

SHOW

MIDDLE EAST
RETAIL

CASES



Who

we

are



A powerhouse for the region.

The luxury world is not one which we march into. We immerse ourselves and sense where outstanding quality is to be found. We succeed in conveying this feeling through reflection, forward thinking, creation and discussion, with imagination and a feeling for materials and pioneering trends. In cooperation with top architects and designers, the result is exquisite craftsmanship, which is reflected in the stores of international brands – at airports, in luxurious shopping streets and on cruise liners.

The Store Makers-Middle East are one of the largest and most renowned company for retail interiors in the Middle East with its substantial manufacturing capacities and retail expertise, as well as its wide range of innovative services. With its large portfolio of successfully developed projects in the field of Lifestyle Retail, Food Retail, Premium Retail and Digital Retail, The Store Makers had the opportunity to work with leading international luxury groups and with local and international premium, department, and travel retail stores and many more.

What we do

For us as Store Makers, the satisfaction and success of our customers has always been the prime factor. We create successful retail solutions with six unique areas of service which can also be made use of individually: Consulting & Value Engineering, Project Management, General Contracting, Shop Equipment, Digital Retail and Shop Academy. At the same time our own production locations, together with a global sourcing network, ensure first-class quality and implementation on schedule. With more than 150 years of experience and the personal approach of a family firm, we successfully complete every project to comply with your requirements.

With excellent resources and competencies, The Store Makers–Middle East are aiming to become the market leader for Premium Retail Projects in the region. Retailers of small to large-scale projects who seek a reliable and sustainable partner can count on our company to handle all requirements in the most professional process possible.

For many of our international clients, we are selling the best out of both worlds: Central European quality and engineering standards with local setup and cost structure.

We think

retail concepts.

Digital Signage
Electronic Shelf Labeling
Interactive Applications
Concept & Creation
Software Development
Rollout, Maintenance & Support

Concept
Design
Planning
Value Engineering
Design Engineering

We digitalize

your store.

We
make

stores happen.

Project Management
Engineering
Production & Procurement
Logistics
Installation & Rollout

We take

care

General
Contracting

of everything.

Tailor-made seminars
Seminars
Events
Conferences

We train

your people.

We produce

shop equipment.

Shelving Systems
Freestanding Systems
Bespoke Furniture

Premium Retail



Burj Al Arab

- 📍 Dubai, UAE
- 📏 100 m²
- ✓ Planning, Value Engineering, Manufacturing, Installation, Shop Equipment, Lighting, Design Engineering
- Premium Retail



TORY BURCH

Tory Burch is one of the America's Self-Made Women, who successfully created a multi-million dollar lifestyle brand within a very short span of time. Her achievements are truly inspiring. For years, she has been consistently listed on the list of "The World's 100 Most Powerful Women" by Forbes. She founded the Tory Burch Foundation in 2009,

which supports the economic empowerment of women in the United States through mentoring and entrepreneurial education, as well as with small business loans. The Store Makers - Middle East are proud to be able to support such an impressive journey here in the Middle East.



- 📍 Place Vendome, Qatar
- 📏 296 m²
- ✓ Manufacturing, Installation
- ✂ 3d develop.design.deliver
(a company by Chalhoub Group)
- 👉 Premium Retail



In keeping with all Tory Burch stores, the interior has been designed to create a residential feel. Oak panelling, cane tables and brass fretwork étagères offer a neutral backdrop for a sophisticated mix of furnishings.

Following Kingdom Mall Riyadh, American lifestyle brand Tory Burch has recently opened this new boutique in Qatar, Place Vendome together with 3d develop.design. deliver (A company by Chalhoub Group) the Store Makers have completed the manufacturing, delivery & installation to support extending the brand's footprint in the GCC. Additional store openings are planned for the Middle East in the next coming year.



Tanagra

- 📍 Place Vendome, Qatar
- 📏 466 m²
- ✓ Manufacturing, Installation
- ✂ 3d develop.design.deliver
(a company by Chalhoub Group)
- ↳ Premium Retail





Karl Lagerfeld

- 📍 Dubai Hills, Dubai
- 📏 152 m²
- ✓ Manufacturing, Installation
- ✂️ 3d develop.design.deliver
(a company by Chalhoub Group)
- ↳ Premium Retail



Michael Kors

The Store Makers have executed the bespoke millwork & iconic retail furniture for more than ten stores in the last 24 months and supported

3d.develop.design.deliver (a company by Chalhoub Group) to roll out new locations for this prestigious brand across the Middle East.



- 📍 Place Vendome, Qatar
- 📏 203 m²
- ✓ Manufacturing, Installation
- 🔗 3d.develop.design.deliver (a company by Chalhoub Group)
- 🏠 Premium Retail

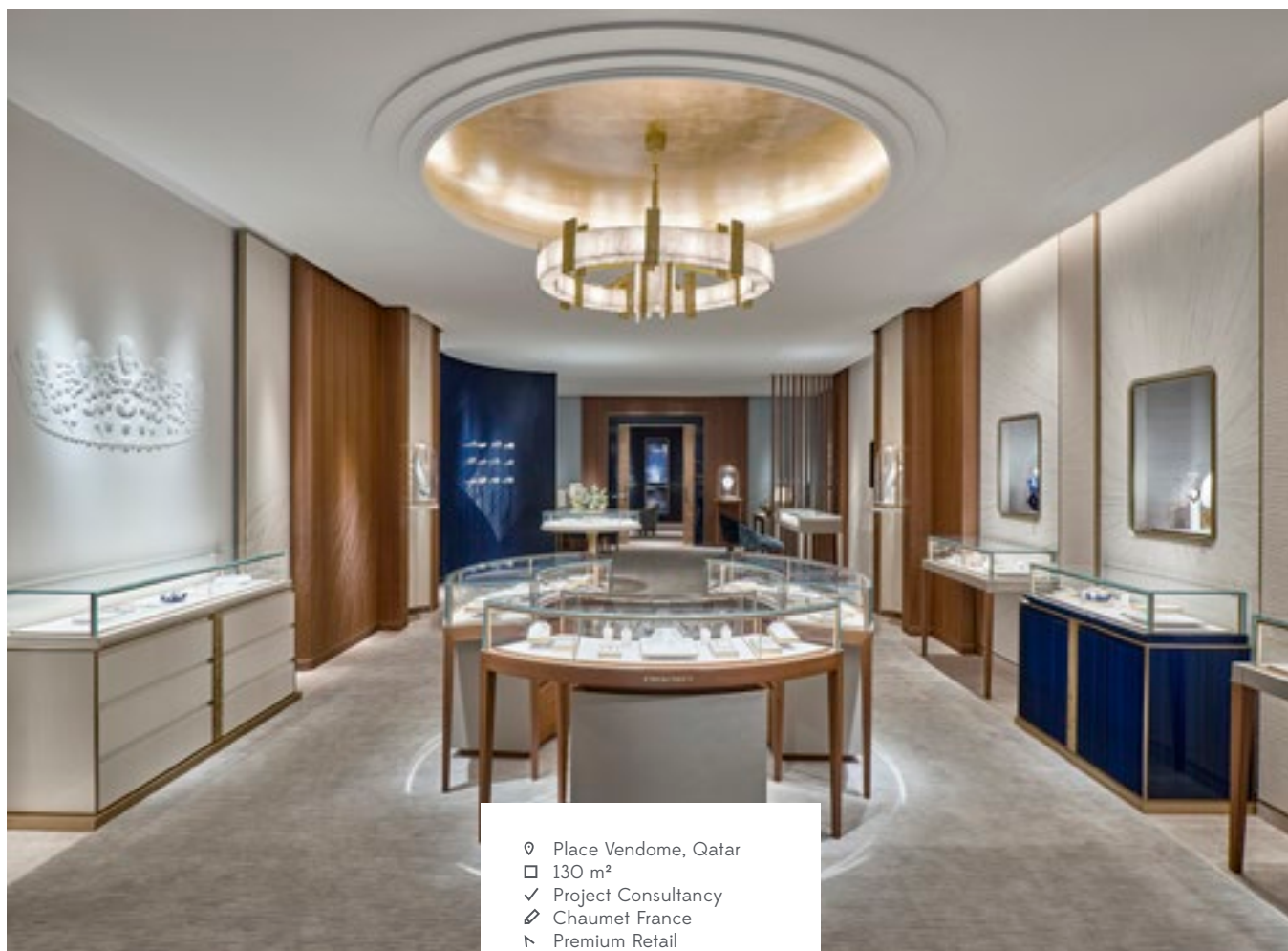


Michael Kors is strengthening its presence in the GCC with the opening of this new store in Pace Vendome, Qatar.

