoy the advantages of affordable fashion. L C Waikiki's growing distribution and market coverage is accompanied by a distinctive strategy to provide high-quality clothes at great value. The brand places great emphasis on customer satisfaction and strives to serve each customer segment with unparalleled levels of service.

**Location: Ground Floor**

## AMERICAN EAGLE

American Eagle offers an assortment of specialty apparel and accessories for men and women that enables self-expression and empowers 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. They aren't just passionate about making great clothing, they are passionate about making real connections with the people who wear them. American Eagle Outfitters, Inc. 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.

**Location: Ground Floor**

## SUPERDRY

Superdry is an exciting contemporary brand which focuses on high-quality products that fuse vintage Americana and Japanese-inspired graphics with a British style. They are characterised by quality fabrics, authentic vintage washes, unique detailing, world leading hand-drawn graphics and tailored fits with diverse styling. Such distinctiveness has gained the brand exclusive appeal as well as an international celebrity following.

**Location: Ground Floor**

## DESIGUAL

Spanish fashion label Desigual is notable for its trendy patchwork designs, intense prints, graffiti art, asymmetrical designs and flamboyant splashes of colour. Desigual is a company characterised by a constant growth and an unstoppable international expansion. Internationalisation and innovation are the main lines of growth. Their own stores have the goal of creating singular and positive experiences to customers, trying to create spaces of imagination and illumination to make users have fun creating alternative worlds.

**Location: Ground Floor**



## ANOTAH

Taking inspiration from around the world, designer fashion label and lifestyle brand with a network of shops across the region, Anotah is bold and exciting. Built on a passion for fashion, the brand 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**

## MODEST WEAR

Women's modest wear has been grabbing plenty of headlines. The modest outfits range from haute couture abayas to streetwear and burkinis, or modest swimsuits. Modest fashion is gaining mainstream interest across the board, with major retailers and brands entering the industry. Oman Avenues Mall offers a range of modest wear options at stores including Tasatur, Kashka, Sara Plaza, Chalet.

## TASATUR

Tasatur is a young and dynamic retail company specialising in importing modest fashion, hijab and accessories. The store brings international main stream fashion trends for customers that are customised to suit the local taste, and which help meet cultural obligations and beliefs. Tasatur is the first modest fashion store in Oman offering unique handpicked premium fashion imported from Turkey. The store has become costumer's first choice when they wish to travel or are attending special occasions, or if they just want to wear something other than the normal abaya. Oman Avenues Mall has helped the store to take the brand to a new level.

**Location: First Floor**

## KASHKHA

Founded three decades ago in Dubai, Kashkha meaning 'Beautiful' in Arabic has long been recognized as a leading retail brand offering affordable and stylish modest fashion to the self-confident woman. Kashkha was established with a clear objective – that of weaving tradition with contemporary fashion. Each garment thus radiates elegant modesty, empowering you to make fashion-forward choices without compromising on your faith. With a presence across the globe-spanning Europe, USA, Southeast Asia, and the Middle East, the store continues to illuminate lives with exceptional quality modern yet modest fashion wear.

**Location: First Floor**



## CHALET

Chalet, with three branches in Oman specialises in modest clothing for women and offers a wide range of ready-to-wear and tailor-made abayas. The store in Oman Avenues Mall retails the most tasteful, modest and elegant range of abayas with its ethos based on promoting grace through simplicity. While the abayas are inspired by Qatari and Emirati designs, the stores have in-house Omanis designers. Designed for all ages and for all tastes, the store tailor makes abayas for weddings, parties, evening wear. Using exquisite fabric, skilled tailoring, and elegant design aesthetic, the abayas are stitched in UAE using all the modern technologies to ensure top quality and finish.

**Location: First Floor**

## SARA PLAZA

Sara Plaza Company is a design driven company that seeks to represent the international pulse of the Arab culture to the world. Established in 1992, Sara Plaza designs, manufactures and distributes the finest quality for garments including kaftans, punjabis, abayas, scarfs, and handbags. Every creation is classic yet versatile with a modern touch, retaining the richness of embroidery, detailing and textures. Using gorgeous fabrics and amazing cuts, customers are sure to make their mark with the fabulous wear in Tulle, Silk and Cotton. Sara Plaza is up to date with the current trends and innovations in design, manufacturing and sales.

**Location: First Floor**

## DRESS CODE FOR MEN

**Oman Avenues Mall offers a huge selection of men's clothing and apparel. From smart to casual, you can find men's workwear that is certain to help you stand out. It is true that nowadays when it comes to men's office clothing many workplaces are flexible with the work attire rules. While the days of a suit, shirt and tie on most days is still on, you can also afford to go for smart casuals on some days. The best of work and office wear is available at outlets such as BRANDS, Raymond and Linen Club**



## 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, The outlet 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: First Floor**





## RAYMOND

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.

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.

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'.

**Location: First 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 Linen Club exclusive showroom 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 Avenue Mall has the largest varieties of linen which can be customised to needs of individuals.

**Location: First Floor**



# Transformation journey on full swing at Oman Avenues Mall



## Good news for cinema buffs

To live up to the voracious appetite for quality movie-viewing experience in the Sultanate, Oman Avenues Mall is set to open Cinépolis, the leading world-class cinema exhibitor operations in the mall. In exciting news for movie buffs, the large multiplex with 15 screens will extend a premium movie going experience to the residents of Muscat. The opening of Cinépolis theatres comes as part of an extensive transformation course Oman Avenues Mall has embarked on to deliver an unmatched customer experience. It also marks the exhibitor's first movie theatre in the Sultanate.

