

Ikea '08 catalogue targets 650,000 UAE homes

Ikea launched its 2008 catalogue by effecting a mass distribution to residents across the UAE.

The Swedish furniture retailer, for the third consecutive year, appointed Blue Truck to deliver the Ikea catalogue door-to-door with the aim of reaching 650,000 households by mid September 2007.

The 284-page catalogue, with new ideas and products, provides a visual overview of Ikea's product range that is available in the stores at Dubai Festival City and Marina Mall in Abu Dhabi.

Residents in Dubai, Abu Dhabi and the Northern Emirates can now plan ahead for the next year reliant on the Ikea tradition of offering affordable and well-designed furniture which is great value for money.

"Each year Ikea offers new furnishing ideas and inspiration at fixed low prices. The Ikea 2008 catalogue showcases



IKEA 2008 Catalogue

new cost-effective solutions for the whole home from the bedroom, the kitchen to the living room and office, even outside areas," says Tarja Arvela - Yilmaz, marketing manager, Ikea UAE.

"I'm confident the new catalogue will inspire Ikea patrons to re-furnish and decorate, particularly as the new Stockholm product range debuts for the first time here in the UAE," says Arvela - Yilmaz

She says the Stockholm collection is based on the concept of offering premium products at extremely competitive prices. "A new direction for the brand, the collection comprises of linens, velvets and mohair adorned table lamps, cushions, throws and chairs while oak veneer TV benches and lacquered glass vases add to the sense of luxury at an affordable price."

Complete kitchens and complete bedrooms remain a strong business focus for 2008 with the catalogue highlighting a wide product range that can be explored further within the in-store room sets. The Dubai stores features over 50 room sets, whilst Abu Dhabi showcases more than 30 room sets.

Ikea is a member of the Al-Futtaim Group and currently has only two outlets in the UAE, one at Dubai Festival City and the second at Marina Mall in Abu Dhabi.

The Extreme Café opens at Times Square



Extreme Cafe: wave-style seating

Retailcorp, the retail arm of Nakheel, and UK-based Extreme Group, opened the first Ex Freshies – The Extreme

Café in Times Square Dubai, followed shortly with outlets in Mega Mall, Sharjah and Dubai Outlet Mall.

Ex Freshies – The Extreme Café is aimed at attracting sport-loving fans to a café experience that fits their lifestyle. The café claims to offer a fresher and healthier option – from 'DJ Crepe' – flippin' fresh crepes to fresh fruit juices to smoothies.

"The Ex Freshies – The Extreme Café brand values are reflected in every aspect of the café and specially in the design embodying a progressive and funky attitude throughout. such as the wave-style seating

booths and the funky menu concepts, all of which ooze adventure," says Al Gosling, CEO of Extreme Group.

"Our vision is to create a place where consumers want to hang out – a cool alternative to overwhelmingly corporate cafés in malls and high streets around the world," he says.

"Extreme Sports in the UAE is a relatively new experience although the market is growing. We are excited to be launching the concept throughout the region. Our research indicates that people are ready for a fresh alternative," says Marvin B Shaire, CEO of Retailcorp.

Retail BRIEFS

SouqExtra chain to open next year

The Lootah Group will roll out its chain of super-centres under the brand 'SouqExtra!' at four locations in Dubai in the third quarter of next year at a cost of \$54.5 million. The outlets will be located at Ewan Residences, Al Barsha, Al Quoz and Al Muhaisnah. This will be followed by outlets in Ras Al Khaimah, Al Ain, Abu Dhabi and Sharjah.

Home Centre opens new store

Home Centre has opened its 10th store in the UAE. The new 65,000 sqft store, located in Sahara Centre in Sharjah, is designed along the lines of its flagship store in the Mall of the Emirates to provide a complete home experience. The store covers a wide range of furniture styles, catering to every taste and need.

Oman autumn trade fair

Autumn Trade Fair, Oman's largest shopping festival was held from September 20-29 at the Oman International Exhibition Centre. Over 300 exhibitors, including leading companies from Oman participated alongside overseas exhibitors from China, Canada, India, Pakistan, Thailand, Singapore, Egypt, UAE, Syria, Kuwait, KSA and Lebanon.

Prawn Co for Sea Food Expo

National Prawn Co is set to debut at Sea Food Expo 2007, which will be held from October 29-31 at the Crowne Plaza Hotel, Dubai. The hatchery, farm and processing facility located south of Jeddah, KSA, was built at a cost of \$350 million, and was established in a bid to tap into the booming global seafood market.