

# STELLA MCCARTNEY

## STELLA MCCARTNEY TO OPEN IN QATAR, CONTINUES EXPANSION IN THE MIDDLE EAST

**LONDON APRIL 2009.** Stella McCartney continues its expansion in the Middle East region with the opening of the first store in Qatar. The location is the fourth freestanding Stella McCartney store to open in the Middle East following doors recently opened in Bahrain, Kuwait and Dubai. Stores in Jeddah and Riyadh are due to open later this spring.

The 123 square meter store north of Doha opened at the Pearl's Porto Arabia, Qatar's first international urban development freehold venture. It is the second store under the franchise agreement between Stella McCartney Limited and Almana, the first opened in June 2008 at Bahrain's Moda Mall. Both store designs mirror the most recent Stella McCartney store concept. Simple material combinations, including maple wood, brass and marble 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 lingerie 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, shoes, bags, fragrances, eyewear, accessories, organic skin care ranges and performance range with adidas are also available through its 13 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 Almana**

The Almana Group is one of the largest business houses in Qatar. Under its subsidiary, Al Mana Luxury Company, the group covers a diversified portfolio of industries from mass to luxury fashion, jewelry, automotive, real estate, restaurant, Media companies and others. Al Mana Luxury Company carries a large number of luxury and high end fashion brands, and is positioned as the unique carrier of the most prestigious international fashion houses.

### **PRESS CONTACTS**

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## FACT SHEET – QATAR

<b>OPENING DATE</b>	March 19, 2009
<b>LOCATION</b>	Porto Arabia The Pearl P.O. Box 7256 Doha State of Qatar Phone Number: +974 622 1186
<b>STORE HOURS</b>	Monday to Sunday      10am to 10pm
<b>RETAIL SPACE</b>	123 square meters
<b>LINES CARRIED</b>	ready to wear accessories lingerie
<b>FEATURES</b>	Two changing rooms with plain beige/off-white fabric embellishments, Swarovski crystal, bronze handmade hooks and soft tone carpet White and Pink Rosa Bello marble façade Stainless steel plate High ceiling maple veneer walls decorated with hand applied wooden birds in sand and pink And cut-out lit birds Hanging rod curtain in graded colors from white to pink Brass accessories unit 3 toned tile floor Rug
<b>MATERIALS</b>	Tabu Maple veneer panels, brass, mirror polished stainless steel, Rosa Bello marble, aluminium rods, mirror
<b>ARCHITECTS</b>	APA
<b>WEBSITE</b>	<a href="http://www.stellamccartney.com">www.stellamccartney.com</a>