

PRESS RELEASE

UAE sneakerheads can now shop limited-edition collectibles at Sneakers Lab by City Centre Mirdif

- *A pop-up store will feature some of the rarest sneaker collectibles and limited-edition shoes from much-loved brands including Nike and Adidas.*
- *Visitors to the pop-up will also access photo opportunities, dedicated zones where sneakers can be customised and cleaned..*
- *The launch of Sneakers Lab by City Centre Mirdif follows the results of the mall's 'Big City Centre Vote', where customers expressed a desire for a community space that offers new and unique concepts and experiences.*

Dubai, UAE – 28 February 2023: City Centre Mirdif has taken another step to elevating the shopping experience with the launch of the Sneakers Lab, a pop-up store and experience featuring some of the most desirable sneakers on the market today. Opening on February 26 at the mall's Central Galleria, Sneakers Lab by City Centre Mirdif will feature limited-edition sneakers in the UAE, including Nike Dunks, Retro Jordans, Adidas Yeezys and more. It will also house the latest streetwear apparel, accessories and other collectibles from international brands such as Supreme, Essentials, Anti Social Social Club and Drew.

Operated by HypeSelection, an upcoming Dubai-based sneaker and streetwear boutique, Sneakers Lab by City Centre Mirdif will feature a full range of unique sneakers and limited-edition items for sale. Visitors of the pop-up can also customize and clean their sneakers at a shoe care lab. Those passionate about fashion will have much to look forward to.

Sneakers Lab by City Centre Mirdif aims to bring the UAE's sneakerheads into one space where they can connect through their passion for sneakers. The mall's innovative pop-up is a direct result of Majid Al Futtaim's 'Big City Centre Vote', a survey conducted across hundreds of people to better understand what the community is looking for in its mall destinations. Key members of various social groups expressed the desire for more unique concepts and experiences binding the community together.

Sneakers Lab by City Centre Mirdif is part of the Spring/Summer Fashion campaign at the mall, during which customers can find attractive offers and win 100,000 share points weekly.

ENDS

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Note to the Editor:

The legal name of this company is 'Majid Al Futtaim' and should not be shortened or replaced by an acronym to avoid confusion with another business entity.

Disclaimer:

All facts and figures in this release are accurate at the time of issuance.

About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure 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 17 international markets, employing more than 45,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 29 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, Mall of Oman, City Centre malls, My City Centre neighbourhood centres, and five community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in over 30 markets across the Middle East, Africa and Asia, operating a portfolio of more than 420 outlets including City+, the region's first checkout-free store, and an online store.

Majid Al Futtaim operates more than 600 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little Explorers and iFLY Dubai. The Company is parent to a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, Maisons du Monde, LEGO and THAT, a Majid Al Futtaim fashion concept store and app. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

www.majidalfuttaim.com



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