The aesthetically designed lounge-style lobby has been readied in the run to the opening of the world's fourth largest movie theatre circuit Cinépolis. The chic lounge-style lobby space has been designed for socialising with friends and family. Cinépolis' 15 screen halls and 1,474 seat multiplex includes Luxury, Macro XE and Junior Concepts and 4D E-motion which is the ultimate technology delivering a fully immersive cinematic experience. The 4,396 squaremeter cinema will offer guests a state-of-the art cinema experience. Urbane blend of rocking leather seats and fully reclining leather seat auditoriums, cutting-edge sound and high-definition projection technology are on offer at the theatre. Plans are also on to introduce an exclusive

outdoor rooftop concept at Oman Avenues Mall.

Cinépolis operates 647 cinema complexes, 5,313 screens and over 1.1 million seats across 14 countries in the world. It offers guests enhanced movie-going experiences through its unique cinema and theatre concepts. A Mexican chain of movie theatres, Cinépolis entered the Middle East through a partnership with the privately-owned business conglomerate, Al Tayer Group, who are prominent retail operators representing leading brands and franchises.







#### **Oman Avenues Mall, Omantel sign for smart WIFI service**

As part of the transformation journey it's undergoing, Oman Avenues Mall has announced Omantel, the leading provider of integrated telecommunications services in the Sultanate, as its new WiFi service provider.

Oman Avenues Mall is committed to enhancing its offering to create an elevated visitor experience by providing 200 mbps backbone speed from Omantel. This further enables a high-speed connectivity of 8 mbps download speed and 1 mbps upload speed to the end users supported by latest technology.

All WiFi enabled devices will be able to connect to the Omantel WiFi network and benefit from a limited daily free internet access at Oman Avenues Mall.

#### **Buggy Station**

Being Sultanate's most prominent leisure destination and understanding the importance of offering an experience that best reflect its magnificence and attractions, Oman Avenues Mall has launched the concept of 'shoppers on wheels' by introducing branded buggies in its premise.

The branded buggies, which are parked at the newly installed 'Buggy Station', are used to transport customers from the mall entrance to their car in the parking lot.

#### **Connect Area**

Need to browse for some information urgently or charge your mobile while your family shops? Oman Avenues Mall has found the perfect solution for you. To enhance



customer experience, Oman Avenues Mall has launched a dedicated zone by the name 'Connect' which offers free connectivity via four tablets installed in the area. Customers visiting the mall can browse the internet free of charge at the mall. In addition, visitors can charge their devices including laptops, mobiles, iPad in the power sockets installed in the zone.

With new flourishes being added, Oman Avenues Mall is set to transform the retail landscape in the Sultanate. It will offer a truly exciting ambience and opportunity for customers to 'Celebrate Everyday', which would be the newly adopted tag line for the mall resonating its vision of being a place for celebration every day.

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

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



## World Cancer Day at Oman Avenues Mall



To commemorate World Cancer Day, Oman Avenues Mall, the largest mall in the Sultanate of Oman, hosted a six-day pledge seeking initiative drive at its premises by urging for a personal commitment from visitors to help reduce the burden of cancer. To participate in the drive, mall visitors had to take a pledge to reduce cancer risks from their life, pick a ribbon and drop it in a pledge prop placed at the ground floor. They were also encouraged to click a selfie, post it on Oman Avenues Mall's social media platforms and show that they care.

Oman Avenues Mall donated 100 baiza for every ribbon that was dropped towards awareness and treatment of cancer in the Sultanate. World Cancer Day takes place every year on February 4 and it is a uniting global initiative under which the world comes together to raise the profile of cancer in a positive and

inspiring way. The 2019 World Cancer Day was held under the theme of 'I am and I will' and aimed to inspire and encourage action from individuals, the health community, and authorities to improve public awareness and access to early detection, screening, and diagnosis.

Oman Avenues Mall wanted to bring attention to World Cancer Day and encourage the public to join the ongoing fight against cancer. The mall management was heartened by the overwhelming response it received from mall visitors who came forth to show support for the pledge prop that was installed. Oman Avenues Mall urges everyone to make healthier lifestyle choices in support of World Cancer Day and requests everyone to keep themselves and their loved ones informed on how they can lead healthy lives.



## CELEBRATE EVERYDAY

At Oman Avenues Mall, you can make merry 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 'Celebrate Everyday', Oman Avenues Mall is constantly planning, devising and arranging ways to make every visit special.

### Amazeland straight out of a fairy tale

Extending a stimulating indoor environment for children to play, Oman Avenues Mall, the largest mall in the Sultanate of Oman, for the first time brought Amazeland which was straight out a fairy tale to Oman. Envisioned to be a journey through fun and enjoyment for children, Amazeland was located at the ground floor central atrium of the mall.

The charmingly designed children-friendly Amazeland was structured into a mushroom-shaped tree house containing a maze and had activities for children from six to twelve years. As part of the activity conducted inside Amazeland, children collected smiley soft balls as they wandered through the maze. Children who came out of the maze with smiley soft balls won exciting prizes.

The interior of Amazeland was filled with around 15,000-12,000 colourful soft toy balls and soft toy leaves for children to give their imaginations a workout. While children enjoyed amidst the colourful soft toy balls, they relished the challenge of making their way out of the crazy maze.







