

Press Release

City Centre Bahrain hunts the fashion-savvy this October

Rewards 2015 Jaguar F-Type, a pair of luxury watches and a weekend of glitzy runway shows

Manama, Bahrain; 01 October 2014 – City Centre Bahrain will transform into a stylish jungle as the fall season approaches, when fashion incorporates a touch of the wild. Excitement and anticipation will build up day by day throughout October as Majid Al Futtaim’s largest shopping and lifestyle destination in Bahrain launches its fall fashion campaign, with a special weekend of non-stop catwalks shows and equally fashionable rewards including a brand new Jaguar F-type and luxury watches that await the fashion-savvy in the Kingdom.

“Fall is one of the key fashion periods and City Centre Bahrain continuously strives to create unique ways to reward shoppers,” said Duaij Khalifa Al Rumaihi, Senior Mall Manager for City Centre Bahrain. “We encourage our customers to shop at any of our 340 retail outlets and get eligible for a chance to win fabulous prizes, fashion surprises and instant rewards!”

Known as the fashion hub in Bahrain with the largest mix of high street and designer brands including 100 unique brands to the Kingdom, retailers’ latest trends as well as fashion will be featured at the Fall Fashion display located at the Central Galleria, in addition to several high street and luxury brands being showcased during a special fashion show event from October 16th-18th.

Staying true to its promise in creating great moments for its customers, City Centre Bahrain is on a quest to hunt and reward random lucky shoppers with instant prizes. For more memorable moments, a brand new Jaguar and a pair of luxury watches can be won with a minimum spend of just BD40 at any store within City Centre Bahrain. Those who spend BD50 will get more chances of winning instant prizes at the ‘Tree of Fortune’ located at the fashion display. City Centre Bahrain’s Facebook fans can also hunt and win their favourite fall fashion items, with five shopping sprees up for grabs.

For more information, please visit: www.Facebook.com/CityCentreBahrain

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About City Centre Bahrain

City Centre Bahrain is part of the City Centre family across the region and has been developed and managed by Majid Al Futtaim Properties, a subsidiary of Majid Al Futtaim. It is the largest shopping, leisure & entertainment complex in Bahrain. Strategically located on Sheikh Khalifa Bin Salman Highway in the heart of Manama, City Centre Bahrain offers a world-class retail experience with 350 exclusive brands and retailers spread over 150,000 square metres; a 15,000 square metre indoor/outdoor Wahoo! waterpark, the largest in the region; a family entertainment centre for children and young adults, Magic Planet; a 20-screen Cineco Cinema; over 60 F&B outlets and the 5-star Westin Hotel City Centre Bahrain and Le Meridian Hotel City Centre Bahrain.

About Majid Al Futtaim <http://www.majidalfuttaim.com/en/page/holding>

Founded in 1992, Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa (MENA).

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure, and to create great moments for everyone, every day. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 12 international markets, employing over 26,000 people, and achieving the highest credit rating (BBB) among privately-held corporates in the Middle East.

Majid Al Futtaim owns and operates 17 shopping malls, 11 hotels and three mixed-use communities in MENA, with further developments underway in the region. This includes Mall of the Emirates, City Centre malls, and also 4 community malls which are in joint venture with the Government of Sharjah. It holds exclusive rights to the Carrefour franchise in 19 markets across MENA and Central Asia, operating a portfolio of over 50 hypermarkets and over 60 supermarkets in 14 countries.

Majid Al Futtaim operates 109 VOX Cinemas screens and 16 Magic Planets across the region in addition to iconic leisure and entertainment facilities such as Ski Dubai and iFly Dubai among others. Majid Al Futtaim is parent to the consumer finance company issuing 'Najm' credit cards, a fashion retail business representing international brands such as Abercrombie & Fitch, Juicy Couture and Halston Heritage and a healthcare business. In addition, it also has a joint venture operation with Dalkia and has recently expanded into food & beverage in partnership with Gourmet Gulf.

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