

STORE OF THE WEEK by John Ryan

Mamas & Papas Dubai

Maternity retailer Mamas & Papas continues to refine the format it developed for its Regent Street flagship that opened in 2006 with its latest store in Dubai.

This 5,300 sq ft branch, which opened last month, is located in Dubai's modestly sized – at least compared with some of the shopping centres in the Gulf state – Mercato Mall.

Mamas & Papas has adapted the store's external appearance to the local environment using Arabic script and altered the store internally. This means that the store's unicity has been given softer curves and organic shapes have been used to promote a more natural feel.

Because of the climate differences between Dubai and the UK, the in-store ranges are different and

merchandising solutions have been adapted, with shorter perimeter bays so more summer clothes can be included.

This store, as with the other new-look Mamas & Papas shops, has been designed by Four IV, the London design consultancy that created the Regent Street prototype. It is the sixth of seven stores to open in the United Arab Emirates, with other branches sited in Bahrain, Qatar and Kuwait. A further six shops are scheduled to open in Saudi Arabia later this year, as well as two more in Dubai.

Mamas & Papas trades in the region under an agreement with the local Al Tayer Group, which also fronts Gap, Armani and Banana Republic.