## Fashion in Full Bloom

Oman Avenues Mall annual style extravaganza 'Fashion in Full Bloom' was a roaring success. As part of the exclusive fashion campaign, Oman Avenues Mall hosted kids fashion shows, make-up and beauty workshops, product promotions and entertainment. The annual style show kicked off with a kids' fashion show followed by a make-up and beauty workshop. Omani designers presented a show featuring the latest trends in abayas and other traditional wear. The campaign concluded with a grand finale fashion show, featuring a line-up of professional models who showcased spring/summer 2019

collection from leading high-street retail stores at Oman Avenues Mall. Many of the top fashion and make-up brands from the mall participated in the month-long fashion show. Muklid Al Jabri, talented musician, top model Areej Al Balushi, TV presenter Wallaalkremy were the ambassador for the various shows. To culminate the month of fashion, style and glamour, the ambassador at the grand finale fashion show was international designer Antoine Salameh who is also the owner of Labourjoise. He has designed dresses for popular celebrities including Beyonce, Jennifer Lopez and Aishwarya Rai.







## Mother's Day

In celebration of mothers', Oman Avenues Mall arranged something special to appreciate the special woman in everyone's life. Oman Avenues Mall came alive with thoughtful tributes to celebrate Mother's Day which falls on

March 21 in Oman. In a fitting honour the mall gave away roses to mothers visiting the mall. Top make-up brands at the mall offered free make-up sessions for visiting mothers. Mothers were also surprised with discount vouchers from the outlets at the mall.





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# RETAILER OF THE MONTH

As a part of our transformation strategy, Oman Avenues Mall retailer of the month award goes to those that are recognized for their outstanding retailing capabilities in delivering quality service experience

## F & B



DECEMBER | Cinnabon



JANUARY | illy Cafe



FEBRUARY | ZEN Asian Bistro



MARCH | McDonald's



APRIL | P.F. Chang's



# RETAILER OF THE MONTH

## NON F & B



DECEMBER | [Marina Home](#)



JANUARY | [Parfois](#)



FEBRUARY | [H & M](#)



MARCH | [Matalan](#)



APRIL | [Salam Beauty](#)

# LUXURY ACCESSORIES



## EMBODYING SLICK AND TIMELESS REFINEMENT

Luxury accessories are all about élan and sophistication. Oman Avenues Mall offers visitors an assortment of luxury accessories retail options to choose from. From the essential pieces that can be combined with daily outfits to the statement bling for a night out, accessories from luxury brands at Oman Avenues Mall provide you for any occasion. Discover the accessories from the world's leading brands Charriol, AIGNER and Pandora.



**CHARRIOL**  
GENEVE

**Charriol: Timepieces, fine  
jewellery and accessories**

Charriol, original Swiss luxury brand specialises in fine timepieces, jewellery and accessories. The prestigious luxury brand of timepieces, fine jewellery and accessories, encompassing fragrances, eyewear and leather goods founded in 1983 by French entrepreneur Philippe Charriol remains an independent family-run enterprise. A network of 285 boutiques and 3,800 points of sale, distributes Charriol's creations worldwide. At Charriol's Boutique in Oman Avenues Mall you can discover the exclusive universe of luxury products.

**Location: Ground Floor**



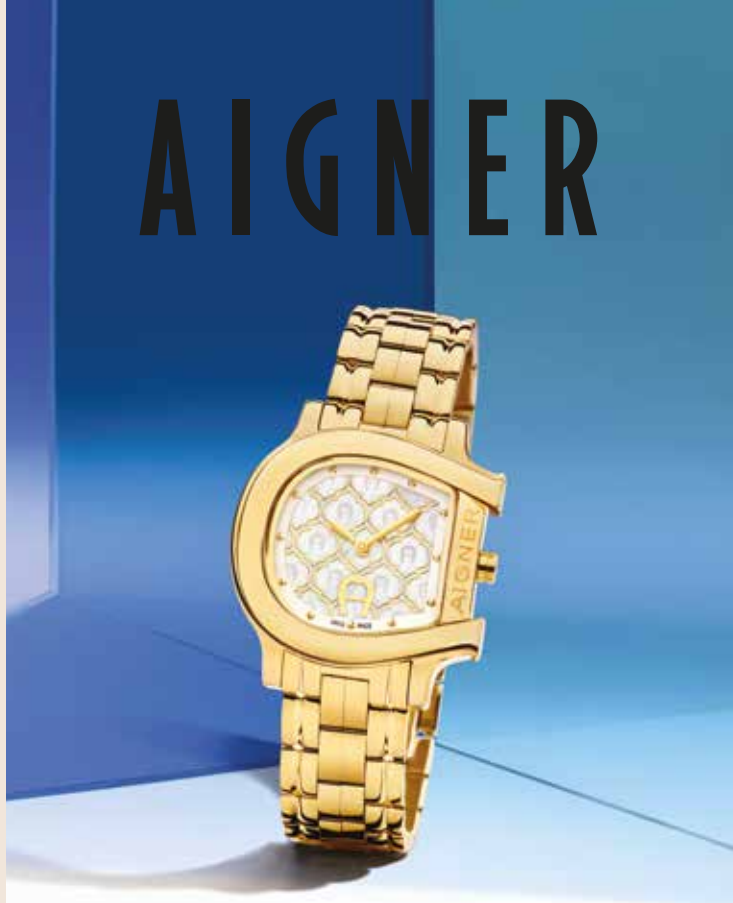


# AIGNER

## The world of AIGNER

The master touch of AIGNER resonates in every product of the brand, making AIGNER a class apart. The story of the luxury brand AIGNER is a spell of passion, creativity and craftsmanship. An AIGNER product is considered by many to be a modern classic, but this contemporary brand has a history that can be traced back to Hungary in 1904, when its founder and original designer was born. The company was based in Munich, where the mood was one of excitement and a euphoric belief in progress. The free-spirited nature of the time influenced the company's direction and AIGNER went on to become a cult brand by virtue of its reflection of a life of pleasure and savoir vivre. The company chose wild horses as its symbol, as it chimed with the atmosphere, materials and designs that defined the company, as well as the luxury of upmarket horse culture. The horseshoe became more than just a decorative symbol – it represented everything that the company believed in. Luxurious leather bags carrying the famous horseshoe shaped 'A' are at the core of the brand. Together with Swiss made timepieces and accessories, AIGNER is a timeless expression of German precision and Tuscan tradition.

