

## **“Jordan European Furniture” and “Jordan Duty Free Shops” Join “The Boulevard”**

**(Amman, Jordan – March 2014)** The Jordan European Furniture group (Kartell, Cilek, and Natuzzi) and the Jordan Duty Free Shops, recently signed agreements to rent out space at The Boulevard project, located in Abdali, the new downtown of Amman.

The Chief Executive Officer of Abdali Boulevard Company, Engineer Taher Al-Jaghibir, expressed his pleasure with the execution of the agreements, considering both, the Jordan Duty Free Shops and the three brands under the Jordan European Furniture Company, a differentiated addition to The Boulevard’s current offering. “The Boulevard will offer a variety of choices that range from restaurants to retail outlets and entertainment facilities, making it a promising investment environment that pays off to its tenants in particular and to the national economy in general.” said Al-Jaghibir.

“The Boulevard is moving forward with full force especially in space leasing of retail and office areas. Our tenants, Rotana Hotel Management, and us, as The Boulevard management, are putting all our energy in preparation for the official grand opening towards the second half of this year.” he added.

Top management personnel from the Jordan European Furniture Company and the Jordan Duty Free Shops were similarly enthusiastic about their respective agreements.

“Our company rented out a total of 450 square meters of retail space at The Boulevard. Taking part in such a project is in line with our company’s policy of establishing a presence in the most vibrant locations in Amman.” explained Mr. Ibrahim Abdin, General Manager of the Jordan European Furniture Company. “Through our product portfolio, we aim to achieve excellence and become frontrunners in the furniture market, where we carefully work on providing our customers with the best quality products in a convenient location. Our showrooms at The Boulevard will deliver an exclusive range of home furniture and accessories and will strengthen the diversity of the retail offering at The Boulevard.”

“The space we allocated for the Jordan Duty Free Shops at The Boulevard is 1,250 square meters. It will be a diversified, uniquely integrated, and a coveted location for both citizens and tourists.” said Mr. Haitham Al Majali, Chief Executive Officer of the Jordan Duty Free Shops. “Our presence at The Boulevard comes as part of our strategy to create opportunities instead of wait for them, taking advantage of the tourism benefits in Jordan that make up for its lack of resources.”

It is worth mentioning that The Boulevard is comprised of a blend of high-end retail outlets, including some of the world’s most recognized and sought-after brand names, in addition to 30,000 square meters of modern office spaces and approximately 400 luxurious serviced hotel apartments, operated and managed by the Rotana Hotel Management Corporation, one of the MENA region’s leading hotel management companies.

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**About The Boulevard:**

Strategically situated at the heart of the new downtown of Amman, The Boulevard is a mixed-used project that consists of a 370-meter-long and a 21-meter- wide outdoor pedestrian spine, bordered by 12 buildings that offer unique high-end retail outlets that promise a new shopping experience, luxurious serviced hotel apartments built to the highest standards, scenic rooftops that embrace a variety of facilities and avant-garde office spaces. The Boulevard is set to complement Abdali's vision in redefining modern living in the Jordanian capital and blending business, pleasure and contemporary urban lifestyle into a single prestigious address, entrenching its strategic location with economic, touristic and residential developments as well as other multifaceted establishments. [www.boulevard.com](http://www.boulevard.com)