

## Online Promotions on Facebook & Twitter

The Dubai Mall has a growing and active social media presence with over 88,185 Facebook Members and 11,481 Twitter Followers. Tap into this audience by partnering with The Dubai Mall and creating your own dedicated online promotion this winter. Contact: enquiry@thedubaimall.com

Get connected to The Dubai Mall online

 <http://www.thedubaimall.com>

 <http://www.facebook.com/TheDubaiMall>

 <http://www.twitter.com/TheDubaiMall>

 <http://www.youtube.com/dubaimallchannel>



## Media & Advertising:

### Make a statement in The Dubai Mall

Expand the awareness of your products and enhance your unique advertising campaigns by taking advantage of the numerous media branding opportunities available at The Dubai Mall.

One of the most effective media opportunities is the Carnival Drive panels located next to the Grove and Taxi Stop areas on the Ground Floor of the mall. Utilizing a circuit of these panels provides excellent exposure and visibility for mall shoppers, new and old, being positioned along the Taxi Stop line.

To find out more, kindly contact the Media and Advertising Department via email at [mediamalls@emaar.ae](mailto:mediamalls@emaar.ae) or on 04-3627904.



## Dining and Entertaining Experiences at Downtown & The Dubai Mall

### Cheese and Vintage Evenings - The Lobby Lounge

Unwind in the beautiful surroundings of The Lobby Lounge at Qamardeen Hotel every Wednesday, Thursday and Friday evening from 6:00 p.m. to 9:00 p.m. For just AED 109 enjoy a wide selection of condiments and cheeses from Italy and France whilst indulging in some of the finest varieties of vintage from around the world.

For more information, please call: 04-428 5923 (during office hours) or email: [restaurants@southern.sun.ae](mailto:restaurants@southern.sun.ae)



### Relax at Boulevard Cafe, Al Manzil Hotel

Reminiscent of a Parisian sidewalk Café, Boulevard Café is the ideal place to grab a quick coffee and a croissant, meet friends and colleagues, read a newspaper, catch up on your e-mails, or simply relax over a cup of your favorite brew and observe the action of Downtown Dubai. Open from 7:00 a.m. to 12 midnight.

For more information, please call: 04-428 5923 (during office hours) or email: [restaurants@southern.sun.ae](mailto:restaurants@southern.sun.ae)

### Cold Stone signature cakes to mark every occasion

For truly exceptional and delicious desserts, look no further. Cold Stone signature cakes are the classic and most popular ice cream cakes, that possess that unmistakable mark of distinction, quality and taste of Cold Stone Creamery. With fun names like Desire, Chocolate Chipper, Coffee House Crunch and Cookies & Creamery, there is sure to be something for everyone and for every occasion!

Cold Stone Creamery's cakes offer a perfect variety of ultra sweet, thick and moist cakes that are layered with some of the richest, creamiest ice creams in the world and are complemented by a selection of mix-ins wrapped in fluffy white frosting or rich fudge ganache.



### Savour the action at Nezesausi Grill

Support your favorite team as you savor juicy grills at Nezesausi Grill. This family friendly grill house with live coverage of the latest sporting events is open from Sunday to Thursday from 6:00 p.m. to 2:00 a.m. and Friday and Saturday from 12 noon to 2:00 a.m.

For more information call: 04-428 5923 (during office hours) or email: [restaurants@southern.sun.ae](mailto:restaurants@southern.sun.ae) or visit: [www.nezgrill.com](http://www.nezgrill.com)

#### May

P.F. Chang's  
Texas Roadhouse  
Go Sport  
List  
Ulla Popken  
Red Lobster

#### June

Lush  
Lookswoow  
Arabesque Sweets  
Mosafer  
Gymboree  
Pitter Patter  
Make Up For Ever  
Petit Bateau



## Pest Control

In an effort to maintain the highest standards, The Dubai Mall management team requests that all tenants submit a copy of their valid pest control contract. Please forward the full document to [retailerenquiry@thedubaimall.com](mailto:retailerenquiry@thedubaimall.com).