**Location: Ground Floor**



# PANDORA



Discover a unique selection of jewellery including hand-finished charms, bracelets, necklaces, rings, and pendants to match your personality at Pandora. The luxury brand designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries on 6 continents through around 7,800 points of sale, including more than 2,400 concept stores.

## 2019 Pandora collection

As for Pandora's 2019 summer collection, jewellery has a global outlook this season, where beautiful new designs take their cue from all corners of the Earth to inspire reflection, adventure and discovery. From accent pieces to standout styles, the enriching collection skilfully moves through world cultures and continents using colour, texture and patterns to maximum effect.

Making its mark on jewellery, abstract triangular patterns channel the intoxicating atmosphere of faraway lands. Coloured with exotic punches of enamel, milgrain detailing and glittering bead-set stones, stackable sterling silver and Pandora Shine rings and the new limited-edition sliding bangle in 18k gold-plated sterling silver are equal parts carefree and sophisticated. Interpreting the crown in a graphic, new way, the Exotic Crown ring in sterling silver or Pandora Shine is punctuated with cubic zirconia stones and milgrain detailing. The tips of the crown slot together for seamless stacking. Hoop earrings are reworked in a chunky, tapered silhouette. Polished to a high-shine finish from 18k gold-plated sterling silver, the graphic Pandora Shine pair is deceptively lightweight and detailed inside with openwork hearts.

This season, the world becomes your playground. Play with proportion, pattern and profiles to shape your worldly style.

**Location: Ground Floor**



# SPA

## Relax the mind, renew the body and revive the soul

It is true that between balancing work and life, it can seem unfeasible to find time for ourselves. However, taking the time to relax, rejuvenate and refresh is vital to make us feel at ease and stress-free. **Raquel Askiri, Manager of the Body & Sole Spa at Oman Avenues Mall** suggests ways to relax, rejuvenate and refresh

Finding time to relax and regain energy may seem impossible when there is so much to do and accomplish. However, a few simple steps co-opted into everyday living can lead to a giant shift in how we feel each day.

- To relax your nervous system, indulge in some breathing exercises. For best results, mindfully count to 10 as you inhale and count to the same number as you exhale. This exercise can easily be practised sitting anywhere.
- Meditation is the classic way to relax and rejuvenate. Overwrought emotions and negative thoughts are recognised and let go when you meditate.
- Physical benefits aside, exercise can help rejuvenate your mind, mood and overall approach to everyday life. At Oman Avenues Mall, you can start your fitness journey at the Gold's Gym.
- Pampering yourself helps to refresh your mind and body. So, however busy you are, a little bit of pampering will only do you good. Visit Body & Sole at Oman Avenues Mall and treat yourself to a unique spa session. You can even try the head massage at Modern Cut, a unique Gents Saloon.
- Laughing is not only fun, but it also has a measurable impact to relax, rejuvenate and refresh our body, mind and soul.
- Sleep can make a world of a difference in the way you think, learn, and feel on a daily basis. Aim to get at least seven to eight hours of sleep to feel relaxed.
- Sometimes just seeing something new or checking out something familiar from a new angle is enough to revise our view on the world. Go ahead, rearrange your work space or home.
- Spending quality time with your loved ones is a great way to de-stress your life.
- There is no doubt that listening to your favourite music can instantly put you in a relaxing mood. But the best part is studies indicate that music has a variety of health benefits.
- Reach for an old-fashioned, printed book. Studies have found that immersing in a page-turner can offer benefits toward health and happiness. Borders at Oman Avenues Mall offers plenty of options.



# RETAIL PERSONALITY



## Monique Helou, franchise owner of Desigual and Superdry

From being an artist to establishing a retail fashion company, this inspiring entrepreneur's life has been truly vivid and motivating. Monique Helou, franchise owner of international fashion brands Desigual and Superdry in Oman Avenues Mall shares her success story as a woman entrepreneur.

Talking of the commencement of her journey as an entrepreneur she says, "I am a woman who has many dreams with a similar purpose of improving people's energy and quality of life. Coming from an art background where vivid colours have had a significant impact on my perspective on life and mood, I picked up the courage to establish a retail fashion company in 2013 by the name 'Vivid'. I believe that colours and beauty can create positive energy and enhance people's lives. While this was one part of my dreams, the second one was to spread public health awareness and pay back to my community since I am a Registered Holistic Nutritionist and a Master student in Public Health. Fortunately, I had the privilege to achieve this passion by being part of Al Shabiba FM Radio and TFM Radio as their permanent guest speaker on Preventive Health and Nutrition."

