

PRESS RELEASE**MAJID AL FUTTAIM FASHION EXPANDS DIGITAL FOOTPRINT
WITH THE LAUNCH OF 'THAT' MOBILE APP
'Hand-Picked Style for Today's Creator'**

Dubai, UAE, 21st June 2020: Majid Al Futtaim, the leading shopping mall, communities, retail, and leisure pioneer across the Middle East, Africa, and Asia, has expanded its fashion and digital footprint with the launch of **THAT**, its latest curated multi-brand **mobile app** for men and women. With its roots set in Dubai, and a millennial mindset with a firm focus on contemporary and cutting-edge designs, THAT draws in over 150 established and emerging brands, with a number of exclusive designers all hailing from Scandinavia, USA, UK, South Korea, Middle East and beyond. The new app will include brands such as Alanui, Chiara Ferragni, Common Projects, Hellesy, Hussein Bazaza, JW Anderson, Kirin, N21, Olympia Le Tan, Opening Ceremony, Tibi and Victoria by Victoria Beckham, to name a few.

For the sneaker collectors and streetwear enthusiasts, to those who adore emerging luxury brands spotted in the hands of social media it-girls and celebrities, THAT brings you curated unique edits from international and regional world-renowned brands, new styles by niche rising designers, and sustainable ethical brands that are hard to get your hands on anywhere else in Dubai.

THAT's unique wide range includes ready-to-wear, jewellery, handbags, sneakers, beauty and grooming, eyewear, hand-picked gifts and gadgets, eclectic art as well as accent home accessories.

In addition to the App, Majid Al Futtaim has launched THAT pop-up store, an immersive retail shopping experience of curation and newness, at Mall of the Emirates, Dubai.

The UAE's latest and hugely anticipated multi-brand pop-up store, offers a taste of THAT and features curated items from unique designers exclusive to Majid Al Futtaim from across the globe, allowing style and fashion not to be forced, but to be an individual and unique art form. Seasonal brand drops and exclusive collections will be regular at THAT allowing customers to visit weekly and experience the latest designs from brands including Barbara Bologna, Ireneisgood, IISE, Khaite, Kirin, Les petits Joueurs, Marni, Nita Suri, Palmer Harding, Simone Rocha, Un Dimanche a venise, Y/Project for women, as well as BALR, Han Kjobenhavn, Maison Kitsune, and MSGM for men. THAT also brings bespoke customization and services. The 'what's in' list, with continuous drops, has been carefully selected to ensure THAT always keep its followers in style and in line with THAT's creative approach to fashion and business.

Shireen El Khatib, Chief Executive Officer, Majid Al Futtaim - Shopping Malls said: "We are proud to enhance our portfolio at Mall of the Emirates to include THAT, and are confident the concept will revolutionize the Middle East's retail landscape. The concept is a celebration of what Majid Al Futtaim stands for and we look forward to everyone experiencing the unique curation of brands shaped especially for the MENA region".

THAT app will be available to download on all Apple and Android smartphones. Dedicated to the young at heart, tech-savvy crowd, THAT App is not only a nod to the future of retail but an innovative, fully fledged e-commerce experience to the region that promises to be intuitive and customer centric. You can shop the latest drops and exclusive brands for women, men, beauty and objet d'art collections through a seamless mobile shopping journey from product browsing to easy checkout by just a click away from the comfort of your own home with a 2-hour free delivery and for every purchase made, you can earn and redeem SHARE points. How amazing is THAT?

Fahed Ghanim, Acting Chief Executive Officer, Majid Al Futtaim - Fashion, said: "THAT is fulfilling a quest for novelty and inspiration, adding a new dimension to the shopping experience. The mobile app will offer coveted local and international brands and designers which can be easily accessed on the tech-savvy THAT App. It's certainly an exciting addition to our business and we hope to continue intertwining Majid Al Futtaim into the lives of our customers through projects such as this".

THAT App and Pop-up store sees Majid Al Futtaim further expand its digital and fashion portfolio into an alluring world set to have global dominance in the leading fashion and lifestyle scene. THAT store when officially open at Mall of the Emirates later this year promises so much more, including exclusive brand launches, personalized services and be-spoke lifestyle experiences.

Stay tuned for THAT and much, much more!

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About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 16 international markets, employing more than 44,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 27 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighbourhood centres, and four community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in a number of markets across the Middle East, Africa and Asia, operating a portfolio of more than 300 outlets.

Majid Al Futtaim operates more than 500 VOX Cinemas screens and 37 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai, iFly Dubai, Dreamscape and Ski Egypt, among others. The Company is parent to the consumer finance company 'Najm', and a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, Maisons du Monde and LEGO. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

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