



Wrapt, now in Kuwait

-Wrapt, UAE home grown Innovative Business continues expansion in GCC-

DUBAI, UAE, June 1, 2013 /EINPresswire.com/ -- Wrapt, the premium, fashion based gift wrapping and packaging services brand, has signed franchise agreement to open in Kuwait in 2013. Wrapt, a successful UAE retail label, has been expanding rapidly across the region with openings across new markets. In 2011, Wrapt signed its first franchise contract in Qatar and has since established two more stores in Doha. In a strategic move to introduce the concept of bespoke gifting solutions outside the UAE, Wrapt has signed an exclusive franchising deal with family owned corporation, Fouad Al Ghanim & Sons Group of Companies in Kuwait. Headed by Ms. Altaf Fouad Al Ghanim, Wrapt will become the company's first retail contract and under her directive and she will be responsible for expansion plans of Wrapt stores throughout Kuwait.

Launched in 2009, Wrapt, Art of Wrapping, offers innovative gift-wrapping and packaging services inspired by talented designers merging current fashion trends into art of packaging. From a small store in Arabian Mall, Wrapt has become a forerunner in its niche in a short span of time, creating offerings that excite and delight its clientele with fresh and innovative propositions unparalleled by anyone else in the gift and packaging market. In 2011, Wrapt expanded its operation with a corporate division catering to corporate gift demand and full packaging solutions.

"Our expansion plans to key markets with strategic alliances such as Fouad Al Ghanim & Sons Group of Companies ensures brand novelty is introduced to wider base and community at large. We pride ourselves on quality and uniqueness of our gift-wrapping solutions. We carefully select each product to ensure shelves are stocked with unique and innovative accessories that encourage creativity and individuality", said Aysha Buti Al Muhairi, Founder & Owner, Wrapt.

"Wrapt concept has proven the need for creative retail experience rather than regular shop and go style. With the small idea of gift-wrapping, we have succeeded in creating a demand for gifting in style and grow that approach to creative lifestyle experience in this region. Our strategy in the next two years is to cover the GCC markets with opening of at least one store in each city. Our franchise model has proven to be successful with our Qatari partner who has launched another Wrapt store a year after the first store opening. Wrapt has also succeed in being a designer and manufacturer for paper rolls, ribbons, wrappings and gift boxes for Europe market" added Al Muhairi.

Wrapt is a one-stop destination for gift-wrapping services with wide range of exclusively designed wrapping papers and accessories. Seasonal collections are introduced throughout the year with unique concepts to compliment various festivities. Wrapt creates bespoke designs for private clients, corporations and weddings, working closely with its customers to fulfill their vision.

"My objective is to diversify the family business experience into retail expansion and introduce brands that have yet to penetrate into the Kuwaiti market. Our aim is to work with innovative and visionary labels with unique approach to their business model; Wrapt brings originality that automatically sets the tone for other types of names that we will target for our retail sector. We are proud of this launch and are looking forward to establishing solid brand presence in Kuwait" said Ms. Altaf Fouad Al Ghanim.

As part of the franchising agreement, Wrapt will offer complete solution to their franchisee, including stocking of gift wrapping materials and accessories, staff training programs designed to offer exemplary customer service experience, marketing collaterals and continued market support through regular brand updates.

Rahma Himid
Grace and Garbo
97150 6254251
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.