Textured surfaces and luxurious materials reflect the American label's concept of glamour – and offers at the same time a modern and inviting atmosphere.



Chaumet



- 📍 Place Vendome, Qatar
- 📏 130 m²
- ✓ Project Consultancy
- ✓ Chaumet France
- ↳ Premium Retail



From very early stages during the design development, negotiations with the Landlords and other local authorities, we are already supporting customers like Chaumet in the planning for new projects across the region. After the designs are finalised and the locations confirmed, architectural submissions need to be coordinated and with our support during the tender process the right contractors and suppliers are being selected carefully based on quality, timeline and budget.

Especially high-profile venues always have specific requirements in regards to façade, electromechanical and other key elements of the project scope and require our intervention to achieve a perfect balance between design requirements and regulations of the local authorities.

During the execution stage we support the approval phase with careful decisions on the behalf of our customers and oversee the implementation phase at every step of the process. The handover phase including all final permits to start operating in a flawless environment always consumes a lot of our attention.

ELIE DIB, CONSULTANCY & DESIGN DIRECTOR AT STORE MAKERS - MIDDLE EAST

“It’s my passion to work as Architect of record for so many global luxury brands and represent their interests for their retail expansion across the Middle East. To provide our clients with the expertise advice and solutions to bring their concepts to life is always a challenge that requires a keen eye for detail, coordination with global stakeholders as well as long lasting relationships built on trust & shared values.”



Kooheji



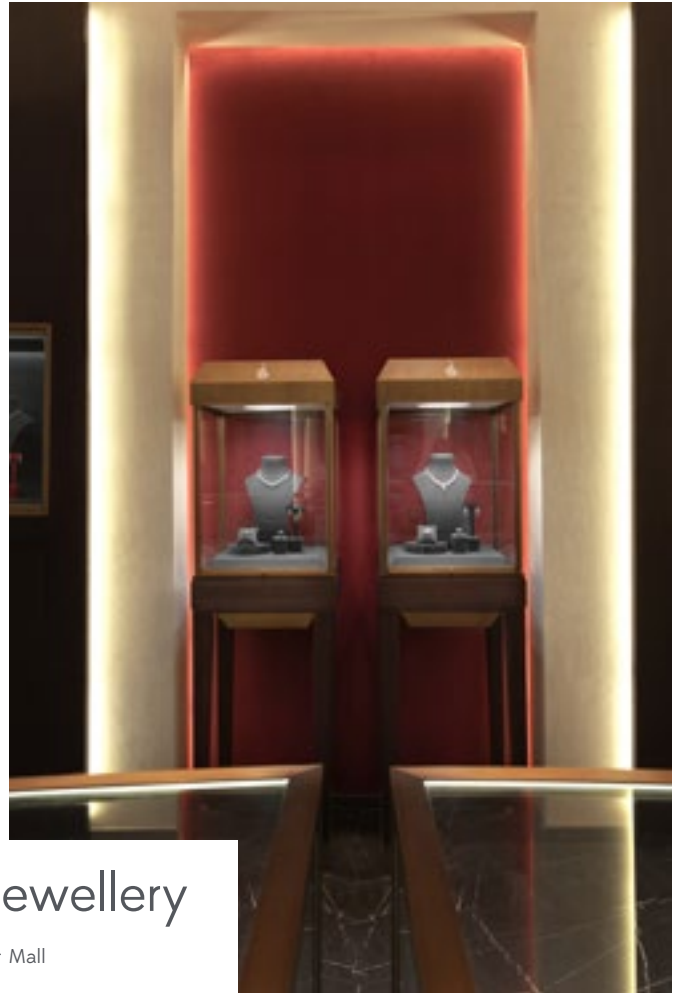
- 📍 Bahrain
- 📏 220 m²
- ✓ Turnkey, Manufacturing, Installation
- ✂ Studio i.d and a
- ↳ Premium Retail



Designed in Italy the Store Makers have executed this boutique for this leading Jeweller from Bahrain & Saudi Arabia as a turnkey service including Civil & MEP works as well as of course the bespoke manufacturing for the high-quality interiors.

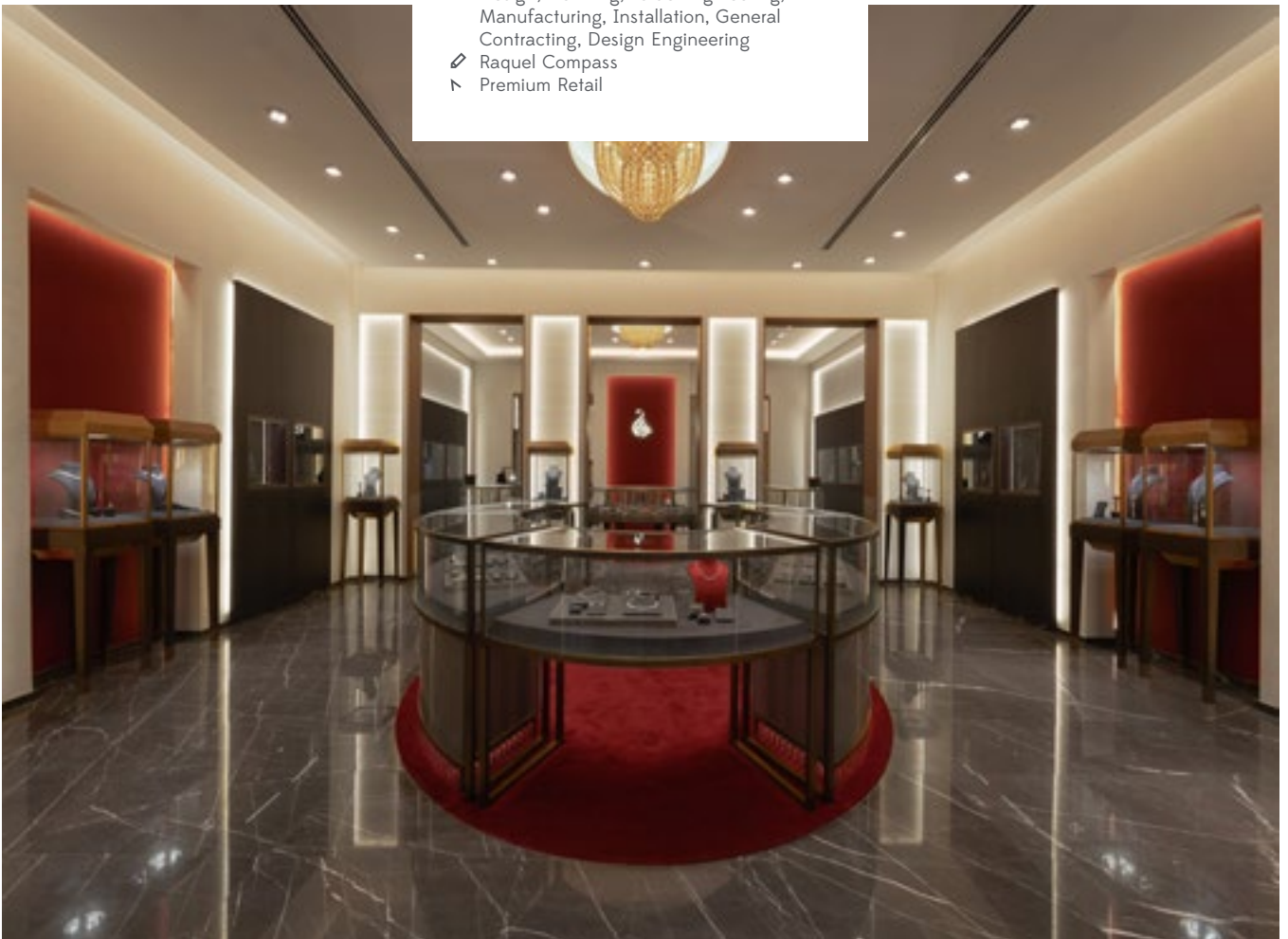
As a family business with a heritage of more than 65 years in the world of jewellery, the values for a sustainable development based on local resources and a commitment to excellence are fully aligned with our aspirations as well.

Kooheji Jewellery stores are known for their elaborate and elegant décor that provides complete comfort to customers. Kooheji jewellery contains an assortment of various materials that need to be skilfully coordinated. The Client's emphasis on a high gloss finish along with a strong focus on Value Engineering of the Façade made this project fascinating.



