

## **Rivoli Group opens second J.M. Weston store at Dubai Mall**

*JM Weston brand, opening its second branch at Dubai Mall.*

**Oct. 20, 2009** - [PRLog](#) -- Rivoli Group opens second J.M. Weston store at Dubai Mall

Rivoli Group opens the second store for J.M. Weston at Dubai Mall

Dubai, 19th October, 2009: Further to the opening of the region's first J.M. Weston store leading luxury lifestyle retailer, the Rivoli Group, unveiled the second store for J.M. Weston at Dubai Mall.

In 2007, the leading luxury footwear for men J.M. Weston made its first mark in the region with Rivoli opening the brand's first boutique in Dubai Festival City. Expanding its network in UAE the second boutique is now open at Dubai Mall, the world's largest shopping centre.

Commenting on the new store, Mr. Ramesh Prabhakar, Managing Partner, The Rivoli Group, said: "When we first introduced JM Weston to the UAE, we knew there was a market for the luxury footwear with a rich heritage. The interest in the brand from both residents and tourists in the region have exceeded our expectations and J.M. Weston's second store will cater to the growing number of customers."

Founded by Edouard Blanchard in 1891 in the Limoges Factory in France, J.M. Weston has today become the benchmark in luxury footwear for men. A creator of emblematic style in the image of the loafer, J M Weston maintains a craft tradition. All their shoes are handmade and its specific know-how offers a unique choice of several designs by renowned designer Michel Perry.

The J.M. Weston boutique is designed in the same architectural spirit as the flagship store located in the Champs Elysées, Paris. The sober and contemporary design, alternating wood, leather and aluminium, reproduces the cosy atmosphere of Parisian J.M. Weston shops. The elegant environment, mixing wood and contemporary materials, is a testament to J.M. Weston's traditional and modern spirit.

The latest store from J.M. Weston, located at the first floor Waterfront Atrium, Dubai Mall, showcases classic footwear styles like the Golf or Moccasin, as well as the new contemporary styles from the Beaubourg, Savile, Aston, Conti or Supple Fit line, designed by Michel Perry. The warmly-coloured spacious environment places seats at the centre, enabling customers to breathe in the spirit of J.M. Weston collections.

Alongside the shoes, a full collection of small leather goods, created with as much care as the shoes, is available, like belts, wallets, card and document holders. A recently-launched line of briefcases and document carriers completes the display.

### **About The Rivoli Group**

Since 1988, The Rivoli Group has been building its strong position in the fast growing retail environment in the UAE and the lower Gulf states. The Group has become one of the largest importers and retailers of luxury brands in the Middle East and offers a wide range of product categories from watches and writing instruments to menswear, accessories, gift items and eyewear.

The Rivoli Group represents brands such as Blancpain, Glashütte Original, Omega, Montblanc, Longines, JM Weston, Carl F. Bucherer, Kenzo, Vertu and more. The Rivoli Group operates over 300 stores

throughout the GCC.

For further information, please contact:

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