

The Scarpe logo consists of the word "scarpe" in a lowercase, sans-serif font. The letter "a" is white, while the letters "s", "c", "r", "p", and "e" are black. The logo is set against a solid black rectangular background.

SHOE ADDICTS, GET READY TO INDULGE... SCARPE IS NOW OPEN IN MIRDIF CITY CENTRE

Dubai, 25 March 2010 - Scarpe, the sharpest shoe editor in town, just opened in the new Mirdif City Centre Mall.

With a finger on the pulse of the fiercest styles to hit the fashion market and a fast moving offering, Scarpe sources hot heels from the most coveted luxury labels to the delight of Dubai's fashionista's.

Dedicated to the lovers of 'It' shoes, Scarpe brings together a razor-sharp selection of established labels as well as up and coming designers in a bold, highly distinctive red and black shopping space.

Scarpe's personality effectively mirrors its female customers as being assertive and confident, feminine yet playful, with a softer, sensual side.

This season, Scarpe edited collections by *John Galliano*, *Paul Smith*, *Viktor & Rolf*, *Georgina Goodman*, *Marc Jacobs*, *See by Chloe*, *Jonathan Kelsey*, *Shelight* and *Maloles*, to extract three essential trends:

- **Lucious gold and shiny crystals** bring a sparkly touch of prettiness to any outfit. To be styled with this summer's must-have shorts for full impact.

Scarpe likes:

Queen by *Shelight*, the only sandal with detachable Swarovski crystals in translucent, dark or bright tones, adapting one's footwear to one's moods!

Zoelie, *Maloles'* flat golden pumps with a cute oversized black bow trim are now available in matching styles for mums and daughters. Confirming that, when it comes to style, age is really nothing but a number.

- **Rainbow and technicolour heels** add a fun quirky personal signature to this spring's structured, white or military-inspired collections.
- **Wrapped-up leather booties** and sandals bring sexy back, following last season's 'cage' sandals trend. The perfect edgy match to complement SS10's feminine ruffled dresses and frilled frocks.

For pictures and prices of the shoes mentioned above, please contact Florence Gillet
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About Scarpe

A Chalhoub Group owned boutique dedicated to the lovers of shoes, Scarpe brings together established labels (*John Galliano*, *Paul Smith*, *Viktor & Rolf*, *Georgina Goodman*, *Marc Jacobs*, *See by Chloe*) with up & coming designers (*Jonathan Kelsey*, *Shelight*, *Maloles*) to create a sharp, high-end multi-brand concept in Black and Red. Located in Mirdif City Centre, Scarpe provides shoe addicts of Dubai with a unique offering edited to reflect modern glamour and the hedonistic pleasure of buying luxury shoes. With bold lines and a fast-moving selection, Scarpe is the 'sharpest shoe editor' in town. Scarpe, Mirdif City Centre, Dubai: +971 (0)4 284 33 69.