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Robinsons Set to Launch Dubai's First In-Store Vertical Garden



Sowing the seeds for the launch of Robinsons department store

Robinsons department store will debut with Dubai's first vertical garden by the botanist Patrick Blanc at Dubai Festival City Mall

Singapore's renowned retailer Robinsons department store will open its doors in March, 2017 and sets to offer Dubai residents a range of contemporary fashion, beauty and furniture brands. A highlight of the store will be an in-store vertical garden, created by the acclaimed French botanist Patrick Blanc, which will be displayed on the exterior façade of Robinsons as well as the interior atrium, extending over three floors with over 308 species of foliage. On the soon to be launched vertical garden installation at Robinsons, Patrick stated, "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" he added, "The concept has been inspired by the brand's Singaporean heritage and gives a nod to Singapore's urban landscapes, meshing; art, design and cultural dimensions."



The renowned French botanist Patrick Blanc amidst his vertical garden

To celebrate the upcoming debut of the vertical green garden at the department store, Robinsons hosted an interactive event to cultivate an eco-friendly lifestyle with Patrick Blanc which involved school children from the Deira International School and the German International School of Dubai to plant the store's first plants for its imminent launch in March, 2017.