

**Press Release:**

## Homes r Us hits eight with latest mega-store

*The furniture brand brings it trendy and classic home fashions to its recently inaugurated eighth UAE store at Hamriya, Hor Al Anz*

**June 22, 2010:** Homes r Us, one of the fastest growing home furniture and furnishings brand in the Middle East, has recently unveiled its eighth store at Union Coop, Hamriya Shopping Centre, Hor Al Anz. The duplex store offers fresh concepts and a wide spread stylish collection of home furniture, furnishings and décor.

On the successful launch of the latest Homes r Us store, Mr. Viraf Raimalwala, COO, Homes r Us said, “We are delighted to open our eighth mega-store in the UAE. We are extremely happy and privileged to have a partnership with Union coop which is a leading name in hypermarkets in UAE. Hamriya Shopping Centre is a prime location considering its proximity to Deira as well as the fast developing area of Al Nahda, Mamzar & Ghusais. Located on Abu Hail Road and 2 minutes from the Galadari Junction on Ettihad Road, the store is easily accessible. The Homes r Us store at Hamriya Shopping Centre is our fourth store in Dubai and eighth in the UAE. We are excited and positive about our further expansion in the near future.”

“Our association with Union Coop is also a point of accomplishment. Union Coop is synonymous with the Dubai growth story and we are happy to share this synergy with them. We invite all our customers to visit our latest store and experience the magic of shopping with ever-growing inspiring home decorating ideas,” Mr. Raimalwala added.

The store offers a wide-ranging assortment of stylishly crafted, top quality ensembles and accessories that blend functionality and fashionable living. Homes r Us is popular for their chic designs that are a mélange of the classic and the contemporary.

Since the launch of its first outlet in 2003, Homes r Us has now become the fastest growing home furniture and furnishings brand in the Middle East. In fact, the brand has become so much a part of homemakers' lives across the region that it is perhaps the first thought that occurs to them when they think of 'home'.

**Think Home, Think Homes r Us**

## About Homes r Us

Established in 2003, Homes r Us is a complete source for home furniture, furnishings and lifestyle offerings, blending functionality and fashionable living. New collections and styles grace the store on a regular basis, thus ensuring that each visit to the store is an exciting and refreshing experience.

Finding a place in the hearts and homes of people, Homes r Us has impressive showrooms in the Middle East - UAE, Qatar and Bahrain (known as The Home Store). The fastest growing home furniture and furnishings brand in the Middle East, Homes r Us is a brand that's synonymous with quality and elegance.

### Homes r Us Showrooms in the UAE:

- Dubai
  - Mazaya Centre, Sheikh Zayed Road, Tel: 04 3213444
  - Arabian Center, Al Khawaneej Road - Mirdiff, Tel: 04 2845736
  - Hamriya, Union Coop, Hor Al Anz, Tel: 04 2698030
- Abu Dhabi - Madinat Zayed Gold Centre, Tel: 02 6312020
- Sharjah - Al Qasimia Street, Tel: 06 5671678
- Al Ain
  - Near Jebel R/A, Abu Dhabi-Al Ain Road, Tel: 03 7559770
  - Bawadi Mall, Tel: 03 7840494
- Fujairah - Mohd. Bin Mattar Road, Tel: 09 2242893

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