
JML Investment Group's 'Un Jour, Un Sac' Boutique opens in Dubai

JML Investment Group's most recent endeavor in Dubai is the opening of 3 boutique stores at Jumeirah International's Souk Madinat, thereby adding to their already growing retail empire.

Meandering through a bazaar of richly emulated Arabian streets, the Souk Madinat exposes visitors to 74 boutique shops, 20 coffee shops, restaurants, cafes and bars, open plazas, a nightclub and amphitheatre.

Nestled amongst this 'feast for the senses' is JML Investment Group's latest brand Un jour, Un sac - a unique and innovative concept that allows the clipping of two leather or PVC handles to a fabric, leather or paper handbag. Design By JML - JML Investment Group's in-house design department - headed by Alexandra Cantacuzene have custom designed Un Jour, Un Sac's premiere store in the Middle East.

François Rénier, the creator of this set of accessories wants the users to be involved in the game that allows numerous possible combinations to the designs in order to fully benefit from the object. 'Whether an evening bag or a trendy daytime bag, Un jour, Un sac caters for the woman on the go thereby allowing her to change her look at the change of a handle' explained Renier. A global trend from Belgium, Taiwan, Italy, France, Ireland Spain, Japan and the United States - Un jour, Un sac is a fun, young and trendy line that incorporates cutting edge fashion with quality and design.

Un Jour, Un Sac is amongst a number of exclusive designer brands that have confidently entrusted their collections to the growing accomplishments and the unyielding ethics of the JML Investment Group. To date, JML has booked 11 retail premises in the most prestigious Shopping Malls in Dubai, capitalizing around 10,000 sq/ft of trading surface.

Related Information:

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