Al Zain Jewellery

- 📍 Bahrain City Center Mall
- 📏 140 m²
- ✓ Design, Planning, Value Engineering, Manufacturing, Installation, General Contracting, Design Engineering
- ✍ Raquel Compass
- 👉 Premium Retail





Trafalgar

- 📍 Kuwait
- 📏 300 m²
- ✓ Manufacturing, Installation
- ✂️ d'fineline
- ↳ Premium Retail



Lustro



- 📍 Riyadh, Saudi Arabia
- 📏 190 m²
- ✓ Design, Manufacturing, Installation, Shop Equipment
- 🔧 Raquel Compass / SMME
- 👤 Premium Retail



Many brands expand from the bricks-and-mortar store into the digital world; the Premium jewellery brand LUSTRO from Saudi Arabia took the opposite route. It has opened a flagship store in the eye-catching Highrise Building Kingdom Centre in the capital. This is a logical move, because jewellery, more than virtually all other



product categories, lives from the haptic impression, from the interaction between material and skin. The traditional decorative wooden screen is known as a mashrabiyya. Often found in the Arab region instead of windows, they blend perfectly with the 7 luxurious store design and provide for a semi-transparent partitioning of the area.

The Store Makers - Middle East and its partners make them sparkle brilliantly in a three-dimensional display: behind an inviting glass entrance, in display cases positioned harmoniously in the space or set into the walls. The walls and floor are clad in marble broken up with strips with the appearance of rosé-gold. The furniture is mainly walnut, with high gloss black surfaces, an arrangement of suspended lights and playful screen-like room dividers and panels. The spectacular spatial arrangement was well-received and has already found its way onto winning 'Contractor of the year' at the prestigious RLI Awards.



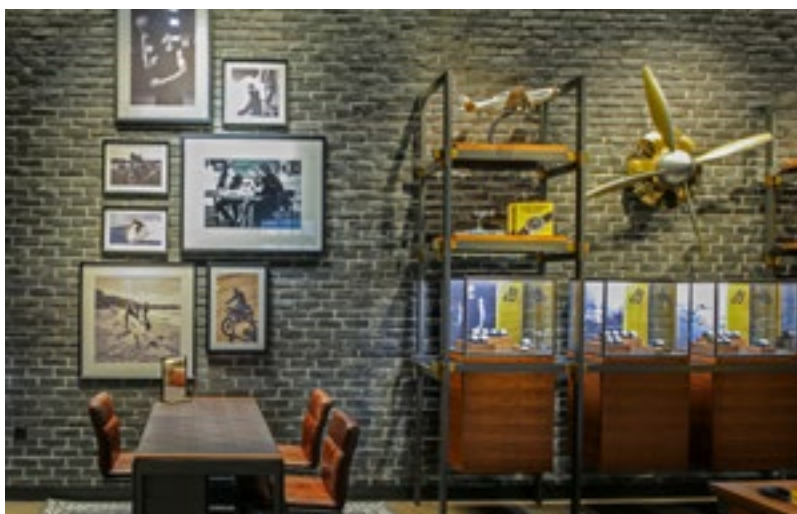
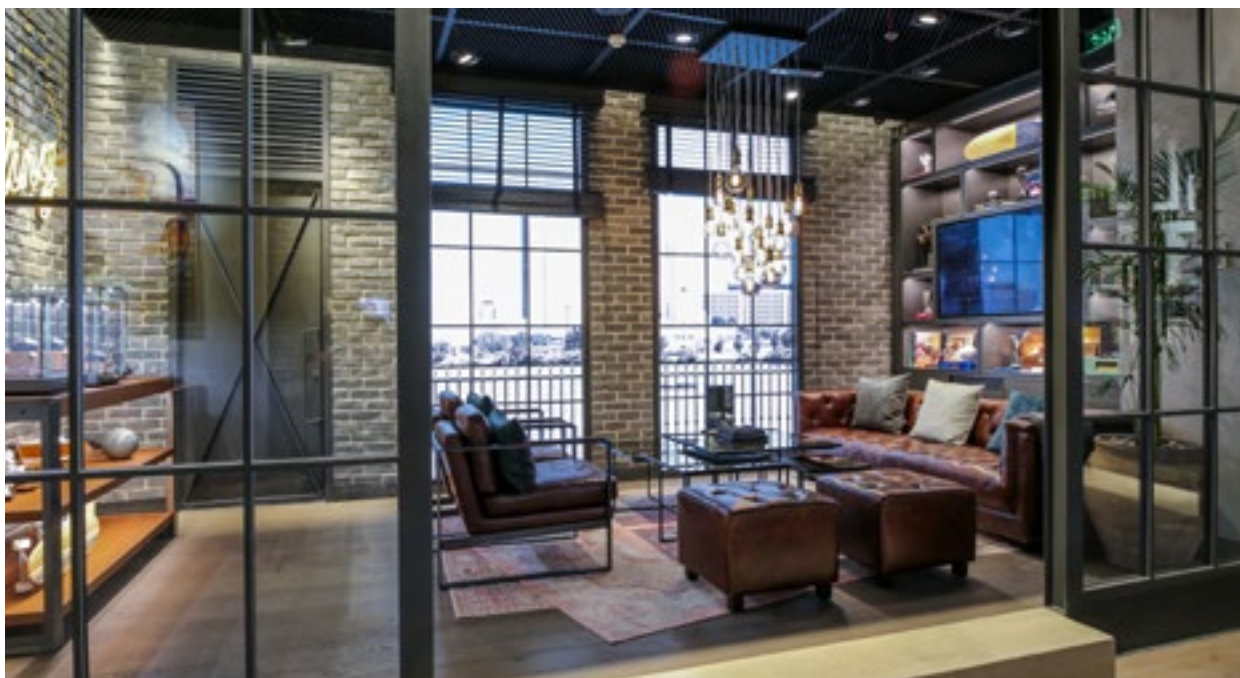
Breitling

The Store Makers are proud to have rolled out the bespoke interiors as part of Breitling's new 'urban loft' design concept for more than 20 stores across the GCC in the past 24 months. The redesigned boutique for Roshana Mall in Jeddah not only maintains Breitling's heritage but also

adds an upbeat, cool and informal vibe within a contemporary design palette. The aim was to build an interior that blends the heritage of innovation and design with inclusive luxury which the Store Makers were able to execute successfully in a consistent manner across many locations.

