

GULFOOD
2018

FOCUS
Splash

TAX REGIME
implemented

TECHNOLOGY
AI in retail

CEO TALKS
Elena Weber

IMAGES RetailME

Future of Businesses

www.imagesretailme.com

March 2018

POSITIVE MOMENTUM FOR HOME & HOUSEWARES



Bahrain BD5.0 | Oman RO5.0 | Kuwait KD4.0 | Qatar QR50 | Saudi Arabia SR50 | United Arab Emirates AED50

NOW
OPEN

تبارك
PARK
تَبُوك TABUK

The finest shopping
experience

NEWS

- 6 American suit couturier launches Dubai's first Tailor Truck
- 7 Modest fashion & design event to launch in Dubai
- 8 Crab Market to open its doors in Dubai
- 10 Raising Cane's first restaurant in the UAE
- 11 Aloha Abu Dhabi Festival returns
- 12 E-City's AED67mn expansion in the GCC
- 13 The Mall at World Trade Center welcomes 17 new brands
- 14 Matajer Al Juraina mall extension is now open

FOCUS

- 16 Gulfood boosts global food market
- 18 Its 25 years of love with fashion
- 21 New hats to adorn Dubai horse races
- 22 Fun, playful cosmetics to enchant GCC women
- 26 Dune London eyes new markets
- 27 Where there's a will there's a watch



16

INTERNATIONAL VIEW

- 28 Edgy, fresh and fashionable

YOUNG & ENTERPRISING

- 30 Change is the only constant

FEATURE STORY

- 34 Stirred not shaken

GCC STARTUP RETAIL INCUBATOR

COVER STORY

- 46 Housewares sector sees positive momentum

FOOD WATCH

- 52 Culture at its core

OMNICHANNEL

- 54 Leveraging multiple channels to tell the story



18



27

TECHNOLOGY UPDATES

- 56 Dubai Chamber & Google assist local businesses in getting online
- 57 KOOOT re-launches e-commerce platform
- 58 How AI is currently powering retail's growth

REAL ESTATE UPDATES

- 59 Shurooq and Mabanee partner to develop retail project in Sharjah
- 60 Nakheel signs contract to build Deira Mall
- 61 First phase of Sharjah Waterfront City launched

CEO TALKS

- 62 Entrepreneurship is an ongoing journey

STORE OF THE MONTH

- 66 Peppermill, Dubai Festival City Mall



46

VOL 8 ISSUE 6



COVER STORY

Global housewares spending rose to \$355.4 billion, an increase of 2.4%, in 2016 – the most recent available statistics, according to IHA's 2017 State of the Industry Report. In the US alone, housewares expenditures increased 6% to \$87.1 billion.

46

Dear reader

A bird's eye view

This March edition has a myriad selection of stories that touch almost the entire spectrum of retail and its verticals.

We begin with one of Middle East's favourite high street brands, Splash, which turns 25 in March. The brand, owned and operated by retail conglomerate Landmark Group, opened its doors in the UAE in March 1993 and has since spread far and wide across the GCC and internationally.

Emirati entrepreneur Sidiqa Sohail, the founder of home-grown café concept Spontiphoria, is our young entrepreneur, while Closet Case creative director and founder, Bobby Chehrazi, is our choice for the international view.

The Dubai-born, German lifestyle coffee chain ICONS Coffee Couture founder and former international model Elena Weber steps into our CEO Talks.

Our Food Watch this month reviews Kishmish, a restaurant co-founded by three Afghani women – Iman Nazemi, Fatima Rabbani and Homaira Nasser-Zia.

The GCC region has witnessed some significant changes in the last couple of years, following the International Monetary Fund (IMF) recommendation of tax being the "lifeblood of modern states, which "allows governments to provide public goods that support strong and durable growth." We speak to a few industry figures to know their views.

In many respects, the housewares business looks better placed than just a year ago, and housewares executives say they're ready to capitalise not only on positive momentum in the US economy but also the many investments and adjustments they made in their companies in 2018.

The International Home + Housewares Show and International Housewares Association (IHA), the global sponsors and organisers of the IHA Global Innovation Awards (gia) programme, have announced the national gia winners of 2017-18 – including 27 outstanding home and housewares retailers from 26 countries around the globe. Marina Home Interiors is the Middle East entry this year, sponsored by RetailME, and will join the rest of the global winners at the gia gala on March 10 in Chicago. The RetailME magazine will be on display once again at the International Home & Housewares Show (IHHS), which take place from March 10-13, at Chicago's McCormick Place.

Look out for our April edition, which will have a special report on leisure and entertainment alongside the post-show report on IHHS.

