

Max Fashion Unveils its Latest & Refreshed Store Design at City Centre Bahrain

● Store inaugurated by Sheikh Hamad Bin Salman Al Khalifa, Assistant Undersecretary for Domestic & Foreign Trade

● Max Fashion, part of Landmark Group and operated in Bahrain by Al Rashid Group, continues to invest in enhancing its retail presence across the Kingdom

● Revamped store combines an entirely new premium-yet-accessible look and feel with tech enhancements

Max Fashion, one of the region's leading value fashion brands and part of the Landmark Group, has launched its newly renovated store at City Centre Bahrain, introducing an all-new shopping experience that makes discovering new styles captivating and fun. The relaunch reflects the commitment by Al Rashid Group – an affiliate of the Landmark Group in the Kingdom – to continue investing in Bahrain, where it has been shaping the retail landscape for 53 years, and bringing its customers new and innovative ways to shop. The store was officially inaugurated by the guest of honor H.E. Sheikh Hamad Bin Salman Al Khalifa, Assistant Undersecretary for Domestic & Foreign Trade, in



the presence of Landmark Group leadership team, who marked the occasion with a ribbon-cutting ceremony before touring the store. Spanning over 15,000 square feet, the redesigned store brings Max Fashion's latest retail concept to one of Bahrain's most prominent shopping destinations, with a premium-yet-accessible environment designed to make fashion discovery easier and more engaging. The new environment features an open layout, wider aisles and intuitive navigation, alongside clearly defined zones that make it easier for customers to explore the latest collections for women, men and children. The new store brings together on-trend collections, digital displays, and refreshed fitting rooms with enhanced lighting, creating a more engaging and enjoyable environment. The store also incorporates advanced technology designed to make shopping faster and more seamless. RFID-enabled tracking supports greater inventory accuracy and real-time

stock visibility, helping customers find the products they want while enabling a quicker self-checkout experience. Online orders can be collected from the store through Click & Collect or delivered directly to customers with same-day delivery. Taking the experience beyond the physical store, Max Fashion is also bringing one of the region's first AI-powered Virtual Try-On experiences to customers in Bahrain through its online shopping experience. Developed with Google Cloud and powered by advanced generative AI, the feature allows shoppers to see how selected garments look, fit and drape across different body types before making a purchase. The personalised experience gives customers a better sense of how different styles could work for them, helping them explore pieces with greater confidence before making a purchase. By transforming online browsing into a more visual and interactive experience, Virtual Try-On helps remove uncertainty and gives customers the freedom to experiment

with different looks. Hani Weiss, Chief Executive Officer of Max Fashion MENA & SEA at Landmark Group, said: "Our belief has always been that latest fashion, and now technology, shouldn't carry a premium. If it makes shopping easier, it should be available to everyone. We are constantly reinventing the Max Fashion experience to meet the evolving needs of our customers, and the relaunch of our City Centre Bahrain store brings that approach to life through unique innovations by enhancing the customers' experience. Bahrain's customers are digitally fluent and value-driven in equal measure, which makes this the right market to show that innovation and accessibility can go hand in hand." The launch event builds on Max Fashion's strong connection with the Kingdom through its Love Bahrain campaign, which featured Bahraini TV presenters and media personalities Shaima Rahimi and Eman Zainal, showcasing the brand's latest collection. Bringing together Max Fashion's contemporary fashion offering



with familiar local personalities, the campaign celebrates Bahrain's diverse community and local talent. It also reflects Max Fashion's focus on understanding the needs, preferences and lifestyles of Bahraini customers, helping shape a fashion offering that feels relevant to the local market. Sandeep Narain, Senior Vice President & Country Head, Bahrain, Al Rashid Group said: "Al Rashid Group's story began here in 1973, and more than five decades on, Bahrain remains central to how Landmark Group grows. Today we operate over 20 outlets and two malls across the Kingdom, and this store is the clearest expression yet of how we intend to keep serving Bahraini families: with better spaces, smarter technology and a shopping experience built around how people actually live and shop here. We are not simply refreshing a store; we are continuing to invest in our brands in Bahrain, because we have real confidence in where this market and its retail sector are heading." The relaunch also forms part of Max Fashion's wider commitment to evolving its operations responsibly. Sustainability remains a long-term priority for the brand, with an increasing focus on eco-friendly fabrics, packaging