## House Keeping

We would like to remind all retailers that in accordance with the guidelines included in the Retailer Handbook, it is very important that your shop front windows are cleaned regularly and that all cleaning materials and equipment be removed at least 15 minutes before mall trading hours thus insuring first class customer experience.

## Washrooms

It has been observed that public washrooms are being used by mall staff for various reasons such as putting on make-up, brushing of teeth, washing crockery, etc. We would like to remind you to refrain from using the public washrooms for these activities and that staff washrooms are available for your use. To locate the closest staff washroom, please refer to the nearest guest service desk.

## Trade License & Insurance Policy

We would like to remind all tenants that as per your signed Lease Agreement, it is mandatory to hand in a copy of your shop's trade license as well as a copy of your full insurance policy to The Dubai Mall management. If you have not yet done so, please send the scanned copies to [retailerenquiry@thedubaimall.com](mailto:retailerenquiry@thedubaimall.com) or drop them off at the management office to the attention of the Retail Relationship Department. Be advised that Out of Hours Access permits will not be processed if you have not submitted both valid documents.

## The Dubai Mall Operating hours

We would like to remind all tenants of the MINIMUM mall trading hours:

**Sunday to Wednesday – 10:00 to 22:00**

**Thursday to Saturday – 10:00 to 24:00**



- Any extension of trading hours should be communicated in writing to [retailerenquiry@thedubaimall.com](mailto:retailerenquiry@thedubaimall.com)
- Shops have to trade without interruption throughout the hours
- All late opening and early closing will be recorded by security and a fine will be assessed for each incident as per the Lease Agreement
- Set up, take-down, new shipment, handling and auditing needs to be done prior to or after mall trading hours

## Health & Safety

### Emergency Evacuation Drill in The Dubai Mall

The purpose of Emergency evacuation drill is intended to ensure, by means of Training that in the event of crisis:

- The people who may be in danger act in a calm and orderly manner.
- Those people who may have designated responsibilities carry out their tasks to ensure the safety of all concerned.
- The escape routes are used in accordance with a Predetermined Plan.
- Evacuation of the mall is achieved in a speedily and orderly manner.
- To promote an attitude of mind where-by people will react rationally when confronted with a fire or other emergency.

Hence, as part of the Dubai Civil Defense and The Dubai Mall's

Emergency Plan requirements, the first quarterly Emergency evacuation drill was carried out in part of the mall on 21st March 2011 at 8 a.m. Under the initiation and supervision of TDM-HSSE Department, the drill was conducted in the area which covers the At The Top (ATT) entrance, Star Atrium, and Waterfall Atrium in the Lower Ground Floor.

At the time of the fire drill, retailers and customers located in the affected area in the mall were successfully evacuated under the instruction of TDM-Fire Marshall and they made their way to the assembly point at the water promenade.

The next emergency evacuation drill will be conducted in the next quarter of the year to ensure all occupants and staffs in the mall are familiar with the emergency evacuation procedure and provide learning experiences for them for a variety of emergency conditions including fire, bomb threats, and building system failures.

## Feedback

The Dubai Mall Management values feedback, comments and suggestions from its retailers. Let us know what you'd like to see in The Dubai Mall Retailer Newsletter and help us make it better for you. Email us at: [retailerenquiry@thedubaimall.com](mailto:retailerenquiry@thedubaimall.com)

## Key contacts

**Retailer Call Centre**  
Tel: 04 366 1555  
Email: [retailerenquiry@thedubaimall.com](mailto:retailerenquiry@thedubaimall.com)  
Fax: 04 362 7566

**Customer Call Centre**  
Tel: 800 382246255 (Dubai Mall)  
Email: [enquiry@thedubaimall.com](mailto:enquiry@thedubaimall.com)

**24hr Security Emergency Hotline**  
Tel: 04 448 5060

If you haven't received The Dubai Mall Retailer Newsletter by email (PDF), please email us at: [retailerenquiry@thedubaimall.com](mailto:retailerenquiry@thedubaimall.com).



