

# Ever Fashion Luxury Group makes quick move to secure space at Galeries Lafayette Katara Plaza - Qatar

Leading luxury brands including Dolce & Gabbana, Etro, Gianvito Rossi, Jimmy Choo, L.K. Bennett, Le Silla, Manolo Blahnik, Roberto Cavalli, René Caovilla, Salvatore Ferragamo, Tom Ford and Valentino gain prime retail spots

Qatar's Ever Fashion Luxury Group, which boasts some of the world's leading luxury brands under its umbrella, has swiftly moved to secure retail space within Galeries Lafayette at Katara Plaza. By signing an agreement with the world-renowned up-market French department store chain, the Ever Fashion Luxury Group signalled its intention to position its brands within an optimum retail environment.

The Ever Fashion Luxury Group is a major player within the fashion industries of Qatar, Bahrain and Kuwait, holding the marketing rights to many of the world's leading luxury fashion brands including Dolce & Gabbana, Gucci, Prada and Louis Vuitton. Other brands include Etro, Gianvito Rossi, Jimmy Choo, L.K. Bennett, Le Silla, Manolo Blahnik, Roberto Cavalli, René Caovilla, Salvatore Ferragamo, Tom Ford and Valentino to highlight a few. The Group's decision to utilize the opening provided by Galeries Lafayette to extend the presence of its brands within the luxury sector in Qatar is being seen as an acute move that will generate valued retail opportunities.

Since its announcement earlier this year, Galeries Lafayette's presence in Qatar created headlines in the industry. Qatar's Al Bin Ali Group paved the way

to bring Galeries Lafayette to the country, giving the upscale French giant a home at Katara Plaza - the soon-to-open iconic retail, hospitality, entertainment, art and culture destination, operated by the Al Bin Ali Group.

Speaking to the media The Al Bin Ali Group's Vice Chairman and Executive Vice President Mr. Nabeel Al Bin Ali said, "We are very pleased that the Ever Fashion Luxury Group has made this decision to utilize the glamorous retail environment of Galeries Lafayette. By securing space within one of the world's most sought after luxury department stores, the Ever Fashion Luxury Group is instantly raising the visibility of its international brands. This will not only result in boosting brands in the local luxury market but it will certainly entice shoppers who are seeking outstanding shopping experiences in local spaces". He went on to say that the entire atmosphere at Katara Plaza is set to create an unparalleled experience, pointing to Galeries Lafayette as the pinnacle of Katara Plaza's upscale retail environment.

The Al Bin Ali Group is in talks currently with a number of international brands that are seeking to gain a foothold within Galeries Lafayette and Katara Plaza.

