

What's On

Special location, unique brands

Arabia Mall opens to welcome guests, prudent investors

KUWAIT CITY, Dec 2: "Arab Mall offers a unique and exciting shopping experience", says Abdullah Al Osaimi, Deputy Chairman, Sama Holding Group & CEO, Dar Sama Real Estate Co, Kuwait.

Dar Sama Real Estate Co, a subsidiary of Sama Holding Group, distinguished in real estate marketing, has announced the launching operations of the Arab Mall complex. This sophisticated mall, abounding in all the modern amenities and new gen. attractions, will be opened shortly to the honorable public. Beautifully set in Al Oqaila with easy access from the twin main roads on either side, this shopper-friendly complex has already attracted numerous local and global distinctive retailers. The honorable CEO & Dy Chairman said that this news release is in pursuance of his earlier announcement of the Arab Mall opening in which a range of its distinguished features have been highlighted.

"The Sama Group Holding", said Al Osaimi, "considered the mall as their dream project that should serve a 'mind-blowing experience' to the public superseding all their imaginable expectations both in form and content that the people should love to shop and roam for long". Al Osaimi also highlighted the major features of this exquisite complex:

- A strategic location in a densely



A photo of the Arabia Mall

populated area of nearly 220,000 people.

- Easy access from the two main streets on either side. This lets the retail shops enjoy extra major fronts giving an added value to their investment.

- Five entrances perfectly distributed to ensure a smooth vehicle-flow in and out Of the complex premises.

- Flexible spaces where shop sizes start from 20 sqm up to any giant space of your choice.

- Integrated Services to include Parking guard, security and cleaning services.

- This architectural masterpiece surrounded by an exquisite, neatly engi-

neered Landscape permeates a cool ambience that none can resist.

- Natural and relaxing lighting arrangements suitable to each floor.

Distinctive investment opportunities

Al Osaimi pointed out saying: "In

light of these distinguished characteristics, the Arab Mall is no doubt, a safe haven for investment that will fetch assured returns at a higher percentage in comparison with other sectors of the economy, a fact reinforced by the company's present trend in which the investors who have hitherto been directing their investments to medium sized commercial complexes have volunteered to invest with us". "Such features", he added, "were instrumental to filling up the mall's available space in record time, attracting local and international leading retailers. This in turn contributed to strengthening the elite status of the complex and enhancing its reputation as a remarkable commercial and shopping destination for all".

Excellence in Design and Implementation

The Arab Mall could be rated as the finest mall in terms of both design and implementation, where the most accurate global standards have been kept in creating this brilliant architectural masterpiece.

In addition to its eye-catching external demeanor similar to the letter 'L' in Latin, the interior space is designed in an immensely rich style and manner with respect to an endearing distribution of its

various activities; this in turn has facilitated a smooth and comfortable movement among its different sections and the distribution of the rented companies according to the nature of their activities and the extent of interdependence among themselves.

Regarding the technical aspects the mall's interior has been provided with advanced infrastructure, as it includes 9 lifts, 18 electric stairs and a 2 Tire lift from the prestigious Mitsubishi. The complex has also provided an intelligent control system BMS in all the electrical appliances and lighting as well as the cooling system. The complex assures the highest safety standards and runs on a continuous monitoring system.

Natural elements

The Landscape experts specially designed this for a very relaxing and homely shopping experience. The visitors and the shoppers can enjoy the natural coolness and serenity both before and after an exhaustive shopping, an irresistible feel that can be identified from the moment of the visitor's arrival in the outer area rich in green herbal floors and trees. So are the interior sections where its exquisite design lets the daylight penetrate evenly to the various floors as it were by Nature too!



Jumeirah Messilah Beach team picture

Jumeirah Messilah Beach Hotel and Spa sponsor RunQ8

Jumeirah Messilah Beach Hotel and Spa supported the RunQ8 event, the largest annual 10km charity run in Kuwait which was organised by the Fawzia Sultan Rehabilitation Institute. The hotel was proud to be 'Friends Sponsor' of the race and many colleagues joined in the fun.

General Manager Hakan Petek said: "I am proud of our colleagues who participated in support of this worthy cause. Supporting RunQ8 reinforces our commitment to Corporate Social Responsibility in order to improve the lives of children in need and their families in Kuwait."