Elucidating how the idea of bringing the international fashion brand Desigual and Superdry to Oman came to

her, Monique Helou says, "For many years, I was Desigual's loyal customer as I was enchanted by their colours, patterns and cuts. Wherever I travelled, the first thing I used to do is to Google their store location and made sure to allocate time to visit them. In 2012, the negotiation with their head office in Barcelona had started and in 2013, the dream became a reality when my company Vivid acquired the master franchising of two "Desigual" stores for the Sultanate in Oman Avenues Mall."

She further explains, "In 2015, Vivid acquired the master franchising of the British brand Superdry with one store in Oman Avenues Mall. The idea came from my husband when we visited their store in Belgium. He really believes in their designs, patterns, quality and value for money but most importantly, he believed that Superdry would add value to the fashion market in Oman."

Desigual is a Spanish clothing brand notable for its trendy patchwork designs, intense prints, graffiti art, asymmetrical designs and flamboyant splashes of colour. Superdry is a UK branded clothing company that combines vintage Americana styling with Japanese inspired graphics.

"The response to both brands has been overwhelming. We have several regular customers who make sure they don't miss out on the latest collection. They also love the sale season the most," says Monique Helou.

On how being part of Oman Avenues Mall, the largest mall in the Sultanate of Oman, has helped her business, Monique Helou says, "It has helped tremendously in terms of providing our customers with a great overall shopping ambience and customer-service experience. Our customers never face issue with parking or locating our stores (thanks to the mall's great layout as well as information desk team). Besides, the mall has always been supportive and has catered to our needs in terms of the venue, event and marketing needs of our business. The mall management and its team indeed do a great job in ensuring complete satisfaction of their tenants and its business."

Her specific advice to young women who would like to become entrepreneurs is: "If you are planning on setting something up, you must give your all to it with passion, determination and hard work."

About the greatest challenge she has faced as a woman entrepreneur, she says, "As a woman entrepreneur balancing work and family life especially being a woman with many dreams to fulfil has been challenging. However, I was very lucky in having my husband as my mentor and work partner. He has inspired me to dream big and to find my way to make a difference and this is what has encouraged me to begin my journey and take it this far."

Regarding her plans, Monique says, "For Vivid, my plan is to expand with more stores not only within Muscat but also in Salalah and Sohar with an aim to add more trendy and affordable brands under the Vivid umbrella. Personally, I want to earn my Master Degree in Public Health from Essex University in UK and my Postgraduate Certificate in Mental Health Coaching in order to be able to produce my own online TV show, teach Health in colleges and become a Mental Health coach helping the youth cope with their daily stresses and fears."

Talking about the current trends in the fashion industry, she says, "The year 2019 is the year of awakening in the fashion industry. Younger consumers are seriously concerned with social and environmental causes. They increasingly back their beliefs with their shopping habits, favouring brands that are aligned with their values and avoiding those that aren't. Hence, brands are responding by integrating social and environmental themes into their products and services. As for fashion trends, I strongly believe, in this internet generation there is no solid definition for the word current trend. Any look can be carried forward or followed by many if it projects lot of comfort and confidence."



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promotes the love of reading to children in Oman.

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OMAN AVENUES MALL

Celebrate Everyday احتفل كل يوم

   /omanavenuesmall



# HOME

## DISCOVER UNIQUE AND STYLISH HOMEWARE

Whether you want to bedeck a new home or welcome guests, outlets at Oman Avenues Mall offer a range of quality homeware that can give a unique touch to help make your home cosier. Find exclusive and fashionable homeware at the mall's branded outlets that will make your home stand out from the crowd. From furniture, accessories, cookware or decor items - you are certain to find something exclusive for your living room, bedroom and kitchen at these incredible and internationally renowned outlets.

### Matalan

Need ideas for your home this season? Check out Matalan's homeware range. From curtains and cushions to candles and clocks, it is all available at Matalan. The store makes fashion sense committed to providing value for money. Matalan's product range offers up to date fashion with a comprehensive selection of quality homewares. Matalan is a well-known British retail chain that offers a comprehensive collection of quality and affordable items across homeware, ladies', men's and children's clothing and footwear, all under one roof and at great prices. The store offers a range of choices for the bedroom, living, bathroom, dining and kitchen items.

**Location: First Floor**



### Salman Stores

Oman's oldest and trusted household brand operating since 1953. With more than 25 top global brands distribution like Tefal, Luminarc, Korkmaz, Tescoma, Optima, Janome, Rhythm and more, Salman Stores is the leading brand name in household & home furnishing. Salman Stores carries wide range of lifestyle products such as perfumes, branded handbags and watches. Established to retail household goods and other kitchenware, Salman Stores' vision foresaw the potential the market had and slowly but steadily, one product vertical was added to another. Its success came in the ability to understand, respect and adapt to the changing market and the resultant changing demands. Today, well over half a century later, Salman Stores stands tall as a major retailer of a wide assortment of products especially kitchenware and home décor items it is particularly known for. It is no wonder that when people think of baking pieces, cookware, dining items, kitchen appliance, drinkware, kitchen storage, cutleries, kitchen tools and table accessories, they think of Salman Stores.

**Location: First Floor**

## Salalah Gallery

Salalah Gallery is synonymous for Luxury Retail in Crystalware, Dinnerware, Silverware, Watches & Perfumes in the Sultanate of Oman. It represents many world renowned top brands in these product segments. Over the years, Salalah Gallery has earned an unrivalled reputation for providing genuine top of the shelf collection to the customers. In our endeavor we have always tried to provide customers with multiple choices and latest collection to choose from. Whether you are holding a special celebration or just adding a touch of luxury to your everyday life, Salalah Gallery has a host of options for the products you are looking for.