ing and community initiatives as it continues to grow across the region. The September collection is designed around the way customers live today. As the season begins to shift, the collection is focused on versatile pieces that make transitioning from one moment to the next feel effortless. Lightweight layers, elevated textures and considered details bring together comfort, style and practicality for both women and men, while the modern smart-casual edit offers easy options that move seamlessly from the workday into the evening. For kids, the collection takes a fresh approach to new-season dressing, combining comfortable essentials with playful colors and versatile denim styles that allow personality and self-expression to shine through. Across every category, the focus remains the same: delivering fashion-forward styles, exceptional value and effortless wearability for the season ahead. Max Fashion entered Bahrain in 2007 and today operates eight stores across the Kingdom's four governorates. Customers can now visit the newly opened store at City Centre Bahrain or shop online at maxfashion.com.

Bahrain India Ties



Deputy Prime Minister Shaikh Khalid bin Abdulla Al Khalifa received outgoing Indian Ambassador Vinod Jacob, highlighting the longstanding Bahrain-India relationship and the continued growth of economic and trade ties. Shaikh Khalid commended the Indian community's contributions to Bahrain's development and praised Ambassador Jacob's efforts to strengthen bilateral cooperation during his tenure.

Historic Manama Building



Speaker of the Council of Representatives Ahmed bin Salman Al Musallam visited the historic Manama Municipality Building to review its restoration and the Municipal Exhibition, accompanied by Municipalities Affairs and Agriculture Minister Wael bin Nasser Al Mubarak and senior officials. The visit included a tour of the restored building and its original architectural features, along with documents and exhibits highlighting Bahrain's municipal history.

RHF Strengthens Partnership



Engineer Ibrahim Dalhan Al Doseri, Acting Secretary General of the Royal Humanitarian Foundation (RHF), received Jocelyn Fenard, Representative UNFPA GCC, during his official visit to Bahrain. He was accompanied by Hassan Alrayes, Partnership and Liaison Officer, UNFPA GCC, Nawaful Shehab, Youth Empowerment Office UNFPA, and Hashem Mahfouz, Organizations Sector, Ministry of Foreign Affairs. The two sides reviewed areas of mutual interest and cooperation and explored practical avenues for joint initiatives.

GCC Defence Coordination



Major General Staff Sheikh Ali bin Rashid Al Khalifa, Assistant Chief of Staff for Human Resources, led Bahrain's delegation at the 18th meeting of the Committee of Administration and Human Resources in the Armed Forces of GCC countries, held in Qatar. The meeting brought together members of the GCC Committee of Administration and Human Resources, with the participation of Major General Staff Salman bin Ibrahim Al Fadhala, Assistant Secretary-General for Military Affairs at the GCC Secretariat, and a representative of the Unified Military Command. Discussions covered administration, human resources and joint military action.

Private Sector Partnership



Capital Governor His Excellency Shaikh Khalid bin Hamoud Al Khalifa received businessman Yousif Salahuddin and Salah Yousif Salahuddin at the Governorate's office in Al Gudaibiya, where they reviewed community and development initiatives implemented by the Capital Governorate. The Governor praised the Salahuddin Group's continued contributions to supporting the Governorate's initiatives and projects, highlighting the private sector's role in strengthening community partnerships.

Diamond Health Standard



Brigadier Adnan Juma Bahar, Director General of the General Directorate of Reform and Rehabilitation, received the Diamond Level Healthy Workplace Certificate, presented by the Ministry of Health to the Pretrial Detention Centre. The recognition reflects the Directorate's efforts to promote a healthy workplace and sustainable practices through initiatives that support employees' quality of life. Brigadier Bahar said the certificate, the highest level awarded under the Healthy Workplace initiative, demonstrates the Directorate's commitment to approved health standards and programmes promoting healthy lifestyles.