



**FOR IMMEDIATE RELEASE**

**BROOKS BROTHERS EXPANDS ITS PRESENCE IN THE UAE**

(Dubai – October, 13, 2016): Brooks Brothers, America’s oldest apparel brand and most respected fashion retailer, is expanding its presence in the region with a further store opening on October 12 in one of the leading shopping malls in Dubai, Mall of the Emirates.

Under the Jashanmal Group, the 285 square meter store will showcase both the Men’s and Women’s Mainline and Red Fleece collections and will debut the Fall Winter 16 collection, including ready to wear and shoes for both Men and Women, as well as accessories for Men.

Speaking of the expansion, Luca Gastaldi, CEO of Brooks Brothers EMEA Region, said, “Along with our partner’s Jashanmal Group we are delighted to expand our presence in the UAE to 7 stores with the addition of a fantastic new location in Mall of the Emirates , this will allow us to bring the brand to a much wider audience. The new store opening represents yet another milestone in the history of the brand and plays an important part in achieving our vision to be the premier global lifestyle destination for ladies and gentleman of every generation, and it couldn’t come at a better time. We are sure that our customer’s old and new are going to fall in love with the brand’s winning combination of classic elegance and stylish sophistication.”

Manish Das CEO Corporate Affairs & Franchise Retail, Jashanmal Group said “Brooks Brothers is a key Brand in our portfolio of premium brands and we are confident that our clients in Mall of the Emirates will appreciate the quality, craftsmanship and tradition of this Iconic American Brand and enjoy the elegant and sophisticated shopping experience in our new flagship store”

Located on the Ground Floor, the store will take inspiration from the brand’s nearly 100 year-old flagship store on 346 Madison Avenue in New York City. The furniture is light cherry wood which creates an elegant and stylish ambiance and a truly unique shopping environment in keeping with Brooks Brothers’ heritage.

**Store Information:**

Brooks Brothers  
Mall of Emirates  
Dubai  
Tel: +971 4 340 6789

**Store Hours:**

Sunday-Wednesday 10am – 10pm  
Thursday-Saturday 10am – Midnight

Brooks Brothers is also located in Deira City Centre, Mirdiff City Centre, Dubai Festival City, The Avenues Mall in Kuwait, Yas Mall in Abu Dhabi and Abu Dhabi Mall.

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### **ABOUT BROOKS BROTHERS**

Brooks Brothers was established in 1818 by Henry Sand Brooks. From its humble beginnings in New York City at 116 Cherry Street to its position today as a global purveyor of American style, Brooks Brothers has continued to influence and innovate fashion for nearly two centuries. Brooks Brothers was the first to offer ready-to-wear clothing, introduced seersucker and madras to the American market, and created one of the most enduring and popular items: the iconic button-down collar shirt.

Brooks Brothers is not only a clothing brand, but has become part of the American narrative. The brand has the distinction of outfitting of 39 of the 44 Presidents of the United States. It was a favourite of some of the country's greatest cultural icons such as F. Scott Fitzgerald, Clark Gable, Andy Warhol and Katherine Hepburn. The company continues to dress many of today's leading celebrities as well as collaborating on costumes for TV and cinema's biggest productions such as the Emmy winning drama Mad Men and most recently partnering with costume designer Catherine Martin to create all of the menswear for Baz Lurhman's The Great Gatsby, which won the Oscar in February 2014 for Best Costume Design. In June 2014, Brooks Brothers signed Zac Posen as Creative Director for the retailer's signature Women's Collection and Accessories. Zac Posen's first women's collection will debut in Spring 2016 and will be available worldwide.

### **ABOUT JASHANMAL GROUP**

Jashanmal Group, founded in 1919, is one of the Middle East's oldest and most respected companies. It is an active conglomerate with multi-channel activities across the GCC (excluding Saudi Arabia), with its headquarters in the UAE. The Group's activities include Retail, Distribution, Duty Free, Print Media, Logistics Services and Joint Ventures. Jashanmal's Retail portfolio includes several leading international brands in luxury, fashion, home, books & lifestyle categories and operates over 150 stores in various formats from kiosks to boutiques to department stores. Some of the brands, we are associated with are Salvatore Ferragamo, Bally, Porsche Design, L.K. Bennett, Brooks Brothers, Kate Spade, Stuart Weitzman, Clarks, Calvin Klein Underwear, T.M. Lewin, Adrianna Papell, Christofle, Swatch, Kipling and many more. Jashanmal Retail also has its own chain of Jashanmal Home Stores & Jashanmal Book Stores, which in itself is a renowned household brand name in the region.

The Group's extensive Distribution & Wholesale business supplies over 2,400 retailers across segments from Duty Free to Mass Market to Mid-Market and High-end Retail. The Distribution portfolio contains international leading brands such as Kenwood, Delonghi, Maytag, Hoover, Rimowa, Delsey, Victorinox, Russell Hobbs, George Foreman, Murphy Richards, Salter, Cross, Elizabeth Arden, Armand Basi, Aigner, Davidoff and many more.

We supply many of the Brands we represent to leading Duty Free operators in the region. The Group is also a leading distributor of domestic and international English and European language newspapers and magazines in UAE and Bahrain, with a network that delivers to over 300 points of sale every day, operating on a 24 hours basis.

The Group operates its Logistics Services through a Joint Venture with OCS Japan, which is part of All Nippon Airlines. The Group was amongst the first to roll out the Joint Venture concept in the GCC. We currently have Joint Ventures with brands like Burberry, Christian Dior, Coty and others. Jashanmal Group is a family of over 2500 employees.

[www.jashanmalgroup.com](http://www.jashanmalgroup.com)

For more information, please contact:

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