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Dear Retailers,

The Dubai Mall continues to grow in popularity. This fact has been underlined by the latest figures from our social networking initiatives. We now have more than 50,000 Facebook members and more than 9,000 followers on Twitter. These increasingly effective digital platforms engage shoppers and visitors, provide them with updates on new happenings and contribute to the success of our high-profile events and promotions. To celebrate having over 50,000 fans on Facebook we are offering our devoted followers a chance to win fabulous prizes, by simply telling us "what they like" about The Dubai Mall. The promotion will run for a month.

In addition, the diversity and scale of retail offerings at The Dubai Mall has further been enhanced by the opening of unique outlets. With even more internationally-acclaimed brands on the horizon, the reputation of our Mall as one of the world's pre-eminent shopping and leisure destinations is assured.

Regards,

**Natalie Bogdanova**  
General Manager,  
The Dubai Mall



## Electronic promotion

### Shoppers are getting connected @ our Electronic Promotion

The upcoming Electronic Festival will have thousands of visitors buzzing with excitement with top-notch items up for grabs throughout the month of May. Shoppers will simply have to spend AED 200 at participating stores for the chance to win a host of exciting prizes. There will also be an online promotion, allowing shoppers to get connected online through our Facebook, Twitter or The Dubai Mall, Downtown Dubai website for details on how to visit any participating electronics outlet and guess the products with red tags to walk away with outstanding prizes.

Our Electronics Promotion is a win-win situation for shoppers!



## Mall Opening Hours

The general mall opening hours will be as follows:

**Sunday to Wednesday: 10:00 to 22:00**

**Thursday to Saturday: 10:00 to 24:00**

For further enquiries, please contact the Retail Relationship Department on: 04 366 1555 or email: [retailerenquiry@thedubaimall.com](mailto:retailerenquiry@thedubaimall.com)

## Dedicated Hotline for Retailers - 04 366 1555

email: [retailerenquiry@thedubaimall.com](mailto:retailerenquiry@thedubaimall.com)

A dedicated Retailer Call Centre is now set up for any queries relating to your tenancy including facilities, marketing, leasing, financial or administrative issues. **Call: 04 366 1555**. Timings are: 9:00am-11:00pm, Sunday to Thursday and 9:00am-1:00am, Fridays and Saturdays.



# Marketing and Events

## Events Calendar

Please visit [www.thedubaimall.com](http://www.thedubaimall.com) for updated events listings, locations & timings.

### May

27th April – 1st May: Ajman University Exhibition, Grand Atrium

1st May - 14th May: Piaget Exhibition, Grand Atrium

5th May – 7th May: Thai Festival, Star Atrium

9th May - 11th May: DMI 2nd Charity Exhibition, Star Atrium

17th April – 23rd April: 2nd Annual Child Abuse Campaign by Dubai Foundation for Women & Children, 1st floor in front of Oysho

### June

20th June – 30th June: Epic Expo – Several locations around the mall,

June: DSS 2011

1st June – 15th June: Dior Exhibition, Grand Atrium

## We Care

about your feedback

- SUGGESTION
- COMPLAINT

## Emaar encourages feedback online

The "We Care" initiative has been created to help Emaar customers pass on their concerns, opinions or suggestions related to any of our services in the easiest way possible.

The portal is now live and can be accessed directly from the homepage of Emaar.com

## Dubai: Live your Heritage

Under the patronage of His Highness Sheikh Majid Bin Mohammed Bin Rashid Al Maktoum, Chairman of Dubai Culture, the Dubai Culture & Arts Authority celebrated the richness of Emirati heritage during the "Dubai: Live Your Heritage," week from 17th to the 21st of April, 2011.

Dubai Culture's Heritage Week activities offered residents and visitors a glimpse into the country's cultural traditions and customs and provided a unique opportunity to learn, experience and behold the myriad facets of Emirati heritage. The Dubai Mall, Downtown Dubai was one of the key venues that showcased activities that provided valuable insights into the history of UAE.



## Bloomingdale's spring/summer bloom

Bloomingdale's-Dubai welcomed the summer last month with blends, dabs, drips, daubs and splashes of color at the launch of cult British beauty brand Illamasqua's Spring/Summer 2011 collection.

