

PRESS RELEASE

City Centre Almaza partners with leading fashion school ESMOD Beirut to launch first-of-its-kind scholarship programme in Egypt

- *Courses include fashion design, pattern making and styling and image consulting with registration open from 19 July*

Cairo, Egypt, 20 July 2022: Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, announces City Centre Almaza's collaboration with leading fashion design school, ESMOD Beirut, to provide 30 rising local designers with a scholarship to complete a certified course in fashion design, pattern making and styling and image consulting. The launch of this one-month scholarship opportunity showcases City Centre Almaza and ESMOD Beirut's commitment to providing Egyptian talents with a platform to pursue their passion and advance their careers. Registration for the scholarship is open to the public from 19 July.

The collaboration was announced at a press conference held on 19 July, and was followed by an exclusive fashion event attended by City Centre Almaza, ESMOD Beirut and Education for Employment-Egypt representatives, in addition to celebrities and designers.

Speaking at the press conference, **Rasha Azab, Managing Director of West Region Shopping Malls at Majid Al Futtaim – Properties**, commented, *"At City Centre Almaza, and across all of our properties, we are constantly looking for new ways to identify, empower and support rising Egyptian talent. This collaboration with the world's oldest and most renowned fashion school enables us to provide our local community with an opportunity to pursue their passions, while providing the public with the first-of-its-kind scholarship program in Egypt with a leading fashion school like ESMOD Beirut. We hope to continue providing a platform and a space for the incredible talent and potential we have here in Egypt, helping the youth kick-start careers in their fields of choice."*

Thirty candidates will be chosen on 15 August to attend the certification classes led by ESMOD Beirut's skilled instructors from 21 August - 15 September. The top three students will win a trip to Beirut, which will include a visit to ESMOD Beirut's campus for a three-day fashion design workshop, in addition to a space within the mall to display their products starting from 21 July. All classes will take place at the Almaza Recruitment and Training Centre in partnership with Education for Employment-Egypt, who will also be providing the students with an entrepreneurship course to further support their career advancement journey.

"We are more than happy to share our knowledge and expertise with Egypt's young talents and with its people that share the same passion and love for fashion design, looking to build a career in the industry. Egypt plays a crucial role in the fashion industry in the region and is well-known in the fashion world for its large scale of production. We are proud to be supporting this initiative and we are looking forward to this fruitful collaboration," added **Margarita Kauk, Communications Manager at ESMOD Beirut**.

For more information on the available courses or to register for the scholarship, please visit: ccalmaza-fashionflair.com.

—Ends—

Note to the Editor: The legal name of this company is “Majid Al Futtaim” and should not be shortened or replaced by an acronym to avoid confusion with another business entity.

Disclaimer: All facts and figures in this release are accurate at the time of issuance.

For further information, please contact:

Haidy Nabawy
M: (+20)1030400623
E: haidy.nabawy@ogilvy.com

Menna Anis
M: (+20)1225555005
E: menna.anis@ogilvy.com

Nada Daoud
M: (+20)1099678749
E: nada.daoud@ogilvy.com

About ESMOD

ESMOD is one of the oldest and most renowned fashion schools in the world, with 20 schools in 14 countries around the globe to date. The history of ESMOD dates back to the 1841 when Alexis Lavigne – the tailor of impress Eugene, the inventor of the first mannequin, the flexible centimetre and the first written method – founded ESMOD INTERNATIONAL in France. ESMOD has been present in Lebanon since 1999, and has seen more than 1,000 students graduate since its establishment.

About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man’s vision to transform the face of shopping, entertainment and leisure to ‘create great moments for everyone, every day’. It has since grown into one of the United Arab Emirates’ most respected and successful businesses spanning 17 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately held corporates in the region.

Majid Al Futtaim owns and operates 29 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, Mall of Oman, City Centre malls, My City Centre neighbourhood centres, and five community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in over 30 markets across the Middle East, Africa and Asia, operating a portfolio of more than 400 outlets including City+, the region’s first checkout-free store, and an online store.

Majid Al Futtaim operates more than 600 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little

Explorers and iFLY Dubai. The Company is parent to a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, LEGO and THAT, a Majid Al Futtaim fashion concept store and app. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

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