

RETAIL THOUGHTS
NAIM MAADAD

MRF & RETAILME
AWARDS 2018

YOUNG & ENTERPRISING
MOHAMMED AL AWADHI

OMNICHANNEL
LIFESTYLE

CEO TALKS
LAURENT GUITART

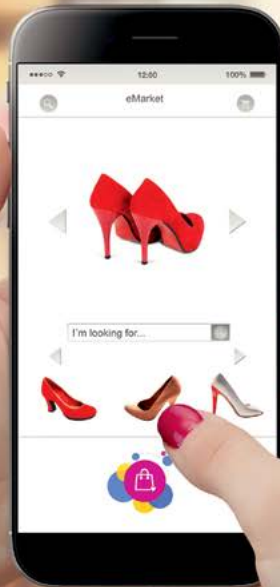
IMAGES RetailME

Future of Businesses

www.imagesretailme.com

July-August 2018

Physical meets Digital rethinking retail



modhesh has a new neighbor

ZOOM



ZOOM @ Modhesh World 2018

And you could be there too! Scan the code and check out our surprising #ZOMGZOOM facts. Share your own to win 2 Happy Passes to Modhesh World 2018.

Shop at ZOOM by downloading the Instashop app.



#zoomcstore

ZOOM
your neighbor

RETAIL THOUGHTS

- 5 Food service needs a hard look

NEWS

- 8 Splash launches 'Life After Fashion' campaign
- 9 Sacoor Brothers partners with Portuguese Football Federation
- 10 Wok Boyz to come up in Dubai Internet City
- 11 Tim Hortons opens revamped cafe in The Dubai Mall
- 12 La Mer welcomes Babel
- 13 Lulu Hypermarket opens in Al Warqa
- 14 Noon partners with eBay
- 15 The Mall at World Trade Center announces new brand openings
- 16 The Merchant of Venice comes to Dubai
- 17 IKEA pledges to become people & planet positive by 2030
- 18 Black Tap to open at Yas Mall

19 MRF & RETAILME AWARDS 2018



ANALYSIS

- 28 Signs of stability return to the GCC luxury market

FOCUS

- 30 Pancake House announces expansion

YOUNG & ENTERPRISING

- 33 It's a mistake to stop believing

INTERNATIONAL VIEW

- 36 Bibi sets the bar high in children's footwear

GCC STARTUP RETAIL INCUBATOR

- 40 eyewa
- 41 Miella
- 42 The Edit
- 43 The Orphic



VOL 8 ISSUE 10



New technologies and new channels to connect with consumers are transforming the retail sector. Today's retail landscape is changing rapidly and dramatically. Driven by the significant shift, consumers are becoming far more informed, and product choices are proliferating rapidly.



RETAIL TECH WATCH

- 44 Allsaints follows a digital-first approach
- 46 Time to transform

OMNICHANNEL

- 49 Lifestyle unveils digitally-enabled, revamped store

FOOD WATCH

- 52 Fusion is the flavour

CEO TALKS

- 54 Realising ambitious plans requires strategic thinking

REAL ESTATE UPDATES

- 58 OMRAN & Majid Al Futtaim partner on a mega project in Oman



Dear reader

Retail transformation on speed track

New technologies and new channels to connect with consumers are transforming the retail sector. The traditional retailers need to reimagine the ways and means to create and capture value to compete effectively in the marketplace, says a Deloitte report.

Today's retail landscape is changing rapidly and dramatically. Driven by the significant shift, consumers are becoming far more informed, and product choices are proliferating rapidly. Technological advances and public policy liberalisation are contributing to new flows of information, knowledge and resources. As a result, retailers come under constant new pressures.

Lowered barriers to market entry are bringing in many new small players and fragmenting the retail landscape.

Online marketplaces are transcending geographic proximity and expanding market demand for highly specific offerings. Small niche players can reach consumers regardless of physical location.

Technologies such as on-demand fulfilment are changing how and where retailers hold inventory.

New retail models are arising out of new technologies and new ways to connect with consumers.

Change is seldom easy, especially when the future is uncertain. Significant changes, especially, require commitment and can attract organisational antibodies.

Retailers are trialling multiple channels to respond to new shopper aspirations, fusing digital and physical shopping journeys while trying numerous ways to transform the retail experience, handle back-office processes better and much more.

Several chains have opened concept stores to see how consumers are interacting with specific technologies and services before rolling them out to more stores. It's safe to say that the retail industry is among the sectors that are most affected by digital business transformation for several reasons.

