Cityland MALL

Experience the new world of retail-tainment

NEWSLETTER | May 2017

Cityland Mall Entertainment Sponsor of 12th **Global RLI Awards 2017**

Cityland Mall participated as the main 'Entertainment Sponsor' of the London West End Show 'Motown' at the prestigious 12th Annual Global RLI Awards 2017.
The award ceremony was held on the 10th of May 2017, at the Palazzo Versace Hotel, Dubai UAE, and drew an audience of more than hundreds of highly respected business leaders from around the globe representing some of the biggest names in the global retail industry and shopping mall evelopment.

Forging new partnerships.

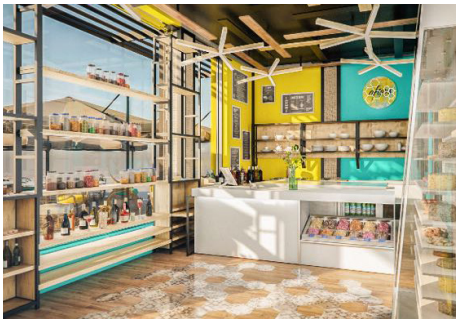
Apart from the entertainment sponsorship, Cityland Mall met up with top retailers and renowned international deal makers through RLI Connect Global - a platform for conducting global business and building value through strategic partnerships. Through RLI Connect, we found the right mix of retailers and decision makers for the mall and got the opportunity to interact with representatives of leading international brands. McARTHUR + Cityland Mall teams set up numerous meetings with the best retailers in the market reviewing new concepts and working with brands to attract them to Cityland Mall.

RLI Connect Global is a sustained platform for doing business and building value through strategic partnerships, on a truly global scale. Finding the right mix of Retailers and Leisure Operators to fill new and existing shopping malls is becoming one of the biggest challenges, and developers are looking for new and innovative concepts to enhance the shopping experience.

Romance Your Tastebuds

Cityland Mall is happy to have Afters and Sushi Burrito under its roof.

What better way to wrap up the day than with generous scoops of delectable desserts. Afters Dessert Café, is a fusion café that combines authentic local desserts with delicious new ice cream trends. We highly recommend the freshly baked Khale'yet Nahel topped with fresh Taiwanese style Shaved Ice Cream. Your taste buds will thank you for this delightful treat.



Sushi Burrito

If you like sushi rolls, may we suggest a Mexican styled sushi roll. Sushi Burrito is a concept restaurant that offers a broad selection of freshly rolled burrito sized sushi rolls. One can experience the fusion of Mexican and Japanese cuisine through the strong burst of flavours in every bite. In short, sushi and burrito lovers can now treat themselves at one go.

Afters and Sushi Burrito are owned by Invarc Capital, a holding company that owns a consortium of companies including real estate, technology, trading and F&B.

"Cityland Mall is a unique concept. This Mall is beyond a normal shopping center. It has a theme. Given our days and the speed of evolution that we are going through; people started looking beyond structures of brick and steel. People are looking for innovative concepts, original themes and differentiated experiences, which is why, we signed with Cityland Mall."

Shadi Kassab – CEO Invarc Capital FZCo.

Fashion that sets you apart.

Cityland Mall is delighted to sign up with Baby Fitaihi and Flormar.

The Way You Love a... Baby!

بيبي فتيحي

Baby Fitaihi

Kids are adorable and look good in whatever they wear. Now with Baby Fitaihi you can further enhance their look. It is the first jewellery brand store that caters exclusively to newborns and kids so that they can make a fashion statement wherever they go.

Baby Fitaihi is a well-established brand in Saudi Arabia, with 25 showrooms, nationwide.

The brand is currently expanding its footprint in the GCC Countries; their new showroom in The Avenue, Kuwait has been launched recently.

"We believe that Cityland Mall is not just a mall . It is a destination that is offering a unique experience."

Mr. Ahmed Zitouni –
Sales and Development Manager

Flormar

Professional Make-Up

Flormar celebrates women of the world by empowering them to dare with colours, be confident and live by their own rules. The brand provides them with colours and textures that'll allow them to bring forth their own individual style.

Established in Milan, Italy, the capital of fashion, the brand was acquired by the Senbay family in 1970 and started production in Turkey, thereafter. Today a global name, its portfolio ranges from blusher and foundation to eye shadows and mascara; from lipstick to accessories and skin care products. Flormar is for the women who follow the latest trends in the world of fashion.

Exquisite Trading LLC have the exclusive franchise & distribution rights of Flormar in UAE.

"Cityland Mall targets the audience from mid to upper catchment which is our target group as well. With concept so mind blowing & different, it will attract customers from around the globe. Also we loved the concept of blending shopping with health & wellness of the customers."

Mr. Anil Kukreja
Business Head, Exquisite Trading

Cityland Mall – **Taking shape at a fast pace.**

Procurement:

The first batch of structural steel for the Hypermarket has been fabricated and will soon be delivered to site in readiness for installation. The structural steelwork for the new sky lights to Pavilions 1, 2 and 6 are currently undergoing final design reviews and will be submitted for DM approval next month. All other areas of structural steelwork are currently undergoing the final approvals and fabrication process.

Structures and Civils:

Foundation and rebar work continues across all areas of the site. The extensions to VOX Cinemas, Fabyland and P6 foundation excavations and blinding work are progressing well and the extensions to Central Vault, Secondary Entrances, Pavilions 3&4 are currently being reinforced in readiness for the structural concrete pour.

Engineering:

Internally, MEP work continues to progress and this month has been mainly focused on below ground utilities. The work consists of breaking out the existing concrete slabs, excavating to the correct level and installation of the new utilities before backfilling and making good the concrete slab. Also the new MEP installations to the soffits have been continuing throughout Pavilion 1 to 3.

Our major partners:

Carrefour · VOX Cinemas · Fabyland

CITY LAND

Cityland Real Estate Development
A company of Cityland Group

@CitylandMall

www.citylandmall.com

CONTACT

Leasing
cityland@mcarthurcompany.com

Developer
mail@citylandmall.com

Our Mailing address is:
P.O. Box 181157, Dubai, U.A.E.
Tel: +971 4 341 8583, Fax: +971 4341 8159