



bYSI®

A New Woman Every Day





mavi

Editor's LETTER



MARGOT ROBBIE - PAGE 28

Here's to yet another issue bursting – overflowing, even - with exciting, head-turning and most importantly, page-turning fashion.

In this issue we obsess with Margot Robbie, our cover girl. The Oscar nominated actress and her phenomenal style that only seems to get better with time.

With a handful of nominations and accolades under her belt, Margot Robbie also add “red carpet pro” to her long list of achievements.

And speaking of style, there are lots of other surprises in store for this issue. Check out some best L'Oréal's hair treatments for every hair concerns.

We also take you through the most stylish and the most talked-about trends from the Summer 2020 collections, as well as mesmerize over one of our all-time favourite trends - Millennial Pink! (Your bank accounts won't thank us, but your wardrobes sure will!).

Let's get started....

Dubai Duty Free

Win a luxury car



**Entries for "Finest Surprise" at Dubai Duty Free
or online www.dubaidutyfree.com**



Full of surprises.

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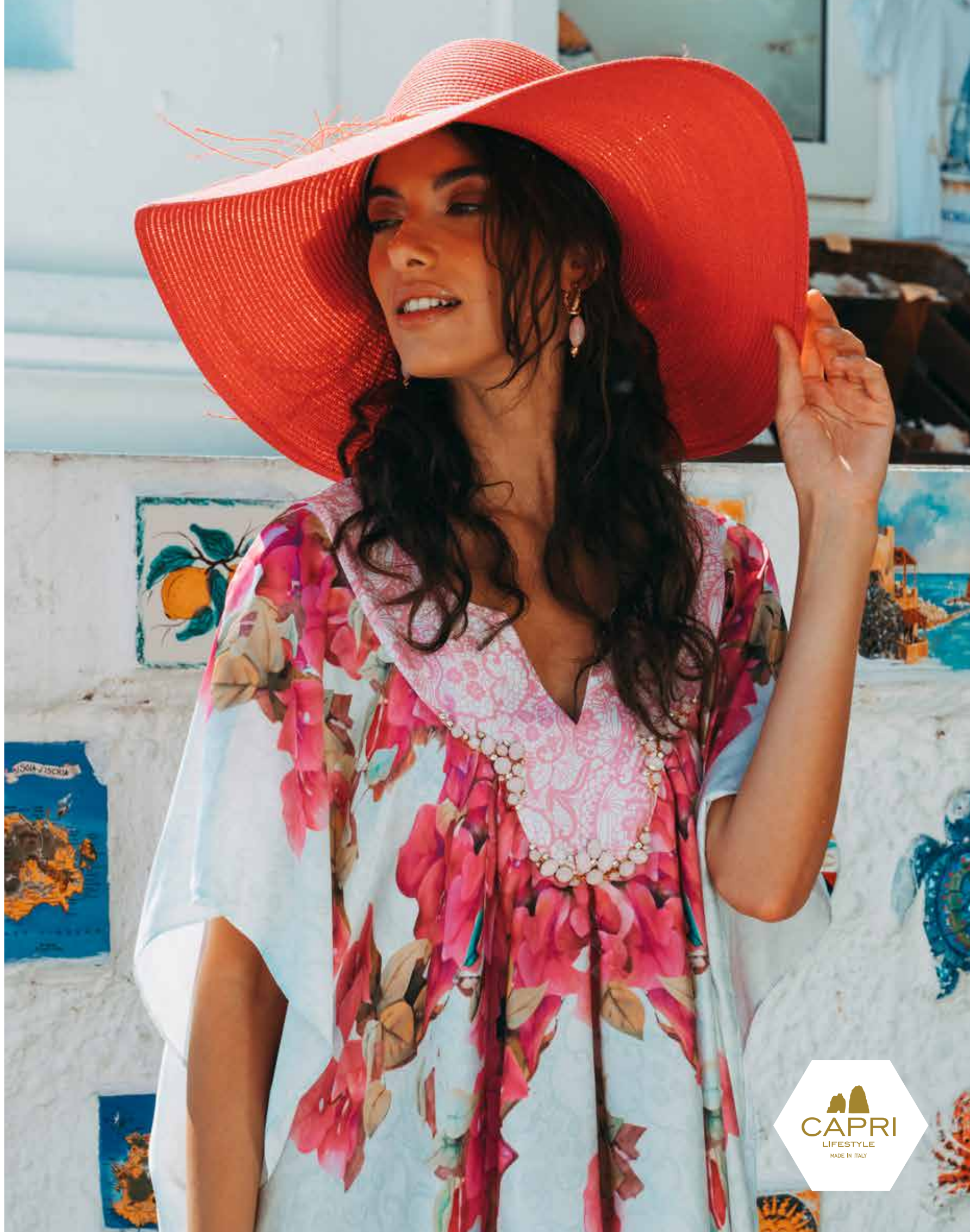
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MILLENNIAL PINK

Trend to try

You've probably heard of the word "Millennial" being thrown around more and more over the past few years, but nothing has taken the world by storm more so than the "Millennial pink" colour. Okay, the fashion world at the very least, but that's the world we live in, is it not? Millennial pink has dominated the catwalks for many seasons now, and fortunately comes in various different hues of pink, which means there's a shade out there for everyone. From regal rose gold to pretty pastel pinks, Millennial

pink is a dreamy fashion trend that shows no signs of going away any time soon. And we're pretty excited about it, because this edit alone proves just how mesmerising Millennial pink really can be. Whether you add just one simple piece to your outfit or go the whole hog and dress head to toe in it, the fashion world is applauding your well informed decision with pride and more than likely a little jealousy. Take a look at some of our favourite pieces available for you to shop right now.

