



AMANI

*Contemporary Life Style*

theamanistore.com

# ABOUT US

## Who We Are

We Believe in Real life and Creating  
MAGIC for our Customer and Employee

AMANI meaning Aspiration & Wish in ARABIC is  
a Clothing Brand Headquartered in DUBAI and  
Sourcing office in HONGKONG

*Our Vision & Mission is based on  
positivity, inspirational, Magic and Fun*

BIPLAB MOHANTY  
FOUNDER

**WE ARE FREE**

artists

**free**

colourful

**authentic**

natural

fun

**original**

spontaneous

chaotic

**human**

vital

**daring**

Positive

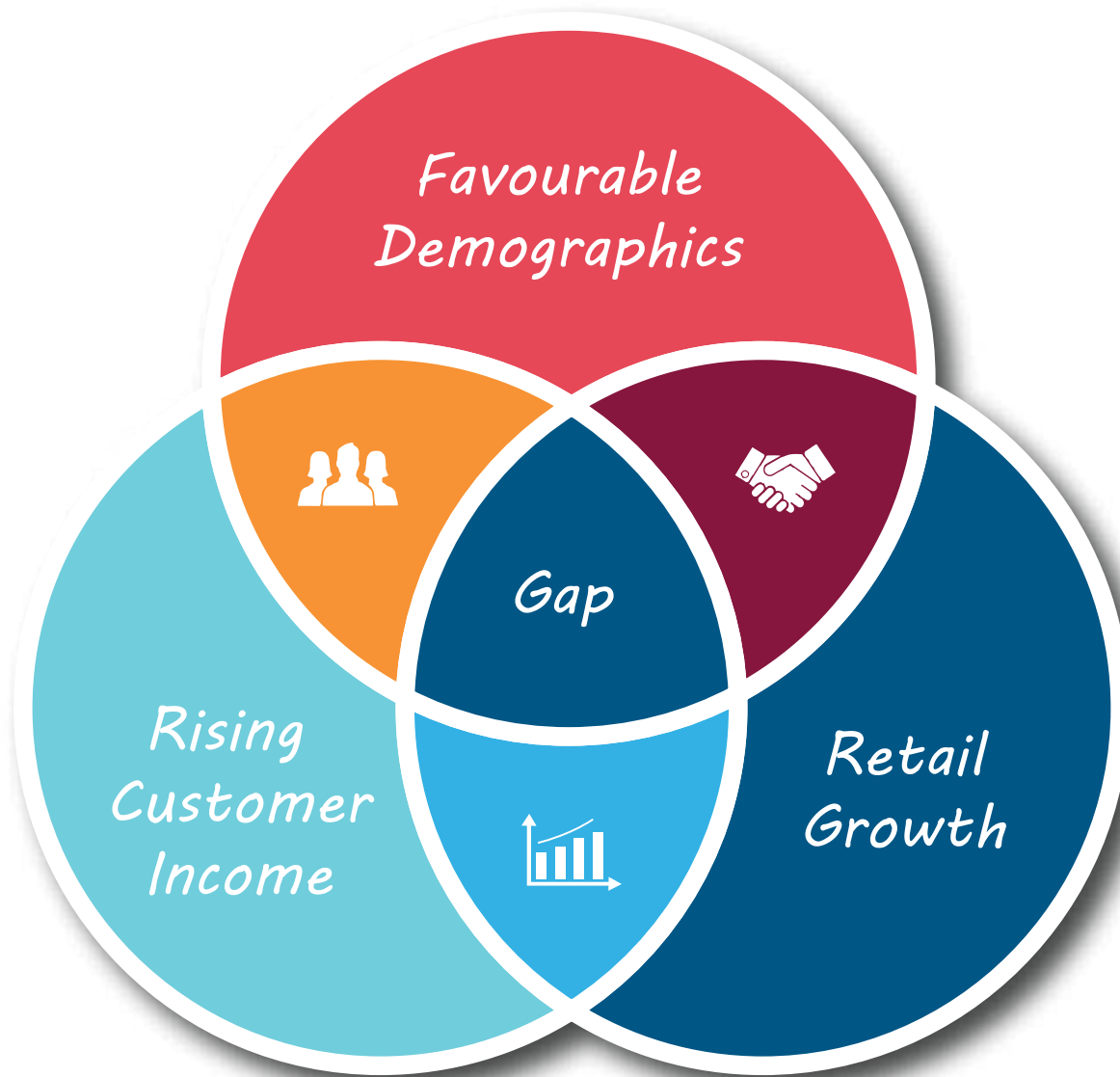
diverse

