

# umdasch

THE STORE MAKERS

PRESS RELEASE  
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## Store Makers Middle East are forming a powerhouse for the region.

**The Store Makers in the Middle East are uniting JWP Technical Services, HDD Interiors and umdasch as three strong brands under one roof from 1 January 2022. This forms a powerhouse that will be one of the largest and most renowned companies for Retail Interiors in the Middle East with its substantial manufacturing capacities and retail expertise as well as an even wider service portfolio.**

All three companies are already playing in the top shopfitting league with their respective areas of expertise. umdasch has project experience in the Middle East for more than 30 years, including a good 10 years with its own production facility in Dubai. The reference list comprises illustrious names from the premium retail, department store and travel retail scene. Michael Kors, Tory Burch, Salvatore Ferragamo, Breitling, Kooheji Jewellers and Magrabi are just a few of the local & international clients that umdasch currently works for.

JWP Technical Services stands for boutique craftsmanship, which is impressively visible in the realisation of many shop-in-shop concessions, pop-up shops & events for numerous luxury brands. The company was founded in 2013.

HDD Interiors' core competence lies in the service sector. An experienced team of consultants, architects and designers has been creating shopping worlds that inspire and delight for 18 years now. Turnkey services are also an essential component of HDD's portfolio. Together they are already serving leading international luxury groups like Kering, LVMH and Richemont with projects across the region and beyond.

### **On course for growth**

Three successful companies under one roof – in the future, customers will benefit greatly from this. Alain Saliba, General Manager JWP, is convinced: "The merger will enable us to handle even larger order volumes for our existing clients. It will be an enormous enrichment for the brands to be able to access such a large network of experts from different disciplines. Of course, nothing will change in terms of the personal customer service provided by the existing dedicated team."

Patrick Fallmann, General Manager umdasch Middle East is very optimistic about the future: "After a difficult year 2020 we expect to achieve a y-o-y growth of almost 70% in the region especially with a strong footprint in the KSA market. We are already growing much faster than the market overall and, together with our new partners, we will continue this growth course at a similar pace in 2022." Three strong brands are forming the new foundations for the Store Makers Middle East, who shall be the first point of contact for any retailer who is planning projects or requires expert services across the region.

Photo captions:

Store Makers Middle East I:

f.l.t.r.: Elie Dib, Partner HDD; Silvio Kirchmair, CEO umdasch Store Makers; Patrick Fallmann, General Manager umdasch Middle East; Roman Fußthaler, Managing Director umdasch Premium Retail; Alain Saliba, General Manager JWP; Jean Habis, Partner HDD after the signing ceremony.

Store Makers Middle East II:

Patrick Fallmann, General Manager umdasch Middle East (left) and Alain Saliba, General Manager JWP (right)



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umdasch: Rooted in craftsmanship, visionary in the digital, always with a human aim and one goal: to realise successful stores in the fields of Lifestyle Retail, Food Retail, Premium Retail and Digital Retail. With more than 1,500 employees, umdasch The Store Makers is one of the leading shopfitting companies in Europe. The company headquarters are located in Amstetten, Austria. With around 20 branches in Europe and the Middle East, umdasch and its four operating business units realise more than 7,000 store projects including 200 turnkey projects as general contractor annually. Together with the two divisions Doka and Umdasch Group Ventures and more than 180 production, logistics and sales branches in 70 countries, the company has been owned by the Umdasch family for over 150 years.