

## PLACE VENDÔME & QATAR TOURISM HONOURED FOR INNOVATIVE COLLABORATION



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**Doha, Qatar – January 11<sup>th</sup>, 2025:** Having recently hosted the opening ceremony for *Shop Qatar 2025*, **Place Vendôme** is pleased to have presented **H.E. Mr Saad Bin Ali Al Kharji, Chairman of Qatar Tourism**, with an award commemorating its innovative collaboration with Qatar Tourism during last year's event.

**Place Vendôme**'s collaboration with Qatar Tourism during *Shop Qatar 2024* clinched the coveted 'Gold award' in the *Marketing Excellence* category at the prestigious Middle East Council of Shopping Centres & Retailers (MECS+R) Awards. This award recognizes the efforts of both Qatar Tourism and Place Vendôme to enhance Qatar's reputation as a leading global luxury retail destination.

**The MECS+R Awards** are widely recognized as the gold standard for excellence in the sector, celebrating innovation, creativity, and outstanding achievements in retail, marketing excellence, and property development.

**Shane Eldstrom, CEO of United Developers, Owners of Place Vendôme**, said: "The team at Place Vendôme is proud to have played a role showcasing the *Shop Qatar* initiative for its past two editions. We have worked tirelessly to bring some of the best brands and experiences from throughout the region and the world to Place Vendôme and are grateful for the support of Qatar Tourism in bringing our destination to new audiences".

This year's edition of *Shop Qatar*, the nation's largest shopping and entertainment festival, launched on January 1 with an elegant opening ceremony at Place Vendôme, featuring a performance by Lebanese singer Abeer Nheme, alongside colourful parades, family activities and a stunning fireworks display.

Qatar's retail sector has been experiencing a boom, with the market expected to grow at a CAGR of over 5% in the coming years. The country's high GDP per capita, coupled with a population that values quality and innovation, has created a fertile ground for retail excellence. Place Vendôme's success at the MECS+R Awards reflects this thriving environment and the mall's ability to capture the essence of Qatar's dynamic retail landscape.

Since its opening in April 2022, Place Vendôme has rapidly established itself as a cornerstone of Qatar's retail and lifestyle scene. The mall's unique blend of luxury brands, diverse dining options, and state-of-the-art entertainment facilities has made it a favourite among locals and tourists alike. This latest recognition at the MECS+R Awards adds to Place Vendôme's growing list of accolades, which include the UNESCO Prix Versailles for World's Most Beautiful Shopping Mall in 2023; the respected 'Premier Shopping Mall Experience' at the Qatar Tourism Awards; Qatar Museums' Bronze Key; RLIMENA 'Shopping Center – New Build' Award; as well as, 'Best Mall Award' and 'Highest Participation Award' by Shop Qatar.

Place Vendôme's ongoing efforts are aligned with the pillars of Qatar National Vision 2030, that aims to drive economic, social and cultural development in the country. By enhancing Qatar's appeal as a global retail and tourism destination, Place Vendôme contributes to the diversification of the national economy, promotes cultural exchange, and fosters sustainable

growth. The mall's dedication to this vision reflects its commitment to making a meaningful impact on the country's economic prosperity, social cohesion, and heritage preservation. These MECS+RAwards not only celebrate Place Vendôme's achievements but also highlight Qatar's growing influence in the regional and global retail landscape.

For more information about Place Vendôme, please visit [www.placevendomeqatar.com](http://www.placevendomeqatar.com)