

IN-STORE

Bloomingdale's continues Middle East expansion with Kuwait location

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Bloomingdale's Kuwait rendering

By STAFF REPORTS

Department store chain Bloomingdale's has announced that it will increase its Middle Eastern presence with the opening of a store in Kuwait.

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Scheduled for spring 2017, Bloomingdale's Kuwait location will be the retailer's second international location, with the first opening in Dubai, United Arab Emirates in 2010 ([see story](#)). Due to cultural differences between Bloomingdale's United States background and the Middle East, Bloomingdale's is entering Kuwait as part of a strategic partnership with Al Tayer Group LLC, a UAE-based firm with diversified business.

Setting down in Kuwait

Owned by Macy's, Bloomingdale's will open a 93,000-square-foot department store as an anchor of the 360 Mall in Al Zahra, an upscale commercial and residential area in Kuwait.

The three-level department store will offer contemporary and designer women's apparel, handbags, footwear and cosmetics. The location will also include a restaurant and personalized shopping and concierge services.

Also, Bloomingdale's Kuwait will offer a curated merchandise assortment, ambience and customer service touchpoints similar to the retailer's locations in the U.S. While its U.S. retail approach will be present, Bloomingdale's Kuwait will also be responsive to local preferences and customers.



Rendering of Bloomingdale's Kuwait

"Kuwait is one of the world's most sophisticated and upscale fashion markets, and Bloomingdale's is excited to serve new and existing customers from Kuwait," said Tony Spring, chairman/CEO of Bloomingdale's, in a statement. "We believe we will bring a new dimension in fashion and style for which Bloomingdale's is known worldwide.

"This project also represents our latest step forward in an outstanding relationship with Al Tayer Group, which shares our dedication to quality and service," he said. "Together, we have made Bloomingdale's Dubai location one of our most productive stores. We have similar high expectations for Kuwait."

Bloomingdale's has had a presence in the Middle East since it opened its Dubai store nearly six years ago. Its next venture after Kuwait will be a second UAE location in Abu Dhabi.

In addition to expansion plans for the Middle East, Bloomingdale's has also entered new markets in the U.S.

Bloomingdale's has expanded its retail footprint within the U.S. with the opening of its first Hawaiian store.

Opening on Nov. 12, Bloomingdale's Ala Moana store in Honolulu on O'ahu caters to both locals and tourists, with customer service provided in multiple languages and the launch of an international loyalty program. With Hawaii a major tourist destination, this is a fitting place for Bloomingdale's to kick off heightened services for international guests ([see story](#)).

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