The brand's creative Director, Alex Box credits his artistic background for coming up with this collection that is inspired by paint in its various states: mixing on a palette, dancing on a canvas or muting when washing a brush.

Guests clutching Bloomingdale's iconic brown bag covered the shop's signature black and white checkered floor. They experienced the collection's eclectic colors through creative games as they treated themselves to delicious cupcakes.

## "Fatto A Mano" Fendi exhibition

The first in a series of in-store Fendi events that will take place worldwide throughout 2011, was held at The Dubai Mall, Downtown Dubai in the month of March. The show featured live performances by designer Meera Huraiz together with a Fendi artisan. It represented the intertwining of apparent opposites: heritage with future, tradition with experimentation etc.



## Galeries Lafayette brings Paris to Dubai

Parisicious fashion show wows 300 VIPs, fashionistas and connoisseurs

Three bold themes showcased along with fabulous entertainment displays

The 25-minute show, held on March 31st 2011, covered three fabulous themes, with brands ranging from Balmis, Reiss, Karen Millen, Versace, Manoush, Manish Arona, Celyn B., Avant Premiere, Lacoste, Smalto and Baldinini; which featured items from Galeries Lafayette's delectable Spring/Summer 2011 collections.

With the Parisicious fashion show, Galeries Lafayette succeeded to be the region's most stylish department store, bringing a little bit of Paris to the fashion avenues of Dubai, while supremely entertaining show goes in the process.

# Marketing and Events

## EPIC THE SUSTAINABLE LIVING EXPO

## EPIC's journey towards sustenance

Join The Dubai Mall, Downtown Dubai and Sustainable Media Group at EPIC Dubai: The Sustainable Living EXPO to be held at The Dubai Mall, Downtown Dubai from the 22nd of June till the 24th of June, 2011. EPIC Dubai will be the Middle East's first consumer show to exhibit the latest in high quality products and services that are healthier and more sensitive to the environment. This three-day event will inspire a positive change in people's lifestyles by presenting a number of community features, eco-fashions, live cooking demonstrations, music talents and artists. EPIC Dubai will be the one-stop shop for eco-friendly products and services for forward thinking individuals and companies.



## S\*uce sauces it up for 10th anniversary

To celebrate their 10 year anniversary, S\*uce and Art Of Living by Rula Abu Khadra, threw a big party for the Tata Naka twins at S\*uce. One thousand five hundred roses were used to turn this boutique at The Dubai Mall, Downtown Dubai into a fantasy garden. Things got saucy as guests started dancing to vintage English, Arabic and Georgian songs and ate crushed meringues with strawberries and whipped cream, and crushed brownies and trifles.

The twins were celebrating 10 years of success in the fashion industry! And the boutique displayed 10 retrospective pieces from past collections.

# What's New

## Toddler's Package for your Tiny Package @ Dubai Ice Rink

Take your toddler skating on a budget by availing of Dubai Ice Rink's Toddler's Package. For AED 55 only your child will get a public skating session and a helmet. You can also purchase helmets separately for AED 40 each from the Skate Shop - they come in a choice of three colors. This offer is applicable for children under the height of 100 cms.

Terms & Conditions apply.



## The world is a stage for kids this summer at KidZania'

KidZania is launching its first ever Talent Show this month. So let your kids start exploring their talents as auditions will open soon. And the stakes get higher - the finalists will get to perform on stage in the grand finale!

KidZania is also launching The KidZania Summer Camp 2011. It promises to be a fun-filled event with themed workshops that will cover various professions.

For more details please call: 04-4485222 or email: [enquiries@kidzania.ae](mailto:enquiries@kidzania.ae)



## Child abuse campaign

The Dubai Foundation For Women and Children launch their second annual child abuse campaign "Protect my Childhood" at The Dubai Mall from the 17th to the 23rd of April. The aim of this campaign is to stop domestic violence that affects children and families as well as raise awareness in the society. Afra Al Basti, DFWAC Chief Executive Officer, stated "the most important achievement in this area is the partnership with schools and universities to educate social networkers and build a strong relationship with students and parents through ongoing lectures and workshops, with the aim to prevent violence, strengthen family ties, and embrace dialogue." The campaign had some workshops and activities for children as well as had popular cartoon characters from a famous local series "Shaabiyat Al Cartoon".