**creative**

**Professionally  
Managed Team**

*To Build Chain of Store  
Offline and Online*

# Why AMANI



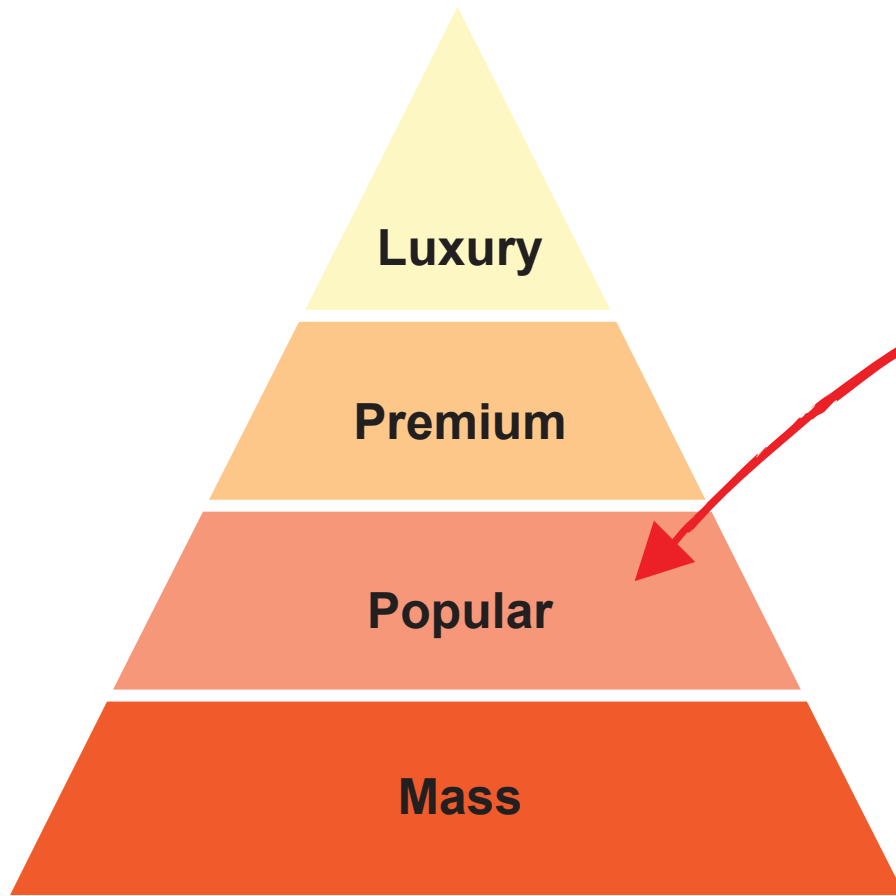
*Problem*

*Absence of  
Contemporary  
Lifestyle Brand  
in Chain Format*

*Solution*

# AMANI

# Our Position



AMANI





## Product Philoshophy

Our designs are characterised by colorful patchwork, intense prints, graffiti art and bright colors

*Womens and Kids  
Lifestyle Product Offering*

## Album Flash Back!



**AMANI DUBAI** added 2 new photos.

October 19, 2015 · 🌐



True Leaders don't create followers, They create more leaders...