**Location: First Floor**

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## Aalami & Uber

As one of the finest lifestyle outlets in Oman, Khimji's Luxury and Lifestyle stores known as 'Aalami and Uber' are the first of its kind to redefine the very concept of high-end shopping. This lifestyle store is home to some of the most enviable brands in the world for over two decades. Khimji's Aalami and Uber stores are especially known for some of the international top homeware brands. Fissler, German cookware brand renowned for its precise workmanship, high level of utility and stylish, ingenious design, Moulinex, the French manufacturer of innovative small kitchen appliances, Sola, Cutlery and Cookware from Netherlands, Noritake Japanese tableware, Rossetti, high quality pans and kitchen accessories, Falkenporzellan, exclusive and valuable fine dining kitchenware, Zojirushi, Japanese vacuum flasks and Markutec, German vacuum flasks, Victorinox, the pioneering brand for kitchen knives are amongst the homeware brands available here. Aalami and Uber brings a diverse mix of international brands to suit every mood and occasion.

**Location: First Floor**

## Khazir

All products in Khazir are elegantly timeless. For those looking for rugs, carpets, antiques, décor, furniture and artefacts; Khazir is an ideal destination. Exclusive shawls, khanjars, mussars and jewellery find a pride of place here. The Khazir products are rooted in a complex craft tradition that goes back at least 180 years. Its uniqueness lies in a combination of factors that have made it virtually impossible to duplicate anywhere else, imitation have abounded for centuries, but none has succeeded in producing the inimitable delicacy of quality material and design that comprise the legendary beauty of the Khazir items. Enduring as a design classic that has grown out of an indelible local aesthetic, the Khazir products appeal lies in its ability to represent continuity as well as change. The artisan's creative skills flourished



in design and intricacy. Workers of tremendous skill and patience go to the daily dedication of creating marvellous products that will bring utmost satisfaction to the growing Khazir clientele.

**Location: Ground Floor**



# MUST HAVES

Makeup, shoes, hats, handbags:

## THE ESSENTIAL FIVE MUST-HAVES

No matter what your style, there is something to suit every taste at Oman Avenues Mall. Customers can indulge in apparels, shoes, bags, accessories or other fashion essentials under one roof. Oman Avenues Mall houses several branded stores and you can pick the listed must-haves from any one of them.

### Five essential makeup products

It's normal to feel overawed by the profusion of makeup products available in the market. However, some products are necessities in any woman's makeup bag. Here are five top favourites.

#### 1) Moisturiser

It's a good idea to have a moisturiser that's lightweight and gets quickly absorbed into your skin.

#### 2) Concealer

Concealer is one of the most essential items in your makeup pouch. Find one that's perfect for your skin tone.

#### 3) Eyeliner

Eyeliner is an integral part of any makeup look. Decide if you want to buy a pencil eyeliner, liquid eyeliner, gel eyeliner or felt tip eyeliner.

#### 4) Lipstick

A good lipstick shade can not only help brighten up your face but also prevent it from looking lacklustre.

#### 5) Mascara

A mascara can transform your eyes and instantly brighten up your lashes with more volume, definition, and length.

### Five shoes every woman should own

We are pretty sure shoes are a woman's best friend. We look at five staple shoe styles that every woman should own.

#### 1) Sneakers

Light-coloured sneakers can be paired with anything from jeans to a cotton dress.

#### 2) Heels

Pick a pair of heels in a shade that will match with as many of your dresses as possible.

#### 3) Pumps

An office appropriate black pump is certain to add value to your wardrobe contents.





#### 4) Boot

Ankle boot in neutral or black colours can be worn with pants in the winter or dresses during the summer.

#### 5) Espadrille

Another shoe that is fun, adds height without the wobble and is capable of being paired with capris, shorts or a dress is the espadrille.

#### Five top clothing essentials

A little black dress is not the only indispensable clothing item you need in your wardrobe. Check out the top five absolute must-have clothing essentials every woman needs.

#### Good fit jeans

Nothing makes you feel just right like the jeans that fit you better than all the other pairs you own.

#### Classy white blouse

An iconic white blouse will never go out of style. Whichever style you choose, you can guarantee great style simply by pairing with jeans or even a great skirt.

#### Black trousers

Black trousers can save your day over and over again. Make sure your pants are the perfect length by investing in trousers made specifically for you.

#### Formal blazer

Blazers come in all cuts, colours, and styles. A formal blazer is an absolute must have since it's the ideal pick for a business meeting or evening out.

#### A scarf

A scarf is great accessory to spice and brighten up an everyday outfit. Own as many as possible.



#### Five timeless handbags

The truth is, women really need five essential bag types, to have on hand. So, which are the must-have bags you should keep in your closet?

##### 1) Clutch

From lunch parties to weddings, clutches make a statement. Try to pick one that has multiple pockets and a bit of dimension so you can carry your essentials.

##### 2) Crossbody bag

Carry your belongings with style and comfort in a crossbody bag as this purse gives you great freedom of movement while keeping your things close.

##### 3) Shoulder bag

Shoulder bags have a sleek and sophisticated appeal while are literally indispensable. They are perfect for every occasion.

##### 4) Tote bag

The tote bag is easily one of the most imperative accessories any woman can own. It is perfect for work, travel, the beach and so much more.

##### 5) Everyday Bag

The most basic must-have in your bag collection should be a simple style smart bag enough for work but chic enough to make your most fashionable friend smile with approval.



