



MARKET

Dubai is known as the retail hub of the Middle East and is often referred to as a 'shoppers paradise'. Strategically located in the middle of key trading routes, it has become a destination that cannot be missed. The thriving tourism industry has helped establish Dubai as a truly multi-cultural city of international repute and with all of its diverse activities and attributes, it is certainly on everyone's list of places to go.

As one of the largest retail groups in the Middle East, the Rivoli Group has benefited from the consistent growth of Dubai and rest of the United Arab Emirates. As leading luxury retailers, the Rivoli Group primarily caters to the high end prestige market but has fashionable ranges well suited to the consumer looking for a value-for-money proposition as well. With a wide range of watches, writing instruments, luxury communication instruments, fashion, textiles, tableware and accessories, the Rivoli Group represents an exquisite range of international brands.

Comprehensive, global marketing strategies with clearly-defined above-the-line, below-the-line and in-store activities are some of the critical elements the Group uses to market international luxury brands, albeit always adapting those materials to suit the prevailing environment, taking into account culture, traditions, language and the like. The Rivoli Group, as the local representative of prestigious international brands, makes certain that the message they are sending is consistent with the brand's global communications strategies and also take the responsibility to select the most appropriate means of delivering the brand message.

Sophisticated research tools are used to measure customer reactions to elements such as background music, colour schemes, lighting



and attention is paid to minute details such as the temperature of surroundings and height of display cases. The Rivoli Group recognises that residents of this region are well-travelled and that many of the region's visitors are coming from some of the most prominent fashion capitals of the world. Hence each Rivoli store is carefully designed to enhance the feeling of luxury and class and exhibits international standards of service excellence.



ACHIEVEMENTS

Last year, the Rivoli Group was presented the Retail Company of the Year Award by CEO Middle East and Premium Luxury Retailer of the Year by Retail Middle East - forums that recognise the achievements of the region's leading business visionaries across all industry sectors and that celebrate the remarkable talents of the region's strong and fast-growing commercial community. These awards have been added to the growing list of service excellence awards from the Dubai Economic Department and the Dubai Shopping Malls Groups, the innovation awards presented by the Dubai Shopping Festival Committee, the Distinguished Supplier of the Year awards from Dubai Duty Free and many more.

HISTORY

The Rivoli Group is a private company known for its diverse portfolio of international brands and for its vast network of retail outlets across the United Arab Emirates and the lower Gulf States. Since its inception in 1988 the Rivoli Group has been building its strong position in the fast growing retail environment throughout the region. Today the Group has become one of the largest luxury lifestyle retailers in the Middle East and offers a wide range of product categories from watches and writing instruments to fashion, accessories, textiles, tableware, leather goods, gift items and eyewear. The Rivoli Group boasts of a rapidly expanding retail network of nearly 300 stores.

In a recent initiative Dubai International Capital LLC (DIC), the international investment arm of Dubai Holding, acquired a significant stake in the Rivoli Group. The investment supports the luxury retail group's ambitious regional expansion



drive. Similarly, the Swatch Group Ltd., the number one manufacturer of finished watches in the world, has also recently acquired a stake in the Rivoli Group.

PRODUCT

The Rivoli Group operates over 275 stores across the region. It has set new standards of retailing excellence in the region by establishing multi-brand retail concepts and stand-alone boutiques such as:

- Rivoli
- Rivoli Arcade
- Rivoli Gifts
- Rivoli Prestige
- Rivoli Silks
- Rivoli Textiles
- Angels
- Apostrophe
- Blancpain
- Carl F. Bucherer
- Dunhill
- Eden Park
- Glashütte Original
- Glitter
- Hour Choice
- JM Weston
- Kenzo
- Longines
- Montblanc
- Omega
- Swatch
- Table Art
- Younly
- Zenith



The Rivoli Group offers a wide range of product categories from watches and writing instruments to fashion, jewellery, textiles, tableware, accessories, gift items eyewear and more. The organisation currently represents leading international brands in all of these

product categories. By matching these lifestyle brands with impeccable service and exquisite displays the Rivoli Group has set the benchmark for retailing standards in the region.

RECENT DEVELOPMENTS

Rivoli introduced two brand new retail concepts in 2008.