Lawrence Pinto

published by

IMAGES

PO Box 502316, Dubai, UAE
Tel +971 4 4467555 Fax +971 4 4469707
Email: info@imagesretailme.com
www.imagesretailme.com



IMAGES RetailME

www.facebook.com/ImagesRetailME
www.linkedin.com/ImagesRetailME
www.twitter.com/ImagesRetailME
www.youtube.com/ImagesRetailME



Editor-in-Chief

Amitabh Taneja | amitabhtaneja@imagesgroup.in

EDITORIAL

Managing Editor

Lawrence Pinto | lawrence@imagesretailme.com

Editor

Rupkatha Bhowmick | rupkatha@imagesretailme.com

DESIGN & PRODUCTION

Graphic Designer

John Mark Pamintuan | johnmark@imagesretailme.com

ADVERTISING & MARKETING

Manager – Business Development

Nikhil Gupta | nikhil@imagesretailme.com

SUBSCRIPTIONS

Jehan Mandap | subscriptions@imagesretailme.com

Annual Subscription Offer

Call now: +971 4 4467 555

SOURCES:

UN, IMF, WEF, WTO,
Economic Intelligence Unit, Euromonitor,
National Statistics,
National Statistical Planning,
National Chambers of Commerce,
Department of Tourism and Commerce Marketing (DTCM), Dubai,
Retail International, AC Nielsen, KFI Research,
McKinsey, Al Rajhi Capital, Al Masah Capital Ltd,
AT Kearney, Alpen Capital, Cushman & Wakefield, Planet Retail, IDG,
Colliers International, CBRE, JLL.

Disclaimer: Every care has been taken to ensure the accuracy of information contained in this publication. However, the publisher will accept no responsibility for any error or omission in the content.
Copyright © 2018 IMAGES Multimedia fz llc. All Rights Reserved.
No part of this publication may be reproduced without the prior written consent of the publisher/copyright owner.

Tim Hortons®

CAFE & BAKE SHOP

Always fresh™



Available In All GCC Countries

Hats of a new milliner to adorn Dubai horse races

The Dubai Horse races are probably the most famous races in the world. This year, Emily-London, a luxury British millinery label, specialising in exclusive and hand-made headwear, is making its debut for the Dubai World Cup with a pop-up headwear boutique at Harvey Nichols Department Store, Mall of the Emirates, Dubai.

The brand launched in 2014 with the opening of the London showroom and offers designer collections for horse racing, occasion wear, resort and bridal. Emily Baxendale and Aud Kuehle are the designers behind the luxury headwear brand, specialising in exclusive and handmade hats and headpieces.

*Baxendale, the creative director and designer of the brand, was in Dubai last month to showcase the brand's millinery collection at the Women's Personal Shopping at Harvey Nichols, Dubai, when she revealed the brand's plans for the upcoming events to **Laurence Pinto***



Emily Baxendale

Baxendale was trained under the Royal Milliner before launching Emily-London. The label has rapidly drawn a coveted clientele of celebrities, members of the Royal Family, fashion stylists and the press.

In 2015, Emily-London was the choice as the Millinery brand for the Qatar Goodwood Festival. In the same year, the label launched the Millinery offer in Harvey Nichols Knightsbridge, which continues with great success. In 2016, Emily-London partnered with the Mandarin Oriental Group, creating a limited edition Royal Ascot collection for the hotel.

In 2017, the label collaborated with The Lanesborough for the Summer Season and partnered with Swarovski to create a range of bespoke Polo Helmets for the England Ladies Polo Team.

The team are now looking forward to expanding the brand and developing opportunities overseas in 2018.

"It's traditional to wear a hat at a race course, though I can create contemporary headpieces for modern-day events. Race events are where I think you can be extravagant with your hat. The races such as Ascot are not only about the horses, but friendly competitions between the ladies for best dressed and best hat! On a ladies day out to the horse races why not go for a fabulous fascinator that will turn heads," says Baxendale.

It is Emily-London's first outing with Dubai races. "I am aware how women turn up for the races with the most fabulous and extravagant headwear. It is also our first association with Al Tayer Group, and we look forward to continuing this relationship for a long-term," she adds.

Emily-London's seasonal collections are ready-to-wear, and the

bespoke service is on offer throughout the year. Each collection offers an array of signature Emily-London styles - from exquisite pillbox hats to classic wide-brims, precious headpieces and specific bridal designs. Newly launched is the Emily-London headband bar - a conceptual cocktail of exclusive and limited edition headbands.