Fun, games and activities for families

McDonald's hosts 'Family Time Forever' celebration

KUWAIT CITY, Dec 2: This past weekend, McDonald's Kuwait hosted a day of family, fun and games at its Corniche Branch for its 4th annual "Family Time Forever" celebration, featuring a full program of activities and competitions for all the family.

The activities and games were split up into three different categories — kids, mothers and fathers — and with something for each member of the family, everyone was encouraged to actively participate. Ronald McDonald, the iconic and beloved McDonald's ambassador, joined in on the fun and took part in the many different activities running throughout the day, in addition to awarding prizes to all the winners. The event concluded on a high note with a final group challenge, the always entertaining and amusing family sack race.

"McDonald's has always been a brand for everyone, and we pride ourselves on being a place that every member of the family can come and enjoy the one-of-a-kind McDonald's experience. Our Family Time Forever celebration is the truest testament of that, as it gives families the opportunity to spend the day together in a fun and joyful atmosphere," said Sherif Coutry, Marketing Director at McDonald's Kuwait.

"Family Time Forever has proven to be



A photo from the event

a runaway success year on year, and it is something that all of us at McDonald's look forward to all year round.

We were simply overjoyed by the turnout for this year's event, which was

one of the best we've had yet," added Coutry.

Operating in Kuwait since 1994, McDonald's today has 72 restaurants geographically located to service customers

across the map, committed to the wellbeing of the society with an active social responsibility agenda, while maintaining high-quality products served in a safe and friendly atmosphere.

Helping children, adults with special needs

Gulf Bank donates to Foundation of Hope

KUWAIT CITY, Dec 2: Gulf Bank recently made a donation to the Foundation of Hope, a volunteer group in Kuwait dedicated to helping other less fortunate. The Foundation of Hope works to help those, both children and adults, who have special needs or are disabled.

A portion of Gulf Bank's donation to the Foundation of Hope was used to help equip a special needs classroom called the "Green Unit" in the Kuwait English School (KES). The Green Unit is a non-profit facility of the KES that caters to students with special educational needs, aged 6-21 years. The Green Unit provides learning support for infants, juniors, seniors, and college students. It offers an all-round education for students in a caring and supportive environment, enabling each person to fulfill their own individual potential.

Gulf Bank's support has also helped the Foundation in producing the "Diary of Hope 2016" which depicts the artwork of intellectually challenged schoolchildren in a calendar format. This diary calendar,

along with any other information concerning the activities of The Foundation of Hope may be obtained by emailing foundationofhopeq8@gmail.com.

Gulf Bank's support is part of its ongoing commitment to charitable activities. For more information about Gulf Bank's

Corporate Social Responsibility activities, please visit the Bank's dedicated page: <http://www.e-gulfbank.com/eng/aboutUs/csr/index.jsp>. More information is also available on Gulf Bank's social media accounts on Instagram, Twitter, YouTube, and Facebook.



Gulf Bank team during their visit to Foundation of Hope

Brand helps teens reflect their own style

PBteen debuts holiday collection

KUWAIT CITY, Dec 2: PBteen, the specialty home furnishings store dedicated to tweens and teens, has launched its holiday home collection. Available at the PBteen store located in 1st Avenue — The Avenues, the new collection features iconic imagery and style reflecting the brand's aim to help budding teens reflect their own individual style.

The PBteen winter collection will create a fun winter make-over for every room with its holistic pairing approach and integration of charming pieces into everyday teen life.

This holiday season is all about high-quality faux fur. The stylish, warm and comfortable boot-style flurry slippers and cuddly stuffed animals are designed to celebrate this coming winter.

The collection is influenced by today's high fashion touch points, such as the plaid and flannel designing on the pajamas. The Dr Seuss artwork prints and velvety super-warm faux fur hat,



PBteen holiday collection

with a flip-up brim and flurry ear flaps, will add a touch of play. The collection becomes even more relevant to today's teens with contemporary must-haves such as portable speakers and anti-tan-

gle smart design ear phones.

