



Mall of the Emirates

Shopping is just the beginning

Mall of the Emirates Reports a Huge Footfall for Metro Link Stores



The opening weekend for Dubai's new Metro proved to be a bonanza for the new retail outlets located at Mall of the Emirates Metro link. The stores reported a huge footfall as the emirates' citizens flocked to experience the new service, with Mall of the Emirates one of the most popular destinations among the ten stations now open on the Red Line.

Among the new businesses that have opened their doors along the link include seven retailers that are new to Mall of the Emirates; Home Sweet Home, Emax, E-City, Paperchase, Borders Express, Cold Stone Creamery and Nokia whilst Jacky's and Better Life have relocated to the area and UAE Exchange now has its second outlet at the mall.

"We've found that our Metro Link stores are proving not only popular with visitors using the new service, but also with shoppers who come to the centre by other means," said Fuad Sharaf, Vice-President of Mall of the Emirates. "We designed it to be much more than a mere access route to the trains and it is clear that it is being seen more as a shopping extension to the mall by our customers," he added.

The new 1,753 square metre area facility has become one of the busiest of the new Metro walkways, with thousands of customers pouring through it when the service opened last Friday. The extension continues beyond the retail area to connect Mall of the Emirates to its Metro stop, transporting passengers using a completely covered air conditioned traveller system.

The facility has its own customer service desk, restrooms, trolley bays and courtesy parking crews to assist commuters and customers.

“Many of the Metro Link stores are opening early in the morning to help service the needs of commuters who are using the Mall of the Emirates as their exit station on their way to work,” said Sharaf. “We’ve noticed that a lot of people are stopping to pick up snacks and newspapers before they get to their offices and a number are also taking advantage of this quieter time of the day to ensure that they have the store assistants’ undivided attention when enquiring about a particular product,” he added.

The Mall of the Emirates Metro Station theme is based on the essential element of fire and has a colour scheme imbued with a red and orange ambience. The 175 metre-long link comprises three travellers operating in both directions. There is a customer service desk dedicated for the walkway, and another located within the station itself, which complement the existing help points within the mall itself. Customers using the facility have access to information and assistance all the way along the chain, from train to shopping centre.