

**W**ith an objective to establish itself the topmost global retailer, Apparel is committed to set new benchmarks in the retail industry by introducing the most sensational and eclectic accessories to its wide customer base in the national and global arena. Apart from establishing strong foothold in the UAE, Kuwait, Qatar, Bahrain, Oman, and Saudi Arabia, the group has spread its wings in India, South Africa, Poland, Singapore, Jordan, Indonesia, Thailand and Malaysia.

With an astonishing growth in the number of brands adding up to 1750 stores and 75 brands and employing 12,000 staff from across the globe, the group has devised strategies to gain foothold in emerging markets such as Hungary, Pakistan, Egypt and Philippines.

**EXCLUSIVE FASHION ACCESSORIES EXQUISITE IN STYLE**

With brands synonymous with feminine styling in exotic colours, beautiful fabrics and detailed finishing, the company introduces huge collections of inspirational, globally sourced and well-priced fashion accessory brands ranging from stylish evening to casual day wear with a variety of exquisite product accessory from around the globe. In cosmetics, the company provides skincare, nature

products, makeup, fragrances and more products containing natural active ingredients from renowned brands like Bottega Verde, Ingot and Rituals. Apparel's Dollar Plus store offers its customers a wide range of general retail and seasonal items of international standards in household categories at great value price points.

**CONTRIBUTION TO SOCIAL CAUSE**

The company in its commitment to improve the standards of the society holds high ethical values and shares its views on reducing and monitoring waste control and recycling policies with its stakeholders. It encourages its employees to reduce carbon footprint by ensuring minimal electricity and water consumption and spread awareness around their localities.

**AWARDS FOR BUSINESS EXCELLENCE**

Apparel was honoured with the prestigious Bizz Business Excellence Award 2017 and was bestowed with the special Beyond Success trophy for offering highest standard of retail excellence to its global customers. The group also won the Images RetailME Awards 2017 for its brands Dune London in footwear and accessories, Rituals in beauty and personal care, Skechers in sportswear and Tim Hortons in Food Service - QSR.

# Apparel Group

**REVOLUTIONIZING THE RETAIL FASHION INDUSTRY**

*Having initiated its professional journey with a single US brand, Nine West, in the retail sector in the Gulf in 1999, the Apparel Group has extended its footprints out of UAE as a global fashion and lifestyle retail conglomerate marking a strong presence in the fashion retail industry across the globe*

