



## **MODA Mall, the luxury shopping destination, Partakes in ‘Shop Bahrain’**

**Manama, 4 February 2017:** MODA Mall, the luxury shopping destination located at Bahrain World Trade Center, has recently announced its participation in the third edition of Bahrain Shopping Festival ‘Shop Bahrain’ – the largest event in the Kingdom.

This partnership corresponds with the arrival of latest Spring/Summer 2017 collection now available at MODA Mall’s high-end international retail brands, enabling shoppers spending BD 10 or more to enter in ‘Shop Bahrain’ electronic loyalty system. Shoppers will also get the chance to enter the weekly raffle draws to win one of the 12 cars or receive a ‘Scratch and Win’ card when spending BD 50 or more at MODA Mall as one of the participating malls of Shop Bahrain.

In-line with its participation in ‘Shop Bahrain’, MODA Mall is hosting a number of activities at the mall’s Fashion Court. Shoppers visiting the Mall on February 3<sup>rd</sup> will be treated to a live piano performance at 4PM and will enjoy the violin rhythms at 6PM in a beautiful spring garden setting as part of its activation for Shop Bahrain. Shoppers will have another day of entertainment with a repertoire of classical and popular songs on the 4<sup>th</sup> of February at 2PM with the pianist Nasser Zaiman and the violinist Ahmed Abdulsattar at 5PM.

Earlier in the month, MODA Mall hosted the well-known social media influencer Fouz Al Fahad, who shared her make-up tips and tricks in a workshop with the attendees.

Commenting on the participation, Kelvin Crutchlow, Director of Asset Services - Middle East and General Manager of BWTC and MODA Mall stated: “It gives us a great pleasure to partake in the new edition of this nationwide initiative ‘Shop Bahrain’ that aims to energize the tourism sector

in the Kingdom. Our participation comes in-line with our strategy to enrich the shoppers experience and provide them with chances of winning valuable prizes.”

The Director of ‘Shop Bahrain’, Mr. Yousef Al Khan added: “We are delighted to have MODA Mall on-board in this year as its considered as a prominent fashion and shopping destination in the Kingdom and the region. This partnership will also showcase Bahrain’s modern lifestyle to shoppers from the Kingdom and abroad as well as provide them with the opportunity to enjoy the Festival’s exciting activities and win valuable prizes.”

The third edition of ‘Shop Bahrain’ is a 30-day celebration running until the 18<sup>th</sup> February 2017 and aims to energize the tourism and retail sectors through a variety of activities, events, and awards including 25,000 instant prizes in addition to the airline tickets, and weekly raffles including 12 cars. Shoppers and visitors can learn more about "Shop Bahrain" through the website: [www.shopbahrain.com](http://www.shopbahrain.com) or through the account @shopbahrain on the social networking channels Facebook, Twitter, Instagram and YouTube. The Festival organizers have also launched a dedicated whatsapp channel on 38999111.

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**About “Shop Bahrain”:**

The third-edition of the Bahrain Shopping Festival “Shop Bahrain” focuses on stimulating the retail and tourism sector in a 30-day celebration of family-fun activities, events, and shopping experiences. This nationwide festival offers a unique fun-filled shopping experience that attracts visitors from Bahrain and the neighboring countries. Shop Bahrain is co-organized by Bahrain Tourism and Exhibitions Authority and Tamkeen and is held in partnership with stakeholders from the public and private sectors.