👍 10

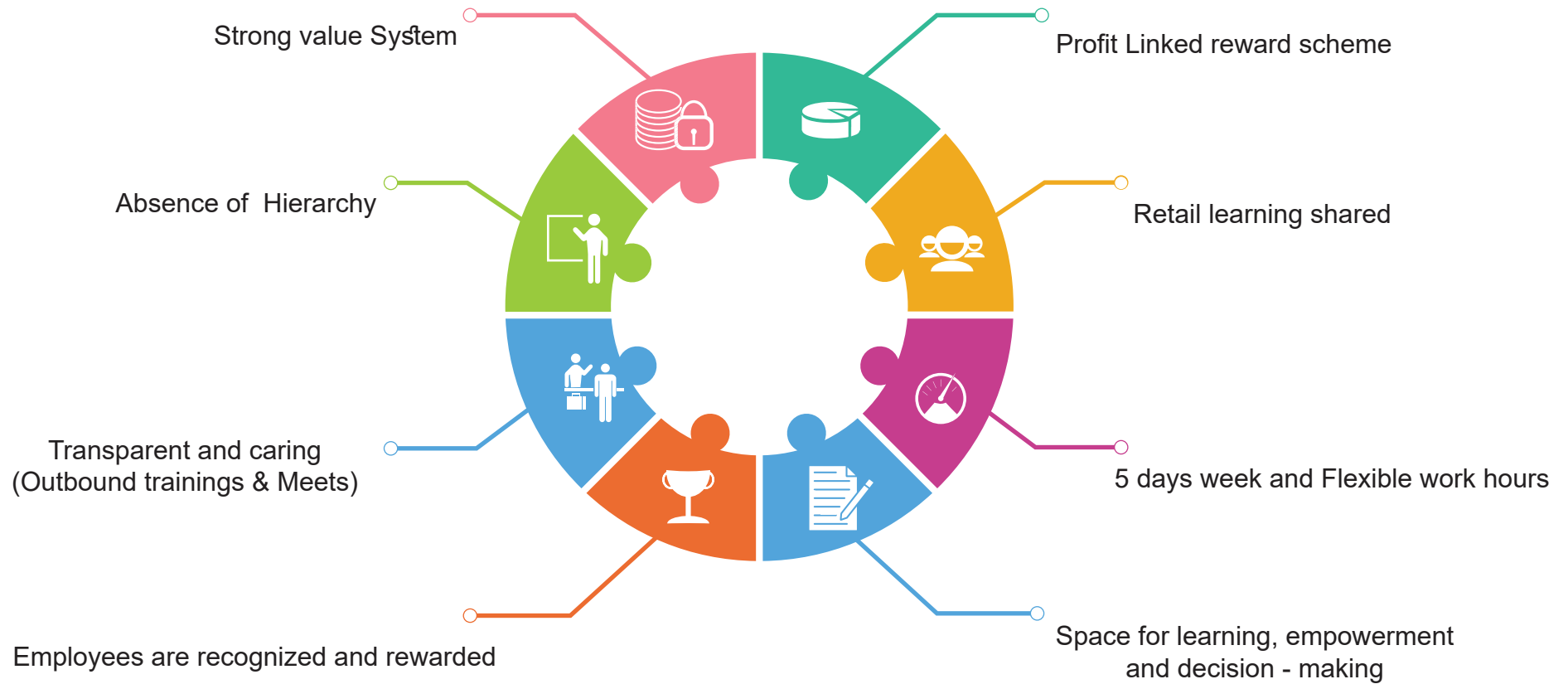
3 Shares

👍 Like

💬 Comment

➦ Share

# Human Resource Policies





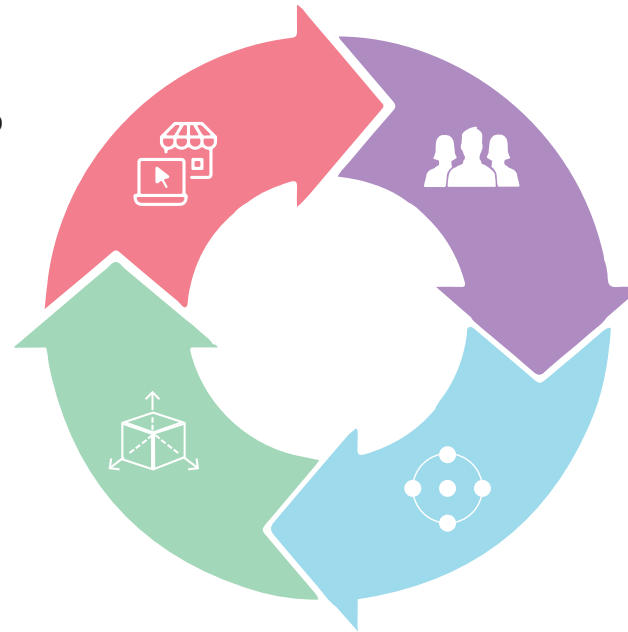
# Supply Chain



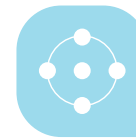
Centralized distribution center and regional distribution center connected to back office and all location with auto replenishment facilities.



