

# FIRST CHRISTMAS TO LIGHT UP THE UAE



Local craftwork in XXL size: a centre with customers proud of their region

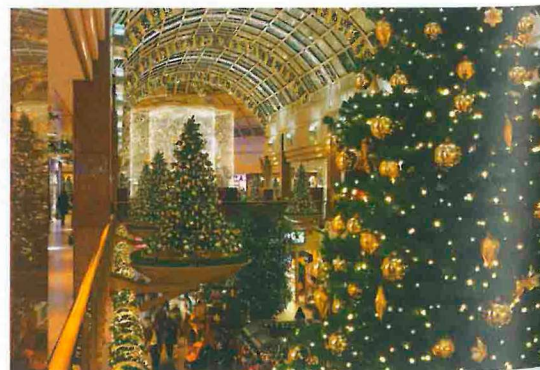


**Dr Kersten Rosenau,**  
CEO and  
Owner, First  
Christmas

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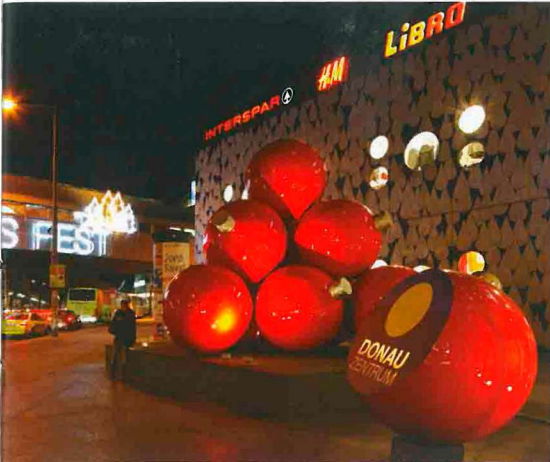
large German shopping centre company wanted to know what impact seasonal decorations really had on customer perception: the results of the research hit like a bomb! Customers not only perceived the atmosphere as being greatly enhanced, higher scores were also achieved for the tenant mix, car parking, access to the centre by public transport and nearly all other key factors of the shopping centre. "In the eyes of the customer, good decorations simply change everything and they start to see everything through rose-coloured glasses", says Dr. Kersten Rosenau, CEO and

owner of First Christmas. MECSC member, First Christmas, is one of the most important companies in the business worldwide and also working in the Arab world.

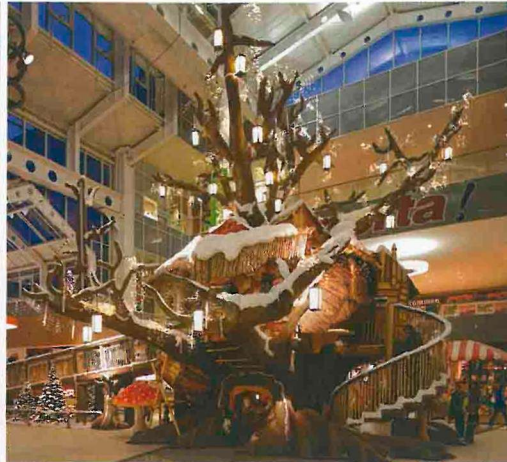


Classical, opulent and elegant: a centre with prosperous, yet traditional customers

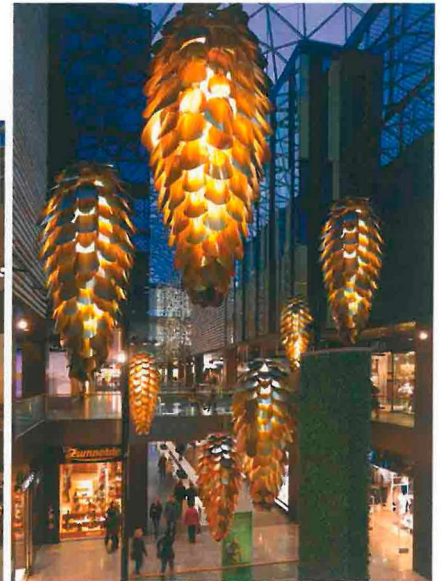




XXL and 'Wow': a large city centre



A top Disney-like attraction for children and families. The centre's branding is 'We are family!'



Totally hip and cool: this centre wants to attract the Apple Generation as its customers

Whether for Ramadan or for the Christmas season, First Christmas is aware of current trends. "Design and once again: design! Made-to-measure, of course, for each client and their individual needs" Rosenau says. As the architecture and the interiors of shopping centres become increasingly more sophisticated, so do the decorations. These just cannot be from the peg. Westfield London has to be decorated completely different than the GUM in Moscow or the Mall of Berlin: each centre naturally has its own DNA.

The visitors can feel this too. If everything fits well together, then the positive effects are further enhanced. To make this happen, first-class designers are a must. First Christmas is proud to have a world-class team.

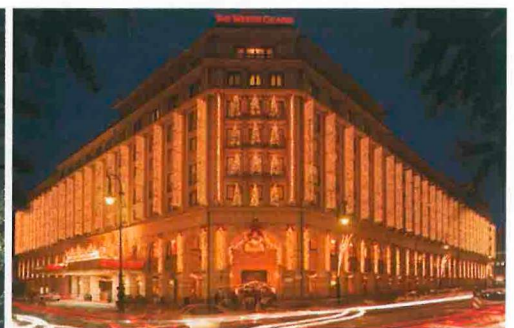
With the demand for high standards, budgets are also increasing. Amounts of AED 2,000,000 are not unusual for a decoration scheme, and there are also centres spending AED 5,000,000 or more. This is where a further trend comes into play: quality! The quality can be seen by the clients, who are impressed,

enthusiastic and proud of their decorations. Quality also means that decorations can be used for several years without any problems: here the investment really pays off.

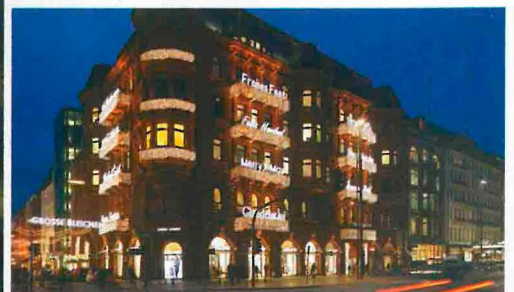
'Think big': gigantic objects are also in vogue. New York sets the standards here with its spectacular Christmas decorations, as well as its extravagant shows. First Christmas boss Rosenau: "First-class decorations in connection with great music and spectacular light effects to create a show is a big topic for us at the moment!" [www.firstchristmas.com](http://www.firstchristmas.com) ●



Breath-taking! The light decorations perfectly enhance the centre's architecture: Westfield London



Elegant and glamorous: a luxury hotel in a top Berlin location



Action at a distance: the centre can be well seen from afar