Precisely that's what we have had in mind when we set out to draw the agenda for the 7th annual Middle East Retail Forum's theme: **Physical meets digital – rethinking retail with the online-offline convergence**. Yes, what lies beyond 2020 is up for imagination, but it is a fact that retail will become more engaging and immersive. The human touch will play a pivotal role, while robotics and automation will have its importance. Turn to page 19 to read more about MRF2018.

Also, watch out for the September edition for more updates on MRF and RetailME Awards 2018.

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.

PHYSICAL MEETS DIGITAL

Rethinking retail with the online-offline convergence

7th MIDDLE EAST

Retail

F O R U M

8 & 9 October 2018

PALAZZO VERSACE HOTEL
DUBAI UAE

Partnership opportunities

Raja Swamy

+ 971 58 519 1087

raja@imagesretailme.com

Nikhil Gupta

+ 971 56 406 6722

nikhil@imagesretailme.com

Speaking opportunities

Rupkatha Bhowmick

+ 971 52 981 1183

rupkatha@imagesretailme.com

Delegate registration

Chelene Raath

+ 971 50 122 0017

chelene@imagesretailme.com



Commemorating retailing excellence in the Middle East



8 & 9 October 2018

Palazzo Versace Hotel, Dubai UAE

The annual Images RetailME Awards, held along with MRF, recognises top performing retailers and best retail practices in the industry and rewards excellence across a range of retail categories.

We are proud to announce the Images RetailME Awards 2018; a ceremony positioned as the most prestigious event of its kind in the Middle East retail calendar and is geared to set benchmarks in this vibrant retail destination.

The 2018 entries for awards are open. If your retail company or brand attained some creditworthy performance numbers and/or raised the bar with outstanding innovation and pioneering initiatives during the past year, please feel free to communicate with us to be counted among the region's retail stars.

The event is presented by Images RetailME magazine, the most widely read trade retail publication in the Middle East, with a 45,000-strong readership across the MENA region. The monthly publication offers unparalleled insight through its network of correspondents, industry analysts and specialists.

Join us now and leave your mark of success in the retail world!

Images RetailME Awards 2018 Categories

1
Most Admired
BRAND CAMPAIGN
of the Year

2
Most Admired
RETAIL LAUNCH
of the Year

3
Most Admired
STORE DESIGN
of the Year

4
Most Admired
DIGITAL INNOVATION
of the Year

5
Most Admired
ONLINE RETAILER
of the Year

6
Most Admired
STORE MANAGER
of the Year

7
Most Admired
RESPONSIBLE RETAILER
of the Year

8
Most Admired
RETAILER of the Year FASHION

9
Most Admired
RETAILER of the Year LINGERIE & NIGHTWEAR

10
Most Admired
RETAILER of the Year FOOTWEAR & ACCESSORIES

11
Most Admired
RETAILER of the Year SPORTSWEAR

12
Most Admired
RETAILER of the Year CHILDREN'S WEAR

13
Most Admired
RETAILER of the Year BEAUTY & PERSONAL CARE PRODUCTS

14
Most Admired
RETAILER of the Year PHARMACY & HEALTHCARE

15*
Most Admired
RETAILER of the Year HOME & HOUSEWARES

16
Most Admired
RETAILER of the Year CONSUMER ELECTRONICS

17
Most Admired
RETAILER of the Year FOOD & GROCERY

18
Most Admired
RETAILER of the Year LEISURE & ENTERTAINMENT

19
Most Admired
RETAILER of the Year FOOD SERVICE

20
Most Admired
RETAILER of the Year LUXURY

21
Most Admired
RISING STAR RETAILER
of the Year

22
Most Admired
MIDDLE EAST RETAILER
of the Year

23
Most Admired
RETAIL PERSONALITY
of the Year



* Winner/finalist of 'Most Admired Retailer of the Year – Home & Housewares' will be nominated to the 2018-19 Global Innovation Award (gia) at the International Home & Houseware show (March 3-5) organised by International Housewares Association (IHA), Chicago.

