



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 and external consulting services in Kuwait, Saudi Arabia, Egypt, Qatar, Bahrain, Lebanon and Syria, the Chalhoub Group represents some of the finest international brands in the region.

Today, with coverage in 14 countries and expansion to neighboring territories, as well as a portfolio of more than 200 luxury brands and the management of over 300 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group

The Chalhoub Group's Gift of Giving Campaign supports the UAE Red Crescent school bag project

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As part of its Corporate Social Responsibility Program, the Chalhoub Group launched its employee giving program entitled "Gift of Giving", where employees contributed school supplies for children in need across the region. A total of 1500 care packs were gathered through the campaign from employees based in Saudi Arabia, Qatar, Bahrain and UAE. In the UAE, the Chalhoub Group partnered with the UAE Red Crescent Society to support their school bag program which will benefit 800 children.

"We are very pleased to partner with the UAE Red Crescent in promoting education for young children with this gesture of offering them school supplies to support their development. One of our primary goals in terms of CSR is employee engagement and therefore we are thrilled that so many of our employees participated in this campaign by taking the time to create these care packs of school supplies for the children" commented Patrick Chalhoub, CO-CEO of the Chalhoub Group.

"The Red Crescent Society of the UAE, appreciate and thank the Chalhoub Group for their generous human initiative of the collection and distribution of these bags to orphans and students. We extend our greatest joy from these children, who have small dreams but high hopes and expectations for the future. The Chalhoub Group has been internationally recognised for their great services and outstanding cooperation and support for their human work" added Mr. Zarooni, Manager of the UAE Red Crescent.

The Chalhoub Group also organized a workshop entitled "Dreams" at the Dubai Community Theatre and Arts Centre encouraging children to express their dreams and ambitions through drawings. The workshop was facilitated by START, a UAE based charitable program which believes that every child has the right to excellence in education and that the visual arts play a vital role in children's development.

"One of our main objectives at START is to encourage the private sector to take an active role in Corporate Social Responsibility and we are thrilled that the Chalhoub Group had approached us to collaborate with them in this workshop for children from the UAE Red Crescent. This event reflects the lively spirit of START and our dream of reaching children who can really benefit from enjoyable, creative time with our volunteers" said Sonia Brewin the director of START.

"The workshop was not only an excellent opportunity for our employees to volunteer and spend some time with the children, but also to bring together partners such as the Red Crescent, START and DUCTAC towards a common purpose of education and art. We believe that it is through this partnership approach with those that are closest to the community that we can have an impact", added Patrick Chalhoub.