## Guest Services turns on the style

The new Guest Service uniform has been launched and the previous maroon colour has been replaced with a flamboyant red. They have further enhanced the experience for mall visitors through their fluency in 11 different languages: French, Tagalog, Italian, Malay, Swahili, Arabic, Hindi, Russian, Farsi, Mandarin and Portuguese. The language badges defining the linguistic skills of each Guest Service staff member have been introduced to improve communication with mall visitors.

# What's New



## EZ Taxi Service

On January 2011, EZ Taxi service was introduced on the Ground level for guests' assistance and convenience. The service initially operated on the First and Second level during 2010. There is a fare of AED15 for a trip from one point to another with a maximum duration of 15 minutes. A new car was also launched with more capacity to carry 6 adults + 2 children for the three floors (Ground floor, First floor and Second floor).

Club carts service will not be available on Ground level on Fridays. However, the service will remain in operation on the First and Second level.

TDM guests have two options for requesting the service, either by approaching the information desks, or by contacting them directly on the provided number 055 670 4242.

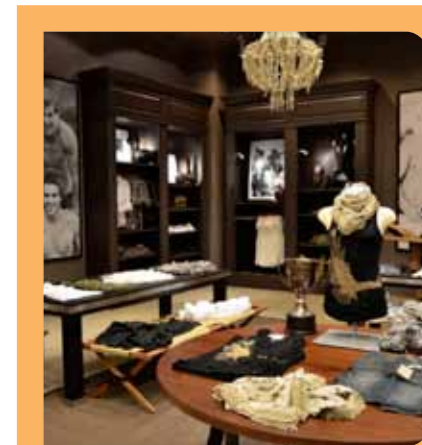


## Trolley Bus

The newest addition to the Emaar portfolio is the Downtown Dubai Trolley Bus which will whisk you around the new heart of the city. Hop on and hop off at any of the Downtown Dubai Trolley Bus stops to experience the best shopping, entertainment, hotels and tourist attractions Dubai has to offer.

With 4 pick-ups per hour at each stop, the bus is a convenient and comfortable way to get around Downtown Dubai.

Operating hours:  
10am to 10pm on weekdays  
10am to 12 midnight on weekends  
Toll Free : 800 DUBAI MALL  
(800 38224 6255)



## Kingsley Heath brings an adventure safari to The Dubai Mall, Downtown Dubai

Kingsley Heath, a modern day supply store with a full range of apparels and accessories for men and women, promises to tell the story of Africa by bringing its scents, colors and textures to its new flagship store in The Dubai Mall, Downtown Dubai.

Kingsley Heath: For people who live life with the spirit of adventure.

# General News

## The Dubai Mall Magazine

The May issue of The Dubai Mall Magazine is once again packed with informative and influential features to help shoppers spend their time and money in the mall.

A showcase for the best products, latest store openings and leading leisure options in The Dubai Mall, Downtown Dubai, this glossy magazine is a must-read for all visitors.

First-time visitors will love the information and the maps which will help them navigate the mall's hundreds of shops and outlets; while repeat visitors will especially appreciate the editorial features and Best Buy sections that will assist them in their spending decisions.

With a focus on fashion, every month the magazine features two fabulous location photo-shoots that showcase the finest high fashions as well as the fast-moving trends from high street. For May, the themes are the '70s disco look and nauticals - for both men and women.

The dedicated Beauty and Accessories sections have luxurious layouts and highlight the best brands and new products that are currently available in store. Elsewhere, all facets of this fantastic shopping and entertainment destination are covered, from superb steaks to must-see movies.

Distributed free of charge from all information desks, as well as hotels and residences in Downtown Dubai, The Dubai Mall Magazine is an essential guide and companion to the city's ultimate lifestyle destination.

For advertising and other queries relating to The Dubai Mall Magazine, please contact the publisher Rob Nicholas on [rob.nicholas@pimedia.com](mailto:rob.nicholas@pimedia.com) or 04-424 3640.

