



Press Release

For Immediate Release

MODA MALL  مودا مول

MODA Mall and Shop Bahrain come together to make a fashion statement

Celebrates famous words by famous fashion designers with the Light Box art installation

Manama, January 2018: As part of the 4th edition of 'Shop Bahrain' Festival - the largest event in the Kingdom, MODA Mall, Bahrain's luxury shopping destination located in the iconic Bahrain World Trade Center, is hosting a unique fashion-themed installation featuring inspiring words of wisdom from the world of fashion, destined to always stay in vogue.

The new 'Light Box' fashion installation, hosted in the Jewellery Court of MODA Mall, articulates the power of style and fashion through famous words of some of the greatest international fashion designers of all times. The installation that is on display until the 10th of February 2018 will be a perfect setting for fashion enthusiasts and visitors of the mall to capture photos of their favourite fashion statements.

As part of the activation, MODA Mall shoppers will receive 3 points for every BD1 spent against receipts totaling BD10 or more across all outlets. The points will be registered within the Shop Bahrain loyalty system allowing shoppers to enter the Festival's raffle draws for an opportunity to win fabulous prizes.

Moreover, the mall will also be hosting an event with the regional social media influencer, Hala Abdulla (The Hala) on Wednesday the 31st of January from 6pm to 8pm, where she will be discussing the latest fashion trends with Bahrain TV presenter and fashion icon, Nayla Janahi. Hala will be creating three different looks focusing on the latest trends by putting together a casual, work, and formal outfit.

Furthermore, a series of videos will be posted featuring the well-known TV personality, Noor Al Shaikh, where she will highlight this season's latest trends in fashion and jewellery.

The Bahrain Shopping Festival 'Shop Bahrain' aims to stimulate the tourism, retail and food sectors and aims to showcase the Kingdom as an accessible and welcoming destination to families in the Gulf region, offering a unique shopping experience with delicious food, valuable prizes, 20 cars and more than 80,000 instant prizes.

Other participating malls in the Festival, are also hosting a range of entertaining activities that cater to all ages and interests, including live shows, exhibitions and exciting games.

Shoppers and visitors can learn more about 'Shop Bahrain' through the official website: 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 +973 33480480.

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