

Robinsons to invest heavily in vertical garden landscaping in ME

BY OUR BUSINESS BUREAU

DUBAI: International department store Robinsons, Singapore's legacy retailer plans to expand into the Middle East market as it continues to invest in Dubai with the first of its kind in-store vertical garden created by world-renowned botanist Patrick Blanc.

Robinsons will offer the region the full spectrum of contemporary fashion from accessible to luxury with a focus on novelty and style, including a coveted new-to-market brand portfolio.

The new concept store to be set up at Dubai Festival City Mall is set to elevate the emirate's retail landscape. Aiming to inspire Dubai's future generations of eco enthusiasts, Patrick Blanc engaged young minds from the Deira International School and the German International School of Dubai in an interactive session to discuss the benefits of an eco-friendly lifestyle. The latter school was selected based on the recent establishment of the institution's sustainability committee, with a focus on educating students about environmental protection and green living.

"I'm proud to be associated with a brand which is bringing an eco-friendly consciousness to life as part of its store environment in the Middle East. The concept has been inspired by the brand's Singaporean heritage and gives a nod to Singapore's urban landscapes, meshing art, design, & cultural dimensions," explained Patrick Blanc, botanist and artist.

Patrick Blanc spoke passionately about specific plant species that are best suited to the local environment and the development of a vertical garden and fascinated the children with his engaging manner and keen interest in developing a more sustainable future. In order to promote its eco-friendly ethos, Robinsons offered the school children healthy vegan refreshments and snacks at the event.

"We are honoured to partner with Patrick Blanc, whose passion and vision has been essential to the development of our brand's eco ethos. The Patrick Blanc Project is our initial step and our first showcase of how we aim to reimagine a sensorial experience for our in-store Robinsons patrons," said Thierry Prevost, Managing Director of Fashion and Department store in Al-Futtaim Retail.