PBteen is thrilled to share cool and quirky pieces with Peanuts™ fans by paying homage to the iconic comics through Snoopy and Woodstock's artworks. An excellent way to get teens organized is with sweet treat jewelry holders that come shaped as ice creams and lollipops. To add more sweetness to the room, throw in PBteen's favorite soda pop collection with "Stay Sweet Gumball", "Cupcake" & "Treat Yourself" accents on embellished pillows.

As a leader in specialty teen home-furnishings, PBteen provides fashionable décor for bedrooms, study and lounge spaces. PBteen often designs products that are multi-purpose and work in rooms of any size. From storage-friendly, all-in-one bedroom systems to original bedding and accessories, everything on offer is designed with a teen's world in mind.

Free ticket to 'Force Awakens'

Crocs & Star Wars team up in galactic adventure

KUWAIT CITY, Dec 2: Ali Abdulwahab Al-Mutawa Commercial Co (AAW) today announced its partnership with Cinescape 360 in the introduction of its special-edition Crocs Star Wars(tm) collection now available in-store. With every purchase of a Crocs Star Wars(tm) product, customers will be entitled to a free movie screening ticket to the upcoming movie, Star Wars(tm): Episode VII — The Force Awakens(tm) at 360 Mall.

Inspired by the launch of the Star Wars(tm): Episode VII — The Force Awakens(tm) releasing Dec 17 in Kuwait, the Crocs Star Wars(tm) collection will offer customers special-edition style characters, as well as additional classic Star Wars(tm) designed clogs, all made with CrosLite(tm) foam construction. Additional add-on items include classic badges and badge sound-packs.

All Crocs customers who purchase a Star Wars(tm) special-edition collection item will receive a free private movie screening ticket to Star Wars(tm): Episode VII — The Force Awakens(tm) at 360 Mall, Sama Center, Souq Mubarakiya, The Avenues, Al-Salam Mall, and Kuwait International Airport.

Crocs is a world leader in casual footwear and it is best known for its very



Campaign flyer

own CrosLite(tm) material, a proprietary, revolutionary technology that gives each pair of shoes their soft, comfortable, lightweight, non-marking and odor-resistant qualities. The Star Wars(tm) Crocs campaign runs across all Crocs stores located in 360 Mall, Al-Kout Mall, Gate Mall, Discovery Mall, Marina Mall, Liwan Mall, Sama Center, Souq Mubarakiya, The Avenues, Al-Salam Mall, and Kuwait International Airport.

Ultra-mode range of designs

Carpisa unveils capsule collection

KUWAIT CITY, Dec 2: Bag it this season with Carpisa as the famous Italian brand and a leader of handbags and luggage business, sign on yet another sensational capsule collection with the ravishing Penelope and Monica Cruz.

Reflecting over a soul that's truly vintage with a flair of urbane sensuality, the Cruz sisters bring in six lines composed by different patterns and colours, all extremely modish and feminine, in perfect harmony with their elegance and charm. Playing protagonists to this chic collection are Bandoliers, shopping, clutches bags, as well as practical backpacks, in coconut and animal print and suede. Whereas, the artistic Cruz sisters have played on classic models by reinventing them to form sophisticated, contemporary and stylish looks to elevate anytime dressing of the day.

Collaborating international trends with their signature styling, the capsule collection includes transformable bags with ingenious zipper systems that become either a suede bag or a shoulder strap in printed coconut; making them even more attractive for multiple looks. Proposing reverie in designs and vibrancy in colour palettes; the Cruz sisters weave intricacy with a lot of attention to detail when it comes to the choice of materials used to style the exclusive capsule collection. Comfortable and practical models for occasional and everyday wear stand out pretty in



Carpisa bag

autumnal shades such as dark green, burgundy, brown and grey; while, a ultra-mode range of inventive designs in handbags have been adapted to complement may silhouettes with an amazing, seductive and well-groomed style.

That's not all, the collection also lines up attractive travel companions consisting of a rigid trolley and a travel bag, available in three dapper colours. There are several accessories from beauty cases to wallets with vintage details that are present in the bags for added usability. Give in to the new air as Carpisa's chosen beauties with incredible personalities set foot in the Middle East to broadcast the brand's Italian spirits that are both classy and eclectic.

The exclusive capsule collection is available at The Avenues- The Mall.