

RETAIL THOUGHTS  
GHAZI F. ALNAFISI

FOCUS  
ASSIMA PROJECT

VIEWPOINT  
MONA ATAYA

YOUNG & ENTERPRISING  
BUTHEINA HAMED KAZIM

CEO TALKS  
CHIEH HUANG

# IMAGES RetailME

Future of Businesses

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March 2019

## TRANSFORMATION IN RETAIL



Ghazi F. Alnafisi, Chairman  
Salhia Real Estate Company

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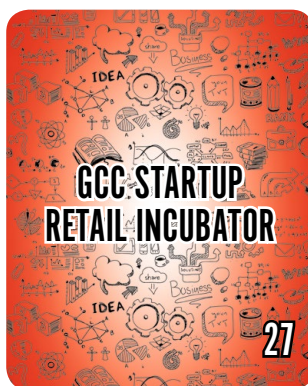
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**COVER STORY**

“We strongly believe that as landlords we must build and maintain an excellent relationship with our retail tenants. It must be trustworthy and not discriminating. That’s why, almost 70% of the tenants we had signed when Salhia Complex had opened are still with us. It’s also one of the major reasons why we have been able to lease over 62% of the Assima Mall already.”



50

Dear reader

**From symbiotic tenant-landlord relationship to celebrating women in retail**

Our cover story in this issue features Kuwait-based Ghazi F. Alnafisi, chairman of Salhia Real Estate Company. During his journey of building and running the company successfully, Alnafisi has witnessed the remarkable retail transformation in Kuwait – from *souks* to shopping malls.

Alnafisi credits the success of his projects to a strong and mutually beneficial tenant-landlord relationship. As a result, almost 70% of the tenants who signed with Salhia Complex more than 40 years ago are still with it. "I strongly believe that as landlords we must build and maintain an excellent relationship with our retail tenants. It must be trustworthy and not discriminating," he says.

Our other primary focus this issue is on women entrepreneurs and appropriately so with International Women's Day 2019 just around the corner. It's an apt occasion to do everything possible to help forge a more gender-balanced world. We pay our tribute to women in retail through our features from Viewpoint and Spotlight to Omnichannel and Home & Housewares.

Mona Ataya, who previously founded Bayt.com, launched Mumzworld.com in 2011, a business dedicated to fulfilling the needs of every mother in this region.

Launched almost a decade ago, in 2010, the Fatima Bint Mohamed Bin Zayed Initiative (FBMI) has been set up by Sheikha Fatima Bint Mohammed Bin Zayed, the daughter of His Highness Sheikh Mohammed bin Zayed bin Sultan Al-Nahyan – the Crown Prince of Abu Dhabi. The project provides employment to women in Afghanistan who hand weave carpets. The idea is to empower Afghan women by creating a sustainable source of income for them.

Helen Hope, a serial entrepreneur, launched her fashion brand called Heartknox in 2018, which addresses the critical issue of mental health. Heartknox has managed to find space within Debenhams at Mall of the Emirates.

Our young entrepreneur of the month is Butheina Hamed Kazim, founder & managing director of Cinema Akil. She shares her experience of setting up GCC's first and only arthouse cinema.

Dubai-based furniture and accessories brand Home and Soul Dubai, set up by Carol Sukkar has developed a multichannel strategy towards retailing through a brick-and-mortar store and an e-commerce website – delivering across the UAE as well as Saudi Arabia, Lebanon and Jordan.

Also featured is Audrey Soler, founder of Dubai-based online-only home décor brand, The People of Sand. It specialises in two categories – Moroccan carpets or rugs of Beniourain variety and leather pouffes.

*Lawrence Pinto*

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**SOURCES:**

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Economic Intelligence Unit, Euromonitor,  
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Department of Tourism and Commerce Marketing (DTCM), Dubai,  
Retail International, AC Nielsen, KFI Research,  
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# Transformation in retail is constant

**K**uwait-based Salhia Real Estate Company has single-mindedly focused on bringing a bouquet of premium offerings to Kuwait City. Starting its real estate journey with the Salhia Complex, the company has undertaken two subsequent projects – Arraya Centre and the upcoming Assima Project. Two common threads are binding the projects; they are mixed-use projects located in Kuwait City.