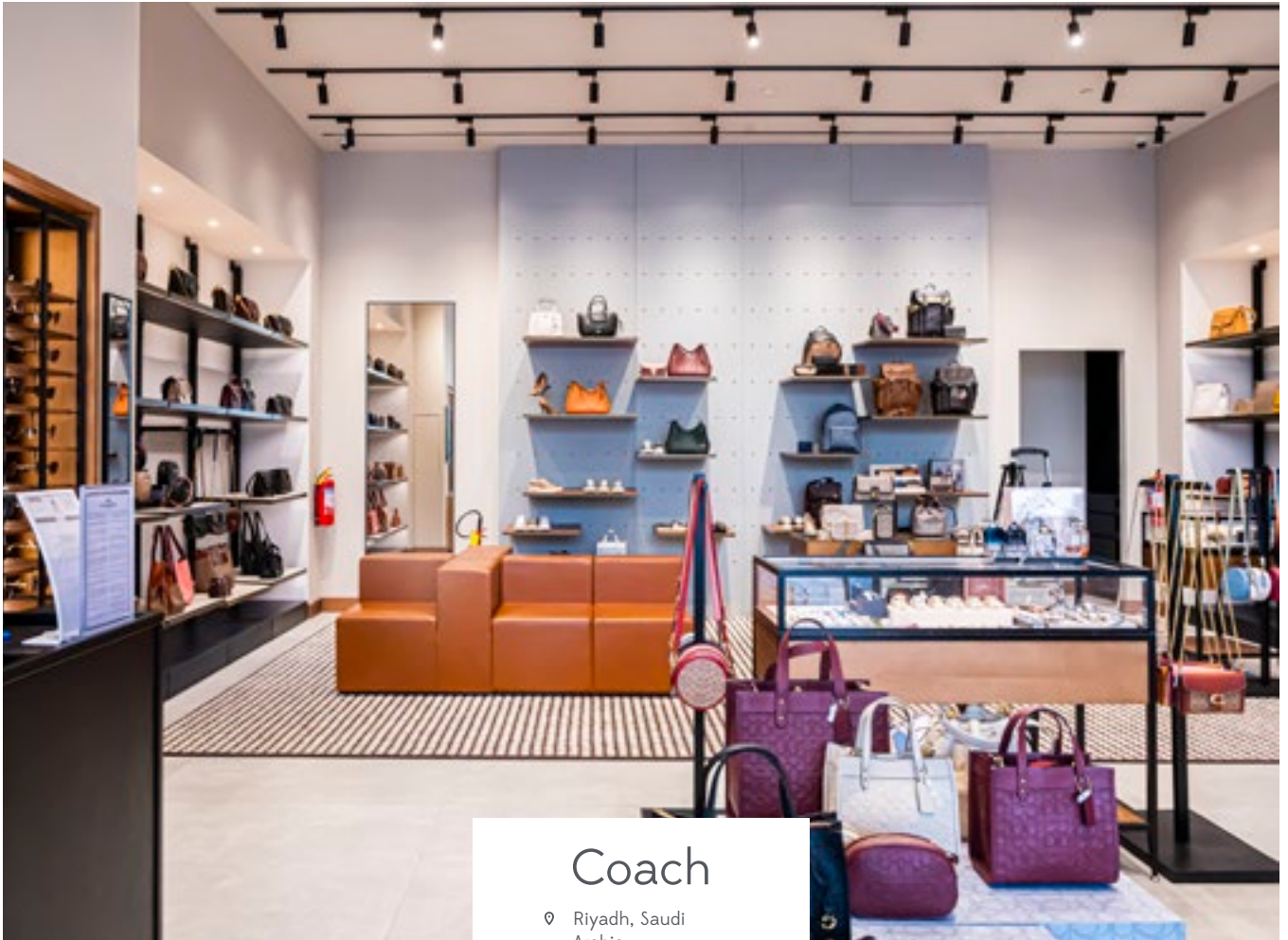


- 📍 Roshana Mall, Jeddah, KSA
- 📏 133 m²
- ✓ Planning, Manufacture, Installation, Rollout
- 👉 Premium Retail



An exclusive industrial building in a dynamic city of the mid-twentieth century serves as the setting for the new store presentation by Breitling. It is a tribute to time, on which the reputation of the brand with its exclusive watches and measuring instruments rests. Among the highlights of the boutique are the props used, such as airplane propellers, a bicycle and a surfboard, which have been slickly integrated into the store design to create a link to land, water and air -Breitling is at home everywhere. The uncompromising branding of the store concept traces the charm of the exclusive watchmaker's art. The Store Makers were asked to execute and refurbish Breitling's new 'urban loft' design concept.

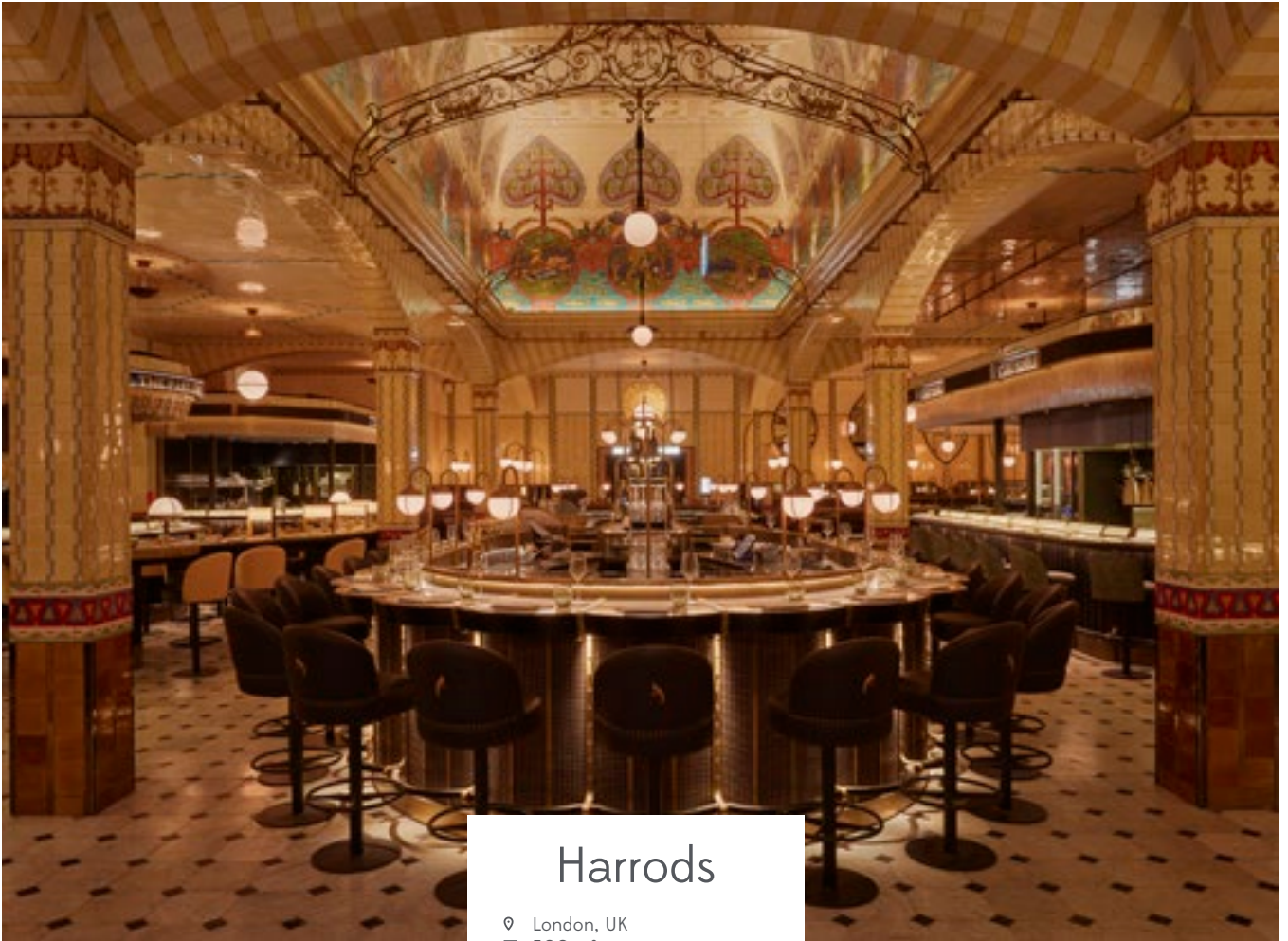
The redesigned boutique not only maintains Breitling's heritage but also adds an upbeat, cool and informal vibe within a contemporary design palette. The aim was to build an interior that blends the heritage of innovation and design with inclusive luxury. Breitling, being a well-known luxury brand, came with complex and detailed fixtures and furniture, which had to be executed precisely. Examples of these would be carefully structured details on the furniture, such as the 'B' logo, the hook on the counter for a customer's bag, the mesh wall in the store front, and more. The project features a blend of wood and metal, which is in line with Breitling's corporate color scheme.



