

Press release
Chalhoub Group

The Chalhoub Group partners with the French luxury brand BARBARA BUI strengthening its presence in the regional fashion sector

The Chalhoub Group has signed a regional representation agreement with the French fashion house BARBARA BUI. The partnership entails representation of the high prestige collections "Barbara Bui" and "Bui", as well as accessories – bags and shoes - in the Middle East.

"We are very excited about developing BARBARA BUI in the Middle East. The fashion market is growing and we are confident that the BARBARA BUI's offer is in perfect harmony with the needs of the market and the consumers' aspirations" commented Patrick Chalhoub, CO Chief Executive Officer of the Chalhoub Group.

"Thanks to its perfect knowledge of the markets and consumers, the Chalhoub Group will help BARBARA BUI to expand in this very high potential region" said William HALIMI, CEO of BARBARA BUI.

"With Barbara Bui's contemporary and elegant offer in fashion and accessories and the Chalhoub Group's 50 years of experience and knowledge of this region, this is an excellent opportunity for us to work together" added Patrick Chalhoub.

The BARBARA BUI group

Created in 1983, the Parisian luxury house BARBARA BUI captivates with a pure and sharp style for the contemporary and refined woman.

With a constant search of a modern couture style, the BARBARA BUI lines of ready-to-wear and accessories have positioned BARBARA BUI as a leading brand internationally, both at the creative and commercial level. BARBARA BUI collections are sold in flagship stores in Paris, Milan, New York and Moscow and through a network of select multi-brand points of sale worldwide.

In 2006, the BARBARA BUI Group posted turnover of €28.5 million, up by 25%.

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The Chalhoub Group

The Chalhoub Group is a leading retail, distribution and marketing powerhouse for renowned brands in the beauty, fashion and gift sectors. A regional group, based in Dubai with development platforms in Kuwait, Saudi Arabia, Egypt, Qatar, Bahrain and Syria, the Chalhoub Group represents some of the finest international brands in the region.

Today, with a coverage in 13 countries and expansion to neighboring territories, as well as a portfolio of more than 200 luxury brands and the management of over 200 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group.

For more information contact:

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