In an exclusive conversation with **Rupkatha Bhowmick**, seasoned Kuwaiti businessman, Ghazi F Alnafisi, who is the Chairman of Salhia Real Estate Company, shares his journey of building and running the company successfully.

He reminisces about the time when Kuwait City used to have a wall around it, stretching from the Sheraton Hotel up to the Dasman Palace. When the wall got demolished, it left behind a few gates. Around the 1940s, these gates used to shut after sunset and only open after sunrise. That's where the modern-day Kuwait City stands today.



**Ghazi F. Alnafisi**





## RETAILME AWARDS – KSA

April 8, 2019

The Ritz-Carlton, Jeddah, Saudi Arabia

### Commemorating retailing excellence in the Kingdom of Saudi Arabia

Images RetailME is proud to announce the inaugural Images RetailME Awards KSA, in association with Jeddah Chamber. The annual industry honours recognise the top performing retailers and retail practices every year and reward excellence across retail categories.

The 2019 entries for RetailME Awards KSA are open until March 10, 2019. Please send in your entry/entries to be counted among KSA's retail stars. The Images RetailME Awards KSA is presented by Images RetailME magazine, the pioneering publication dedicated to the B2B retail sector in the region.

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# IMAGES RETAILME AWARDS KSA

## Categories and submission guidelines

Please understand the criteria before you select your category. The judges will require evidence of success achieved during the assessment period – January 1, 2018 to December 31, 2018 (See submission guidelines below each category).

### HOW TO ENTER

- All entries must be submitted in PDF format

- Use visuals and design elements to enliven the submission. All entries must be accompanied by professional high resolution /photographs/images (300 dpi JPG or Tiff) with captions.
  - Support your presentation with as many details as possible, including third party evidence for the jury's evaluation.

#### 1. Most Admired Retailer of the Year – Fashion

This award will recognise an outstanding home-grown or international retail chain in the Kingdom of Saudi Arabia dealing in fashion and accessories that has successfully worked on fashion merchandise and pushed customers to shop contemporary fashion more frequently. The chain would have also shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 2. Most Admired Retailer of the Year – Footwear & Accessories

This award will recognise an outstanding home-grown or international retail chain in the Kingdom of Saudi Arabia dealing in footwear & accessories that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 3. Most Admired Retailer of the Year – Lingerie & Nightwear

This award will recognise an outstanding home-grown or international retail chain in the Kingdom of Saudi Arabia dealing in lingerie and nightwear that has successfully worked on 'Lingerie & Nightwear' merchandise and pushed customers to shop for trendy fashion wear more frequently. The chain would have also shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 4. Most Admired Retailer of the Year – Children's Wear

This award will recognise an outstanding home-grown or international retail chain in the Kingdom of Saudi Arabia dealing in children's wear that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 5. Most Admired Retailer of the Year – Beauty & Personal Care Products

This award will recognise an outstanding home-grown or international retail chain in the Kingdom of Saudi Arabia dealing in cosmetics & personal care products that have shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 6. Most Admired Retailer of the Year – Pharmacy & Healthcare

This award will recognise an outstanding home-grown or international chain in the Kingdom of Saudi Arabia offering pharmacy and healthcare services and has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 7. Most Admired Retailer of the Year – Home & Housewares

This award will recognise an outstanding home-grown or international retail chain in the Kingdom of Saudi Arabia dealing in home & housewares that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 8. Most Admired Retailer of the Year – Consumer Electronics

This award will recognise an outstanding home-grown or international retail chain in the Kingdom of Saudi Arabia dealing in consumer electronics that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 9. Most Admired Retailer of the Year – Leisure & Entertainment

This award will recognise an outstanding home-grown or international operator in the Kingdom of Saudi Arabia (FECs, cinema, themed indoor and outdoor centres) that have shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 10. Most Admired Retailer of the Year – Food Service

This award will recognise an outstanding home-grown or international quick service restaurant (QSR) in the Kingdom of Saudi Arabia that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 11. Most Admired Retailer of the Year – Food & Grocery

This award will recognise an outstanding home-grown or international retail chain (convenience store/s, supermarket/s, hypermarket/s) in the Kingdom of Saudi Arabia dealing in food and grocery that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 12. Most Admired Retailer of the Year – Luxury

