



[WWW.NICOLISHOES.COM](http://WWW.NICOLISHOES.COM)

## NICOLI - THE COMPANY

The world of NICOLI is not just exclusive, it is elegant, unique and highly sort after too. Created as the perfect accessory to life's most beautiful and memorable moments, Hollywood glamour and Italian styling is behind, and can be seen in everything we do; from our exquisite hand crafted evening handbags, purses and clutches to our glamorous Swarovski diamanté embellished shoes.

### *“ ELEGANCE IS AN ATTITUDE - AND NICOLI HAS IT ”*

The NICOLI brand was founded in 2004 by Khurram Rafique and is proud to be an integral part of His Highness Sheikh Mohammad bin Rashid Al Maktoum's vision for the UAE to lead the world in the global luxury goods market.

Already a significant brand with 7 high-concept stores flourishing within the GCC region, NICOLI's growth has been forged by innovative and trendsetting collections, building rock-solid foundations and maintaining excellent partnership links.

NICOLI is a family business and a family of business partners as part of Al Jaroodi Traders Group, established in 1980, NICOLI remains a private enterprise allowing us to ensure complete control over both the quality of our products and their highly desirable designs.



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## NICOLI - OUR BRAND MANTRA

### THE VISION

Emotional: Stylish, Edgy, Confident

Descriptive: Contemporary, Innovative, Elegant, Unique, Modern

Brand Function: Self-Expression, Feminine, Youthful

### THE MISSION

NICOLI is an upmarket boutique, which is renowned for our innovative, high-quality footwear and bag collections.

We believe in quality over quantity - our products are NEVER mass produced, and are handmade from the finest materials. Our collections and boutiques epitomise uniqueness, individuality and the personalities of the women who shop there.

### CORE VALUES

Quality-price specialist

Product line specialist - shoes and clutches

Made by artisans, not assembly lines

Sold by experts who provide personalized and attentive service

Passion and drive leads to success

Innovation leads to trends

Stylish glitz and glam is who we are

We support a global culture

### THE GOAL

Consistently deliver high-quality, limited edition accessories that are feminine, on edge and on trend.



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## NICOLI - THE COLLECTION

The NICOLI collection exudes modern luxury and Arabian elegance. Not only do our collections evoke style, but they are inspiring, daring and on edge. It is this constant innovation and meticulous craftsmanship which inspires women to illuminate the day and night.

### IMPECCABLE DESIGN & CRAFTSMANSHIP

Beautifully designed shapes and carefully crafted heel heights form the foundation of our footwear and bag collections. Only the finest fabrics and materials are sourced and used, while many of our innovative designs are generously embellished with twinkling diamanté crystals from Swarovski and Preciosa. Each and every shoe and bag from the NICOLI collection has been hand designed and crafted with the utmost care and attention to detail. Furthermore, all of our products are produced in limited quantities, this not only creates excitement when new collections are released but ensures only the finest products carry the NICOLI name.

### FOOTWEAR THAT WILL CAPTURE YOUR IMAGINATION

NICOLI is renowned for our unique, hand crafted, high-quality collection of contemporary and innovative shoe styles. Our dedicated design and manufacturing team continues to inspire and enchant customers with a unique combination of Swarovski or Preciosa crystal and the finest traditional materials. Furthermore, our constantly evolving and innovative collections are replenished with new limited edition styles every month. This not only allows us to stay on trend, but gives our customers a feeling of constant innovation and exclusivity.

### DISCOVER BAGS THAT ARE INSPIRING, DARING & ON EDGE

The charm of timeless elegance and contemporary hand crafted designs form the base of our limited edition collections of innovative handbag, purse and clutch styles. Attention to detail can be seen in every collection created by our design and manufacturing team. From the constant study of current trends to the monthly creation of innovative and modern designs; the use of the finest materials to the high-quality manufacturing and quality control; to the modern and strategically placed displays in stores to our before and after sales customer service. It is this attention to detail and constant innovation that sets NICOLI apart from our competitors.