

Lifestyle Release

Meraas Launches Revolutionary Urban Lifestyle Destination 'BOXPARK'

Dubai-UAE: February 2015 – Meraas, a Dubai-based holding company with operations and assets in the UAE and overseas, announced the launch of its all-new outdoor urban lifestyle concept, BOXPARK - inspired by functional design and urban renewal projects that combine the finest in modern architecture through the aesthetics of warehouse containers.

BOXPARK is Meraas's third concept in less than two years, following its other two innovative lifestyle developments - THE BEACH and CITY WALK.

Breathing new life into the city, BOXPARK is an urban lifestyle destination in Dubai offering a selection of unique retail experiences and quirky dining concepts from around the world in a dashing setting to appeal to the city's eclectic community.

For discerning residents, tourists, BOXPARK offers visitors a breathing space to shop at leisure. BOXPARK is a spatial experience that invites and engages visitors looking for something different. With the launch of BOXPARK, Meraas is cementing its commitment to creating unique retail and lifestyle options in Dubai and bringing new life into one of Dubai's important high-street districts in Al Wasl and Jumeirah.

The development features 44 retail, restaurant, cafe, and entertainment brands, blending the best of local and international concepts appealing to the national and expatriate community in the UAE.

Concepts opening doors to public in the launch week include:

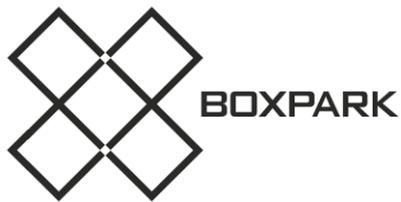
Dri Dri: A retro all natural Italian gelato store

Polliwalks: A children's shoe store that brings fun back to children's feet with a variety of styles and colours.

Rundholz: High street German fashion brand.

Urbanist: Where Dubai city dwellers seek out the latest in fashion, spot trends and pick up unique, edgy and interesting objects and paintings for home - connecting to the heritage of the past.

Typo: A one stop destination of fashionable stationery, awesome room-bling and other irresistible gift ideas.



The Zoo: Offers unique and exciting products including innovative gifts, and accessories, providing an inspirational melting pot of different styles.

Toms: Specialist international brand, which adapted the Argentine alpargata design to create wearable footwear and eyewear, with a 'One for One' mission to give back proceeds from sales to people in need, across developing countries.

LIV by Giant: A store committed to the female cyclist offering only comprehensive product collection designed specifically for female riders, ranging from beautiful apparel to premium bicycles.

Nike: Reflects the latest effort by the sportswear brand to inspire men and women to embrace a fitter lifestyle.

Adidas Original: A combination of street style and high fashion with the brand's signature items including colourful tracksuits, graphic tee-shirts, iconic sneakers and accessories.

Also due to open in the coming weeks are several shops & restaurants expected to make their debut at BOXPARK which includes a range of eclectic outlets such as Mikado, The Brass, Bianca Mozzarella & Co., Yamaha Café, Jag Restaurant, Shish Fish, Number 3, Pitt Stop, The Melting Pot, Kuai, Classic Car Café, Filful, Ahwak, Logma, La Noisette, Big Smoke Burger, Grom, Love Mshy, Brownies Box, Marimekko, OnePiece and Imaginarium.

Several other stores catering to a spectrum of high-end lifestyle needs include a mix of popular international brands such as Gossip Desserts, Bubbleology, Operation Falafel, Just Salad, Big Chefs, Studio Masr, Cioccolatitaliani, Markette, Yogurtland as well as retail offerings such as Angels, Poupette à la Plage and Swatch.

BOXPARK is strategically located between Al Safa Park and Emirates Post Office on Al Wasl Road. The development can be accessed from Sheikh Zayed Road, via Safa Park exit towards Jumeirah, and is well connected by Dubai RTA buses.

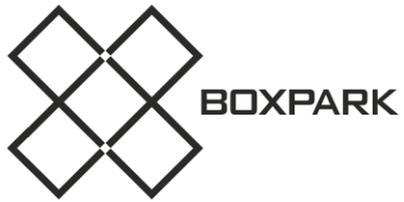
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About BOXPARK

BOXPARK is Meraas's latest offering to Dubai's high street retail and outdoor dining proposition. Offering distinctive retail experiences and quirky dining options in a hip and modern setting, the destination spanning 1.2 kilometers is located on Al Wasl Road.

BOXPARK is inspired by urban renewal projects, combining the finest in contemporary architecture with the aesthetics of warehouse containers. An industrial character dominates the project's design across all its aspects, including the fixtures and open spaces.

BOXPARK seeks to debut local and international concepts in its stores comprising world-class retail, restaurants, cafes and entertainment brands. The destination currently hosts 44 stores and serves as a go-to space for artists and entertainers.



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