

Giordano Saudi Arabia Opens New Flagship Store in Riyadh's Al Qasr Mall

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Giordano has opened its flagship store at the Al Qasr Mall in Riyadh, Saudi Arabia.

With its magnificent architecture on par with the world's best, Al Qasr Mall is a new shopping and entertainment landmark which hosts a range of local, regional and international brands. The mall facade is equipped with the largest moving hoarding for displays, in addition to its impressive gross leasable space of 85,000 m². The Mall comprises four levels, accommodating 350 retail stores, fun zones, food courts, a two-storey parking lot for 2,200 vehicles and an open internal space of 35,000 m².

"Al Qasr Mall is located to the south of downtown Riyadh, just off King Fahd road, in a densely-populated and affluent neighbourhood. It is one of the largest shopping centres in Riyadh, as well as one of the most important commercial developments of the Dar Al Arkan Group" said Mr. Ahmeddullah Abdul Hadi, Chief Operating Officer of Giordano KSA. He concluded, *"Our new flagship store at Qasr Mall is a testament to our ongoing committment towards delivering quality products and services to our customers, and our confidence in the Kingdom"*.

The 224 m² Giordano flagship store is located in a prime location on the first floor of the Mall, offering a complete range of Giordano Men's, Giordano Women's and Giordano Junior products.

Following 25 years of consistent brand growth, Giordano has opened 4 news stores this year and plans to roll-out the new design concept in shops across the Kingdom.



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About Giordano:

Giordano is a leading international retailer of men's, women's and children's apparel under the brand names *Giordano*, *Giordano Ladies*, *Giordano Junior*, *BSX* and *Beau Monde*. Established in 1981, Giordano now operates over 2,100 stores and counters in Greater China, South Korea, Southeast Asia, Australia, India and the Middle East. Giordano is listed on the main board of Hong Kong Stock Exchange under stock code 709.