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Chalhoub Group adds Italian childrenwear brand 'Il Gufo' to its portfolio

The Chalhoub Group, leading distributor and retailer of luxury brands in the Middle East region, strengthens its investment in childrenwear, while continuing to bring new exciting brands to the Middle East. Italian brand 'Il Gufo' signed a representation agreement with the group, covering the



The agreement materialises with the Spring-Summer 2010 collection and the availability of the brand in selected luxury outlets of the Middle East.

Il Gufo, a family company based in Asolo, Italy, since 1980, started when a young mother began passionately crafting unique, hand-made clothes for her children. Now distributed in 37 countries throughout the world, the business still integrates innovative fabrics and the highest quality manufacturing offering consistent value to their discerning customers.

'Il Gufo's elegant yet playful collections complement our current offering perfectly. With its remarkable craftsmanship and 'made in Italy' look & feel, we strongly believe in Il Gufo's future development in the region, in line with the expected rise of the luxury childrenwear's market,' said Patrick Chalhoub, co-CEO of the Chalhoub Group.

"Il Gufo and the Chalhoub Group both share a passion for quality, elegance and excellence; it was clear from the very beginning that these important values were intrinsic to the success of both businesses,' said Henry Hart, Export Manager, Il Gufo. 'Il Gufo deeply believes that the Chalhoub Group has the expertise and understanding of the luxury childrenwear market to mirror the success in the Middle East, delivering the collections to our customers through carefully selected boutiques and department stores."

The future development of the luxury childrenwear segment is expected to be very strong in the Middle East, with the Chalhoub Group as one of the trendsetters in this area, already representing major European kids brands.

Notes and Media Contacts

About Il Gufo:

Il Gufo is a leading Italian luxury clothing brand for children, specialized in designing, producing and distributing unique, high quality collections for children from 1 month to 14 years. Raised from small artisan beginnings, Il Gufo today, is an international company based in Asolo with distribution channels in more than 37 countries, staying true to its core belief of 'Children dressed as children'. Attention to the smallest details, extensive fabric research and a deep rooted passion for children's clothing represent the foundation of the Il Gufo brand philosophy. www.ilgufo.it.

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 350 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group. For more information, please visit www.chalhoub-group.com.

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