Our partners have an online access to their sales at our stores through B to B connect.

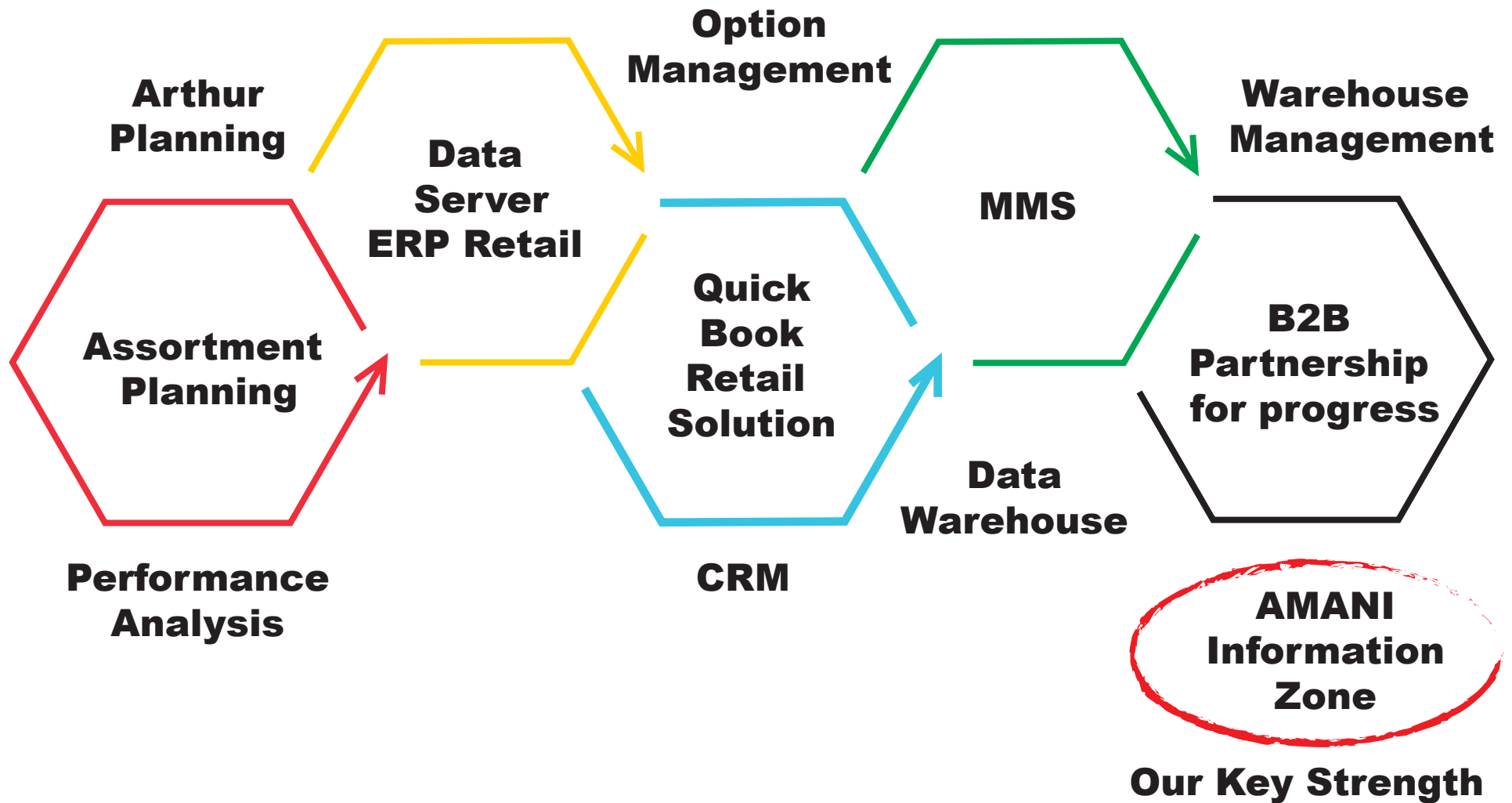


Distribution Center Management is done by ERP.



