

Press Release

## Homes r Us opens its ninth store in the UAE

*The furniture brand launches its latest store located at the Ibn Battuta Mall in Dubai*

**Dubai, October 3, 2010:** Homes r Us, one of the fastest growing home furniture and furnishings brand in the Middle East, adds to its kitty its latest store in the UAE. The furniture brand today launched its ninth store located at the Ibn Battuta Mall in Dubai. The prestigious new Homes r Us store was inaugurated by Mr. Ali Rashid Ahmed Lootah, Chairman of Nakheel PJSC, in the presence of senior management of Lals Group and Nakheel.

The Homes r Us store at Ibn Battuta Mall is all set to be one of the flagship stores at the mall. Located at the India Court, it will have access both from inside the mall and outside where there is ample parking space close to the entrance. Ibn Battuta Mall is also served by a Dubai Metro station just outside, which makes it very convenient for customers from all over Dubai to visit the place.

Commenting on the new store, Mr. Viraf Raimalwala, COO, Homes r Us, said, “We are happy to announce the opening of our store at the Ibn Battuta Mall which is a prestigious and landmark mall located on Sheikh Zayed Road. This store is our ninth in the UAE, marking a major milestone in our expansion strategy for the region. Driven by our highly popular product offering and affordable pricing, we have been able to expand rapidly and make our presence felt everywhere. This is our fourth store in Dubai and is aimed at meeting the rising demand for our products in the Emirate.”

“With this latest addition, we now have two stores on Sheikh Zayed Road, one at each end, catering to a wide cross section of customers who live in the surrounding areas. The new store will cater to customers from both Dubai and Abu Dhabi, especially to those residing in the new developments on both sides of Sheikh Zayed Road and Jebel Ali areas,” he further added.

With clearly segregated departments for each part of home furnishing, Homes r Us aims to offer an easy and delightful shopping experience with every visit. The brand has established a strong presence in the UAE as a one-stop-shop for every home interior need.

The new Homes r Us store will house a wide-ranging collection of modern and eclectic home interior furnishings to suit every lifestyle need. Housed in a modern, purpose-built store with the latest modular Italian fittings, the store will cater to the varied needs of the modern-day homemaker. There will be a vast collection of sofa sets and bedroom sets in ethnic, classic and modern designs to suit the tastes of the multi-faceted populace of Dubai.

Apart from high quality furniture, Homes r Us also provides a wide range of home accessories, from elegant lamps to artistic rugs, fine bed and bath linen and classy dinner sets. Enough to fulfill the dream of any aspiring homemaker!

With an extensive assortment of stylishly crafted, top quality ensembles and accessories, Homes r Us offers the perfect blend of functionality and fashionable living. The brand is popular for its chic designs that are a mélange of the classic and the contemporary.

Since the launch of its first outlet in 2003, Homes r Us soon established itself as one of the leading 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 name that occurs to them when they think of home furnishing.

## **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
  - Ibn Battuta Mall, Tel: 04 4469820
  - Mazaya Centre, Sheikh Zayed Road, Tel: 04 3213444
  - Arabian Center, Al Khawaneej Road - Mirdiff, Tel: 04 2845736
  - Hamriya Shopping Centre, 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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