

STELLA MCCARTNEY

STELLA MCCARTNEY TO OPEN IN BEIRUT

LONDON JANUARY 26, 2009. Stella McCartney continues expansion in the Middle East with the opening of her first freestanding store in Beirut, Lebanon. The location is the seventh freestanding Stella McCartney store to open in the Middle East following doors opened in Qatar, Bahrain, Kuwait, Dubai, Jeddah and Riyadh over the last year and a half.

The Beirut store is located in the luxury alley of the new Beirut Souk Mall, Lebanon's open-air shopping center which opened this past October. The 57.6 square meter store operates under the franchise agreement with Aishti. Aishti is Lebanon's premier luxury retailer which has carried the Stella McCartney brand since 2003 and has recently expanded into franchising mono brand free standing stores.

The new store mirror's the Stella McCartney store design concept featuring a palette of complimentary materials that provide a delicately grained backdrop for the collections. Simple material combinations, including Japanese ash wood, brass and bespoke white rhombus tiled plinths are sculpturally contrasted with a unique play on spacing used to illustrate Stella's signature style combination of sharpness and femininity. The store reflects an intimate, personal and architectural atmosphere housing Stella McCartney's ready-to-wear, accessory and fragrance collections.

About Stella McCartney

Stella McCartney launched her own fashion house under her name in 2001 in a joint venture with Gucci Group. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's luxury women's ready-to-wear, accessories, fragrances, organic skin care range, lingerie and performance range with adidas are also available through its 14 other flagship stores including London, NY, Los Angeles, Shanghai, Tokyo, Beijing, Hong Kong and Paris as well around 600 wholesale accounts in key cities worldwide.

About Aishti

Launched in 1989, Aishti has grown from a single high-end clothing store into a successful, globally recognized chain that carries renowned luxury brands with various branches throughout Lebanon. The Aishti empire also includes several mono brand boutiques, including Cartier, Gucci, Dolce & Gabbana and Marc Jacobs. The company has also branched into Aizone, a younger, more casual multi label retail store, as well as several lifestyle outlets including a high end spa, a glossy publication and a café, all operating under the Aishti name.

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