Baxendale also looks forward to providing headwear to two British Royal weddings later this year. Prince Harry's wedding with Meghan Markle in April and Princess Eugenie's with Jack Brooksbank in October. "Both the Royal weddings are major events and we at Emily-London are proud and honoured to have been chosen to provide our bespoke collections," she concludes.



The Dubai World Cup, the world's richest racing event, takes place on March 31, 2018. This year's racing season comprises 20 race nights including the international Dubai World Cup Carnival, which began on January 11 and runs until March 10. The UAE season is highlighted by the 23rd running of Dubai World Cup on March 31. This spectacular day of racing boasts total purses of \$30 million for 9 group races; a fantastic Dubai World Cup Ceremony show climaxed with music for style, elegance, creativity and practicality amongst the competing fashionistas. ■



PC: Shutterstock

Stirred not shaken

The GCC region has witnessed some major changes in the last couple of years, following the International Monetary Fund (IMF) recommendation of tax being the “lifblood of modern states” which “allows governments to provide public goods that support strong and durable growth.” Every industry is feeling the impact of the newly imposed taxation regime, retail being no different. The levy of the excise tax effective October

last year was among the many changes that GCC retail has confronted in the last couple of years. Hundred percent excise tax was levied on tobacco and energy drinks and 50% on carbonated drinks in the UAE and Saudi Arabia. Add to that 5% value added tax (VAT) introduced more recently in January this year, again in the UAE and Saudi Arabia. All products and services – excluding health, education and public

transport sectors – have come under the VAT regime. While the UAE and Saudi Arabia have implemented both excise tax and VAT, the remaining GCC states are likely to introduce the same by second half of this year. In a region where people – nationals and expatriates – have not been exposed to direct taxation, these came as big moves that require time for adjustment as well as clear understanding on part of businesses and consumers.

The new taxation regime has had some impact on consumer buying behaviour, whether it is minimal or significant is yet to be gauged. Overall, it is fair to surmise that these measures are expected to go a long way in boosting non-oil revenues, while narrowing fiscal deficits caused by a few years of low oil prices.

Rupkatha Bhowmick attempts to capture the impact of the taxation regime on retail in the UAE and Saudi Arabia



Housewares sector sees positive momentum in 2018

In many respects, the housewares business looks better placed than just a year ago, and housewares executives say they're ready to capitalise not only on positive momentum in the US economy but also the many investments and adjustments they made in their companies in 2018, RetailME reports

There's obviously tremendous change going on in our marketplace," says Brett Bradshaw, president of Bradshaw International Inc and chairman of the International Housewares Association's (IHA) board of directors. "It's more important than ever to be hungry, efficient and fast to drive growth through share gains...

Green light for the economy

While the majority of 2017 was described as 'a mixed bag,' 'stable' or 'a year of change and adjustment' by

and diversification is key in growing share, whether it be brands, categories or retail trade channels."

Global housewares spending rose to \$355.4 billion, an increase of 2.4%, in 2016 – the most recent available statistics, according to IHA's 2017 State of the Industry Report. In the US alone, housewares expenditures increased 6% to \$87.1 billion.

some housewares executives, holiday sales figures indicate a brighter future. According to MasterCard SpendingPulse,

2017 holiday sales increased 4.9%, setting a record for dollars spent. It also represents the most substantial year-over-year increase since 2011.

Also, industry leaders are looking forward to how the recent tax cuts for both corporations and individual taxpayers will affect bottom lines in 2018. "I view the tax cut as a very strong positive for all business and taxpayers," says Chip Steidle, CEO of John Ritzenthaler Co. "It is long overdue."

"Increased corporate investments will translate into growth for the economy, higher paying jobs, continued consumer confidence

The 2017 holiday sales increased 4.9%, setting a record and representing a substantial increase since 2011.

and continued consumer spending," says Bradshaw. "Retail will also benefit from modest cost-push inflation."

"So much of what drives the economy is psychological," adds Neal Asbury, CEO of The Legacy Companies. "To so many people, these tax cuts feel like something good is going to happen. So not only is there what these cuts will do literally but psychologically, it's going to feel like Americans are on the move."

Nature's best. Plump and juicy. Healthy and nutritious. Bite into freshness with a wide variety of fruit favourites from around the world.



Serving more than 980,000 shoppers daily at 144 stores across the region.

*No.1 Hypermarket Chain in the Middle East
and among the top 50 fastest growing retailers globally - Deloitte.*

 luluhypermarket.com  [luluhypermarket](https://www.facebook.com/luluhypermarket)
 [luluhypr](https://twitter.com/luluhypr)  [luluhypermarkets](https://www.instagram.com/luluhypermarkets)  luluwebstore.com



Lulu

Where the world comes to shop