OSCAR DE LA RENTA

Cluster bead earrings

Known for his grandiose sense of cut and construction, de la Renta celebrates the female form by creating pieces that women adore to wear. These glossy shocking pink cluster bead earrings feature a clip on fastening, gold-tone hardware and a beaded strand design. These earrings come as a pair.



DOLCE & GABBANA

Sheer floral lace blouse

What beauty is, I know not, though it adheres to many things. Albrecht Durer, you wise man. That can be applied to this fuchsia pink cotton blend sheer floral lace blouse from Dolce & Gabbana for sure. Be smitten. Featuring a scalloped neck, short sleeves, a concealed rear zip fastening and a scalloped hem.

GUCCI

Cropped straight trousers

The Gucci collection is the pinnacle of Italian craftsmanship and attention to detail as seen in these cropped straight trousers, crafted from a pink blend of silk and wool. Featuring a waistband with belt loops, a front button fastening, a straight leg and a cropped length.



OSCAR DE LA RENTA

Draped front gown

Founding his eponymous fashion label in 1965, world renowned fashion designer Oscar de la Renta worked under esteemed couturier Cristóbal Balenciaga. His designs are best known for their delicate embroidery and elegant femininity. This shocking pink draped front gown is crafted from silk and features a strapless design, a concealed rear zip fastening, a flared style and a long length.

VALENTINO

Valentino Garavani Rockstud Spike crossbody bag

Stay in touch with your girly side thanks to this pink leather Valentino Garavani crossbody bag. Signature Rockstud Spike embellishments add a tough edge. Show them not to mess with you. Featuring Rockstud embellishments, a quilted effect, a chain shoulder strap, a flat top handle, a foldover top with flip-lock closure, gold-tone hardware, an internal slip pocket and an internal logo patch.



VERSACE

Floral lace triangle bralette

Forget diamonds. This fuchsia floral lace triangle bralette from Versace is the best friend every girl wants and needs. Cheers to the beginning of a beautiful friendship. Featuring a floral lace pattern, a stretch fit, a triangle style, a triple hook & eye fastening and a Medusa and Greek Key print elastic band.

JENNIFER BEHR

Tori headband

Disguise a not so great hair day with this pretty in pink silk Tori headband from Jennifer Behr that helps keep your hair in place as well as topping off your look with a bright finish.

Featuring a slip-on style.



Nicholas Kirkwood

Monstera Leaf-Embellished Satin Sandals

The striking crystal-embellished leaf motifs are a mainstay of Nicholas Kirkwood's nature-inspired Monstera line. This particular pair is crafted from lustrous satin with slender straps, the brooch-style accents and signature sculpted heels. A must-have in the evening selection, these will pair perfectly with elegant gowns and after-dark dresses.

FENDI

Monogram print scarf

Fendi are famous for their delicate foulards and outfit-accenting scarves. Constructed from beautifully smooth and lustrous silk-wool blend in an empowering fuchsia hue, this chic scarf from the SS18 collection is decorated with the label's signature monogram motif - distinctive yet discreet - and frayed edges adding a more casual, relaxed edge.



VALENTINO

VLOGO buckle belt

We're all about statement accessories this season. Valentino's hot pink VLOGO belt is just what we're after. What a 'belter'. Featuring an adjustable fit.

The latest Shimmer Fashion trend

SEQUINS

& SPARKLE

As the season changes, everything needs a bit of updating..... so redefine your wardrobes!! The solution? Easy styling switch-ups that feel at once fresh and new, yet comfortable with the all-new Collection. Get a head start on the new season trends with our edit of the newest pieces of designer shoes and bags from all your favourite brands.

DOLCE & GABBANA



Brown Leopard-Print Sequin-Embellished Dress.

If the occasion calls for a shimmering embellished dress, turn to Dolce & Gabbana's eye-catching piece. The sheath dress is designed with unmistakable leopard-effect sequins embroidered onto stretch tulle and features long sleeves for modesty. Channel the brand's playful glamour by wearing with gold heels.



BALMAIN



Zebra-stripes sequined dress

Rihanna said, "Shine bright like a diamond". And it's not that we don't agree with her, a girl should always shine. But you will also shine bright in this emerald-green silk zebra-stripes sequined dress from Balmain at any party you attend to. "So shine bright tonight". Featuring a round neck, long sleeves, zipped cuffs, a back zip fastening, a short length, embossed silver-tone buttons to the shoulder and black zebra stripes.



