



PAULE KA

Press release
Paris, January 15th 2008

**CHALHOUB GROUP SIGNS AN EXCLUSIVE PARTNERSHIP
WITH PAULE KA COVERING THE MIDDLE EAST**

The Chalhoub Group, a leading distributor and representative of luxury brands, will represent the brand Paule Ka in the Middle East. This regional agreement will take effect beginning with the distribution of the Spring Summer 2008 collection by designer Serge Cajfinger.

Paule Ka will consolidate its presence from March 2008, when it opens its first boutique in Kuwait.

Patrick Chalhoub, joint Chief Executive Officer of the Chalhoub Group, commented: *"While ensuring our brand partners remain market leaders, we keep a close eye on local and international trends. Paule Ka is a perfect fit in terms of the needs of our markets and the aspirations of our customers. We strive to satisfy our increasingly cosmopolitan customers who demand standards parallel to fashion capitals such as New York, London and Paris."*

In the last two years, the Chalhoub Group's Fashion retail business has grown by 50%. We are therefore delighted to develop Paule Ka in the Middle East".

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 operations in 14 countries, the Group represents some of the finest international brands in the region including names such as Paul Smith, Barbara Bui, Christian Lacroix, Kenzo, Nina Ricci amongst many others.

Bolstered by its in-depth understanding of markets and consumers, the Chalhoub Group develops strategies tailored to each sector, guaranteeing real growth for all brands, both locally and regionally. With over 4000 people worldwide, the Group's success is driven by highly experienced professionals imbued with a sense of quality and luxury. Backed by Paule Ka, the Chalhoub Group continues to expand its portfolio of fashion brands.

“Our customers, who are constantly on the lookout for designer brands, are eagerly looking forward to Paule Ka, with its unique style, refined details, range of dynamic colours, and feminine, subtle cuts...” adds Patrick Chalhoub.

About Paule Ka...

For the last 20 years, Serge Cajfinger has been creating clothes symbolizing a life shared between two geographical extremes, Porto Alegre Brazil and Paris France.

He is inspired by this subtle blend of influences. As an admirer of Jackie Kennedy, Audrey Hepburn and Grace Kelly, Serge Cajfinger has always preferred the simplicity of forms. He imagines dreamy Parisian women in a timeless style exuding subtle elegance. By mixing discrete luxury with refined details in his creations, he imbues all his collections with a resolutely contemporary style.

Every Paule Ka collection reveals this simple, elegant and never-ending style from the sole of the shoe, via the dress to the hat. Season after season, pure and modern cuts are combined with outstanding materials, always with a touch of sensuality. In Brazil they say his creations have *bossa*, the twist that makes the difference, a rich style typical of Paule Ka, which turns women into ambassadors of fashion Paris-style.

From its very beginnings, the company has built an international reputation and goes from success to success. Backed by its 18 branded boutiques in Paris, London, Brussels, Hong Kong and Tokyo, 26 shop-in-shops and over 280 multi-brand stores in 40 countries, Paule Ka pursues its policy to grow throughout the world.

The number of retail outlets distributing the brand has tripled in 3 years and the flagship store in the heart of Paris, rue Saint Honoré, has just celebrated its first anniversary.

Serge Cajfinger, PAULE KA chairman, explains: *“Having boosted our distribution, particularly in Europe, our goal was to grow in the Middle East. To help us meet this goal, teaming up with Chalhoub Group, a leading player in the region, was a natural step for us. Their expertise, appreciation of the brands and innovation represent a real opportunity for PAULE KA and will ensure top quality distribution in the Middle East. After Harvey Nichols Dubai, we plan to open 2 boutiques in Kuwait and Saudi Arabia in 2008. We are looking forward to working together...”*

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Paule Ka

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