# JEWELLERY SHOPPING

## OPTIONS GALORE

Oman Avenues Mall is a jewellery shopper's paradise where you can find every kind of jewellery imaginable at stores and outlets from world's topmost brands.



### Kalyan Jewellers

Over the years, Kalyan Jewellers has set industry benchmarks with a customer-centric model that focuses on integrity, trust, quality, transparency and innovation. Kalyan Jewellers offers best

quality diamond and gold jewellery with wide varieties of collections.

T.S Kalyanaraman, Chairman and Managing Director, Kalyan Jewellers, decided to enter the jewellery business in 1993 and marketed Kalyan Jewellers around its brand philosophy of 'Trust is Everything' exemplified through its business practices. 2013 was significant for Kalyan Jewellers as it made its international foray that year by entering the Middle East. Currently, Kalyan Jewellers has 34 showrooms in the region including Oman, UAE, Kuwait and Qatar.

In Muscat (Oman), Kalyan Jewellers has five showrooms including one at Oman Avenues Mall, one in Al Seeb and three in Ruwi. Kalyan Jewellers brand ambassadors are Amitabh Bachchan, Jaya Bachchan, Katrina Kaif, Nagarjuna Akkineni, Prabhu Ganesan and Manju Warrier.

Kalyan Jewellers' collections include the new brand Muhurat – a wedding range spanning a wide variety of exquisite bridal jewellery. Kalyan's most popular house brands are Ameera – exclusive Arabic wedding jewellery, Mudhra – handcrafted antique jewellery, Nimah – authentic heritage jewellery, Anokhi – uncut diamonds, Apoorva – diamonds for special occasions, Antara – wedding diamonds, Hera – daily wear diamonds, infinite sparkles and Rang – precious stones jewellery. Bespoke collections such as Turkish and antique are also available across all the showrooms.

**Location: Ground Floor**

### Jawhara Jewellery

With extensive knowledge and decades of jewellery business experience, Jawhara Jewellery was born out of the notion that jewellery should resonate with the wearer's innermost desires. Jawhara began with traditional and modern jewellery designs with unique beauty and quality. This belief is reflected in every creation of the brand, from the highly innovative, novel designs to the care and precision accorded to each piece.

Made for the modern young woman, jewellery at Jawhara epitomises the youth, while celebrating the different nuances of the region. All the collections are conceived, created and developed by a team of skilled in-house and international jewellers known for their exceptional craftsmanship.

As the region's foremost pioneer in the celebration of Arabian design and spirit, Jawahar's legacy is synonymous with innovation. The company's founders are visionaries and have 100 years of combined experience. Jawhara is a fourth-generation jewellery business with roots that date back to 1907. With over 100 stores across countries, Jawhara offers the finest artisanal jewellery designs in 18K, 21K, 22K, diamonds and gemstones.

**Location: Ground Floor**





## Malabar Gold & Diamonds

Malabar Gold & Diamonds, one among the largest jewellery retailers globally with a strong retail network of 250 outlets spread across the globe, is the flagship company of Malabar Group, a leading diversified Indian business conglomerate.

Their jewellery collection includes both traditional and contemporary designs in 18K, 21K and 22K gold, diamond and precious gem jewellery that are guaranteed to suit the tastes of multicultural and multinational customers.

Malabar Gold & Diamonds has incorporated these designs as a part of various brands presented at Malabar Gold & Diamonds' namely Ethnix – Handcrafted Designer Jewellery, Era – Uncut Diamond Jewellery, Mine – Diamonds Unlimited, Divine – Indian Heritage Jewellery, Precia – Gem Jewellery and Starlet – Kids jewellery.

**Location: Ground Floor**



## Joyalukkas

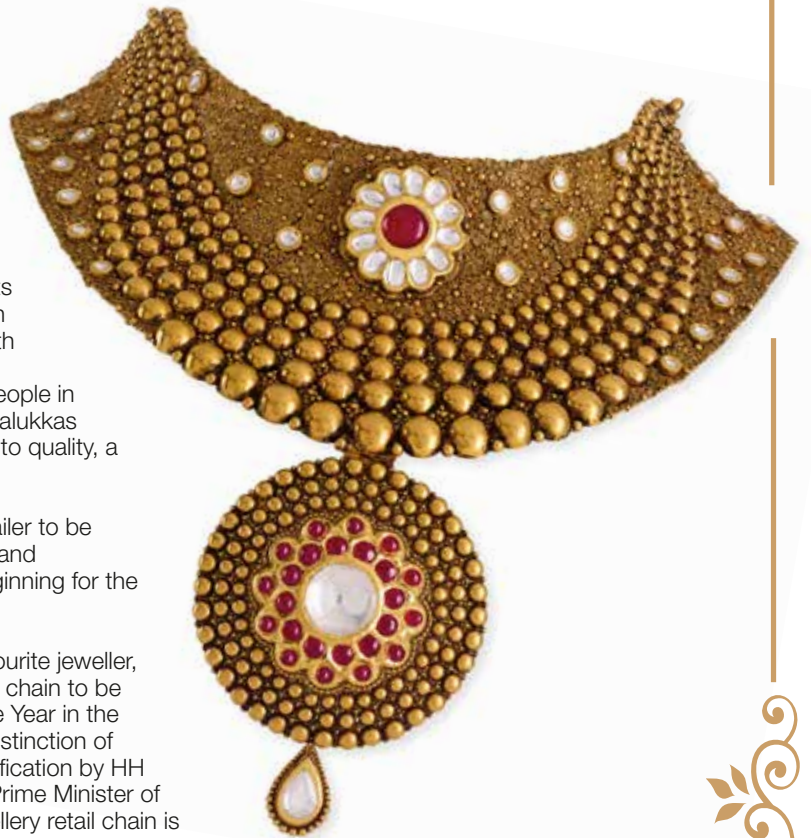
The reputation of Joyalukkas jewellery is built on several strong values like choice, designs, purity, service, convenience and innovation. Key to several of its accomplishments, the spirit of innovation not only touches its designs and products, but also epitomises its approach as a jewellery retailer of international stature.