Coach

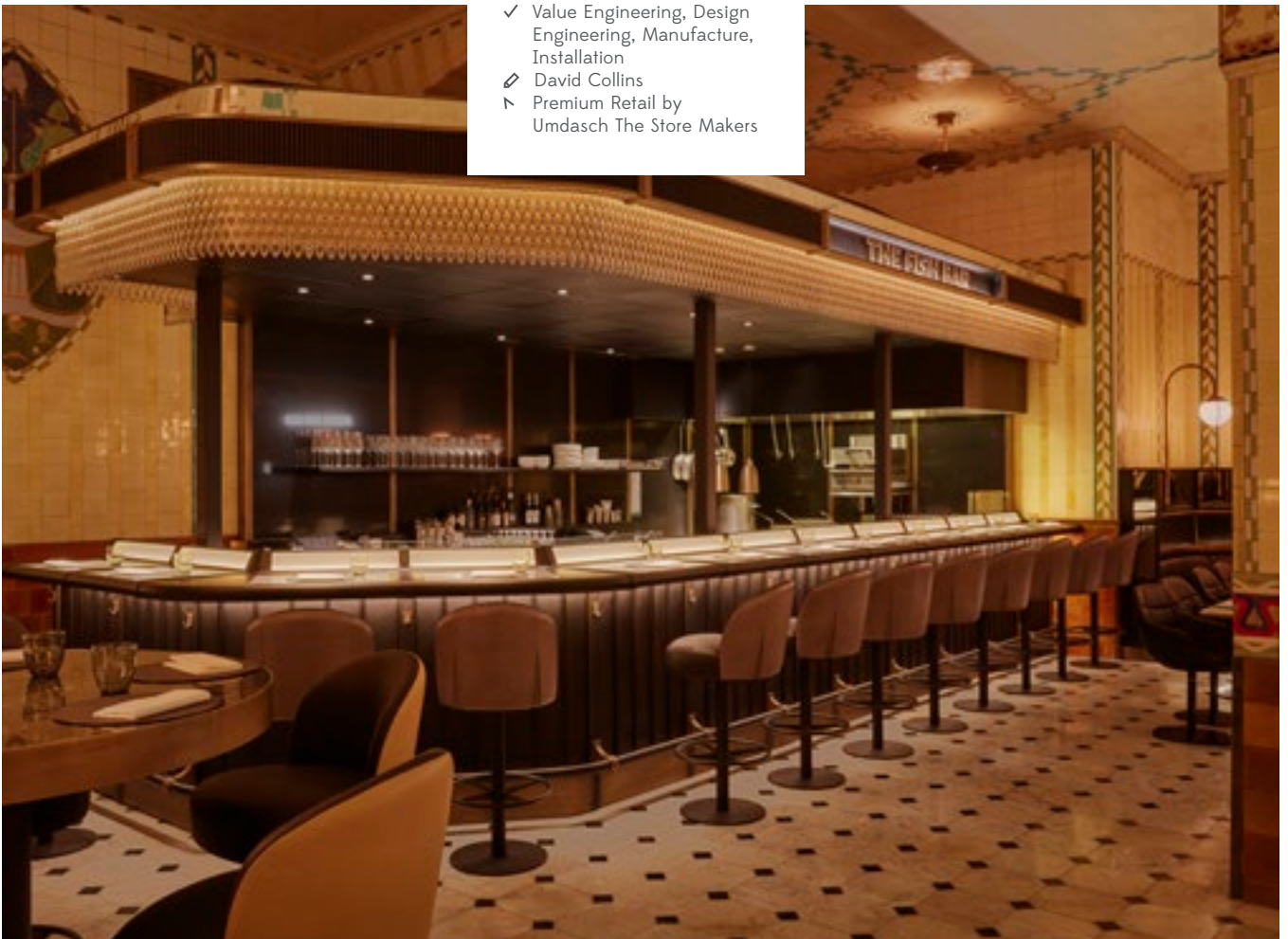
- 📍 Riyadh, Saudi Arabia
- 📏 250 m²
- ✓ Manufacturing
- 🛍️ Tapestry
- 👉 Premium Retail





Harrods

- 📍 London, UK
- 📏 500 m²
- ✓ Value Engineering, Design
Engineering, Manufacture,
Installation
- ✍ David Collins
- ▾ Premium Retail by
Umdasch The Store Makers



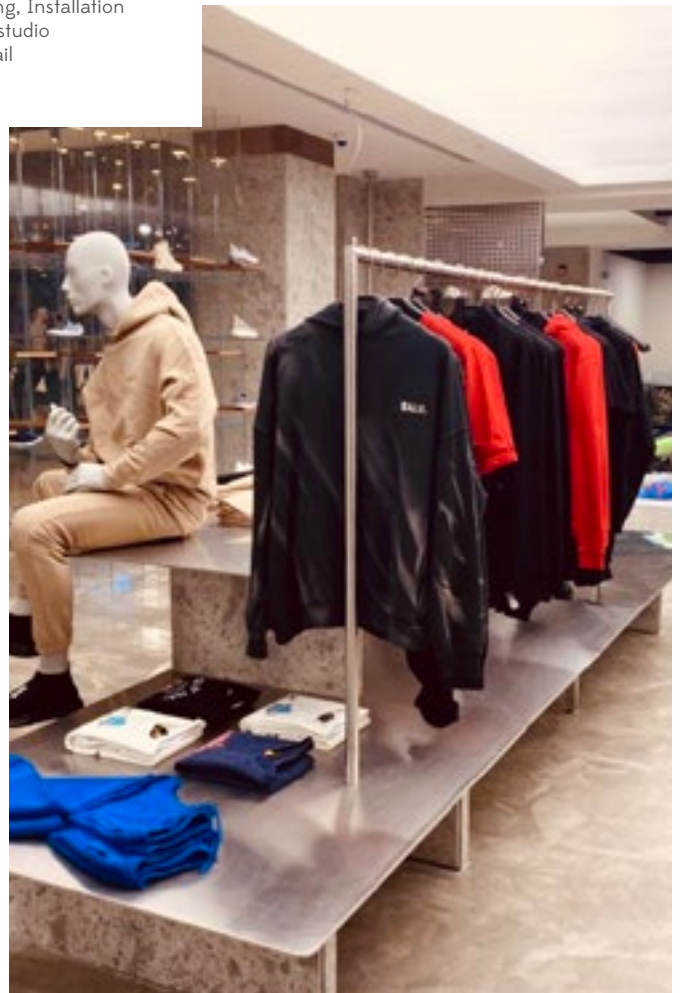


Lifestyle Retail



Harvey Nichols

- 📍 Riyadh, Saudi Arabia
- 📏 540 m²
- ✓ Manufacturing, Installation
- ✂️ Sibyl design studio
- 👉 Lifestyle Retail



Magrabi

The Store Makers are proud to execute around 35 stores per year for Magrabi in the region with a majority focus on locations across Saudi Arabia. The stores follow a thoroughly considered concept which Magrabi has developed to elevate their position into a Lifestyle brand and to offer clients a seamlessly unique eyewear experience including a Lens Laboratory

Service. Indeed, the company has always set itself apart in the optical industry in the way it treats vision as both a science and an art. Much more than a mere eyewear retailer, Magrabi designs a unique and memorable shopping experience that emotionally engages the loyalty of its clients. It is an avant-garde world of eyewear, a place where expertise meets forward fashion.



- 📍 Red Sea Mall - Jeddah, KSA
- 📏 130 m²
- ✓ Manufacturing, Installation, Shop Equipment, Design Engineering
- ✍️ LANDOR
- 👉 Lifestyle Retail