FAITH CONNEXION



Rainbow print dress

Multicoloured rainbow print dress from Faith Connexion featuring a turtle neck, long sleeves, a fitted silhouette and a short length.



TWIN-SET

Sequin embellished dress

Multicoloured sequin embellished dress from Twin-Set featuring a v-neck, three-quarter length sleeves and a short length



GIAMBATTISTA VALLI



Sequinned lace underlay mini dress

The night is still young and full of opportunity so shimmer and shine in this black sequinned lace underlay mini dress from Giambattista Valli. Featuring a ruched design, a front slit, a short length, a back zip fastening, long sleeves and a straight hem.



LOREAL

Best Hair Treatments for Every Hair Care Concern



Regardless of what hair type you have, one thing's for certain: How you care for it plays an important role in how your hair looks. That being said, if you're only using shampoo and conditioner, there could be a crucial step missing in your routine: we're talking about hair treatments—everything from hair masks and serums to oils and butters that you can use to

help transform the look and health of your mane. One of the best things about hair treatments is that you can find one for every hair concern. There are dry hair treatments, damaged hair treatments, hair smoothing treatments, and everything in between. Keep reading to learn about our best hair treatments for every hair type and concern.



Extraordinary Oil-In-Cream

L'Oréal Paris Extraordinary Oil-In-Cream leave-in hair treatment hydrates and nourishes to transform dry, lifeless hair to soft and lustrous in just one wash* Hair is sumptuously soft, lightweight and brilliantly shiny in just one wash with our Extraordinary Oil system.



EVERPURE

Repair & Defend Shampoo

EverPure Repair & Defend Shampoo with Goji makes hair 3X stronger as it defends against damage and daily color aggressors. UV rays, water and heat styling can sensitize hair and affect your color. Color-treated hair requires special care. Our shampoo is especially gentle on color.

Extraordinary Oil Shampoo

L'Oréal Paris Extraordinary Oil Shampoo hydrates and nourishes to transform dry, lifeless hair to soft and lustrous in just one wash with our Expert Extraordinary hair oil system. Hair is sumptuously soft, lightweight, and brilliantly shiny. For best results, use L'Oréal Paris Extraordinary Oil shampoo and conditioner together.



Dream Lengths No Haircut Cream Leave In Conditioner

Long hair goals? Save that last inch. Strengthen hair's length and help seal split ends. Formulated with a blend of castor oil and vitamins B3 and B5, Dream Lengths strengthens long hair and helps seals split ends.





Color Vibrancy Repair and Protect Balm

L'Oreal Paris Color Vibrancy Intensive Post-Color Repair Mask is both powerful and luxurious. This intensive post-color repair hair treatment smooths and protects hair color and is specially formulated for dry, damaged hair and color treated hair to repair visible damage from processing in 1 use.



8 Second Wonder Water Lamellar Hair Treatment

Elvive 8 Second Wonder Water Lamellar rinse-out liquid treatment is 8 seconds to silkier, shinier, healthier looking hair. Visibly transforms hair from the 1st use.

Frizz Finish Oil-In-Serum

Humidity and Frizz Control. Weightless Shine. Argan and Flower Oils. Smooths.



Total Repair 5 Protein Recharge Treatment

Leave-in treatment for damaged hair with Almond plus Protein Elixirs For Strengthened Hair.



Extraordinary Oil Curls Re-Nourish Mask

For dry, curly hair. System renourishes, redefines curls in 1 wash*. Rehydrates, restores, & reinfuses bounce.



Stylish & Fashionable Frames from ELIE SAAB Eyewear!



Lebanese designer Elie Saab is famous for his outstanding haute-couture work and at the same time it's the first haute couture brand to enter the eyewear market in the growing atelier segment. Garnering a following amongst celebrities and royalty all over the world, Elie Saab's evening dresses have earned the Lebanese designer exclusive membership to

the Chambre Syndicale, as one of the few officially ordained haute couture labels in the world. Bringing characteristic opulence to ready-to-wear, designs merge Western silhouettes with a Middle Eastern flair for ornamentation and embellishment. Discover floor-sweeping gowns, long pleated maxi skirts, printed cami tops and embellished sunglasses.

Authentic Elie Saab Gold Sunglasses

Consisting of sophisticated sunwear styles, the collection conveys the refined DNA of the Elie Saab brand with lightness, elegance and luxury. Shapes include classic aviators, squares and round styles that are all paired with Zeiss lenses, as well as an anti-reflective Gold ET treatment that enhances each frame with unique tones that are inspired by the shades of the house creations.



CHAINED

The timeless Chaine styles feature fine twisted wire detailing, elevating the classic round and square frames. Plated in gold or palladium, they are lightweight and uniquely understated, with the gold square style



Oversized cat-eye sunglasses

Havana brown oversized cat-eye sunglasses from Elie Saab featuring a tortoiseshell effect, an oversized fit, cat eye frames, gradient lenses, a straight bridge and straight arms with angled tips. This item comes with a protective case.



