



## **Oman Avenues Mall embarks on major transformation mission**

March 12, 2018

MUSCAT: Oman Avenues Mall, the largest mall in the Sultanate of Oman, has embarked on an extensive transformation course with an intention to deliver a superlative customer experience. The transformation and expansion plan of Oman Avenues Mall, which already boasts of an impressive line-up of prestigious retailing brands, dining options, fun and entertainment choices, will be carried out in four phases.

With transformation plan in place, Oman Avenues Mall is set to transform the retail landscape in the Sultanate and offer a truly exciting ambience and opportunity for customers to 'Celebrate Everyday' which would be the newly adopted tag line for the mall resonating the malls target of being a place for celebration everyday.

The first phase, which is already completed, included betterment of guest services like toilets and common areas; relocation of the prayer hall to a larger facility with enhanced services; enhancement of landscaping and improvement of road access to the mall among other works. Within the confines of the transformation plan, Oman Avenues Mall has signed an agreement with Mwasalat to introduce branded bus services to ensure better mobility and convenience of customers. As part of the agreement, a bus station will be built in the Mall premises to improve the customer access.

The second stage, which is in progress, encompasses enhancing and rejuvenating the retail mix by adding new and exciting brands to the mall portfolio. A major part of this transformation phase would be the introduction of a cinema complex, for which Oman Avenues Mall has endorsed an agreement with Cinepolis to develop a large multiplex which would house 15 screens.

Cinepolis is a leading world-class cinema exhibitor that offers guests enhanced movie-going experiences through its unique cinema and theatre concepts. Being the fourth largest cinema exhibitor in the world, Cinepolis operates across the globe with locations spanning from the United States to the Indian sub-continent. A Mexican chain of movie theatres, Cinepolis entered the Middle East through a partnership with the privately-owned business conglomerate Al Tayer group who are prominent retail operators representing franchises such as Bloomingdales, Macys, Harvey Nichols, GUCCI among others in the region. The Cinepolis multiplex currently designed for Oman Avenues Mall will accommodate approximately 1500 seats with exclusive VIP lounge as well as other experiences that are to be introduced first time to Oman.

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

The fourth phase of transformation, which is now in the scheduling stages, comprises a mixed-use development project. The land adjoining to Oman Avenues Mall sized at 25,000 m<sup>2</sup> is being looked at from being developed as a mixed-use project which would constitute retail floor, serviced offices, premium residences and a four-star hotel.

A spokesperson for Oman Avenues Mall said, "Being Oman's most prominent leisure destination, our management felt it is vital to transform the overall experiences of the mall to best reflect its magnificence



and attractions. We are pleased to announce this expansion and transformation plans which will result in a completely reimagined Oman Avenues Mall. We want to continue delivering an excellent impression and are committed to enhancing our offering to create an elevated visitor experience.

He added, "Oman Avenues Mall is on track with its transformation plans. Once completed, it will be an even more extraordinary destination with a variety of retail brand and limitless entertainment integration put in place. While the cinema complex Cinopolis is sure to provide a far higher entertainment value, the rejuvenation and inclusion to the retail-mix will give our customers access to global trends from the world of fashion. The planned mixed-development project will be a destination of international standing with high-street shopping, restaurants and cafes, serviced offices, premium residences, a four-star hotel, creating a completely new urban experience for Muscat. We guarantee the transformed Oman Avenues Mall will transform the way people work, eat, play, shop and relax in Oman."

At present, Oman Avenues Mall offers a wide-ranging ensemble of retail choices spread across 72,000 square metre of built-up space in 1,45,000 square metre. 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 apparels 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.