

IN-STORE

Anya Hindmarch makes Middle Eastern retail a priority

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Anya Hindmarch's Men at Work handbag

By STAFF REPORTS

British accessories label Anya Hindmarch has entered a franchise agreement with Etoile Group to establish a retail footprint in the Middle East.

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Anya Hindmarch's terms with Etoile Group will see the establishment of stores and concessions in the Middle East, beginning in Abu Dhabi, United Arab Emirates. When entering into an unfamiliar market, it is helpful and important for brands to partner with a local entity that has an understanding of the culture and consumer sentiment ([see story](#)).

Priority marketplace

In the fall/winter 2015 Anya Hindmarch's first location will open in the Middle East at Tryano, a luxury concept store at the Yas Island Mall in Abu Dhabi, UAE. This store will be followed by a boutique opening in Riyadh, Saudi Arabia in fall/winter 2016.

The retail expansion is being led by Ingie Chalhoub, a Middle Eastern fashion designer. In a statement, Ms. Chalhoub said, "We are glad to have a new bright star shining within the Etoile Group. It is our aim to reinforce the strength of the brand and develop its presence in the region, making Anya Hindmarch a reference of contemporary luxury in the Gulf area."



Anya Hindmarch handbag

Since it was established in 1983, Etoile Group has helped luxury brands such as Chanel, Valentino, Ralph Lauren, Tod's and others set up retail outlets in the Middle East.

"Anya Hindmarch is delighted to announce its partnership with the Etoile Group as we embark on our expansion program in the Middle East region," said Helen Wright, CEO of Anya Hindmarch in a statement. "In a phase of strategic global growth and development from the company, we consider our investment in this market a priority."

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