The Joyalukkas Group has rapidly expanded its foothold all over the globe since its inception in 1987. The Group has grown tremendously, with over 10 million customers, employing a highly committed and satisfied team of over 8,000 people in 11 countries. The phenomenal success of Joyalukkas has been driven by an unstinting commitment to quality, a fact that has been widely recognised.

Joyalukkas jewellery was the first jewellery retailer to be awarded both the prestigious ISO 9001:2008 and 14001:2004 certifications. This was only a beginning for the series of achievements that followed.

Joyalukkas has been hailed as the world's favourite jeweller, not without reason. They are also the jewellery chain to be conferred with the honour of the Retailer of the Year in the Middle East. In addition, Joyalukkas has the distinction of being awarded the Dubai Quality Awards Certification by HH Sheikh Mohammed Bin Rashid Al Maktoum, Prime Minister of UAE and Ruler of Dubai. Significantly, the jewellery retail chain is the only jeweller to have been awarded the Superbrand status in the UAE for six consecutive years from 2010.

**Location: Ground Floor**





# ACTIVITY AREA

Dear Children,

Are you ready to put your puzzling passion to the test? Clue: Each word is related to fashion. All you have to do is find right words, complete this puzzle and stand a chance to win a gift voucher for a free gaming session at Holoverse.

## How to participate

Complete the puzzle and submit your sheet at Oman Avenues Mall's Customer Service Desk

Don't forget to mention your name and contact details on the puzzle sheet

First 10 participants those who have solved the puzzle completely will receive a voucher for a free gaming session at Holoverse

S	N	S	N	S	S	T	G	L	L	S	G	N	M
M	S	P	E	R	F	U	M	E	E	D	G	N	I
E	G	E	P	H	A	T	S	R	D	M	N	M	N
S	A	S	S	S	M	E	T	I	O	A	I	C	D
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A	Y	I	F	A	S	H	I	O	N	A	P	T	S
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C	G	R	H	E	I	I	T	R	T	E	A	K	B
S	I	Y	E	S	Y	N	E	T	I	R	K	T	A
B	S	A	C	C	E	S	S	O	R	I	E	S	G
C	E	O	U	A	A	C	L	O	T	H	E	S	S
B	D	A	P	H	S	T	Y	L	E	D	Y	K	A

FASHION  
SHOES  
HISTORY  
CATWALK  
MODEL  
BAGS  
INDUSTRY  
ACCESSORIES  
STYLE  
DESIGNER  
MAGAZINE  
HATS  
SHOPPING  
PERFUME  
TREND  
CLOTHES  
ITEMS

# AWARD

MECSC/MENA Awards:

## OMAN AVENUES MALL WINS GOLD FOR 'CAUSE RELATED MARKETING'



In recognition of the community initiatives it undertakes, Oman Avenues Mall won the gold award in the 'cause related marketing' category at the 2018 Middle East and North Africa Shopping Centre and Retailer Awards held at Ritz Carlton in Dubai for the second year consecutively. The only mall to win in the Sultanate, Oman Avenues Mall won the coveted gold for the Let's Read children's library and charity bookshop project.

The Middle East Council of Shopping Centre Awards are designed to honour outstanding achievement in retail and marketing excellence, NOI enhancement, and the design and development of retail properties. The award is presented by International Council of Shopping Centres (ICSC) in association with Middle East Council of Shopping Centres (MECSC), which is the sole trade body for all malls globally. Since Oman Avenues Mall qualified in the Gold category, it is now nominated to participate for the ICSC Best-of-the-Best Global "VIVA" (Vision, Innovation, Value, Achievement) Awards which will be held at Las Vegas. This international award recognises and honours the retail real estate industry's leading properties that are providing innovative solutions and creative responses to market trends.

The 'cause related marketing' category of the awards recognises a single or on-going event, programme, or project undertaken by the winner that primarily benefits a charitable or community need, interest, or cause. The winner's goals

should essentially reflect an altruistic intent.

Oman Avenues Mall opened the Dar Al Atta'a Let's Read reading facility and charity bookshop on the third floor of its premises. Oman Avenues Mall's management had joined hands 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, started in February 2007 in Oman, has been promoting reading and achieving its objectives by selling books, opening libraries, holding book drives, readathons and writing competitions.

Oman Avenues Mall won the prestigious award which recognises the highest level of excellence. It was a great opportunity for Oman Avenues Mall to showcase its efforts in the field of 'cause related marketing campaign'. The mall believes it is imperative for children to develop a love of reading. Children need access to good books at reasonable prices to develop a passion for reading. The Let's Read Library at Oman Avenues Mall focuses on helping children discover the amazing world of books.

The Middle East and North Africa Shopping Centre and Retailer Awards was open to shopping centre and mall owners, developers, management companies, architects and designers, and retailers, and the panel of veteran international judges appointed to adjudicate the awards sought to recognise outstanding retail establishments.



# 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.