DIAMANT

Echoing the most elaborate creations, the Diamant sunglasses are adorned with a glittering net of Swarovski crystals in varying sizes. This detail is influenced by the unique embroideries on haute couture gowns, where each and every gem is carefully placed by skilled artisans.



Structured Sunglasses

Black structured sunglasses from Elie Saab featuring gold-tone hardware, tinted lenses and geometric frames. This item comes with a protective case.



Style crushing on...

MARGOT *robbie*

We don't want this to sound like we are late to the party – but we love Margot Robbie. Can we just take a few moments to silently obsess over the Australian actress who has captured the hearts of the film and fashion world? We've actually always loved Margot Robbie – yes, long before she played the seductive wife of Leonardo DiCaprio in *Wolf of Wall Street* and even before her *Neighbours* days, she starred in several independent movies and really stood out from the crowd. She then starred as the controversial figure skater Tonya Harding in the biopic *I, Tonya*, before portraying actress Sharon Tate in Quentin Tarantino's *Once Upon a Time... in Hollywood* and earning a supporting Oscar nod for her role in *Bombshell*. We knew that she had something special from the moment she made her big and small screen debuts all those years ago. However, our love and appreciation for the actress has been reignited lately, and that's largely due to the awards-season buzz surrounding her latest film. Our Margot Robbie re-obsession has come following the world's fascination with the biopic *I, Tonya*, where she portrays the role of controversial American figure skater Tonya Harding. There's been widespread buzz around

Margot Robbie since it was announced she would be taking on the role over a year ago, so much so that she has even bagged herself a handful of nominations for stepping into Harding's infamous shoes. Or more accurately, skates. From learning to figure skate to getting inside Tonya Harding's head to really get the best out of the role and do it justice, it's no wonder that Margot has received nominations for everything from the Golden Globes to the BAFTAs. And of course the most coveted accolade of all – the Oscar for 'Best Actress in a Leading Role'. But whether Margot Robbie walks home with an Academy Award or not, she will forever be a winner in our eyes. Her red carpet style, along with her effortless grace and beauty, not to mention the flawless way she handles herself in the public eye, are all worthy of the biggest, shiniest accolades in the world. If looking at Margot Robbie's red carpet history is anything to go by, this Awards Season looks like it might be one of the most exciting yet. Let's take a look at some of her most jaw-dropping red carpet looks of the past few years. She's definitely made our job of narrowing them down to just a handful very stressful.



■ *At the 2020 Oscars in Vintage Chanel Haute Couture*

Robbie's 2020 Oscars appearance was amazing she looked stunning in Chanel Spring 1994 Haute Couture. The vintage romance of this look with the fairytale-princess sleeves adds some creativity— and it's refreshing to see an actress pull from the archives. The stunning gown featured a pearl-adorned pendant placed front and center and two detached sleeves.



■ *At the 2020 BAFTAs in Chanel Haute Couture*

It was a big night for Margot Robbie, as the actress had dual nominations in the Supporting Actress category for 'Bombshell' and 'Once Upon A Time... in Hollywood' at the 2020 BAFTAs. The actress wore a long silk chiffon black dress from the Spring-Summer 2020 Haute Couture collection with a lace pelerine collar. This peplum gown gave her an elegant look.



■ *At the 2020 SAGS Awards in Chanel*

Margot Robbie looked every inch the Hollywood siren at the 26th SAG Awards. She stunned in a plaid two-piece gown by Chanel and also accessorised with two Chanel necklaces. She received a nomination for outstanding performance by a female actor in a Supporting Role.



■ *At the 2020 Golden Globe Awards in Chanel*

The Bombshell' actress was nominated at the 2020 Golden Globe Awards, her Chanel Fall 2019 Haute Couture was a bit more reserved. As we expected her to wear a Chanel design — the multi-hued sequin bodice boldly contrasted with the pristine white skirt to chic effect. She paired the same with Aquazzura 'Evita Plateau' sandals, a Chanel handbag and Chanel Fine Jewelry completed the quieter, effortless mood.



■ *At the 'Once Upon a Time In Hollywood' Cannes Film Festival Premiere in Chanel*

With her blonde hair and pale complexion, it could have been quite easy for Margot Robbie to look washed out as she hit the red carpet for the premiere of her film, 'Once Upon A Time In Hollywood'. It was no surprise to see Robbie in Chanel on the red carpet. Her look – black sequinned pants paired with a pale pink baby-doll top adorned with a bow and a rose – was giving a stunning look.



■ *At the 2019 BAFTAs in Chanel Haute Couture*

The Australian actress nominated for best supporting actress for her role in "Mary, Queen of Scots", Margot Robbie again opted for a Chanel design. It likely will not surprise us to see her in the Chanel Spring 2019 Haute Couture with Jimmy Choo sandals. As usual she was looking amazing and dazzling.