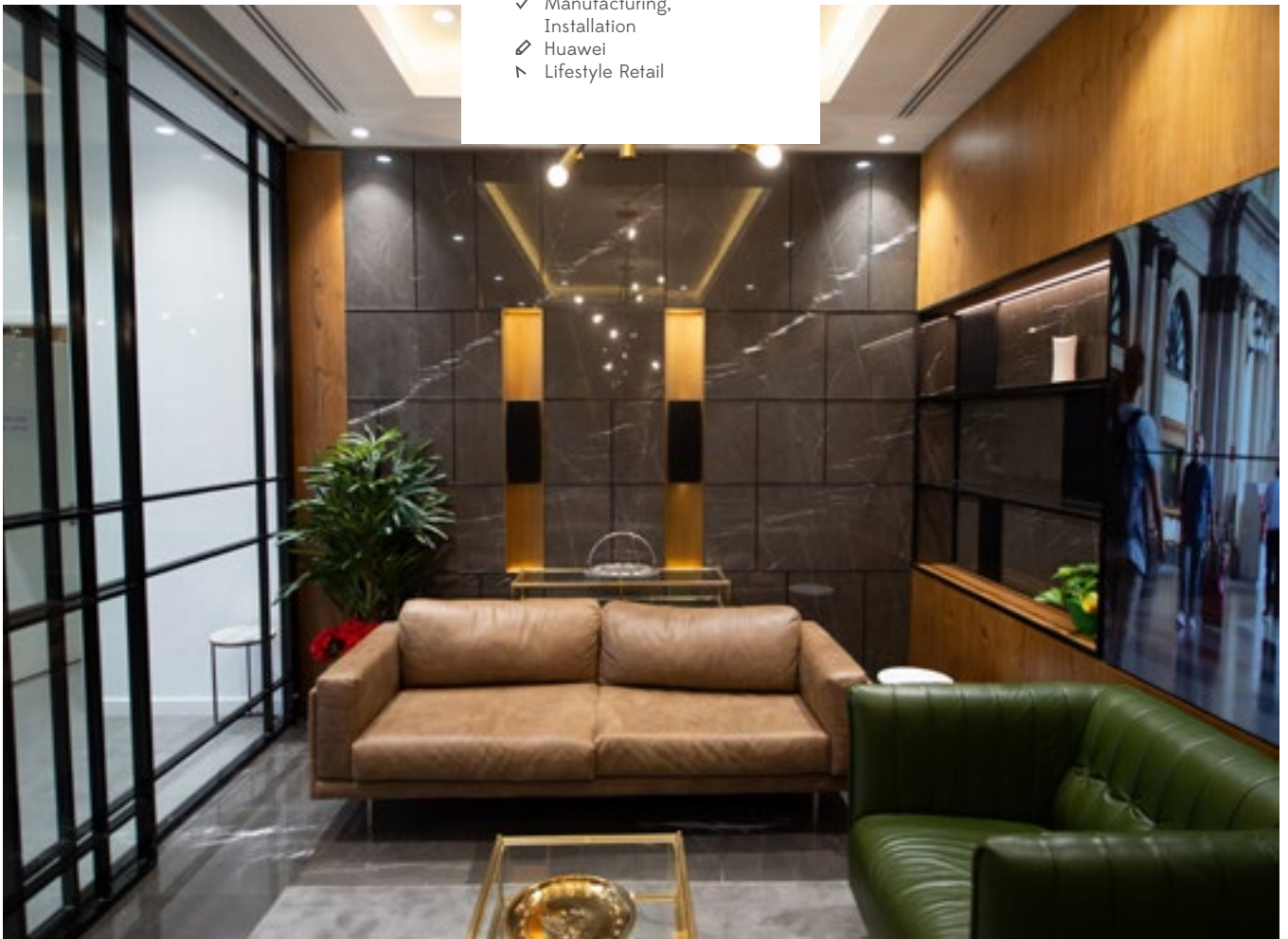


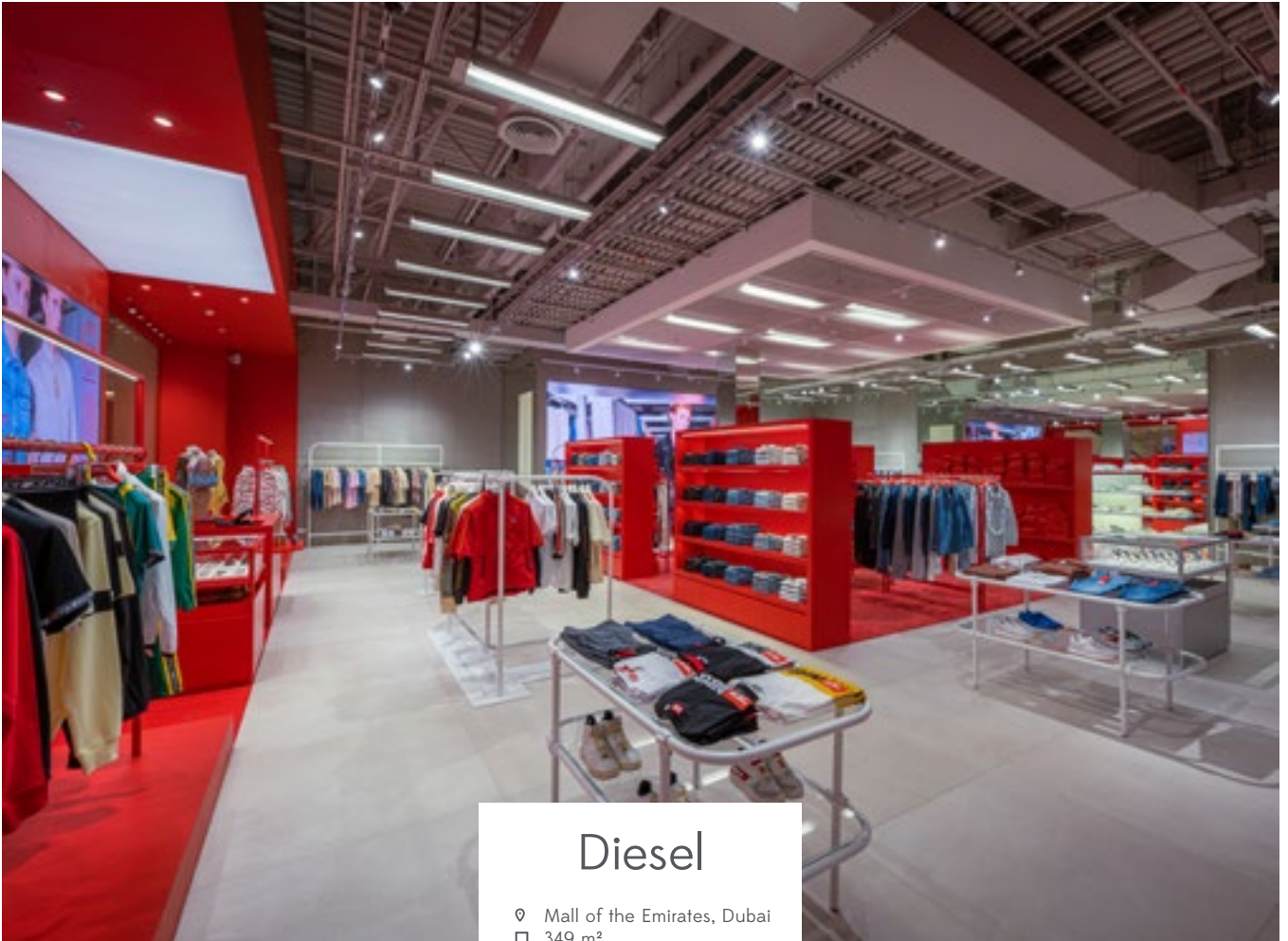
The store follows a thoroughly considered concept which Magrabi is rolling out across the region, to offer clients a seamlessly unique eyewear experience. Indeed, the company has always set itself apart in the optical industry in the way it treats vision as both a science and an art. Much more than a mere eyewear retailer, Magrabi designs a unique and memorable shopping experience that emotionally engages the loyalty of its clients. It is an avant-garde world of eyewear, a place where expertise meets forward fashion.



Huawei

- 📍 Riyadh, Saudi Arabia
- 📏 290 m²
- ✓ Manufacturing, Installation
- ✍ Huawei
- ↳ Lifestyle Retail





Diesel

- 📍 Mall of the Emirates, Dubai
- 📏 349 m²
- ✓ Design Engineering, Manufacturing, Installation
- ✂ Diesel
- 👉 Lifestyle Retail



Aura Living



- 📍 Dubai Mall, UAE
- 📏 350 m²
- ✓ Manufacturing, Installation, Shop Equipment, Design Engineering
- ↳ LIFESTYLE RETAIL



The newest store of the Saudi home furnishing brand Aura Living is located in one of the world's largest shopping malls, the Dubai Mall – home to various luxury brands. The store of the homeware brand has been designed as a multi-sensory experience.

A harmonious world of furnishings extends over 350 square metres, with a colour concept ranging from warm cinnamon and rust tones to classic silver and stylish sea foam hues. The premium brand's store is designed to create an impression of lightness and serenity in the customer, thus creating fascination for the latest home trends. The colour purple runs consistently through the entire store concept. Wooden elements in purple colour are special eye-catchers, while purple painted glass and the wooden cash desk with special grooves engraving round off the aesthetic image of the furnishing store.

Aura Living aims to combine the design of the Middle East with global elements to meet the taste of its luxury customers. The store design also had to meet this expectation. The shopfitting and the design engineering lay in the hands of umdasch The Store Makers. In detail, the shop fitting experts from umdasch were responsible for the supply and installation of all the display furniture, the wall cladding, the cash desk and the premium shopfront frames including the custom-made strip lighting.

Sophisticated LED lighting concepts are skilfully integrated into the store design and accentuate certain highlight areas of the store. As soon as customers enter the shop, the multi-sided LED wall catches their eye and attracts additional walk-in customers.

