



Press Release

Nstyle International announces partnership with Damas to celebrate 10 years in the region

Damas offers AED 280,000 in prizes and vouchers exclusively for NStyle customers during December

Dubai, UAE (November 15, 2011): NStyle International, the renowned chain of premium nail & beauty lounges in the Middle East, has announced that it has partnered with Damas, the Middle East leading international jewellery and watch retailer, to celebrate its 10th year anniversary in the region. Damas is offering AED 280,000 in prizes and vouchers exclusively for NStyle customers which includes 10 'Golden Tickets' for diamond jewelry as well as AED 500 gift vouchers.

Customers who purchase a customized NStyle gift pack of nail polish will have the chance to win one of 10 'golden tickets' from Damas, which entitles the winner to receive a diamond Jewellery gift worth AED 3,000. In addition, customers who spend AED 500 at any one of the eight NStyle outlets across the UAE will receive a AED 500 Damas gift voucher to spend on diamond purchases worth AED 2,500 and above.

Other prizes are NStyle vouchers for services such as manicure and pedicures, facials, massage, blow dry, and many more.

Lama Bazzari, CEO and Founder of NStyle International, commented: "We are delighted to be partnering with Damas and giving our customers these additional value offerings throughout December, which is one of our busiest months in the calendar."

“This partnership brings together two regional brands very highly trusted by women across the Middle East as they represent high quality products and excellent customer service,” added Raj Sahai, Director – Retail, Damas.

He added that the NStyle locations are appropriate venues to promote Damas’ new Farfasha campaign that features Lebanese superstar Nancy Ajram.

NStyle International is the parent company of two unique grooming concepts NStyle Nail Lounge and Urban Male Lounge. Bazzari launched her first flagship brand NStyle Nail Lounge in 2001 in Bahrain and since then has expanded to 14 locations across the region, including Kuwait, Jordan and the UAE.

In March 2011, NStyle successfully launched its own nail polish and beauty brand, which is retailed across the company’s stores, and hence tapping into the multibillion beauty distribution industry and competing head to head with global brands.

Damas was founded in 1907. Today it operates more than 300 stores distributed across 12 countries, most of which are located in the GCC region.

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About NStyle International:

Established in 2001, NStyle International is the parent company behind NStyle Nail Lounge (2001) and Urban Male Lounge (2006). NStyle Nail Lounge proudly holds its position as the region's leading chain of premium nail & beauty lounges in the Middle East offering a wide array of luxurious grooming experiences to the female consumer. Urban Male Lounge was launched as a parallel concept to satiate the growing appetite of the male population with an interest in premium grooming services at great value prices. With over 14 locations across the region, NStyle International operates stores in Bahrain, Jordan, Kuwait and the UAE with an ambitious goal to double its presence by end 2013 via wholly owned & franchised stores. NStyle International’s corporate headquarters are in Dubai, and the company employs over 450 staff to deliver premium-grooming services to the 40,000+ customers that walk through its regional stores on a monthly basis. Founded by serial entrepreneur, Lama Bazzari the NStyle brand of companies continue to expand their footprint with the launch of a premium label retail line in

January 2011 tapping into the multibillion beauty distribution industry. For all enquiries, please e-mail marketing@nstyleintl.com or mobile +971 55 956 7701.