■ *At the 2019 SAG Awards in Chanel*

The House ambassador wore an embroidered white and gold silk crêpe dress from the Paris-New York 2018/19 Métiers d'art collection at the Screen Actors Guild Awards. She was relatively minimalist, donning simple Chanel costume earrings, yellow-gold rings and simple beach-wave hair.



■ *At the 2018 Oscars in Chanel*

Margot Robbie stunned at the 90th Academy Awards in a white Chanel Haute Couture dress made by Karl Lagerfeld. We loved the look and the embellished lace floral detail of the off-the-shoulder swag adding a delicate femininity to the statuesque, column gown.

FASHION

report

Straight From the Runway

Check out exclusive runway photos of the Summer 2020 Haute Couture, and enjoy the latest collections from top fashion designers of the world.

Once again, the biggest designers in the world from Reem Acra to Givenchy debuted their most spectacular Haute Couture pieces, leaving us awe-struck, enchanted,

and most of all, inspired. There were quite a few firsts at this year's Haute Couture Fashion Week too. Our exclusive coverage is your front-row seat to the latest fashion shows around the world. Let's take a look at some of our highlights from one of the biggest weeks on the fashion calendar...

Zuhair Murad

Zuhair Murad pays homage to Egyptian queens who left a mark on history by their beauty and power. Using a hallowed vocabulary, each piece is elevated into an exploration of timeless elegance tinted with magic. The collar is bedecked with scintillating breastplates, each delicately bejeweled, that illuminate the face and neckline. The sheath dresses, which run through the collection like a golden thread, are

suspended by straps, delicately knotted at the shoulders and structured by a marked waist. As a reverence to the Sun God, evenings gowns are adorned with capes, with incandescent gilding and crystals, for a sensuous yet architectural effect. The sun pleats come in vermilion or pitch black, bedecked by a majestic trail and cutouts at the chest and the back.





Elie SAAB

Saab's new Couture explored imperial volumes within the collection using signature touches that remain true to the Maison. Elie Saab is no minimalist; you won't find practical daywear options in his Couture

collections. While almost every look was cinched in true Saab style, the acres of fabric – cut to perfection around the female form – hid as much as it revealed.





GIVENCHY

Gardens as metaphors. Signposts and signals for lives lived, friendships nurtured, seasons passed. From the walled 'rooms' of Sissinghurst to the orchards of Monk's House and Hubert de Givenchy's Clos

Fiorentina, Clare Waight Keller considers gardens as a tapestry of time and circumstance – a timeless reprise for the Givenchy Haute Couture Summer 2020 collection.



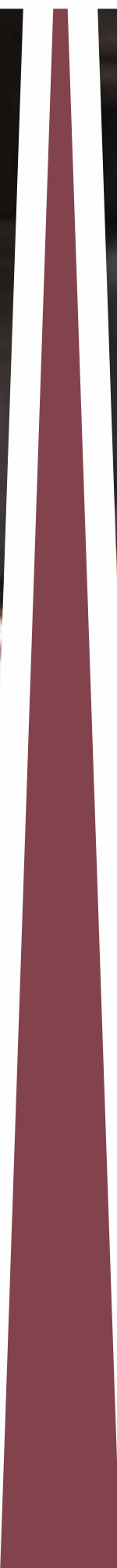


RAMIKADI

The collection is a thorough exploration of the Flower in all incarnations possible. As such, it is an endeavor to emancipate it from its conventional associations with prettiness and delicacy, and to look into the possibilities of frivolity, mischief, and audacity that lie at the heart of the Flower; hence the amalgam of botanical shapes that the

collection features. The Temple of Flora highlights novel techniques of handcrafting such as hand-painted plastic leaves, laser-cut techniques and 3D-knitted iridescent sequins with ombré of feathers inspired from the depth of flowers' petals.







REEMACRA

The 'Free Spirit' Collection takes the road less traveled, and incorporates evening wear looks inspired by rare treasures from another time. Reminiscent of wandering nomads and desert dwellers of the

past, the collection reveals a world of free spirit elegance interpreted for the modern woman.







Oscar de la Renta

Inspired by Johann Wolfgang Von Goethe's 1797 poem 'the sorcerer's apprentice,' this season, co-creative directors, Fernando Ggarcia and Laura Kim, assume their apprenticeship roles in the Oscar de la Renta atelier. The duo spin extraordinary dresses and gowns from silk taffetas, draped beading, and the finest couture fabrics from the 1960s—now

new again—in a magical fashion. The early looks conjured getaway vibes with their ultrashort hemlines or generous caftan proportions. For Fall, they emphasized their tailoring; here, jackets played only a supporting role, topping a barely there wrapped chiffon minidress or a lace top and silk moiré party shorts set