Rivoli Gifts – Gifting has never been easy, especially when you are looking for something exclusive and luxurious for that special someone in your life. It is to cater to this special need that the Rivoli Group has launched their exclusive gifting concept – Rivoli Gifts – at Souk Al Bahar, Downtown, Burj Dubai and at the Grand Hyatt Hotel in Dubai. Top brands, traditional merchandise and limited edition pieces are now available in a single destination for the first time. Rivoli Gifts has introduced some new brands for the first time in Dubai – exclusive leather brands like Pierotucci, Pineider, Isanti and Floto; writing instruments like Marlen, Krone, Delta;

luxury stationery from Rivoaltus, Pineider, Il Papiro; and one of the largest collections of cufflinks across a wide range of styles, prices and brands such as Longmire, Robert Charles, Richard Cammish, Denison Boston, Imooi and the like make Rivoli Gifts a special destination for connoisseurs.

Rivoli Eyezone – Rivoli Eyezone is a premium eyewear store that has been launched by the Rivoli Group. At Rivoli Eyezone shoppers will find the trendiest choices of eyewear from Cartier, Montblanc, Bvlgari, Chopard, Tiffany, Roberto Cavalli, Oakley, Tom Ford, Rayban and many more. Rivoli Eyezone offers consumers a plethora of brands at multiple price points. Whether a consumer is looking for



luxury or wants to pick up a classic or indulge in a fashion or sports brand, Rivoli Eyezone promises to be the prime destination for eyewear shopping. The first store is now open at the Snow World area in Marina Mall, Abu Dhabi.

INVESTMENTS

The Swatch Group, a global watch manufacturer, has announced the acquisition of an important stake in the Rivoli Group, one of the leading lifestyle luxury goods retailers in the GCC region which operates over 275 retail outlets.

This investment serves to further strengthen Rivoli's ties with Swatch Group with whom they have worked alongside over the years. This partnership will enable Rivoli to further expand their retail network and enter new and important markets where the demand for luxury watches remains high. The



strong partnership will support Rivoli's regional expansion strategy including its entry into the Kingdom of Saudi Arabia and India.

Rivoli has also launched into a Corporate Social Responsibility programme in association with Emirates Arthritis Foundation. The foundation has been championing the cause of arthritis since its launch in 2006. The Rivoli Group has identified EAF as the most effective organisation that can make a difference to those suffering from

arthritis. Rivoli also organised an Annual Sale at Al Boom Village to raise funds towards collecting resources for the launch of EAF's screening program for rheumatoid arthritis aimed at 1,000 residents across the UAE.

This initiative is a part of Rivoli's on-going CSR programme. Last year the luxury retailers patronised a special Walkathon in support of arthritis. This year, to further promote this worthy cause, the Rivoli Group has partnered Emirates Arthritis Foundation to support the organisation's noble mission primarily by initiating fundraising activities and creating awareness of this disease which has the potential to physically cripple people of all ages if not detected on time.

PROMOTION

Omega James Bond Campaign – Rivoli is the official retailer for Omega watches so during the release of the latest James Bond movie – Quantum of Solace – Rivoli organised cinema premieres and exclusive showings for special Rivoli customers.

Etihad guest miles with Montblanc – Montblanc, Table Art and the Rivoli Group have tied up with the award-winning loyalty programme of Etihad Airways to offer members of Etihad Guest the chance to earn Miles for every US\$ they spend

at any of the Montblanc or Table Art outlets in UAE and Oman. Etihad members can also redeem their miles on products from Montblanc and Table Art.

BRAND VALUES

The brands and concepts represented by the Rivoli Group share similar core values and visions and are leaders in their category. With a well-established retail network covering the UAE and lower Gulf, and a concrete understanding of the value of an established brand, the Rivoli Group has been able to seamlessly integrate the elite among luxury brands into its portfolio.

The Rivoli 'R' is a badge of excellence, a guarantee of quality, a promise of rewards and an experience beyond compare. It is at the core of everything the organisation stands for as a leading lifestyle retailer in the Middle East. It symbolises passion for what they do and they believe you will see this in their products, their service and their people. At Rivoli, this is known as the 'R' philosophy.

www.rivoligroup.com



Things you didn't know about RIVOLI GROUP

The first Rivoli showroom was on Al Fahidi St and still exists today.

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Superbrands