



COVER STORY

Creating World-Class Retail Destinations



AL KHAILE AVENUE

NAKHEEL IS ONE OF THE WORLD'S LEADING DEVELOPERS AND A MAJOR CONTRIBUTOR TO REALISING THE VISION OF DUBAI FOR THE 21ST CENTURY: CREATING A WORLD CLASS DESTINATION FOR LIVING, BUSINESS AND TOURISM.

Nakheel was appointed in 2001 to deliver Palm Jumeirah, in line with the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai – a new, engineering masterpiece that would double the coastline of Dubai and provide a new destination for living, tourism and

entertainment.

Using world-class designers and engineers, Nakheel began to create what is now one of the most famous, sought-after landmark destinations in the world. Five years later, in 2006, Nakheel had successfully delivered Palm Jumeirah, now a thriving community and a globally-recognised icon that is home to more than 30,000 people

and ten world-class resorts, with more on the way.

Today, the award-winning Palm Jumeirah is one of the world's most sought-after destinations for living, leisure and tourism, and one of a growing range of projects by Nakheel that have set new standards in design and engineering, and helped to put Dubai firmly on the world map.

The developer, whose current projects in Dubai span 15,000 hectares and provide homes for more than 270,000 people, continues to deliver new, iconic projects across the emirate, including master developments, residential units and retail and hospitality projects that will further enhance Dubai's position as a world-class hub for investment and an increasingly popular business, retail, residential and tourism centre.

Retail expansion

Dubai is a growing hub for retail and leisure, with the UAE's retail market worth more than €48bn this year – a seven per cent rise on 2015 – according to Euromonitor International.

Retail expansion is key to Nakheel's current and future business strategy and the company is almost quadrupling its current retail offering to 15 million square feet of leasable space to become the Middle East's biggest retail developer.

The company already has four million square feet in operation at its flagship



DEIRA MALL



NAKHEEL MALL

Ibn Battuta Mall, the recently expanded Dragon Mart mall and hotel complex and the newly-opened Golden Mile Galleria on Palm Jumeirah, which together have over 4,400 outlets. Another ten new projects, worth €3.7bn in construction costs, are on the pipeline, adding another 11 million square feet of leasable space. The projects, which will add another 7,500 stores and are at various stages of design and construction, include large-scale destination malls, souk-style complex and neighbourhood centres located at Nakheel's residential communities throughout Dubai.

Among them are Nakheel Mall and The Pointe on Palm Jumeirah; Deira Mall and Deira Islands Night Souk at the new Deira Islands coastal city; The Circle Mall at Jumeirah Village Circle; Al Khail Avenue at Jumeirah Village Triangle; Warsan Souk at Warsan Village; two major extensions to Ibn Battuta Mall and even more expansion – including more retail space, a second hotel and over 1,000

apartments – at Dragon Mart, which will be renamed Dragon City to reflect new mixed-use offering.

Al Khail Avenue

Covering two million square feet, Al Khail Avenue is a key development in Nakheel's growing retail portfolio.

An exciting new retail, dining and entertainment hub for hundreds of thousands of nearby residents and a new attraction for Dubai's residents and tourists, Al Khail Avenue is conveniently located at the crossroads of two of Dubai's most travelled and expanding highways: Sheikh Mohammed Bin Zayed Road and Al Khail Road.

The striking facade of the mall will feature a modern geometric design and an eye-catching giant display panel above the entrance, as well as an inspiring central glass atrium letting in plenty of natural light from above. With 1.5 million square feet leasable space across 350 outlets, Al Khail Avenue will incorporate an appealing

mix of department stores, speciality shops and convenience shopping and facilities.

Al Khail Avenue will feature some of the biggest names in retail, thanks to partnerships Al Tayer Group and The Landmark Group, two of the region's largest retail and hospitality groups. Among them are Home Centre, Centrepunkt, Emax, New Look, Reiss, Fun City, Shoexpress, SportsOne and Candelite, Gap, Mamas & Papas, Armani Exchange, Banana Republic, Areej, Magnolia Bakery, Caffè Nero and Ocean Basket. The mall will also feature a 14-screen movie complex from Reel Cinemas, and high-end British supermarket chain, Waitrose, is also on board.

Al Khail Avenue will offer a diverse range of restaurants and cafés, too, with al fresco dining available at the outdoor promenade on the first floor. There will also be a five level car park with spaces for 4,400 cars.

www.nakheel.com

IBN BATTUTA MALL EXPANSION

