

## **CHALHOUB GROUP REINFORCES ITS CORPORATE SOCIAL RESPONSABILITY PROGRAMME BY SPONSORING THE 'SAISON FRANCAISE' IN ABU DHABI**

Dubai, 24 May 2009 - The Chalhoub Group, leading distributor and representative of luxury brands in the Middle East, confirms its strong commitment to Arts and Culture through the sponsorship of the 'French Season' in Abu Dhabi.

The month-long festival runs until 4 June 2009, and celebrates the close ties between France and the UAE, and mirrors the five decades of commitment from the Group to build a bridge between French culture and the Middle East. The Season features a mix of performances and interactive events including painting or photography exhibitions and an haute couture fashion show by Etoile La Boutique.

By supporting the 'French Season', the group aimed to reinforce the Arts & Culture section of its Corporate Social Responsibility programme, 'Chalhoub IMPACT', launched earlier this year. Chalhoub IMPACT aims to make a positive difference on Arts & Culture, Education and the Environment by developing and supporting projects, strategic partnerships as well as the promotion of community participation within its teams.

*"The 'French Season' is really close to our heart at the Chalhoub Group. Not only does it showcase a special connection between the UAE and France that we always witnessed and nurtured as a group. It is also a great way for us to contribute to the region's evolving cultural fabric, facilitating the exchange of creative talent by supporting various arts and cultural events,"* comments Patrick Chalhoub, Joint CEO of the Chalhoub Group.



To know more about events happening during the 'French Season' in Abu Dhabi, visit <http://www.frenchseason-uae.com/>

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

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