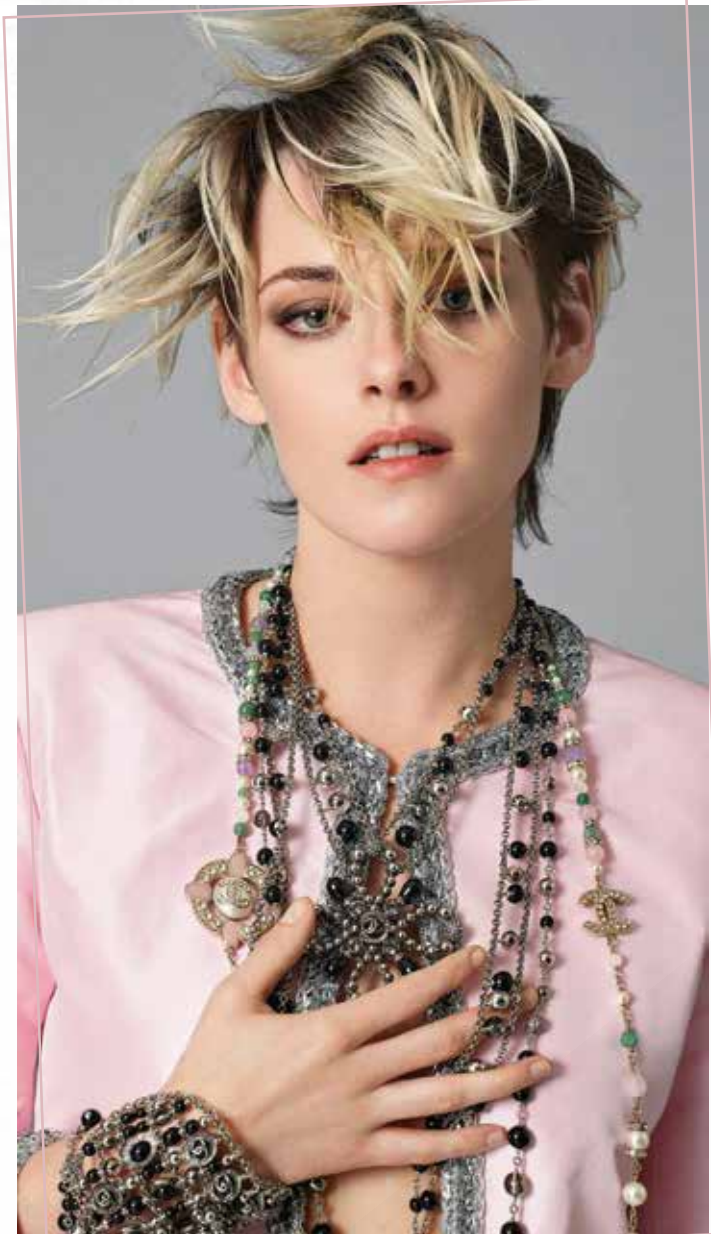


CONTRASTING TONES

2020 Collection

CHANEL

Layered Jewelry



There are few fashion designs that are more iconic than a Chanel skirt-suit. That is, until Kristen Stewart added a rather unexpected spin on the sartorial staple. It highlights the collection's lightness. House ambassador Kristen Stewart encapsulates the natural grace of a cinematographic

heroine in a series of photographs by Jean-Baptiste Mondino. Kristen Stewart was a favorite of Karl Lagerfeld's. And it seems she's become a muse of Chanel's new creative lead, Virginie Viard, as well. Check out the embellished blazers accessorized with layered jewelry.

ACCUMULATION PLAY



MULTIPLE CHAINS



DUBAI DUTY FREE

DONATES AED 7 MILLION TO THE FUND OF THE UAE: HOMELAND OF HUMANITY CAMPAIGN



Dubai Duty Free, through its own Foundation, has donated AED7 million to “The Fund of the UAE: Homeland of Humanity” Campaign to support the UAE’s efforts to combat the COVID-19 outbreak.

In collaboration with the Ministry of Health and Prevention (MOHAP) and through the Emirates Red Crescent, the donation will be used to buy medical supplies needed to safeguard the health and safety of the UAE’s citizens, residents and visitors against COVID-19. Commenting on the donation, Dubai Duty Free’s Executive Vice Chairman & CEO, Colm McLoughlin said: “At a recent board meeting of the Dubai Duty Free Foundation we agreed to make an “in kind” donation of Dhs7 million to support medical supplies needed as the result of the COVID-19 situation. This donation has been made with the approval of H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free.”

“We are very keen to support the huge effort that the UAE Government is making to ensure that everyone is kept safe and well. Through our Foundation we want to support this effort in any way that we can during this challenging time,” added McLoughlin. The Emirates Red Crescent appreciated the cooperation and contribution made by Dubai Duty Free.



The Dubai Duty Free Foundation has worked with Emirates Red Crescent on several of its campaigns in recent years including the Ramadan Campaign (2013), which aimed to provide clothing to one million needy children around the world, the UAE Water Aid Campaign (2014), aimed at providing clean drinking water for 5 million people in 61 countries and the UAE Compassion Campaign (2015), which aimed to provide winter aid for one million refugees and people in the Levant countries.