This award will recognise an outstanding store/brand that retails premium lifestyle products (fashion, footwear, designer accessories, high-end and niche electronic gadgets and luxury goods) in the Kingdom of Saudi Arabia that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 13. Most Admired Retail Start-up of the Year

This award will recognise an outstanding homegrown start-up retail concept that has been in operation in the Kingdom of Saudi Arabia for a minimum of two years and a maximum of three years.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Total number of stores:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- List of achievements/accolades
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

#### 14. Most Admired Store Design of the Year

Retailers can nominate one or more of their outstanding store design concepts across all retail formats, operating in the Kingdom of Saudi Arabia. Successful entries will demonstrate how design is delivering delightful customer experience, enhancing the retail brand, while proving to be a truly innovative and commercial success.

##### ENTRY GUIDELINES:

- Describe the design execution and how it meets objectives (100 words maximum)
- Describe the role design has played in the business and its impact (50 words maximum).
- Support the entry with professional high resolution /photographs/ images (300 dpi JPG or Tiff) with captions.

#### 15. Most Admired Online Retailer of the Year

Retailers in the Kingdom of Saudi Arabia operating in the e-commerce space, including brick-and-mortar retailers now selling online, can nominate for their outstanding performance during January 1, 2018 to December 31, 2018.

##### ENTRY GUIDELINES:

- A brief history of the company:  
Year of establishment:  
Regions covered:
- List the initiatives undertaken: innovations, marketing and advertising and promotions, customer service and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.



# ENTRY FORM

PLEASE TICK  THE CATEGORY YOU WISH TO ENTER

## IMAGES RETAILME AWARDS - KSA

1 Most Admired Retailer of the Year <b>Fashion</b> <input type="checkbox"/>	2 Most Admired Retailer of the Year <b>Footwear &amp; Accessories</b> <input type="checkbox"/>	3 Most Admired Retailer of the Year <b>Lingerie &amp; Nightwear</b> <input type="checkbox"/>	4 Most Admired Retailer of the Year <b>Children's Wear</b> <input type="checkbox"/>	5 Most Admired Retailer of the Year <b>Beauty &amp; Personal Care Products</b> <input type="checkbox"/>
6 Most Admired Retailer of the Year <b>Pharmacy &amp; Healthcare</b> <input type="checkbox"/>	7 Most Admired Retailer of the Year <b>Home &amp; Housewares</b> <input type="checkbox"/>	8 Most Admired Retailer of the Year <b>Consumer Electronics</b> <input type="checkbox"/>	9 Most Admired Retailer of the Year <b>Leisure &amp; Entertainment</b> <input type="checkbox"/>	10 Most Admired Retailer of the Year <b>Food Service</b> <input type="checkbox"/>
11 Most Admired Retailer of the Year <b>Food &amp; Grocery</b> <input type="checkbox"/>	12 Most Admired Retailer of the Year <b>Luxury</b> <input type="checkbox"/>	13 Most Admired Retail <b>Start-up of the Year</b> <input type="checkbox"/>	14 Most Admired <b>Store Design of the Year</b> <input type="checkbox"/>	15 Most Admired <b>Online Retailer of the Year</b> <input type="checkbox"/>

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I hereby certify that all enclosed information and documents are  
accurate to the best of my knowledge.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature: \_\_\_\_\_

