

**ZEGNA OPENS LATEST BOUTIQUE IN THE MIDDLE EAST,  
WITH THE CHALHOUB GROUP**

Dubai, 16 June 2009 – Qatar Luxury Company, a subsidiary of the Chalhoub Group through a joint venture with Ali Bin Ali Group, is proud to announce the latest boutique opening of major Italian brand Zegna, reinforcing the Chalhoub Group's Fashion retail expertise across the Middle East, bringing Italian design and 'know-how' to the region.

*"Italian fashion, and Zegna in particular, is reputed for its quality, elegance and creativity. These qualities are extremely appreciated by today's discerning Middle Eastern customers. It is also why we are extremely proud to collaborate with the Zegna Group and to contribute to their Middle Eastern development through this latest opening in Doha. It confirms our trust in Zegna's as well as the Middle Eastern market potential, despite the current economic slowdown,"* comments Patrick Chalhoub, Joint CEO of the Chalhoub Group.

The latest Zegna store opened in Doha, Qatar and follows several existing boutiques in the UAE, Saudi Arabia, Lebanon, Bahrain and Egypt. Located in the Villaggio mall, the boutique covers 230 square meters of luxury retail. Designed by the acclaimed architects Gianmaria and Roberto Beretta of Studio Beretta in Milan, the boutique utilizes a variety of colours, natural textures and furnishing details to distinguish between the different collections inside the store, whilst maintaining Zegna's heritage of timeless style and sophisticated elegance.



The boutique will house 'Ermenegildo Zegna' in its various lines:

- Sartorial: a sophisticated and elegant business wardrobe with a powerful understated Italian style;
- Upper Casual: the sophisticated and chic expression of Zegna leisure wear, which offers a complete casual wardrobe for the weekend and outside the office;
- 'Zegna Sport': an entire range of active, urban sportswear;
- 'Z Zegna': which caters for a younger and trendier audience.

The Ermenegildo Zegna lines are flanked by Zegna's Eyewear, Fragrances and Loungewear collections. In addition to accessories from the World of Zegna including shoes, bags, woven textiles and small leather items.

#### About Ermenegildo Zegna

The Ermenegildo Zegna Group was founded in Trivero, a small town in the Biella Alps (Italy – Piedmont) by the founding grandfather Mr. Ermenegildo Zegna. Known for its superb tailoring and Italian style, the ready-to-wear clothing line also includes knitwear, leather garments, footwear, eyewear and underwear, with stores in Beverly Hills, New York, London, Milan, Hong-Kong, Moscow, Shanghai, Buenos Aires, Mumbai, Tokyo and Singapore, to name a few. Ermenegildo Zegna is an international luxury fashion house with over 500 stores in more than 64 countries worldwide. [www.zegna.com](http://www.zegna.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. <http://www.chalhoub-group.com/>

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