The Dubai Duty Free Foundation was established in 2004 under the patronage of H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free. To-date the Dubai Duty Free Foundation has supported 44 local and 55 overseas charities.

SINEAD EL SIBAI

RECEIVES WOMEN LEADER IN SPORTS EXCELLENCE AWARD



At the Global Women Leaders Conference, which was held in conjunction with the International Women’s Day, Dubai Duty Free’s Senior Vice President – Marketing, Sinead El Sibai was presented with the “Women Leader in Sports Excellence Award” in the 21st Middle East Women Leaders Excellence Awards held on 8th March at Roda Al Murooj Downtown.

Sinead was recognized for her role in sports management within the Marketing Department at Dubai Duty Free, including her involvement in the successful Dubai Duty Free Tennis Championships, which is owned and organized by Dubai Duty Free, as well as overseas sponsorships such as the Dubai Duty Free Irish Open and the major horse racing events both in the UK and Ireland.

Commenting on her award, Dubai Duty Free Executive Vice Chairman & CEO Colm McLoughlin said: “Congratulations to Sinead for this achievement which is another reflection of the hard

work and efforts of the team at Dubai Duty Free. Dubai Duty Free is committed to developing the talents of all of our female employees and we are delighted that one of our senior executives was recognized in this way on International Women’s Day.”

The awarding ceremony saw a total of 19 awards presented to women executives by H.E. Dena Assaf, United Nations Resident Coordinator and H.E Dr. Rashid Alleem, Chairman of Sharjah Electricity and Water Authority.

The conference, which was organized by Datamatix, was attended by the top women leaders from different sectors of society including those from government and business organizations, leaders and entrepreneurs and those who have brought changes and contribute to the building of modern standards of excellence in regional and global leadership, in developing the future of the region, according to the standards of global competitiveness.

SALAH TAHLAK

Dubai Duty Free Executive Vice-President for Corporate Services in an exclusive interview with First Avenue.

“DUBAI DUTY FREE SALES RISE TO MORE THAN \$ 2 BILLION IN 2019 SPORTS EVENTS SPONSORSHIP IS A GOOD WAY TO REACH THE LARGEST AUDIENCE”, SALAH TAHLAK TOLD FIRST AVENUE DURING AN INTERVIEW.



The beginning of the Dubai Duty free more than 36 years ago, there were 100 employees and your sales volume was around US\$20 million. How many employees are working now and what remains of the founding first generation?

We now have 6,100 staff working for us and out of the original 100 staff called ‘Pioneers’, we still have 24 of them in active service, which is a great achievement. This of course includes our Executive Vice Chairman & CEO, Colm McLoughlin, who has been at the helm of Dubai Duty Free from the very beginning. During the past 36 year Colm has been behind the growth of our company which grew in terms of turnover from US\$20 million to in excess of US\$2 billion in 2019.

Dubai Duty Free received more than 700 awards attesting to the great success achieved in the retail field at Dubai International

Airport. What is the reason for this success? What are the advantages of Dubai Duty Free that made it gain the confidence of the consumer / traveler?

There are a number of factors behind the growth of Dubai Duty Free, which is the largest single retail operation in a single airport. Firstly, the support that we get from the Government of Dubai, and in particular from H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free has played a large part in our success. We have been given great freedom and encouragement to grow our business from day one.

Our core objectives have remained the same; to provide world class customer service, to provide a wide range of quality products, to offer value for money, all within a customer-focused environment. We also continued with our significant investment in development and expansion of our retail space and retail offers.

We have also continued to work closely with our suppliers and partners on innovative promotions and innovations that we think will serve our customers well and will increase sales.

And I think that we also have the greatest team of staff in the world, who are well trained, motivated and that reflects positively on our business.

We noticed the strong duty free presence through electronic shopping, how successful has this experiment been?

E-commerce has been a game changer and one that we embraced a number of years ago, mainly as a convenience for our customers who can order online and pick up when they travel. Last year we undertook a multi-million-dollar investment in upgrading and enhancing the online offer, which last year accounted for AED 78.02 million of our business. This has enhanced the e-commerce customer experience as well as adding functionality and implementing processes both in-store and online. Dubai Duty Free has also launched a major digital marketing initiative as part of its ‘Road to 3 billion dollars’

project, investing in both people and technology to increase its digital marketing to its customers and to improve its customer engagement and customer service. We are very excited about this development process.

It is interesting to note that the presence of employees in all locations in addition to the great diversity in terms of nationalities, what is the secret of this diversity and the benefit that it brings to the market?

Dubai Duty Free currently employs 6,100 staff of 46 different nationalities. Our customers come from all over the world, so we believe it is very important that our employee mix, especially those working on the shop floor is reflected in the passengers mix. For example when we started having Chinese passengers, we started to recruit from China and this has been very successful, we currently have over 800 Chinese employees.