Regional Distribution Center connect online to the central system.

# Our Process



# Our Location Presence



# Brand Logo

**AMANI** 

2011 - 2020 (Old Logo)

**AMANI** 








2021 - ONWARDS (New Logo)  
Design from France

# Our Association



# Growth Opportunity for AMANI

	Mall Management	Multi	AMANI (TDM)
	Fashion Department Store	200 Plus	AMANI (53)
	Hotel & Resorts	Multi	AMANI (BSM)
	Mall Management	Multi	AMANI (ADM/BAS/SGM)
	Hyper Markets	100 Plus	AMANI (02)
	Mall Management	Multi	AMANI (DCC/CCS/SCC)
	Fashion Department Store	60 Plus	AMANI (05)

	Hyper Markets	250 Plus	AMANI (02)
	Airport Retailing	Worldwide	AMANI (03)
	Department Store	75 Plus	AMANI (05)
	Mall Management	Multi	AMANI (DFC)
	Department Store	50 Plus	AMANI (13)
	Department Store	15 Plus	AMANI (03)
	Hypermarket	25 Plus	AMANI (05)
	Hyper Market	20 Plus	AMANI (05)

# MOTHER & KIDS

*Collection*



# YOUTH





# KIDS





# WOMEN





SHOP MALL VIEW



SHOP FRONT VIEW



SHOP INSIDE VIEW

# Shop in Shop Concepts



کارفور  
Carrefour



**BASICXX**  
FASHION FOR LESS



**Splash**  
♥ FASHION

# Shop in Shop Concepts



Splash  
♥ FASHION



R&B



HyperPando



Fathima  
HYPERMARKET



Festival City



Duty Free Airport



City Center Sharjah



Sharjah Airport



The Dubai Mall Dubai



Century Mall Dubai



Shindagha City Center Dubai



Deira City Center Dubai





The Dubai Mall - Metro Link



Safer Mall - Sharjah



Festival City - Dubai



Dubai Outlet Mall



Meena Bazar - Dubai

# AMANI Kiosk





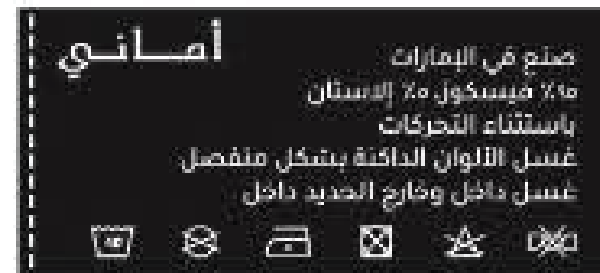
AMANI @ MAGIC - LAS VEGAS - USA

# Brand Collaterals

LOGO



WASH CARE



MAIN LABEL



TAG



BAG



# Employee's Uniform



# Fashion Shows



AMANI Fashion Show @ MAGIC, LAS VEGAS - USA

# Fashion Shows



The Dubai Mall Fashion Show



# Offline Communication



# Online Communication



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# Customer Experience



# Customer Experience



# Customer Feedback

Album **Valuable customer!**

**AMANI DUBAI** added 3 new photos — with **Shafaq Abbas**

March 24, 2016 · 🌐

Happiness is Seeing our Valuable customers Happy.....



Shafaq Abbas · 📷 · 📄 · 🗨️ · 📧 · 📧

Shafaq Abbas  
It was a dream come true when my dear sister came to my store and with my sweet friend to a team.

Shafaq Abbas  
Had a good time in store & purchased customer 🥰

Shafaq Abbas  
Yes of course. Customer dearer of just my daughter for a smiling smile

Shafaq Abbas

👍❤️👍 5 Comments 2 Shares

👍 Like 🗨️ Comment 📄 Share

**AMANI DUBAI**

February 11, 2016 · Dubai · 🌐

Kareena's Fan club!