ENTRY FORM

PLEASE TICK THE CATEGORY YOU WISH TO ENTER



Commemorating retailing excellence in the Middle East

8 & 9 October 2018

Palazzo Versace Hotel, Dubai UAE

- 1) Most Admired **BRAND CAMPAIGN** of the Year
- 2) Most Admired **RETAIL LAUNCH** of the Year
- 3) Most Admired **STORE DESIGN** of the Year
- 4) Most Admired **DIGITAL INNOVATION** of the Year
- 5) Most Admired **ONLINE RETAILER** of the Year
- 6) Most Admired **STORE MANAGER** of the Year
- 7) Most Admired **RESPONSIBLE RETAILER** of the Year
- 8) Most Admired **RETAILER** of the Year **FASHION**
- 9) Most Admired **RETAILER** of the Year **LINGERIE & NIGHTWEAR**
- 10) Most Admired **RETAILER** of the Year **FOOTWEAR & ACCESSORIES**
- 11) Most Admired **RETAILER** of the Year **SPORTSWEAR**
- 12) Most Admired **RETAILER** of the Year **CHILDREN'S WEAR**
- 13) Most Admired **RETAILER** of the Year **BEAUTY & PERSONAL CARE PRODUCTS**
- 14) Most Admired **RETAILER** of the Year **PHARMACY & HEALTHCARE**
- 15) Most Admired **RETAILER** of the Year **HOME & HOUSEWARES**
- 16) Most Admired **RETAILER** of the Year **CONSUMER ELECTRONICS**
- 17) Most Admired **RETAILER** of the Year **FOOD & GROCERY**
- 18) Most Admired **RETAILER** of the Year **LEISURE & ENTERTAINMENT**
- 19) Most Admired **RETAILER** of the Year **FOOD SERVICE**
- 20) Most Admired **RETAILER** of the Year **LUXURY**
- 21) Most Admired **RIISING STAR RETAILER** of the Year
- 22) Most Admired **MIDDLE EAST RETAILER** of the Year
- 23) Most Admired **RETAIL PERSONALITY** of the Year

METHOD OF PAYMENT

Please tick your preferred mode of payment and complete relevant details:

- Cheque/Demand Draft** [in AED only]
Payable to Images Multimedia FZ-LLC, PO Box 502316, Dubai, UAE
- Bank Transfer** to Images Multimedia FZ-LLC, Emirates NBD PJSC,
Branch: Dubai Media City • A/c No: 101 492 272 7701
• IBAN: AE 32 026 000 101 492 272 7701 • Swift code: EBILAEAD

Credit Card (Mastercard Visa)

Card No:

CVV No:

Expiry Date:

Month Year

INFORMATION OF NOMINATED COMPANY/PERSON

Nominee's Name: _____

Number of entries: _____

Entry Fee: AED 1,500/- per entry

Company: _____

PO Box: _____ City: _____

Country: _____

Telephone: _____

Fax: _____

Email: _____

Contact Person: _____

Designation: _____

Signature: _____

APPROVAL OF SENIOR MANAGEMENT

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

Name: _____


Designation: _____

Signature: _____

Terms and Conditions: • Entry to Images RetailME Awards 2018 is open to all small-and-large retail organisations operating in the Middle East. • The decision of the jury panel is final. • All entry forms must have prior approval from a member of the senior management. • The same submission document may be entered into more than one category but the submission document should be tailored to that particular nomination category. • Sections of the submission document may appear in Images RetailME magazine/ website or other publications of Images Group. Please ensure appropriate authorisations are obtained from external suppliers. • Images RetailME reserves the right for the award to be withdrawn if an entry is based on incorrect information. • Each submission entry should include an entry form in digitised version, along with supporting photographs & graphics. • Entry fee, as applicable, should be paid per submission document [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 before the closing date: Wednesday, August 15, 2018 by email: chelene@imagesretailme.com. Office address: Images Multimedia fz llc, Office No. 311, Building no 4, Dubai Media City, Dubai, United Arab Emirates. Entries received after August 15, 2018 will not be considered.

• **Attendance at the awards ceremony is must for short-listed nominees.**

• **Cancellation/withdrawal:** No entry fee will be refunded for cancellation/withdrawal of entries by the nominee for whatever reasons.



GCC Startup Retail INCUBATOR

powered by
Images
RetailME

Meet, Share, Grow

At RetailME we have always taken a keen interest in featuring and promoting local businesses. This is the dedicated space profiling local businesses from the GCC. Let's support the best ideas to scale up.

Are you a retail startup or would you like to recommend a home-grown company for coverage? Please contact our editor: rupkatha@imagesretailme.com



Satisfyingly tasty. Give your taste buds a tasty treat to remember. Enjoy every bite of the delicious cooked meats we offer and make every meal a sumptuous one. Come to Lulu and make every meal a hearty delight.

Serving more than 980,000 shoppers daily at 147 stores across the region.

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

HYPERMARKETS.
SUPERMARKETS.
DEPARTMENT STORES.

Buy better.


Where the world comes to shop

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

بيارك
PARK
تبوك TABUK

Be Part of The Success Story...