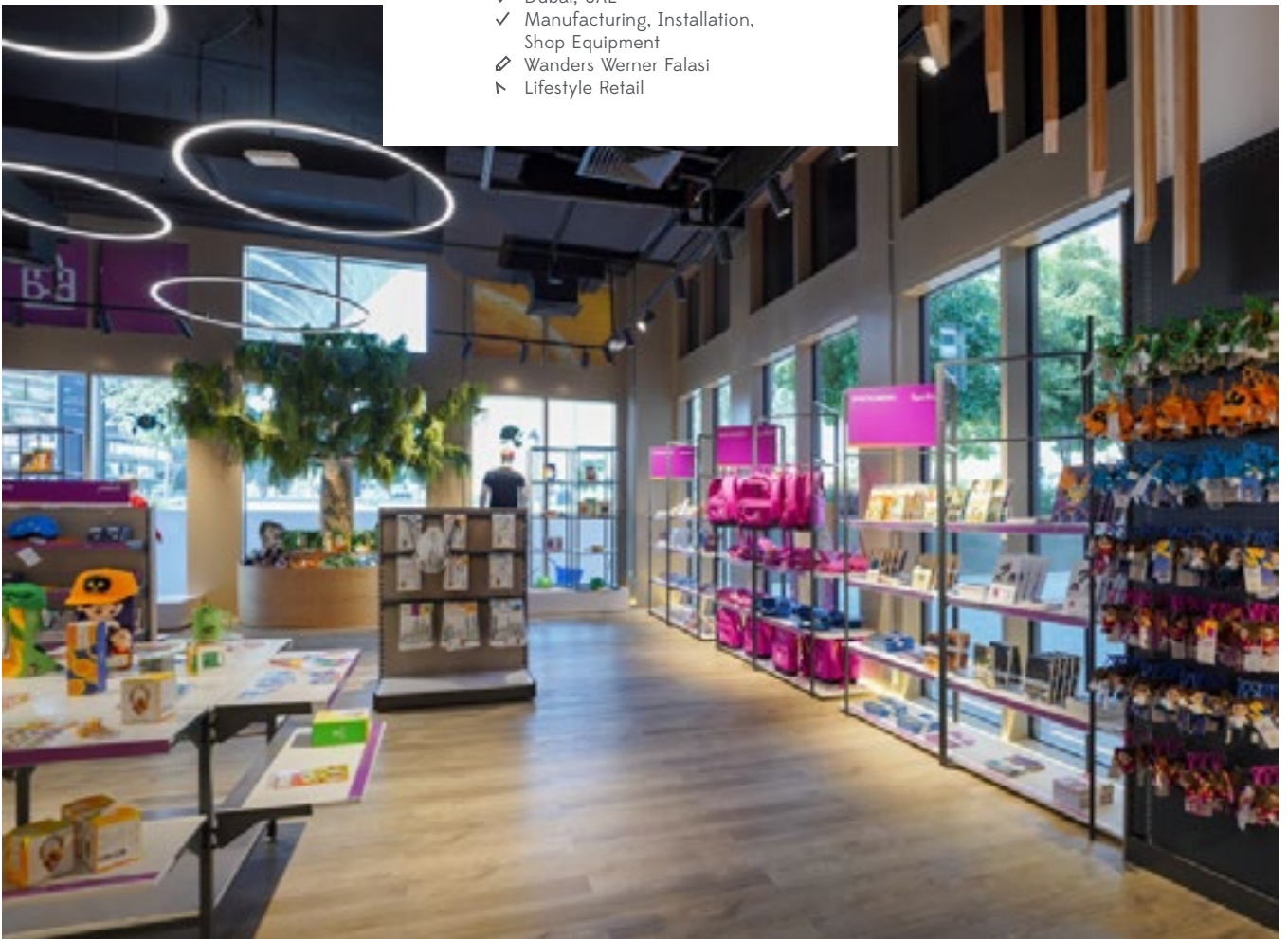
A visit to this furnishing shop is an experience for all the senses. Join our virtual walk through the new Aura Living.

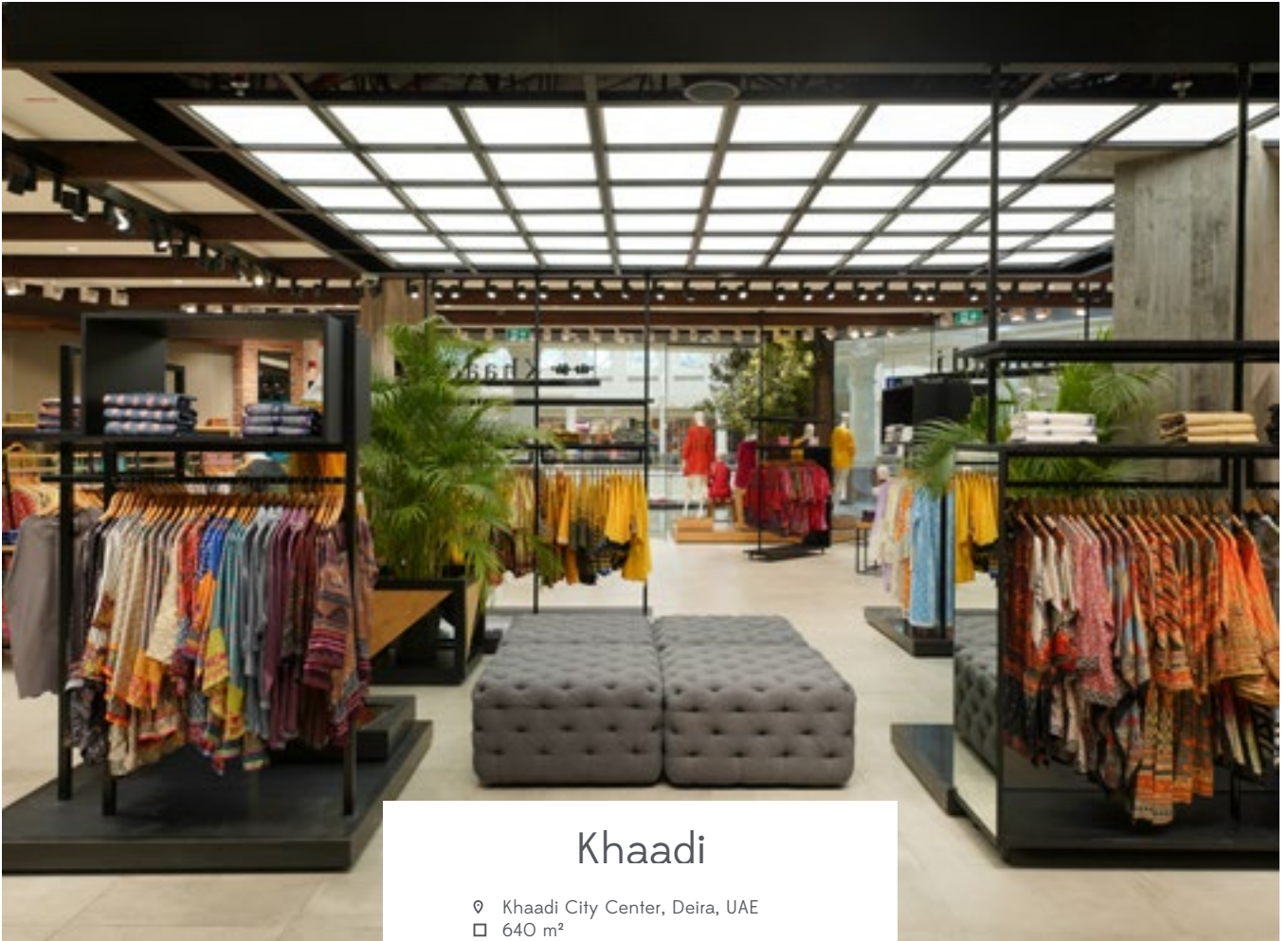




EXPO Dubai Official Merchandising Stores

- 📍 Dubai, UAE
- ✓ Manufacturing, Installation, Shop Equipment
- ✂ Wanders Werner Falasi
- ↳ Lifestyle Retail





Khaadi

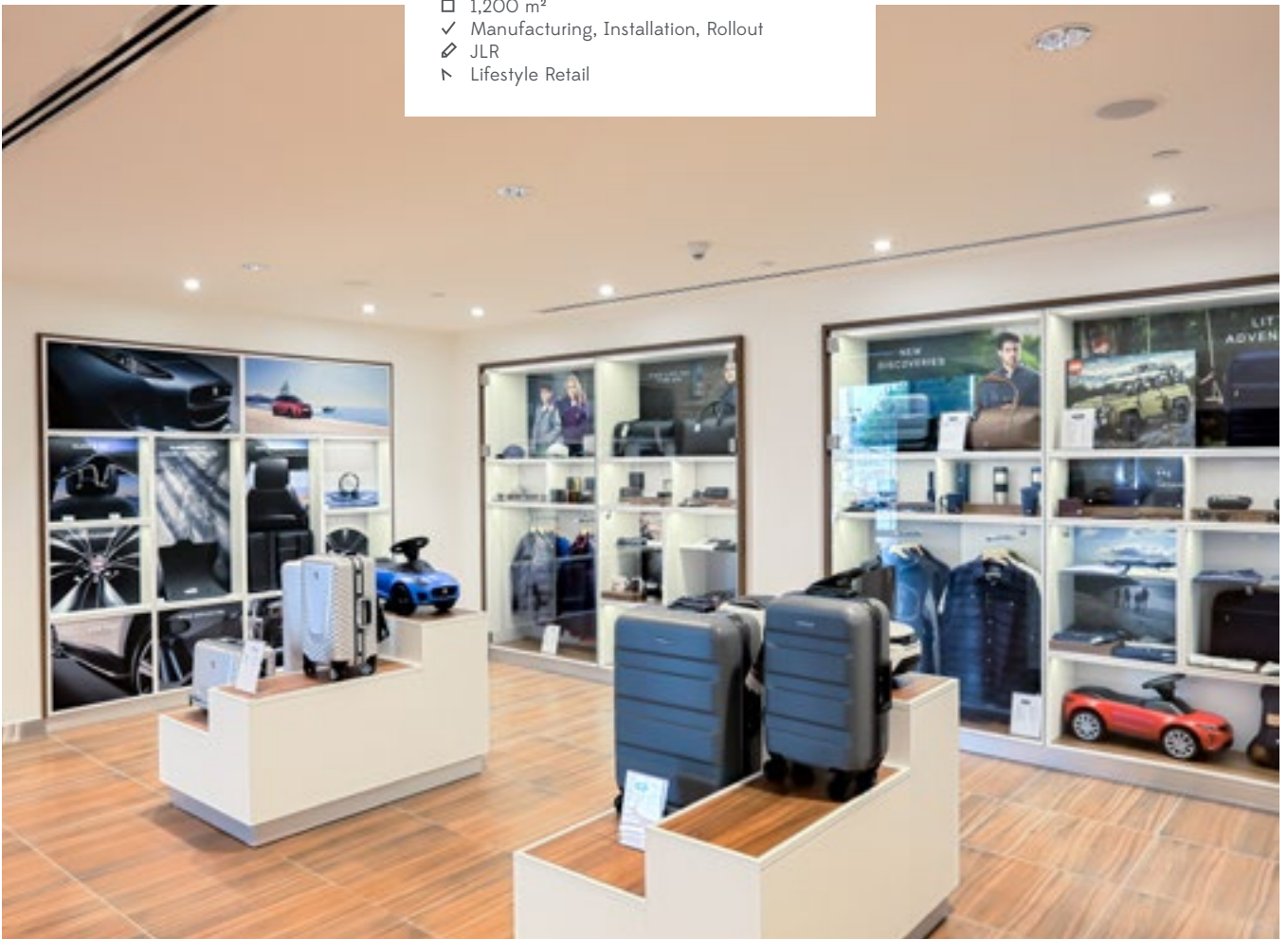
- 📍 Khaadi City Center, Deira, UAE
- 📏 640 m²
- ✓ Manufacturing, Installation, Rollout,
Shop Equipment, General Contracting
- ✂️ Usman Mughini
- 👉 LIFESTYLE RETAIL





Jaguar Land Rover

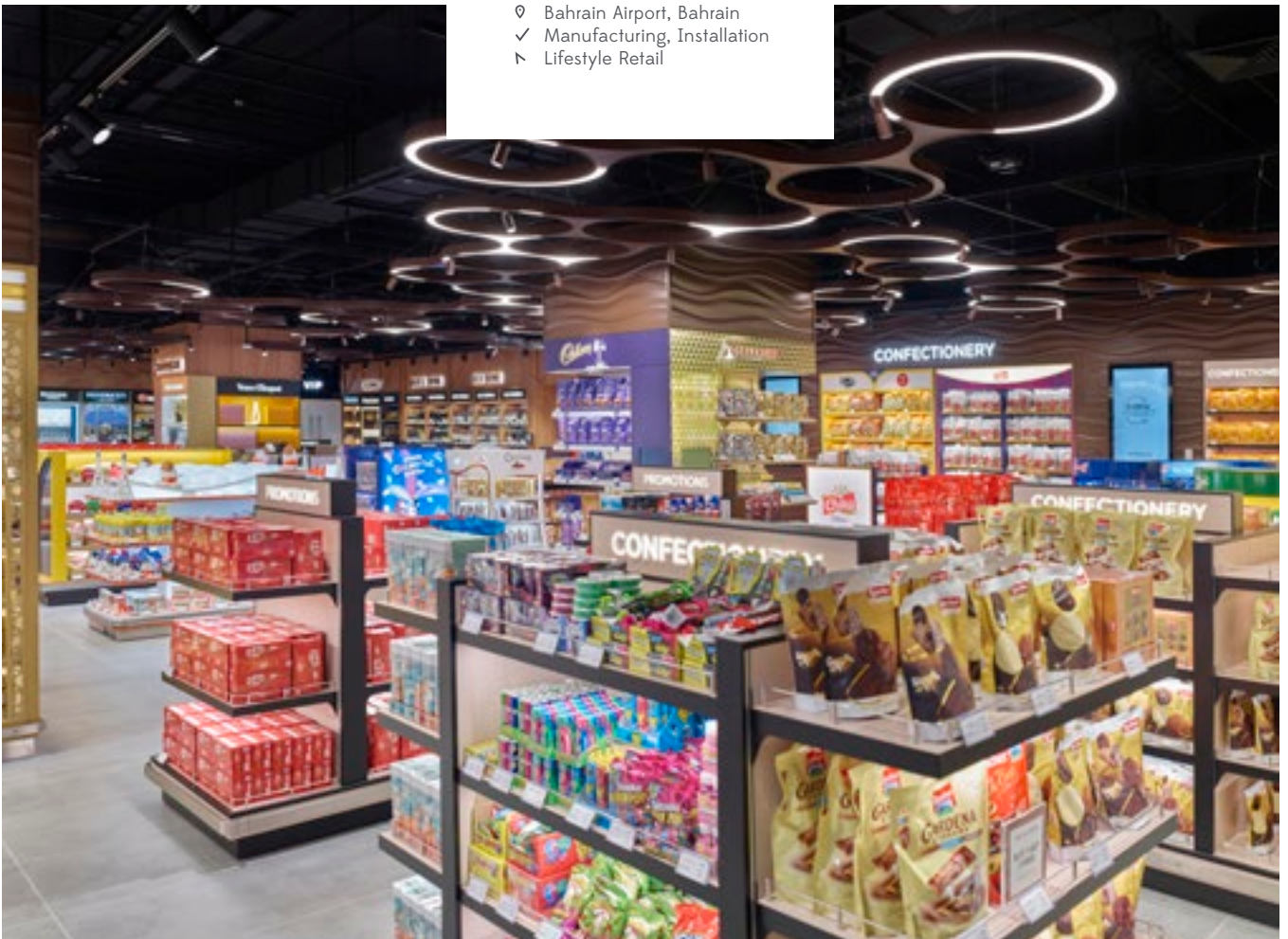
- 📍 Abu Dhabi, UAE
- 📏 1,200 m²
- ✓ Manufacturing, Installation, Rollout
- ✂ JLR
- ↳ Lifestyle Retail





Bahrain Duty Free

- 📍 Bahrain Airport, Bahrain
- ✓ Manufacturing, Installation
- ↳ Lifestyle Retail





A STORE MAKERS WORLD

With almost 70,000sqft (~6,500m²) manufacturing space and more than 200 dedicated Store Makers on the ground, our regional manufacturing hub in Dubai supplies the entire GCC region & beyond with bespoke Premium Retail worlds and also Lifestyle Retail solutions as a sustainable & reliable partner for Global Brands, Regional Operators and Local Concepts.

Together with our partner offices of umdasch group we have access to resources of 180 branches in more than 70 countries worldwide.

1868

Stefan Hopferwieser, the great-grandfather of the present owners, receives the “concession” to operate a joinery business.

1939

The company moves to the east of Amstetten and new premises are built.

1983

In 1983 the late Josef Umdasch shook hands with Sheikh Ahmed Hassan Fitaihi on a first landmark project in Jeddah which is still operating today.

1989

A first office in Jeddah was opened to serve local customers closer but shortly afterwards had to be closed down due to the start of the Gulf War.

2001

Umdasch AG acquires Assmann Ladenbau Leibnitz, the market leader for food retail in the shopfitting sector in Austria.



2003

Jean Habis & Elie Dib from Lebanon have launched HDD Interiors in Dubai with a specific focus on general contracting as well as architectural design consultancy.

2005

The regional office set up for umdasch was launched in 2005 with a Commercial License at Emaar Business Park in in Dubai.

2013

JWP Technical Works was established with a workshop in Dubai with a specific focus on Pop-up Stores, Brand Concessions, and POS displays for luxury retail brands.

2019

Celebrating more than 150 years or corporate history umdasch launched a newly expanded Regional Manufacturing hub in Dubai.

2021

The Store Makers in the Middle East are uniting JWP Technical Services, HDD Interiors and umdasch to form a powerhouse for the region.

With a
heritage of
craftsmanship
and a personal
approach,
we make successful
STORES.



storemakers-me.com