

IN-STORE

Bloomingdale's plans second international store in Abu Dhabi

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Bloomingdale's at the Dubai Mall

By STAFF REPORTS

Department store chain Bloomingdale's is planning to open a store in Abu Dhabi, United Arab Emirates, in 2018.

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Part of a partnership between parent company Macy's and Al Tayer Group LLC, both Macy's and Bloomingdale's will open anchor stores in Al Maryah Central, a regional shopping complex being developed on Al Maryah Island. Joining Bloomingdale's other international location in the Dubai Mall, this store will give the retailer a stronger presence in the Middle East.

New space

Like Bloomingdale's outpost in Dubai, these new openings will be operated by Al Tayer Group, based on a licensing agreement with Macy's, Inc.

The 230,000 square foot Bloomingdale's store will be four levels, and will carry an assortment of merchandise that reflects what is available at its locations in the United States. Customer service initiatives and ambiance will also be based on the U.S. counterparts, while taking into consideration local culture and preferences.



Rendering of Al Maryah Central

Al Maryah Central, a joint venture of Related Companies and Gulf Capital under the name Gulf Related, is 3.1-million square feet, will include 350 retail outlets over five floors, entertainment and dining, as well as a luxury hotel and residential towers.

In Middle Eastern retail, Al Tayer Group has previously represented brands including Alexander McQueen, Boucheron, Bottega Veneta, Dolce & Gabbana and Giorgio Armani.



Rendering of Al Maryah Central

In a brand statement, Tony Spring, chairman and CEO of Bloomingdale's, said, "Bloomingdale's has been a standout success in Dubai, and we look forward to

expanding our business into Abu Dhabi. Customers in the UAE have come to recognize Bloomingdale's for the high quality of designers and luxury goods we sell in an attentive high-service environment.”

Retailers have recently been in expansion mode.

For instance, British department store Fortnum & Mason expanded its store locations for the second time in a matter of months. The new Dubai store, which opened March 21, was the first location for Fortnum & Mason outside Britain ([see story](#)).

Also, department store chain Nordstrom opened its first international store in Calgary, Alberta in Canada on Sept. 19. This is the first of six Nordstrom stores to open in Canada over the next few years, an important step in expanding the retailer's global presence ([see story](#)).

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