

Beat: Vips

## **LEADING BRITISH LUXURY BRANDS REITERATE STRONG INTEREST IN PLACE VENDOME QATAR**

### **APPETITE FOR LUXURY GOODS AND LIFESTYLE**

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**USPA NEWS** - Qatar is recognized among the fastest growing economies in the world boasting the world's highest GDP per capita. The energy rich country has an increased appetite for luxury goods and lifestyle. With a value of £8.1 billion (USD 12.4 billion) in 2014, the retail industry in Qatar...

Qatar is recognized among the fastest growing economies in the world boasting the world's highest GDP per capita. The energy rich country has an increased appetite for luxury goods and lifestyle. With a value of £8.1 billion (USD 12.4 billion) in 2014, the retail industry in Qatar is considered as the most attractive market for retailers in the Middle East, ranking in fourth place worldwide.

United Developers, a visionary and ambitious Qatari real estate development company, has engaged with the leading brands in Europe to promote the Qatari retail market and its upcoming £814 million (USD 1.25 billion) mixed-use development Place Vendôme, currently underway in Lusail, Qatar.

The development draws inspiration from the famous Parisian high-end shopping street, Rue de la Paix, of which Place Vendôme is the starting point. Slated to open in the third quarter of 2017, the 800,000m<sup>2</sup> project will host two five-star luxury hotels, serviced apartments, a mall featuring up to 400 different retail outlets and a central entertainment amphitheater.

Place Vendôme is set to bring a unique experience of fine fashion, luxury, lifestyle and architecture to the Middle East region.

Located in Lusail City, Qatar's emerging master development and home to the host stadium of the opening and closing matches of the 2022 FIFA World Cup, Place Vendôme aims to become the new center of attraction for regional and international residents and visitors seeking a combination of varied entertainment and retail choices in one place.

Source : United Developers

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