

EMILE RASSAM

Press Release.

CREATING GREATNESS

“Create Great Moments for Everyone, Every day.”

Hazmieh, July 2nd, 2012.

MAJID AL FUTTAIM (MAF) is a company that prides itself at being bold, passionate and diverse.

So when they make a promise of greatness, they are expected to deliver, because as GM Majid Al Futtaiim promises, excellence is at the core of their beliefs.

Established in 1992, Majid Al Futtaiim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa. Structurally, MAF is formed of four companies; MAF Holding, MAF Properties, MAF Retail and MAF Ventures. MAF has a presence in fourteen countries, with over thirty thousand employees and over two hundred and fifty million customers every year. And they aim to serve the same brand greatness in each one of these countries and to every single person.

Greatness is the fabric of everything they do and everything they offer. And the face of this brand identity is their employees and the image they present to their customers. In choosing their partner to create that image, as leaders in the region, MAF Retail chose one of the leading players in the MENA region, EMILE RASSAM.

In EMILE RASSAM, they found a partner who embodies the spirit of courage and collaboration. EMILE RASSAM's uniforms were born of the brand's qualities and resulted in a product of beautiful architecture with refined balance and poetry.

EMILE RASSAM brought into the design of the uniforms the same smart simplicity, the attention to detail and the feel and comfort that MAF provides in the brand, both experientially and spatially for their customers and end users.

The customer service team uniforms infuse the staff with confidence and reflect that to the customer, rendering a stronger and more reliant workforce who can as a result play their part in creating the greatness that is promised for everyone.



ABOUT EMILE RASSAM

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At EMILE RASSAM it is a firm belief that a uniform is not just a working garment, it is an intimate part of the culture of the brand and as much an essential player as the architecture, the identity and the goals of a brand. When a uniform is designed and manufactured, every aspect of the brand is studied down and analyzed to its core and it is reflected in each stitch.

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