

PHOTO CAPTION

Mall of the Emirates' latest Art Installation by Tiffany & Co. celebrates fashion, art and design



Dubai, UAE; September 24, 2014: Legendary jeweler Tiffany & Co., is the latest luxury brand to take residency in Mall of the Emirates' iconic Fashion Dome, with a unique art installation celebrating the Tiffany T Collection. On display for one month, the ceiling installation features three large scale Tiffany T bracelets, in three dazzling metallic colours –White, Yellow and Rose Gold. Designed to create an ethereal world for shoppers, the theme reinforces Majid Al Futtaim's vision to create great moments for everyone, every day.

Tiffany & Co.'s latest collection is inspired by newly appointed design director Francesca Amfitheatrof's first line for the brand, which is inspired by the sculptural, bold and timeless architecture of New York City

Mall of the Emirates is a luxury shopping destination by Majid Al Futtaim. Its picturesque Fashion Dome is quickly becoming established as a desirable showcase and fashion arts venue, creating great moments for prestigious brands and guests.

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[About Mall of the Emirates](#)

Mall of the Emirates, the world's first shopping resort, is located in Dubai at interchange four on Sheikh Zayed Road. The multi-level shopping centre currently features more than 560 international brands with a total gross leasable area (GLA) of 233,467 sqm including department stores, fashion, lifestyle, sports, electronics and home furnishing outlets and the largest Carrefour in the city. The compelling family leisure offer includes a Magic Planet family entertainment area, a multi-screen VOX Cinemas, the world-renowned Ski Dubai - the Middle East's first indoor ski resort and snow park, the 500-seat capacity Dubai Community Theatre and Arts Centre (DUCTAC) and more than 90 international dining and café options. Mall of the Emirates features an unmatched luxury offer housing more than 80 of the world's most renowned designer brands in Fashion Dome and Via Rodeo. For the convenience of guests, the mall has two adjoining hotels: the 5-star Kempinski Mall of the Emirates and the 5-star Sheraton Dubai Mall of the Emirates Hotel. Mall of the Emirates is ranked as 7th most lucrative shopping centre in the world by sales per square foot, and first in the Middle East in a study by the International Council of Shopping Centers in 2012.

[About Majid Al Futtaim](#)

Founded in 1992, Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa (MENA).

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure, and 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 12 international markets, employing over 26,000 people, and achieving the highest credit rating (BBB) among privately-held corporates in the Middle East.

Majid Al Futtaim owns and operates 17 shopping malls, 11 hotels and three mixed-use communities in MENA, with further developments underway in the region. This includes Mall of the Emirates, City Centre malls, and also 4 community malls which are in joint venture with the Government of Sharjah. It holds exclusive rights to the Carrefour franchise in 19 markets across MENA and Central Asia, operating a portfolio of over 50 hypermarkets and over 60 supermarkets in 14 countries.

Majid Al Futtaim operates 109 VOX Cinemas screens and 16 Magic Planets across the region in addition to iconic leisure and entertainment facilities such as Ski Dubai and iFly Dubai among others. Majid Al Futtaim is parent to the consumer finance company issuing 'Najm' credit cards, a fashion retail business representing international brands such as Abercrombie & Fitch, Juicy Couture and Halston Heritage and a healthcare business. In addition, it also has a joint venture operation with Dalkia and has recently expanded into food & beverage in partnership with Gourmet Gulf.

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