

MARLI

NEW YORK

MARLI New York Opens Boutique in the Kingdom of Saudi Arabia



March 15, 2022 - Global luxury jewelry brand MARLI New York is pleased to announce the opening of its latest boutique in the Kingdom of Saudi Arabia, located in the capital city Riyadh at Kingdom Centre. With the opening of its sixth global flagship location, MARLI continues its Middle Eastern expansion, while paying homage to its identity. MARLI joins the Kingdom Centre's mall of diverse, luxury shopping in Saudi Arabia's capital.

"The city of Riyadh serves as an inspiration for my architecturally-inspired designs and is a striking destination to meet with our discerning clients," said Maral Artinian, Founder & CEO of MARLI. "It is an honor to be joining some of the world's most prestigious brands at the Kingdom Centre."

This flagship store is the first of a new generation of MARLI New York stores, furthering the brand's legacy. Designed by ArandaLasch of New York and Tucson, MARLI's first location in Saudi Arabia feels intimately connected to its home in New York City, despite its far-reaching destination. With curated and mindful attention to detail, ArandaLasch derived a crafted vertical texture from the brand's monogram, which resonates across the design of MARLI boutiques globally. For this latest location, this was achieved through vertically arranged sourced stone, wood, and glass details. The design provides a coordinated balance of color, light, and material to serve as a background for the bold and versatile jewelry.

The opening of this sixth MARLI location represents geographic growth, but also innovation in terms of the retail experience for the MARLI woman. Two new spaces are introduced as features of the Saudi Arabia MARLI boutique, the "M Lounge" and the "High-End Jewelry Lounge." The lounges provide a space for specialty collections or new product launches to be displayed, while creating an intimate and private experience for clients.

The boutique also features a new inviting façade variation for MARLI that uses a distinctive marble to frame the flanking display windows. At each window, a jewelry case floats in the center of a custom monogrammed textured blue glass panel that gives the viewer a sense of the interior, while showcasing the brand's distinguishable designs. Home to an extensive selection of the latest in MARLI jewelry styles, the MARLI New York at Kingdom Centre location is excited to welcome clients beginning March 15, 2022.

Location:

Riyadh, Kingdom of Saudi Arabia
King Fahd Road
Kingdom Centre, Level 1

Store Hours:

10:00AM to 10:00PM

About MARLI

MARLI New York is a global luxury jewelry brand headquartered in New York. Founded by Maral Artinian in 2014, Marli New York designs bold, architecturally-inspired, versatile

and sophisticated jewelry pieces inspired by passionate, ambitious and independent women on the move. Customers can experience MARLI New York's handcrafted 18 Karat gold and diamond jewelry pieces in the many company-owned boutiques and high-end retailers worldwide, or online at marlinewyork.com.

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