

**PATRICK CHALHOUB SPEAKS AT THE 'INTERNATIONAL HERALD TRIBUNE'
SUSTAINABLE LUXURY CONFERENCE 2009 IN NEW DELHI**

Dubai / New Delhi, 29 March 2009 – Patrick Chalhoub, joint-CEO of the Chalhoub Group, a leading distributor and representative of luxury brands in the Middle East, shared his expertise by comparing the Indian and Middle Eastern luxury markets at the IHT Sustainable Luxury Conference 2009.

Featuring major names of the Luxury Industry including Hermès, De Beers as well as PPR, the IHT Luxury conference, hosted by IHT Fashion Editor Suzy Menkes,, is the premier industry event for leaders and decision-makers from the world of fashion and luxury. It offers over 450 delegates from more than 35 countries an unparalleled opportunity to debate the latest business developments and trends.

The 2009 edition of the renowned conference is focused on 'sustainability' and the growing luxury market that is India. 'Sustainability' comprises two themes. First, future business opportunities for the luxury industry within the current global downturn. Second, high-end fashion's role in caring for the planet responsibly.

Patrick Chalhoub, joint Chief Executive Officer of the Chalhoub Group, commented on his presentation today: *"Although their legal framework and retail industry are extremely different, the Middle East and India both show bright perspectives for the future, and I believe we can learn from Dubai to apprehend India's evolution. Dubai and Mumbai customers both present a sophisticated young profile, with a solid knowledge of brands and a strong attraction for the West, coupled to a desire to nurture their own culture. These similarities, along with our historical synergies and partnerships in the country, support and strengthen our Group's commitment to India."*

The Chalhoub Group was also the sole sponsor of the 2009 IHT Luxury conference's cocktail on 25 March, based on the theme of 'Enchanting India'.

About 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 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 neighbouring territories, as well as a portfolio of more than 280 luxury brands and the management of over 300 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group.

For more information, please visit <http://www.chalhoub-group.com/>

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