### INFORMATION OF NOMINATED COMPANY/PERSON

Nominee's Name: \_\_\_\_\_

\_\_\_\_\_

Number of entries: \_\_\_\_\_

**Entry Fee: SAR/AED 1,500/- per entry**  
**Last date for submission of entry, March 10, 2019**

Company: \_\_\_\_\_

\_\_\_\_\_

PO Box: \_\_\_\_\_ City: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

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Signature: \_\_\_\_\_

**Terms and Conditions:** • Entry to Images RetailME Awards KSA 2019 is open to all small and large retail organisations operating in the Kingdom of Saudi Arabia. • The decisions of the jury panel are final. • All entry forms must have prior approval from a member of the senior management. • A single retailer/brand can enter in more than one category, but the submission document must be tailored for each category. • Sections of the submission document may appear in print in Images RetailME or other publications of Images Group. Please obtain appropriate authorisations from external suppliers. • Images Multimedia FZ LLC reserves the right to reject the nomination if found to be based on incorrect information. • Each submission entry should include an entry form and submission document in pdf version, along with photographs, graphics etc. • Entry fee as applicable should be paid per category at the time of submitting the form. • Each paid entry entitles the applicant to one (1) seat at the Awards ceremony. • All entries must be submitted to Images Multimedia FZ LLC, Office No. 311, Building no 4, Dubai Media City, Dubai, United Arab Emirates: [info@imagesretailme.com](mailto:info@imagesretailme.com), latest by 1700hrs on Sunday, March 10, 2019. • **Attendance at the awards ceremony is must for short-listed nominees.**  
• **Cancellation/withdrawal:** Nominees withdrawing entries for whatsoever reasons will not be eligible for a refund of entry fees.

# Housewares outlook upbeat

The home and garden market size for the Middle East & Africa stood at \$37 billion in 2018, according to Euromonitor International. The United Arab Emirates (UAE) recorded sales worth \$2.5 billion in 2018 and is projected to see a growth of 1% reaching \$2.6 billion in 2019 with a CAGR of 3%, touching \$2.9 billion by 2023.

In the same breath, we can see that online sales for home and garden doubled from 7% to 14% in 2018. What is so special about Dubai and the UAE? It's simple. One-third of the world's population lives within four hours distance from Dubai.

The UAE is part of the Gulf Cooperation Council (GCC), a union of Gulf monarchies – including Bahrain, Kuwait, Oman, Qatar and Saudi Arabia. Together these represent a population of more than 50 million people and a GDP of over \$1.665 trillion.

In 2018, the UAE led the interior and fit-out spend for the residential sector worth \$1.35 billion, followed by the Kingdom of Saudi Arabia (KSA) at \$1.22 billion. Saudi Arabia's residential market was expected to complete a further 20,000 units in 2018 and 19,000 units 2019.

The GCC's residential market is the most significant contributor to demand for interiors and fit-outs, which is forecast at \$33.2 billion in 2019. However, in 2019, KSA with \$1.4 billion is likely to overtake the UAE in the interior and fit-out spends. Qatar's share of the market is forecast at around \$400 million, Bahrain \$200 million, Oman \$100 million and Kuwait about \$80 million.

The global housewares market data shows an overall retail sales increase of 2.5% in 2017. It was like three of the previous four years (2.4% in 2016, 2.6% in 2014 and 2.9% in 2013). Several basic economic variations are reflected in the housewares global market projections, including changes in GDP, population and money for all available countries. Total US housewares expenditures, which are at the centre of these projections, increased 6.0% in 2017 versus 2016.

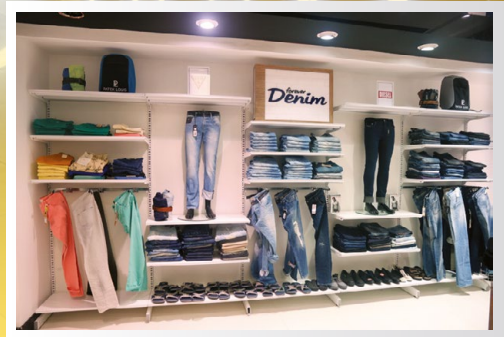
In this edition, we have compiled an overview of the global and regional home and housewares markets and dominating trends.





**OUTLET**

brands4u



**“Brands4u’s Mission is to cut the distance short between the lovers of branded products & the brands they like to have. Brands4u makes luxury products affordable for everyone. Its where you can find big brands for great deals. 8 outlets are currently operational & we have planned to open 20 outlets by 2020. Brands4u is the ultimate destination of great deals on big brands.” - Vijay Samyani (Founder & Managing Director, Concept Brands Group)**

**DUBAI FESTIVAL CITY MALL**  
(LEVEL 1)

**DUBAI OUTLET MALL**  
(LEVEL 1)

**REEF MALL (DUBAI)**  
(LEVEL 1)

**DRAGON MART 2 (DUBAI)**  
(LEVEL 1)

**AL GHURAIR CENTRE (DUBAI)**  
(LEVEL 1)

**AL RAHA MALL (ABU DHABI)**  
(GROUND FLOOR)

**AL WAHDA MALL (ABU DHABI)**  
(LEVEL 1)

**AL NAEEM MALL (RAS AL KHAIMAH)**  
(LEVEL 1)





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