Alongside this professional excellence, Dubai Duty Free has managed to sponsor many major sporting tournaments. What will this sponsorship look like in the future, will it expand or will it remain as it is now?

From early on we had identified sports sponsorship as a good way of reaching a wide target audience, and one that can generally be measured quite well. We look to invest around 2.5 per cent of our turnover spend on Marketing, which includes sports sponsorship. Sport is a good thing way of promoting our brand to a global audience, as well as generating a feel good factor with spectators. The Dubai Duty Free Tennis Championships 2020 for example, featured the top players in the world, and we had over 82,000 spectators at the DDF Tennis Stadium over the two weeks. It is a fantastic tournament and much loved by fans. Importantly, the TV coverage of the tournament is shown around the world and last year generated Media coverage valued at US\$1.3 billion, which we expect to be surpassed this year when we receive the reports.



we cannot be everywhere, and we have to turn things down in order to consolidate our existing sponsorship. We are happy with our current sponsorship portfolio which is a busy one and we have a lot going on at any given time.

What impact does the festival and sporting events have on the retail sector in general and in particular the Dubai Shopping Festival?

Festival and sporting events remain a contributor of Dubai’s economic and tourism aims, attracting millions of people here and as a result, many of these travel through Dubai International Airport and Al Maktoum International Airport and shop at Dubai Duty Free. The Dubai Shopping Festival, which attracts so many visitors to Dubai during the beginning of the year, plays an important role in driving the retail sector across the board. For Dubai Duty Free, the additional visitors mean that we have an opportunity to increase the spend per head of those travellers and to convert flyers into buyers. Our job is to ensure that we sell to around 50 per cent of all travellers, so with the increase in passengers, our sales should increase, and this is the case.

Extending the Dubai Duty Free sponsorship to the famous Ireland Derby Horse Racing Festival, what addition does such sponsorship provide?



Dubai Duty Free extended its sponsorship of the Dubai Duty Free Irish Derby for a further two years. In addition, we have agreed to sponsor five additional races which will all benefit from significant increases in prize money.

Total prize money of Dubai Duty Free Irish Derby Day on Saturday, 27 June is increased from €2m in 2019 to €2.25m for 2020. In 2021 all races will increase to a minimum value of €100,000.

Dubai Duty Free has succeeded in creating fruitful and long-term cooperative relations with Newbury Racecourse, and has become the main sponsor of one of its most important races, the Spring Trials Meeting, which is attended by Her Majesty the Queen. What are the signs of your presence in this historically rich racecourse?

Dubai Duty Free regularly flies the red and yellow flag overseas in the UK for a two-day race meeting in April and September at the historical Newbury Racecourse.

Newbury is of particular significance, as it was here that Dubai Duty Free's involvement in the British racing scene began, with sponsorship of the Fred Darling Stakes in April since 1996.

Due to the current situation however, the Dubai Duty Free Stakes in April will not now take place, but we expect to be back in Newbury in September.

Dubai International Tennis has become one of the most prestigious international tournaments, and now the International Basketball Championship has been added, what is your vision and the promotional benefits that such big tournaments bring?

Anything we do, we measure it: the mentions, the media coverage, the TV time. We did a report on the Dubai Duty Free Tennis Championships we hold in Dubai and last year it generated an estimated US\$1.3 billion worth of TV exposure for Dubai of which US\$445 million is for the Dubai Duty Free brand alone. The tournament which this year celebrated its 20th anniversary of the WTA week and the 28th running of the ATP week was another remarkable

success. We have been a sponsor of the Dubai International Basketball Championship since its inception 31 years ago and we are happy to continue with our association in the tournament as one of the competing team sponsors.

Mr. Salah Tahlak, you are the Tournament Director of this year's edition of the Dubai Duty Free Tennis Championship, so what is your opinion on the level of competition and in terms of mass attendance and international viewership?

Once again tennis fans in Dubai had a wonderful two weeks of competition between the very best players in the world. With such strong competition the final outcome is impossible to predict, and the only certainty is that the fortnight produced many dramatic upsets and edge-of-the-seat battles as everyone fights for the right to be crowned the champion.

This has been the most competitive weeks in the history of the Dubai Duty Free Tennis Championships, with both champions having to save match point during the week before claiming their title. The ladies champion, Simona Halep, had to save a match point in her opening match against Ons Jabeur, and Novak Djokovic had to save three match points against Gael Monfils in the semi-finals.

It was wonderful to see not only Simona Halep celebrate the 20th anniversary of the WTA event here by winning her second Dubai title, but also one of the most exciting new players to emerge on the WTA Tour, Elena Rybakina who was her runner-up. While we congratulate Novak Djokovic on achieving an incredible 79th career title and his fifth victory in Dubai, and Stefanos Tsitsipas on once again reaching the final.

It continues to promote Dubai as a sporting destination of choice worldwide and attracts fans from around the world. The event also has a massive global audience with coverage across Europe, Asia, Africa, Australasia and the Americas. Now we look forward to an equally exciting tournament in 2021.



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