

# TOM FORD

## **Saudi Jawahir Release Spring/Summer 2015 in Tom Ford**

December 2014 - Saudi Arabia luxury franchise operator Saudi Jawahir partners with Italian luxury fashion retailer Tom Ford to discover the Spring/Summer Pre-Collection 2015 in Centria Mall, in the heart of Riyadh.

The lay-out of the boutique was meticulously planned in such a way as to demonstrate the quality of the various categories of merchandise on display. The boutique carries a full selection of accessories, ready to wear, men's wear and cosmetics.

The boutique hosted the women's prêt-à-porter collections as well as accessories, earrings, jewels, sunglasses and perfumes. Tom Ford's Spring 2015 women wear collection is long lean, infused with Rock'N'Roll sensuality. Mr. Tom Ford references his own work of late '90S', but updates the silhouette with a contemporary edge.

The stylist Aram Kabbani was hosting the event, helping people to choose the perfect outfit and styled it with shoes and accessories.

Saudi Jawahir, which currently controls a 35 outlet strong luxury retail portfolio across Saudi Arabia, is delighted to have facilitated the arrival of Tom Ford to Saudi Arabia and is confident of their excellent reception in the marketplace.

The store is situated at the ground floor of Centria Mall. In turn Centria Mall has ascertained itself as the destination for luxury shopping in Riyadh the capital city of Saudi Arabia. The mall boasts of housing a multitude of luxury fashion brands, as well as top line jewelries and life style stores. The mall is also famous for its line of fine dining restaurants.



Aram Kabbani & Carlo organizing the shop floor visuals for the SS15 season.



Exhibiting the new accessories collection.





Aram Kabbani giving styling advices to one of the customers. Aram is wearing Tom Ford dress.

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