

Giordano Saudi Arabia Opens New Mega Flagship Store in Jeddah's Corniche Commercial Centre

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Giordano has inaugurated its newest and largest flagship store in the Middle East. The 3,600 ft² store opened in the heart of Jeddah's top tourist shopping destination, Corniche Commercial Centre.

Jeddah is the country's commercial centre and the second-largest in Saudi Arabia, after the capital Riyadh. It is also the principal gateway to the holy city of Mecca.

While most shopping malls in Jeddah are located in the suburbs, the Corniche Commercial Centre is uniquely situated in the picturesque waterfront district near historic Jeddah. The mall comprises of 11 floors with both international and regional clothing, electronic, toys and jewellery brands.

The Corniche Commercial Centre flagship store is Giordano's showcase for its new cutting-edge store designs due to be rolled out across the Middle East region, sporting a fresh new look and aiming to redefine simplicity while embracing a more classic and refined concept. Space is maximized for product displays, customer interaction and larger, more comfortable fitting rooms. The product presentation has also been enhanced for customers' easy visualization of style. Energy-efficient LED lights enhance the customer experience while minimizing the store's carbon footprint.

"Our customers have been the main focus in the design of our new C.I.M. (Customers In Mind) stores. Giordano embodies simplicity in design and quality in substance, and we have endeavoured to simplify and improve our customers' shopping experience, enabling them to mix and match items and avail of excellent quality apparel at great value", said Mr Ahmeddullah Abdul Hadi, Chief Operating Officer of Giordano KSA. He concluded, *"Following almost 3 decades of consistent brand growth, Giordano continues to expand its operations in the Middle East. With multiple stores in the pipeline, we hope to enhance our customers' shopping experience with innovative store designs, improved product range and exceptional customer service experience".*





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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.