



Splash

Making of a Diva

Headquartered in Dubai, Splash is Middle East's largest fashion retailer and part of the Landmark Group, one of the biggest retail conglomerates in the Middle East, India and Africa. Founded in 1993 as a single brand store in Sharjah, Splash has grown to over 200 stores and 50 brand stores across 14 countries



Splash

♥ FASHION

Showing popular collections for both men, women and teens, Splash's existing product portfolio includes a uni-brand concept across its stores providing a comfortable and easy shopping environment. Alongside, the brand also houses a gamut of international brands under its portfolio like Lee Cooper, Bossini, ELLE and Being Human among others. In 2013, Splash roped in Salman Khan as the very first brand ambassador and introduced a new brand campaign 'Love Splash, Love Fashion' that plays on the brand's long standing affair with fashion.

As a brand, Splash believes in constantly being a trend-setter in the region and has successfully created some of the biggest and most popular brand properties/events like the bi-annual fashion shows, the Limited Edition Calendar launches which have now become part of the social calendar of the Region. With constant revamping of the marketing portfolio, newer forms of communication are added and channelled to keep the consumer involved.

Over the years, Splash has received several significant industry accolades that include being awarded the "Superbrand" status 2014 which is fifth in a row for the brand along with a 'Powerbrand' status for 2013. Splash has also won the Dubai Lynx Awards in the Design category for the Splash 2014 calendar. Also listed in Forbes Arabia's "Top 40 Arab Brands" list, Splash has also been awarded at the Grazia Style Awards 2010, as 'Best place to Spend AED 500'. A winner of several marketing awards of great significance, Splash has also won the Most Admired Marketing Campaign at the Retail ME Awards 2011 along with the Most Admired Retailer award.

SPLASH 'A NEW BEGINNING'

Headquartered in Dubai, Splash is Middle East's largest fashion retailer and part of the Landmark Group, one of the biggest retail conglomerates in the Middle East, India and Africa.

Founded in 1993 as a single brand store in Sharjah, Splash has grown to over 200 stores and 50 brand stores across 13 countries. With an eye for the latest global trends and reflecting an everyday attitude, Splash's 'Fashion 365' binds together a collection that creates a definite style statement.

Scaling new heights, Splash has taken a step forward into the world of fashion by realigning its product offering to meet the ever-changing lifestyle demands of its customer and re-instating their trust in the brand. Showcasing popular collections for men, women and teens, Splash has revamped its existing product portfolio and introduced a uni-brand concept across its stores providing a comfortable and easy shopping environment. Alongside, Splash also houses a gamut of international brands under its portfolio like Lee Cooper, Bossini, ELLE and Being Human among others.

A NOBLE CAUSE

Working towards a charitable cause, Splash, the region's leading high street retailer and ICONIC, the lifestyle destination have inked a deal with 'Being Human' to launch the brand across its stores in the Middle East. Pioneered and promoted by Salman Khan, one of India's leading actor's the 'Being Human' collection is hip, cool and funky and where the message stands out loud and clear.

Flaunting the symbolic message of Being Human, the tees which are part of the offering from the brand use colour and style to highlight its dedication to the cause of education and healthcare for the underprivileged and proceeds from sales go to the Being Human Foundation.



CERTITUDES

- Always inspirational, their collection pages bring together trendy and complementary products.
- To give customers new ideas and shopping suggestions

BEACON OF TOMORROW

- Splash releases a calendar that combines the photographic genius of Tejal Patni.
- The design mastery of Furne Amato, to surrealistically highlight the challenges that modern society faces. Every. Single. Day.