

PRESS RELEASE

## Mall of the Emirates Launches The 9, an Exclusive Private Members' Club

*An elegant space with a holistic range of social and business facilities located in The Kempinski Hotel, Mall of the Emirates*

*Launching the finest neo-bistro indoor and outdoor dining restaurant and Café called GARTH – with a lush garden terrace, plush cigar lounge and library lounge space*

**Dubai, UAE, 28<sup>th</sup> September 2021:** Mall of the Emirates has officially launched its exclusive new luxury private members' club – **The 9**. A regional first for a shopping destination, the opening of the club is the first phase in Mall of the Emirates' development plans as it further enhances its customer experience, F&B and lifestyle offering. Created following extensive research, **The 9** combines the customer focused benefits of shopping at a world-class shopping mall with an exclusive private members' club that aims to inspire and elevate everyone who passes through its hallowed doors.

With a beautiful lush outdoor terrace, perfect for entertaining and connecting, **The 9's** fine dining Mediterranean restaurant, GARTH, sees Moscow chef, Sergei Andreychenko and a team of sommeliers and mixologists assemble to offer an array of exquisite menus for the club's members to choose from. Expertly sourced, seasonal ingredients are brought together to create a truly unique dining experience where taste buds will be enlightened with Italian, Greek and Southern French cuisine featuring rich flavours. With mouth-watering food and the sounds of wave funk, soul, jazz, disco and afrobeats, GARTH will soon become the latest Dubai hotspot.

Acclaimed for its fashion offering, Mall of the Emirates has partnered with a world-class tailor to offer members the ultimate made-to-measure service. Using luxurious fabrics and years of experience, the tailor offers beautiful garments guaranteed to satisfy the most discerning fashion elite. For members looking to further immerse themselves in the world of fashion, **The 9** offers a personal stylist service, with an expert personal shopping team on hand to select some of the most extraordinary products from across the mall, catered to their individual tastes.

Hussain Moosa at Majid Al Futtaim Properties – Director, Mall of the Emirates said, "Here at Mall of the Emirates, we are committed to using vision-driven innovations to create immersive experiences that are personalised, premium, and memorable and **The 9** is a great example of this. We undertook considerable consumer research which told us there was a gap in the market for a luxurious space of this nature, within a shopping mall. We look forward to welcoming members to the result of that research and to the unique community we are creating here within **The 9**."

Other facilities at the lounge include the digitally enabled 5-star concierge service, a serene barbering space offering food and drink to order, a cigar lounge, and a meeting room. In addition, members can explore a library, games space and a sleeping suite.

Value added benefits also include a premium repair service, gift wrapping for surprising loved ones, complimentary valet parking, airport check-in and private experiences across Mall of the Emirates renowned attractions.

For members looking to participate in a rich programme of events, **The 9** is set to host a series of exclusive launches and previews from some of Mall of the Emirates' luxury retailers, alongside talks and panel discussions with leading business leaders, tastings, workshops and more as part of the integral lifestyle of the club.

For more information about **The 9** located in Mall of the Emirates, Kempinski Hotel visit [www.malloftheemirates.com](http://www.malloftheemirates.com).

Applications for membership are now being accepted.

**ENDS**

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**Note to the Editor:** The legal name of this company is “Majid Al Futtaim” and should not be shortened or replaced by an acronym to avoid confusion with another business entity.

**Disclaimer:** All facts and figures in this release are accurate at the time of issuance.

**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 17 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 29 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, Mall of Oman, City Centre malls, My City Centre neighbourhood centres, and five community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in over 30 markets across the Middle East, Africa and Asia, operating a portfolio of more than 375 outlets including City+, the region's first checkout-free store, and an online store.

Majid Al Futtaim operates more than 500 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little Explorers and iFLY Dubai. The Company is parent to a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, Maisons du Monde, LEGO and THAT, a Majid Al Futtaim fashion concept store and app. 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.

[www.majidalfuttaim.com/en](http://www.majidalfuttaim.com/en)

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