You want to Grab an outfit of Kareena! ... [See More](#)



👍❤️👍 6 2 Comments 1 Share

👍 Like 🗨️ Comment 📄 Share

Most Relevant ▾

Write a comment... 🗨️ 📄 🗨️ 📄 🗨️ 📄

**AMANI DUBAI**



👍❤️👍 Like · Reply · 🗨️

Most Relevant is selected, so some comments may have been filtered out.

**AMANI DUBAI**

March 23, 2016 · 🌐

Amani's outfit spotted at 96.7 FM



**Hit 96.7 FM**

March 23, 2016 · 🌐

"Even impossible is spelt as 'I'm Possible!' Sanam who is an Electrical Engineer by profession does not believe in limiting herself to the walls of her usual chores! Listen to her live on #lifewithhit with #mayakartha

**AMANI DUBAI**

October 14, 2015 · 🌐

Our Valuable customers Hira & Usman @ Meena Bazar outlet. Thanks to beautiful Hira for Endorsing Amani!



👍❤️👍 12 3 Shares

# Customer Feedback



31 likes  
amaniretail #Amani#meenabazar#outlet  
View all 2 comments  
October 20, 2015

amaniretail  
Dubai, United Arab Emirates

5 mins • Edited •

You feedback is Important!  
Happiness is Happy People wearing Amani!



26 likes  
amaniretail Your feedback is important



AMANI DUBAI  
October 20, 2015 ·

Your feedback is Important!  
Happiness is Happy People wearing Amani!



7 1 Share

Like Comment Share

Write a comment...



# Celebrity



# **Our Social Responsibility**

[themanischool.com](http://themanischool.com)

**(Free Education to People for Empowerment)**



1.12 M \*  
2012

3.63 M  
2013

5.78 M  
2014

7.21 M  
2015

9.81 M  
2016

\* AED

Start of Concept  
Dubai - UAE

Reached  
GCC

Open  
HONGKONG

*Understanding our weakness is  
our strength for growth*



13.64 M  
2017

17.23 M  
2018

6.91 M  
2019

5.12 M  
2020

7.17 M  
2021



Pause Shop in Shop  
and Restructre

COVID-19  
Restructure & Restart



# Our Team



AM TO PM SUPPORT TEAM



UNSTOPPABLE

Keep exploring,  
visit [themanistore.com](http://themanistore.com)

Thank You

## Shops

### Dubai

Dubai Outlet Mall  
The Dubai Mall  
Deira City Centre  
Century Mall Dubai  
Dubai Festival City  
Shindagha City Centre  
Meena Bazar

### Sharjah

Sharjah Airport (Air Side)  
Sharjah Airport (Land Side)  
Sharjah City Centre  
Sahara Centre

### Abu Dhabi

Abu Dhabi Mall  
Bawawat Al Sharq Mall

### Ajman

Safeer Mall, Ajman

### Fujairah

Century Mall, Fujairah

### Ras Al Khaimah

Safeer Mall, Ras Al Khaimah  
RAK City Centre

### Al Ain

Al Ain Mall

## Shop in Shop

**Splash**  
♥ FASHION

### Dubai

Oasis Centre  
Burjman  
Arabian Centre  
Mirdif City Centre  
DFC Splash

### Abu Dhabi

Marina Mall  
Dalma Mall  
Deer Field  
Abu Dhabi Corp  
Yas Mall

### Sharjah

Al Qasmia Street  
King Faisal

### Ajman

Ajman Corniche

### Ras Al Khaimah

RAK Centrepont

### Al Ain

Al Ain Mall  
Bawadi Mall

### Fujairah

Fujairah City Center

**BASICXX**  
FASHION FOR LESS

### Saudi Arabia (Riyadh)

Riyadh Gallery  
Othaim Mall Rabwa  
Khurais Road  
Sultana Plaza

### Saudi Arabia (Jeddah)

Aziz Mall  
Salam Mall  
Events Mall

**كارفور**  
**Carrefour**

Marina Dubai  
Oasis Centre S.Zayed Road

**HyperPanda**

Dubai Festival City

**R&B**

Al Ghurair Mall  
Grand Central Mall Ajman  
City Center Ajman



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theamanistore.com

FIND MORE INSPIRATION AT:

