HBBS

STRATEGIC CREATIVE INFRASTRUCTURE



DESIGN. BUILD. ACTIVATE.

COMPANY PROFILE 2026

HBBS - HEY BAHRAIN

DESIGN | STRATEGY | EXPERIENCE



Every brand has a story worth stepping into.

Events, exhibitions, interiors, fit-outs and brand experiences, designed and delivered from the Kingdom of Bahrain since 2018.

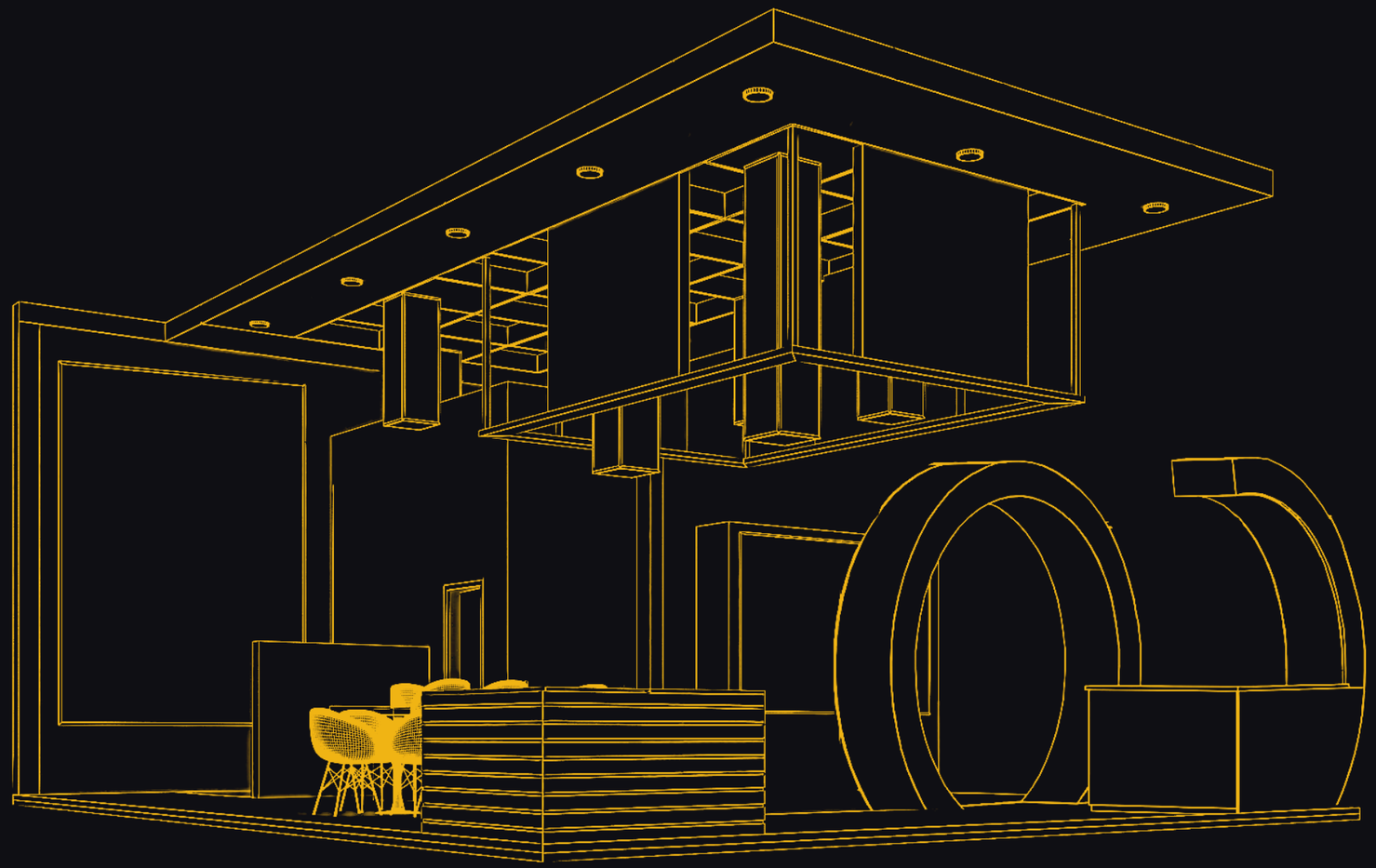
HBBS.ME | HEYBAHRAIN.COM | +973 333 94649 | ADMIN@HBBS.ME

OUR BELIEF

Brands should be experienced, not only seen.

A booth people step into. A stage that becomes the heart of a mall. A reveal an owner never forgets. This is where a brand becomes real.

HBBS - Hey Bahrain brings strategy, creative design, physical environments, live experiences and digital content together, and delivers all of it under one roof.



WHO WE ARE

A Bahrain creative company, built to deliver

Since 2018, HBBS - Hey Bahrain has designed and delivered events, exhibitions, interiors, fit-outs and brand experiences for demanding clients.

THE BRIEF

Connect strategy, design, space, live moments and digital content, so every brand we touch is felt, not just seen.

WHAT WE DID

- Strategic planning
- Design development
- Engineering and production
- On-site execution

FOUNDED
2018

STUDIO
Sehab Executive Tower-B, Al Seef

CLIENTS
Government, banking, technology, luxury and retail

REACH
Bahrain, and growing across the GCC


FINISHING AN EXHIBITION BOOTH ON SITE


AL ENMA MALL ATRIUM



ANGELINA PARIS KIOSK



AL BARAKA BANK ANNUAL GATHERING

WHAT WE DO

Six capabilities, one accountable team

Each project draws on exactly the disciplines it needs, led by one team from the first brief to the final handover.



01

Events and Exhibitions

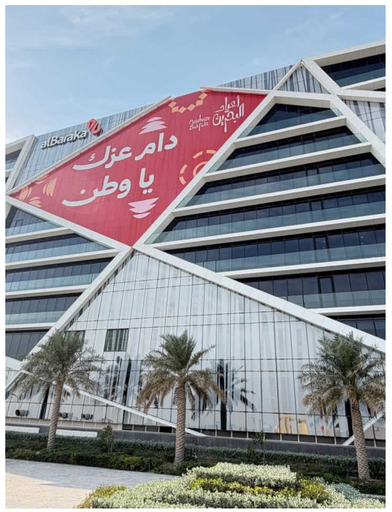
Booths, stages, launches and conferences, produced and managed on site.



02

Interiors and Fit-out

Space planning, commercial fit-outs, branded workplaces, bespoke joinery and metalwork.



03

Signage, Fabrication and Lighting

Architectural signage, wayfinding, CNC and laser work, displays and installations.



04

Brand and Publications

Identities, brand guidelines, company profiles and annual reports.



05

Digital and Campaigns

Websites, apps, social content and campaigns that carry a brand further.



06

Media Production

Photography, film and print for events, launches and corporate communication.

HOW WE WORK

One process, from first brief to final handover

01
Discover
Brief, audience, site and goals.

02
Define
Scope, budget, timeline and approvals.

03
Design
Concept, 3D visuals, artwork and materials.

04
Engineer
Technical drawings, structure and safety.

05
Produce
Fabrication, installation and site management.

06
Amplify
Photography, film and content.

07
Evaluate
Snagging, handover and archive.





WHY HBBS

The idea and the build, under one roof

01

One accountable team

Strategy, design, engineering, production and installation, run by one team from first brief to final handover.

02

Designed and built together

Civil works, joinery, fit-out, signage and lighting are delivered alongside the creative, so the idea survives the build.

03

Long-term partnerships

Huawei’s preferred vendor in Bahrain, and Nass Corporation’s publications partner since 2017.

04

Uncompromising standards

Approved artwork is final. Every detail is checked at full size before production, and again on site before handover.

OUR CLIENTS

Trusted by the region's leading names

Government entities, financial institutions, global brands and some of Bahrain's best-known destinations.



GOVERNMENT AND INSTITUTIONS

Ministry of Interior
Information and eGovernment Authority
Supreme Council for Environment
University of Bahrain
Bahrain Polytechnic
Bahrain Medical Society
Eslah Society

CORPORATE, BANKING AND TECHNOLOGY

Huawei
Zain Bahrain
Bahrain Islamic Bank
Al Baraka Bank
Nass Corporation
talabat
John Crane
Project Management Institute
Khaleeji

RETAIL, HOSPITALITY AND LUXURY

Ferrari
Maserati
Jaguar Land Rover
Cadillac
Cohiba
The Avenues
Seef Properties
Al Aali Mall
Al Enma Mall
Al Liwan
Souq Al Baraha
Angelina Paris
Al Jazira Supermarkets

CONTENTS

Stories we have built

Six chapters of work, told in pictures: what each client needed, what we built and how it turned out.



01 p. 10

Events, Conferences and Exhibitions

Huawei ICT Competition · Huawei Fintech Forward · Zain Bahrain · Huawei Aviation Summit · Huawei MEA Roadshow · BisB F1 Viewing Lounge · Al Baraka Bank · PMI



02 p. 31

Luxury Brand Experiences

Ferrari Purosangue · Ferrari Owners · Maserati · Jaguar Land Rover · Cadillac · Cohiba



03 p. 38

Interiors and Fit-out

Al Enma Mall · Huawei ICT Lab · talabat · John Crane · Angelina · Esmeralda



04 p. 53

Signage, Lighting and Installations

The Avenues · Al Aali Mall · National Day · Rose Hill · Al Jazira · Eslah · talabat



05 p. 60

Brand, Digital and Publications

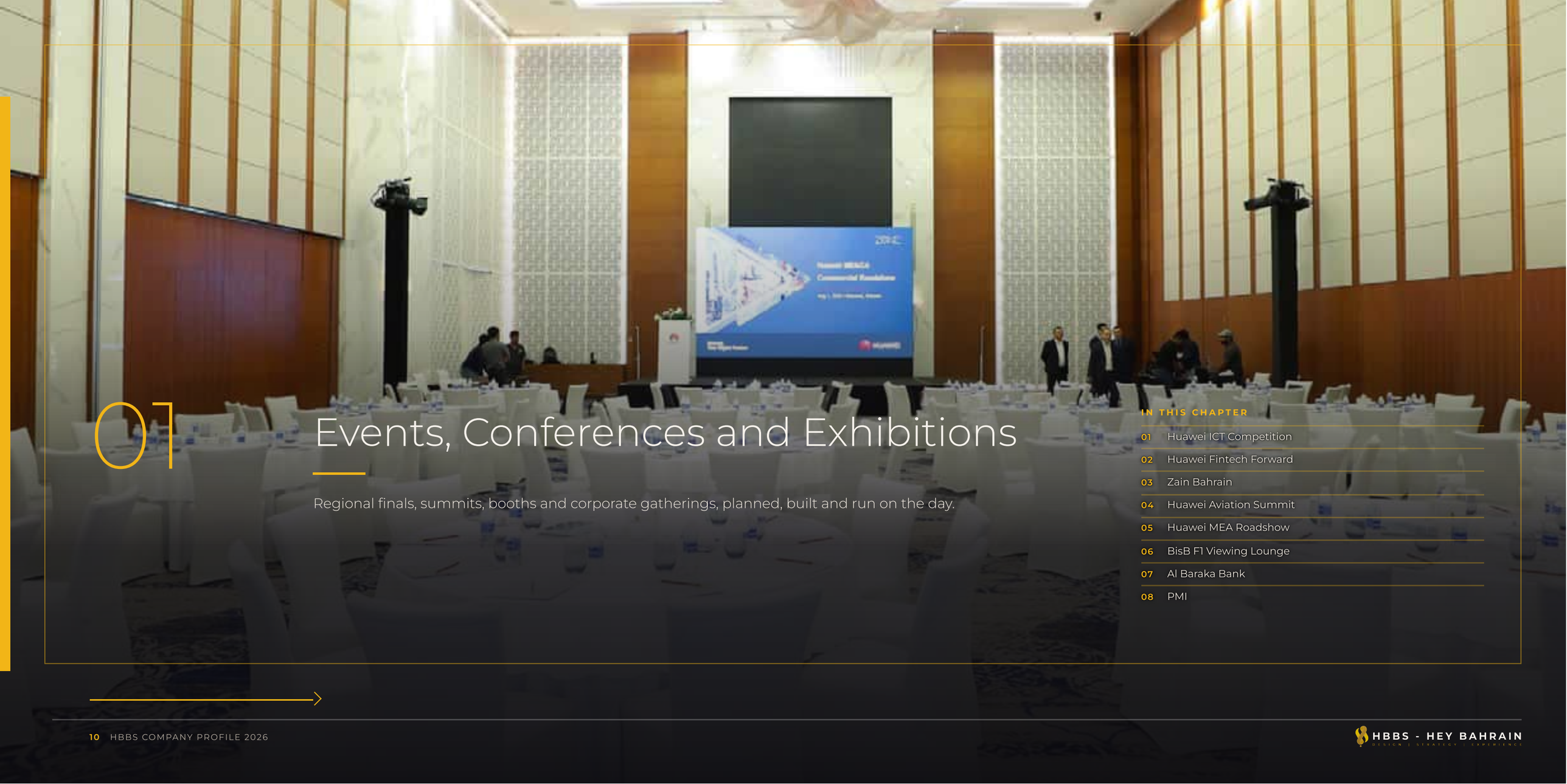
Nass Corporation · Huawei book · BEMC · MAAN · Linda Mattar



06 p. 67

Media Production

Fraser Suites · AUBH · Seef Properties · Al Liwan · Souq Al Baraha · Seef Mall



01

Events, Conferences and Exhibitions

Regional finals, summits, booths and corporate gatherings, planned, built and run on the day.

IN THIS CHAPTER

01 Huawei ICT Competition
02 Huawei Fintech Forward
03 Zain Bahrain
04 Huawei Aviation Summit
05 Huawei MEA Roadshow
06 BisB F1 Viewing Lounge
07 Al Baraka Bank
08 PMI

CASE STUDY | HUAWEI

Huawei ICT Competition, Middle East and Central Asia

Under the patronage of
His Highness Shaikh Nasser bin Hamad Al Khalifa,
a four-day regional final hosted in Bahrain.

CLIENT
Huawei

EDITION
2023-2024

VENUES
Bahrain Polytechnic, Le Méridien City Centre and University of Bahrain

OUR ROLE
Design, build and on-site delivery



HUAWEI ICT COMPETITION

Many venues, one seamless experience

THE BRIEF

Host national finalist teams from across the region for four days of competition, panels and ceremonies in several venues.

WHAT WE DID

- Event infrastructure and environment design
- Competition halls, stages and panel sets
- Technology integration and AV
- On-site execution at every venue

THE RESULT

A regional final delivered flawlessly, under official patronage.



FINALISTS AND GUESTS AT THE OPENING


THE COMPETITION HALL



ARRIVAL AT THE VENUE



PANEL DISCUSSION



A MOMENT FOR SOCIAL MEDIA

A regional final, delivered in Bahrain

4
DAYS

22
NATIONAL FINALIST TEAMS

66
STUDENTS

20
TUTORS

11
COUNTRIES







CASE STUDY | HUAWEI

Huawei at Fintech Forward 2026

A 5 x 5 metre booth for Huawei Bahrain at Exhibition World Bahrain, taken from approved concept to the show floor.

CLIENT
Huawei Bahrain

EVENT
Fintech Forward 2026

DATES
7 to 8 October 2026

OUR ROLE
Design, fabrication, installation and dismantling



Designed in 3D. Delivered to the detail.

Every surface, screen and light built exactly as approved: the V5 render, realised in full on the show floor.



APPROVED DESIGN, V5



AS BUILT, EXHIBITION WORLD BAHRAIN

FINTECH FORWARD 2026 | ON SITE

Built on site, against the clock

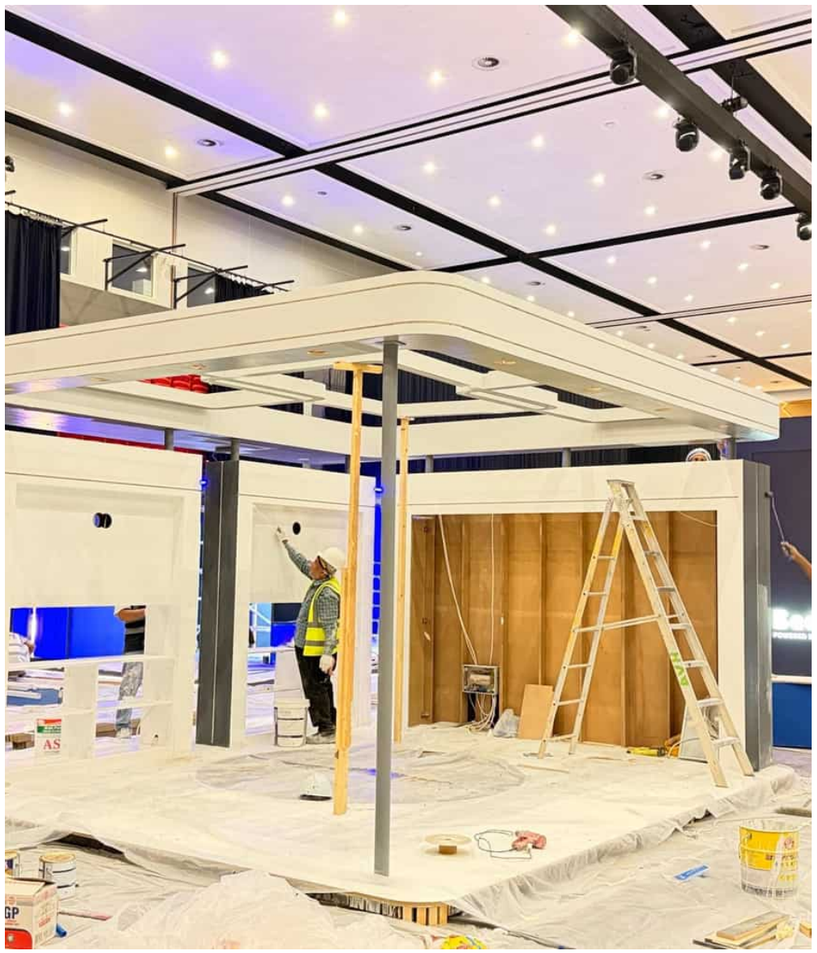
Structure, finishes, lighting and screens, raised inside a working exhibition hall within the venue's build-up window.

THE BRIEF

A premium booth on a 100 mm raised platform, 3.5 metres at its highest, with no rigging allowed.

WHAT WE DID

- Custom structure, feature canopy and reception counter
- Integrated displays, lighting and LED
- Paint finishes, timber detailing, carpet and graphics
- Production, transport, installation and dismantling









The details that make a booth stand out

WHAT WE DID

- Extra round lights beyond the approved BOQ, for stronger illumination
- LED strip lighting in place of planned stickers
- Cleaning and presentation care after day one
- A fish bowl feature to complete the space

THE RESULT

A booth that matched the approved design, then went further.











CASE STUDY | ZAIN BAHRAIN

One stand, two brands, a calm presence

An exhibition booth for Zain Bahrain and Bede, powered by Zain, designed and built by HBBS.

WHAT WE DID

- Raised platform with LED edge lighting
- Framed, illuminated backwall with backlit logos and integrated screen
- Branded reception counter and lounge seating
- Digital totems and on-site installation

CLIENT
Zain Bahrain

OUR ROLE
Design and build

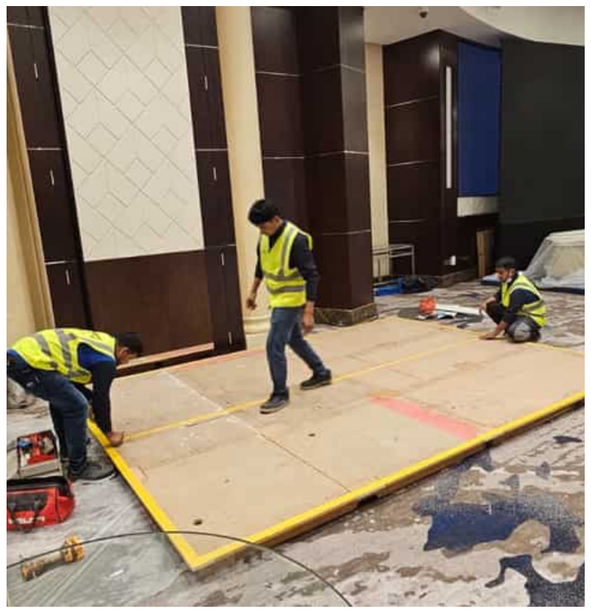






From bare floor to brand stage

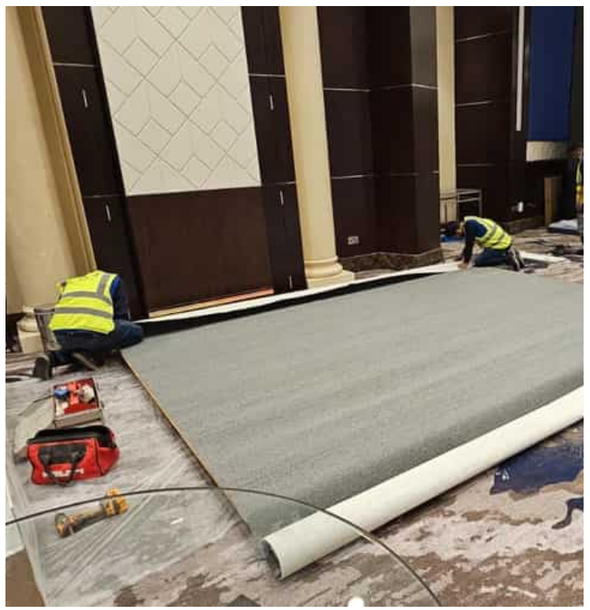
Every layer built and finished on site by the HBBS team.



01

The base

The platform is levelled and set out to the drawing.



02

The surface

Carpet is laid and trimmed to the platform edge.



03

The structure

Backwall panels are raised, aligned and fixed.



04

The finish

Graphics, lighting and screen bring the brands to life.

CASE STUDY | HUAWEI | 3 SEPTEMBER 2025

Huawei Aviation Summit Bahrain 2025

Accelerating Aviation Intelligence, with Gulf Air Group, at the Mövenpick Hotel Bahrain.

WHAT WE DID

- Stage, screens and backdrop
- Branded entrance and welcome
- Seating, registration and guest flow
- On-site event management











CASE STUDY | HUAWEI

Huawei MEA Commercial Roadshow

A full-day roadshow at the Gulf Hotel for Huawei's partners and customers.

WHAT WE DID

- Registration and welcome area
- Main hall staging and LED screen
- Branding, signage and guest passes
- Networking and break areas











CASE STUDY | HUAWEI | UNIVERSITY OF BAHRAIN

ICT Talent Achievement Closing Ceremony 2024

Celebrating excellence and cultivating future leaders at the close of Huawei Bahrain's 2024 ICT talent programme.

WHAT WE DID

- Stage and screen design
- Branding and backdrops
- Guest seating and awards flow
- Event coverage







CASE STUDY | BAHRAIN ISLAMIC BANK

Race day, brought inside the bank

An F1 Viewing Lounge for BisB staff to watch the Bahrain Grand Prix, built in the bank's own hall.

CLIENT
Bahrain Islamic Bank

OCCASION
Bahrain Grand Prix staff screening

VENUE
BisB hall, bank premises

COMPLETED
October 2026



BISB F1 VIEWING LOUNGE | DELIVERED SETUP

Seven items quoted. Seven delivered.

THE BRIEF

Turn the BisB hall into a Formula 1 themed staff viewing area, built around the hall's existing backdrop and side panels.

WHAT WE DID

- F1 and BisB branded backdrop and side panels
- Bahrain International Circuit tower and F1 car cutouts
- A grass carpet lounge with eight bean bags
- Bahrain flag and chequered flag bunting
- Transport, installation, setup and dismantling

THE RESULT

Every approved item delivered, plus a blue LED accent line along the backdrop, added by HBBS.



THE FINISHED LOUNGE, READY FOR RACE DAY

Every element, built for race day

Circuit cutouts, a grass lounge and a backdrop lit from below, all in F1 and BisB colours.



CIRCUIT CUTOUTS FRAME THE F1 BACKDROP



A LOUNGE LAID ON ARTIFICIAL GRASS



BLUE LED ACCENT LINE, ADDED BY HBBS

BISB F1 VIEWING LOUNGE | BEFORE AND AFTER

Same hall. A different room.



BEFORE



AFTER

Built on what was there. The hall's backdrop and side panels, re-skinned in F1 and BisB graphics.

A lounge at the centre. Artificial grass with eight bean bags in purple and black.

Race-day atmosphere. Bahrain flag and chequered flag bunting strung overhead.

CASE STUDY | AL BARAKA BANK

Al Baraka Annual Gathering

The bank's annual gathering at Royal Saray, opened by a branded entrance arch that set the tone for the evening.

WHAT WE DID

- Entrance arch and branded walkway
- Gala dinner set-up
- Long-service awards display
- Photo and guest experience areas











AL BARAKA BANK | ALL YEAR ROUND

A brand partner, inside and outside the bank

Building branding, prize-winner events and exhibition stands keep the bank's campaigns visible wherever customers meet it.











CASE STUDY | PROJECT MANAGEMENT INSTITUTE

A conference for project leaders

Complete environment production and event coverage, delivered to PMI's international standards.

WHAT WE DID

- Conference environment
- Registration and delegate areas
- Photography and film coverage











CASE STUDY | INFORMATION AND EGOVERNMENT AUTHORITY

Self-service for Bahrain's CPR offices

Self-service desks designed, produced and installed at CPR offices in Arad, Seef Mall and Isa Town, bringing public services closer to people.

WHAT WE DID

- Kiosk design and engineering
- Fabrication and finishing
- Installation across three sites











02 Luxury Brand Experiences

Launches and owner experiences for brands where every detail is noticed.

IN THIS CHAPTER

01 Ferrari Purosangue
02 Ferrari Owners
03 Maserati
04 Jaguar Land Rover
05 Cadillac
06 Cohiba

CASE STUDY | FERRARI BAHRAIN

The first Purosangue delivery

For the handover of the first Ferrari Purosangue in Bahrain, HBBS staged a gift-box reveal at the Ferrari showroom.

WHAT WE DID

- Reveal concept and design
- Production of the branded gift box
- Showroom environment and installation

THE RESULT

A handover moment worthy of the prancing horse.

CLIENT
Ferrari Bahrain

VENUE
Ferrari Showroom, Bahrain







One reveal, four moments

Every step was choreographed around the owner, from the first sight of the box to the keys.



01

The box

A branded gift box conceals the car in the showroom.



02

The ribbon

The owner cuts the ribbon to begin the reveal.



03

The reveal

The walls fall away to unveil the Purosangue.



04

The handover

The car, ready for its new owner.

CASE STUDY | FERRARI BAHRAIN | OWNERS

A Ramadan Ghabga for Ferrari owners

An exclusive evening at Royal Saray Resort, blending architectural elements, lighting and brand integration.

WHAT WE DID

- Environment concept and design
- Brand integration
- Production and installation
- Event execution





CASE STUDY | FERRARI BAHRAIN | OWNERS

Karting day for Ferrari owners

A day at the Bahrain International Karting Circuit, branded from arrival to the podium.

WHAT WE DID

- Event concept
- Branding and arrival experience
- On-site management











CASE STUDY | CADILLAC

A Ramadan Ghabga with Cadillac

A Ramadan Ghabga setting at the Four Seasons Hotel Bahrain, with the vehicles presented inside the venue.

WHAT WE DID

- Event setting and vehicle display
- Brand integration
- Production and installation







CASE STUDY | COHIBA HABANA

Fifty-five years of Cohiba, celebrated in Bahrain

The Bahrain setting for Cohiba's worldwide 55th anniversary celebration.

WHAT WE DID

- Environment design
- Brand installation
- Production and execution

THE RESULT

A premium brand experience, true to Cohiba's international standards.









03 Interiors and Fit-out

Malls, offices, labs, cafés and boutiques, designed to look right and work every day.

IN THIS CHAPTER

01 Al Enma Mall
02 Huawei ICT Lab
03 talabat
04 John Crane
05 Angelina
06 Esmeralda

CASE STUDY | AL ENMA MALL

Reimagining the heart of Al Enma Mall

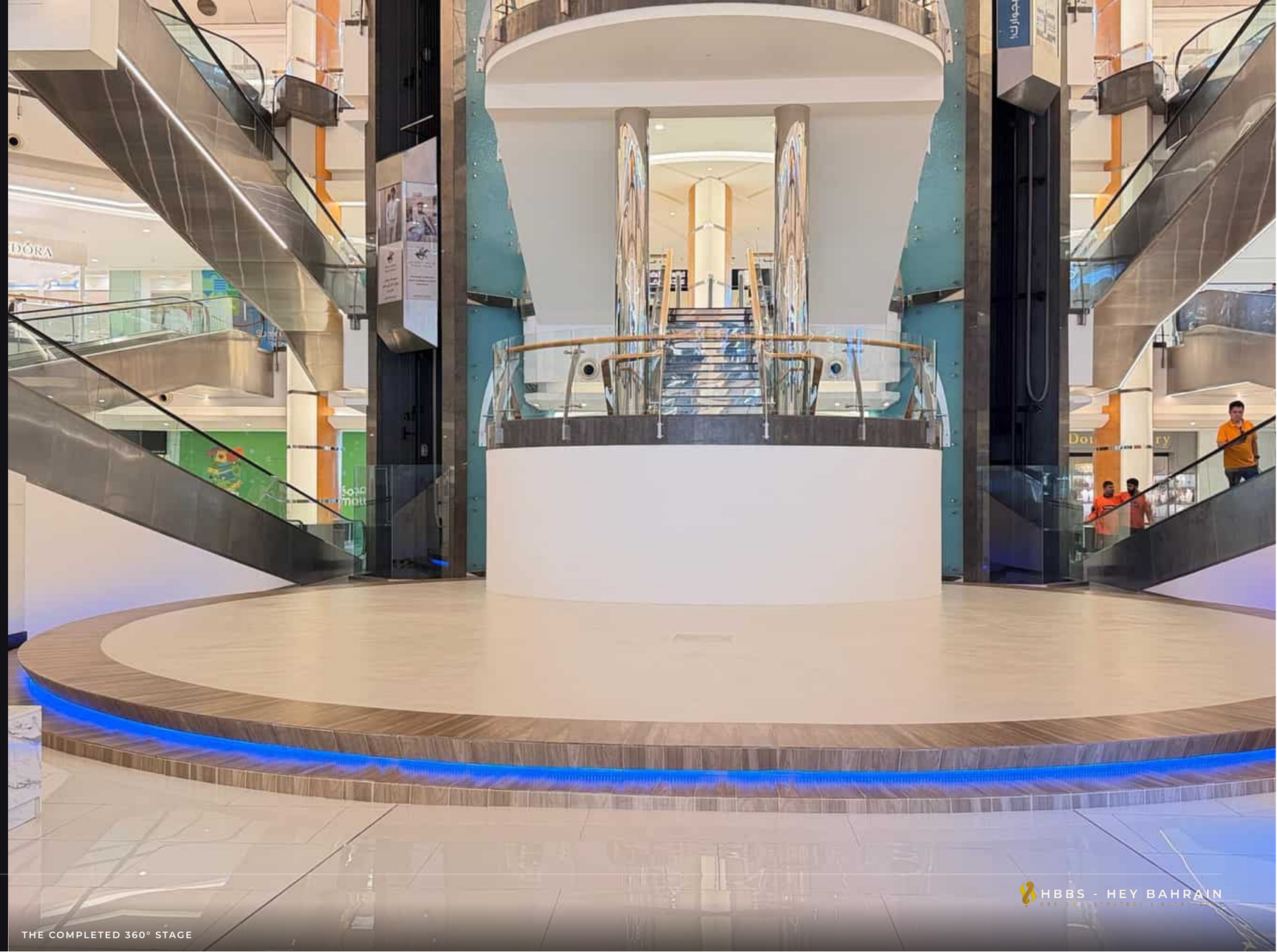
An obsolete fountain, transformed into a premier activation space while the mall stayed open.

CLIENT
Al Enma Mall

LOCATION
Riffa, Kingdom of Bahrain

COMPLETED
July 2026

EXECUTED BY
HBBS



THE COMPLETED 360° STAGE

AL ENMA MALL | THE STORY

Transforming potential into purpose

THE BRIEF

At the heart of the mall stood a fountain that once defined the space. Over time it fell silent, occupying one of the mall's most valuable locations.

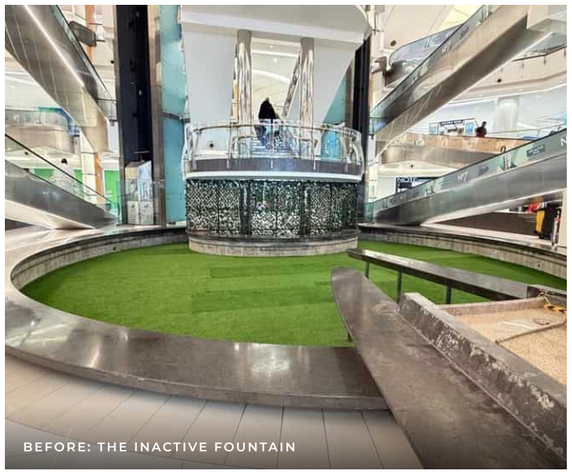
WHAT WE DID

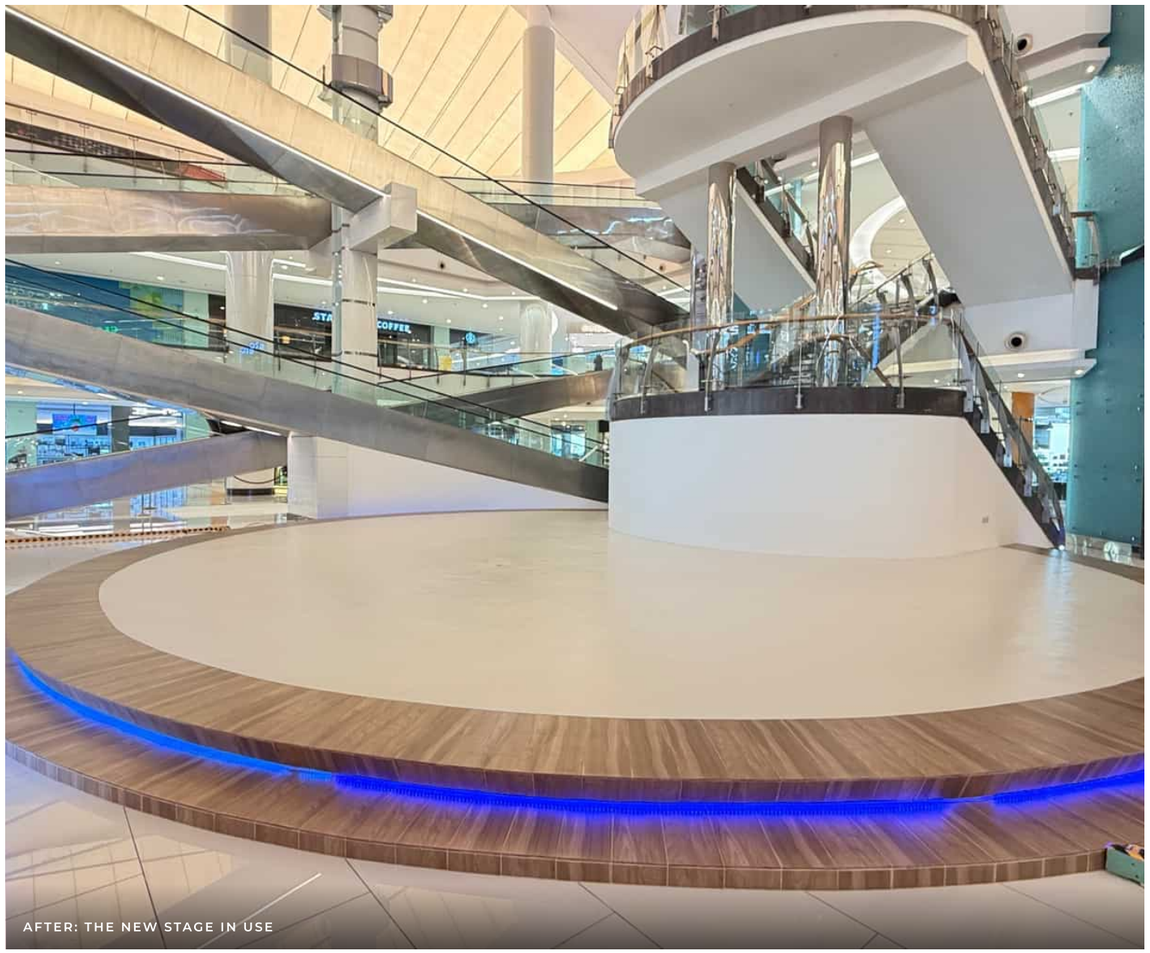
We set out to create a destination, not just a stage: a flexible space for retail activations, community events, exhibitions and brand experiences, preserving the mall's identity and daily operation.

SCOPE
Demolition, structural works, fit-out

SYSTEMS
MEP, lighting and power


AL ENMA MALL, RIFFA


BEFORE: THE INACTIVE FOUNTAIN


AFTER: THE NEW STAGE IN USE

AL ENMA MALL | ENGINEERING STORY

What lay beneath the fountain

THE BRIEF

Remove a fountain inside a working mall, with an unknown structure below and live public areas, escalators and tenants all around.

WHAT WE DID

What looked like a simple demolition revealed heavily reinforced concrete with several layers of steel. We changed method, brought in specialised equipment and revised the engineering approach to finish safely and protect the structure around it.



BREAKING OUT THE FOUNTAIN BASE



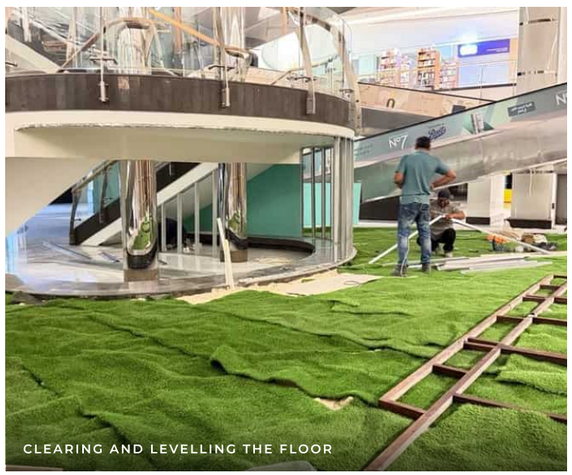
LAYERS OF STEEL REINFORCEMENT EXPOSED



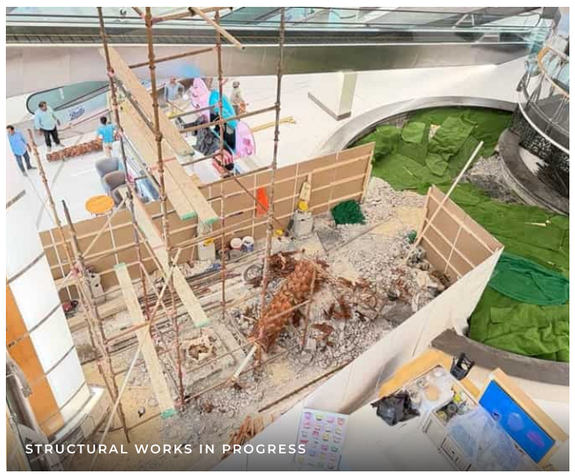
NEIGHBOURING DISPLAYS PROTECTED



DEMOLITION INSIDE THE LIVE ATRIUM



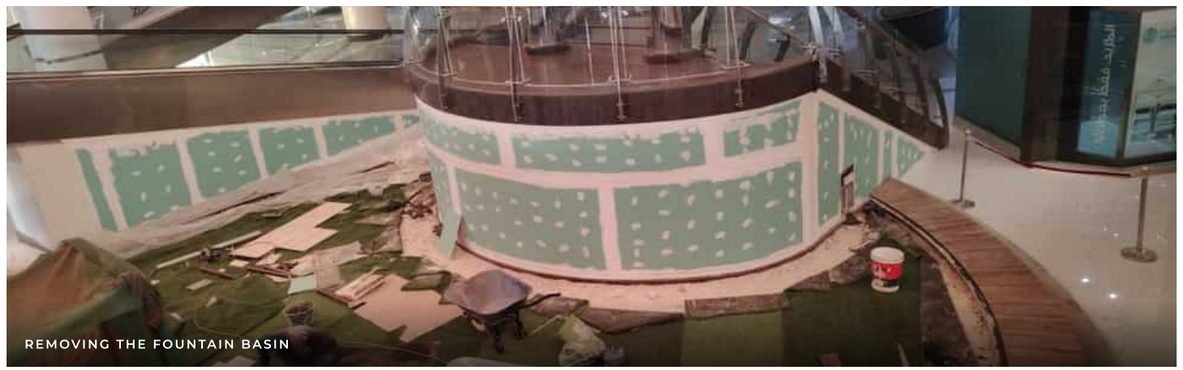
CLEARING AND LEVELLING THE FLOOR



STRUCTURAL WORKS IN PROGRESS

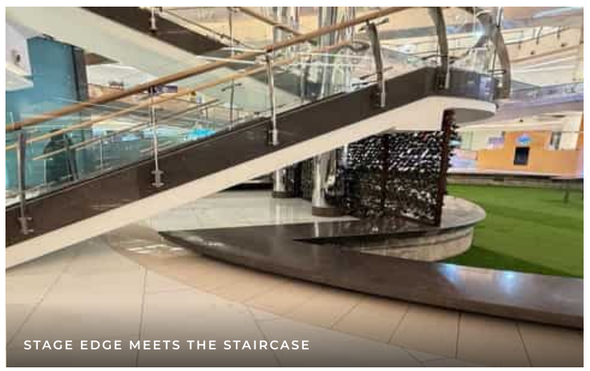
Layer by layer

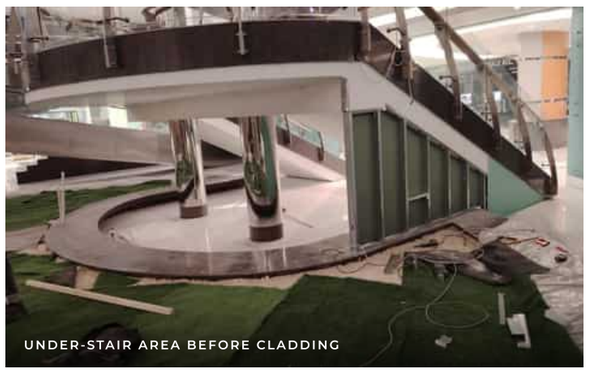
Structure, levelling, finishes and lighting, built in phases around the mall's opening hours.


REMOVING THE FOUNTAIN BASIN


THE NEW PLATFORM TAKES SHAPE


EPOXY FINISH APPLIED


STAGE EDGE MEETS THE STAIRCASE


UNDER-STAIR AREA BEFORE CLADDING


TIMBER BORDER WITH LED EDGE LIGHT

AL ENMA MALL | BEFORE AND AFTER

From fountain to 360° stage





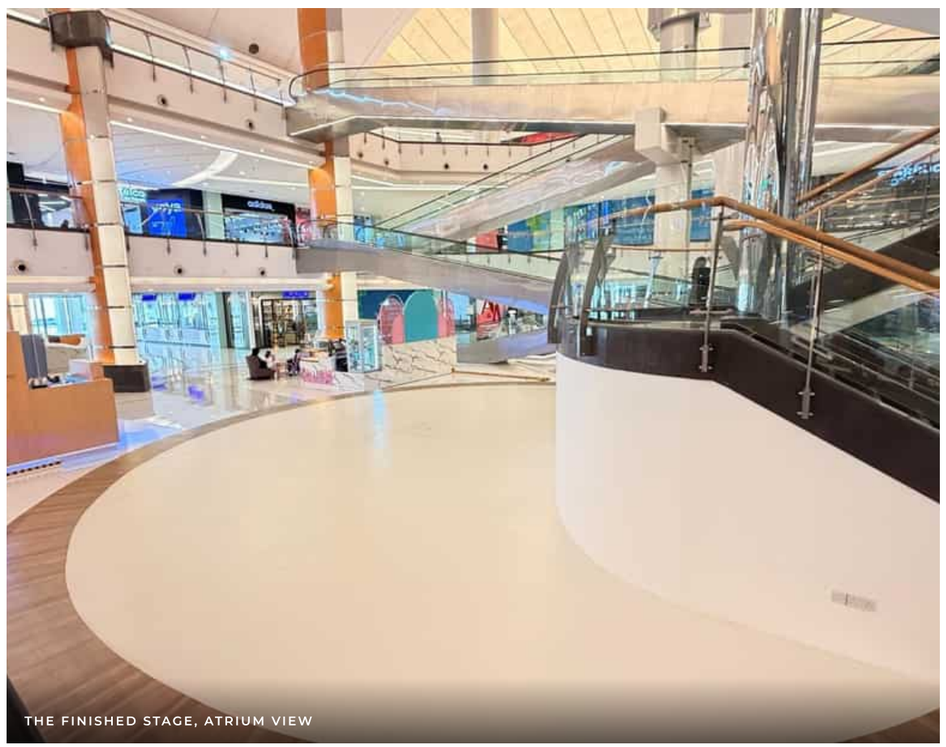
A 360° stage with epoxy finish, timber border and LED edge lighting.

Future-ready power built in for events, exhibitions and activations.

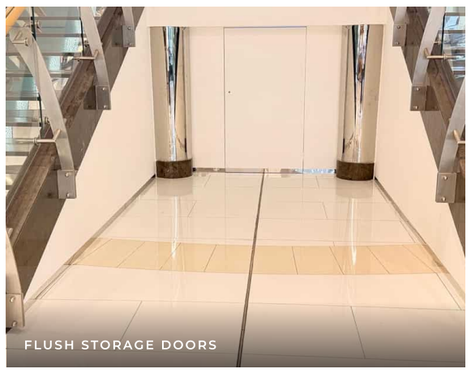
Hidden storage created within the backdrop and elevator areas.

Designed to be used, every day

LED edge lighting, flush storage doors and a stage that works from every side of the atrium.


THE FINISHED STAGE, ATRIUM VIEW


LED EDGE LIGHTING


FLUSH STORAGE DOORS

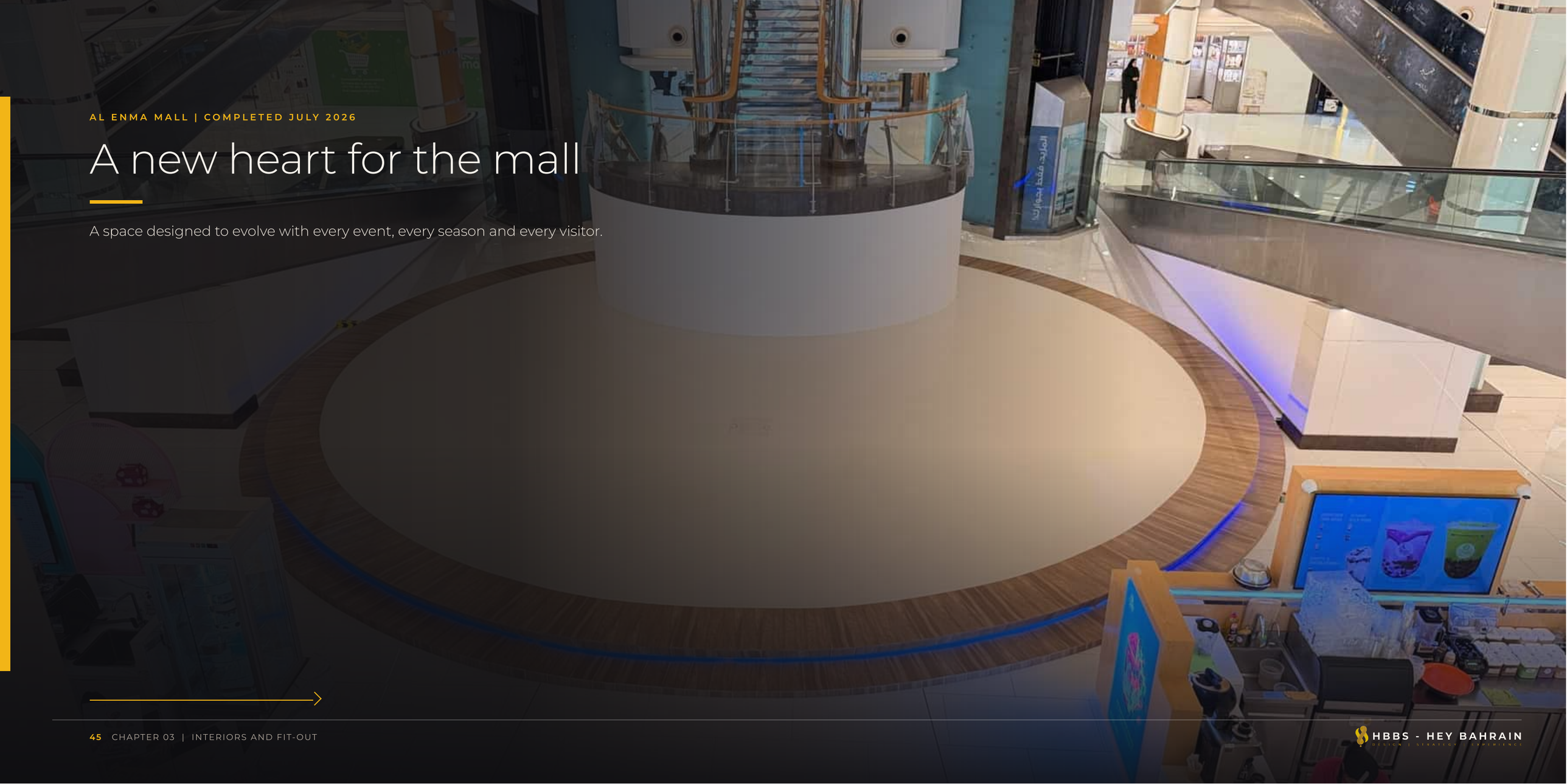

OPEN FROM EVERY SIDE


READY FOR EVENTS AND ACTIVATIONS

AL ENMA MALL | COMPLETED JULY 2026

A new heart for the mall

A space designed to evolve with every event, every season and every visitor.



CASE STUDY | HUAWEI | UNIVERSITY OF BAHRAIN

Huawei ICT Lab

A fully operational technology classroom for Huawei's academic partnership with the University of Bahrain.



CLIENT
Huawei

LOCATION
University of Bahrain

TYPE
Technical interior and infrastructure

HUAWEI ICT LAB

Built to Huawei's global standards

THE BRIEF

Create a modern, functional learning environment for advanced ICT education and innovation.

WHAT WE DID

- Technical interior design
- Space planning and infrastructure integration
- Production and installation
- Brand environment integration

THE RESULT

A fully operational lab, supporting Huawei's academic partnership and Bahrain's technology education.











CASE STUDY | TALABAT BAHRAIN

talabat's first call centre in Bahrain

THE BRIEF

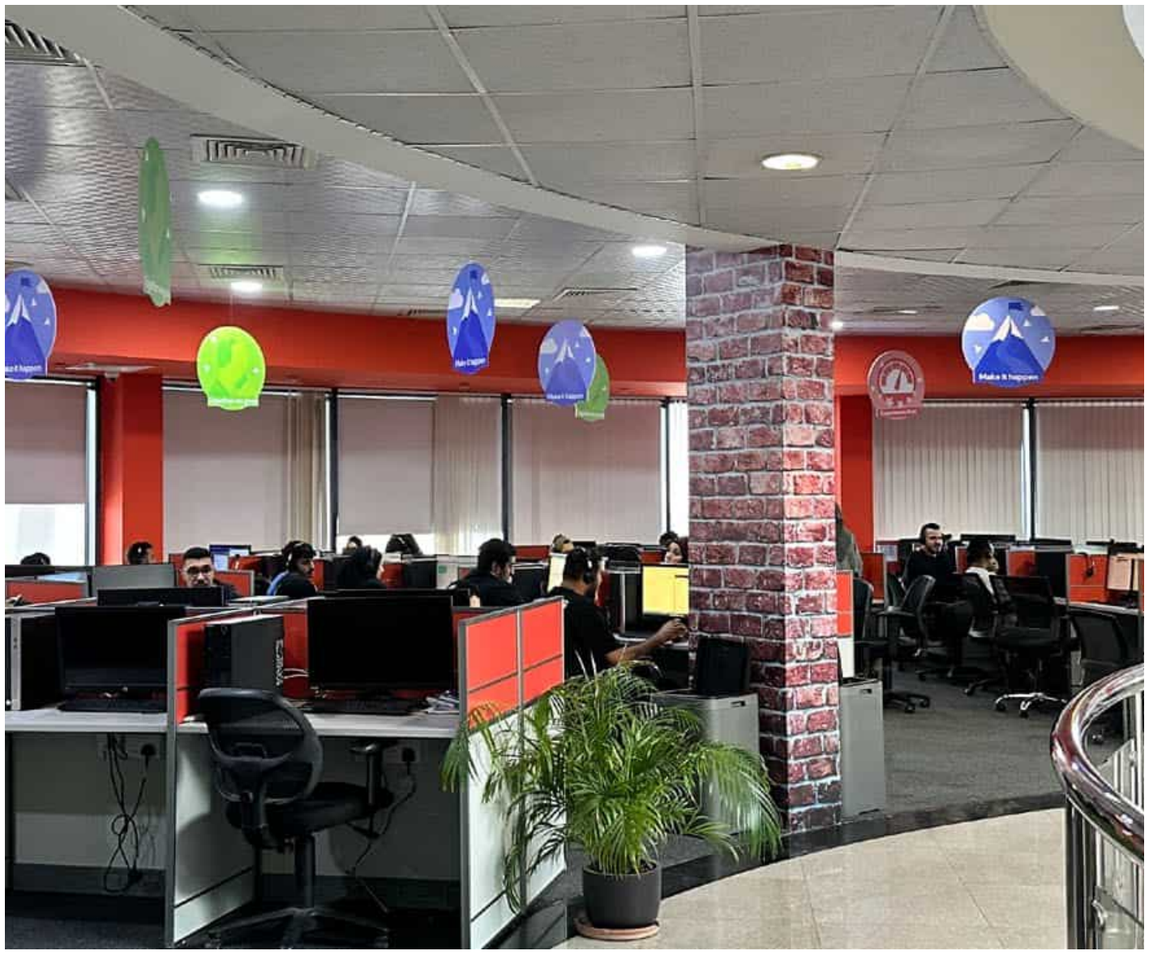
Turn existing facilities into modern, high-performance workspaces aligned with the global talabat brand.

WHAT WE DID

- Interior architecture and space planning
- Brand integration and environmental graphics
- Production and installation

THE RESULT

talabat's first fully branded call centre spaces in Bahrain.







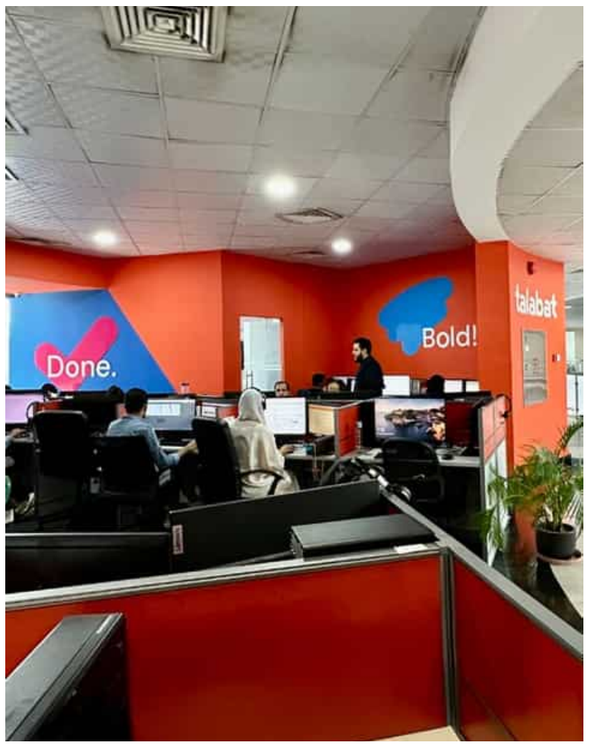
The brand, at work all day

Large-scale wall graphics carry talabat's values into every team area.









CASE STUDY | JOHN CRANE BAHRAIN

A facility that speaks the brand

Interior and signage for John Crane's facility in Bahrain, planned to the company's international standards.

WHAT WE DID

- Interior design and planning
- Environmental branding
- Signage design and installation







CASE STUDY | ANGELINA PARIS

A Parisian café at Kanoo Tower

A café interior that carries the house's Parisian elegance into Bahrain, designed and fitted out by HBBS.

WHAT WE DID

- Interior design
- Joinery and display counters
- Lighting and finishes











CASE STUDY | ESMERALDA BOUTIQUE

A boutique at The Avenues

A boutique showroom designed to frame the collection and draw shoppers in from the mall.

WHAT WE DID

- Shopfront and interior design
- Feature lighting and display
- Fit-out













04 Signage, Lighting and Installations

Façades, festive installations, kiosks and stands, engineered to be built, installed and maintained.

IN THIS CHAPTER

01 The Avenues
02 Al Aali Mall
03 National Day
04 Rose Hill
05 Al Jazira
06 Eslah
07 talabat

CASE STUDY | THE AVENUES, BAHRAIN

Architectural lighting after dark

RGB wash lights designed, produced and installed for the façade of The Avenues, so the building can change colour with every season and occasion.

WHAT WE DID

- Lighting design
- Production
- Installation











A seasonal landmark, from drawing to light

A Christmas tree concept for Al Aali Mall, taken from technical drawing to finished installation.



01

The drawing

Concept and technical drawings set the form and scale.



02

The build

Fabricated and installed on site, ready for lighting.



03

The landmark

A festive focal point for visitors at dusk.

BAHRAIN NATIONAL DAY

Celebrating the Kingdom with our clients

National Day settings for Al Baraka Bank and the Supreme Council for Environment.


AL BARAKA BANK






SUPREME COUNCIL FOR ENVIRONMENT

From 3D design to a trading kiosk

Designed, engineered and built for one of the busiest walkways in the mall.



Design

3D concept with integrated fridges, display and service counter.



Built

Fabricated, installed and fully stocked at The Avenues.



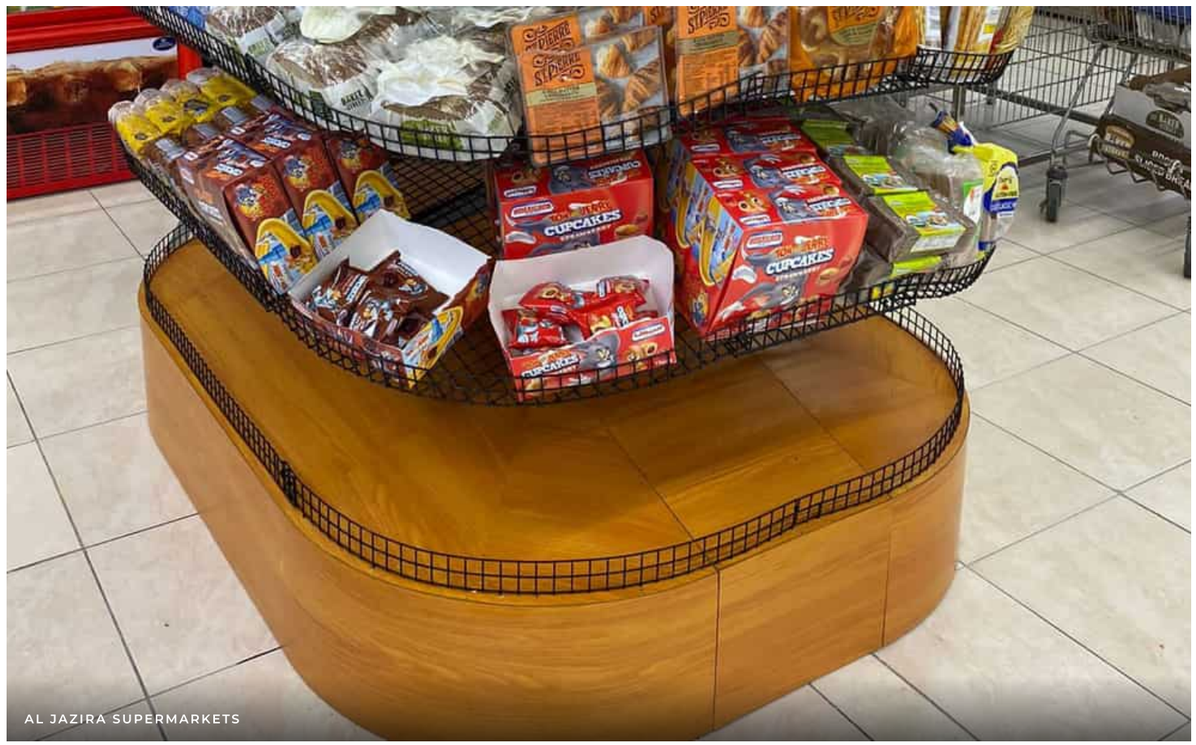
Trading

Open for business on the mall walkway.

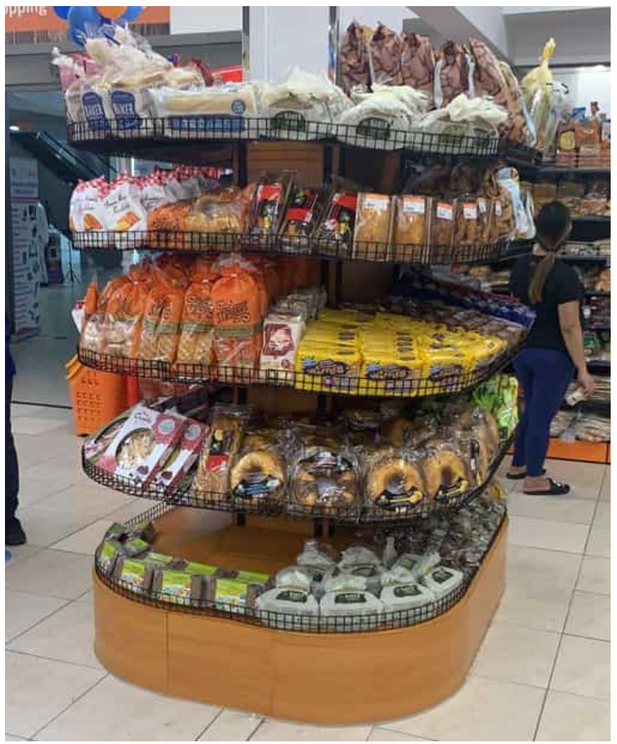
FABRICATION

Kiosks, counters and mall stands

Fresh food counters for Al Jazira Supermarkets, and the Eslah Society stand at The Avenues.



AL JAZIRA SUPERMARKETS





ESLAH SOCIETY



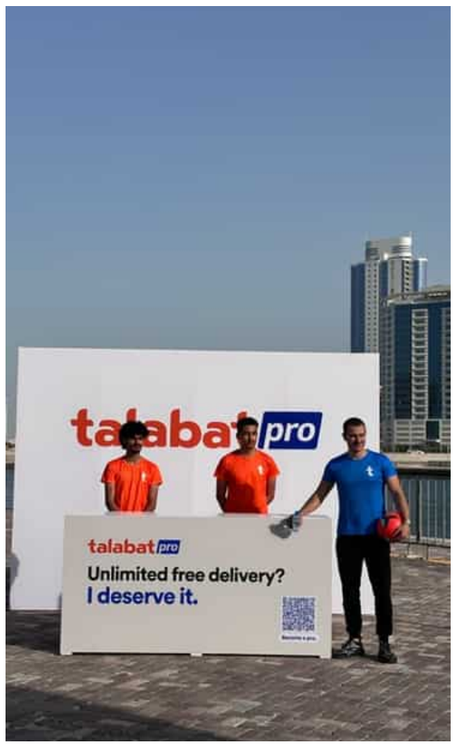
The brand in people's hands

Event stands, award pieces and personalised gift boxes for talabat teams and customers.













05

Brand, Digital and Publications

Identities, annual reports, commemorative books and digital platforms.

IN THIS CHAPTER

01 Nass Corporation
02 Huawei book
03 BEMC
04 MAAN
05 Linda Mattar

CASE STUDY | NASS CORPORATION

A publications partner since 2017

Annual reports and corporate publications in English and Arabic for one of Bahrain's leading construction and industrial groups.

WHAT WE DELIVER EVERY YEAR

- Annual report design and layout
- Financial presentation
- Translation and proofreading
- Print production and finishing

CLIENT
Nass Corporation B.S.C. (C)

LATEST
Annual Report 2025





INSIDE THE REPORT: CHAIRMAN'S MESSAGE AND DIVISIONAL HIGHLIGHTS

Successes in developing national infrastructure

The new Nass Corporation Company Profile, with dedicated profiles for its group companies.















CASE STUDY | HUAWEI | ROYAL PRESENTATION

Huawei in Bahrain, a commemorative book

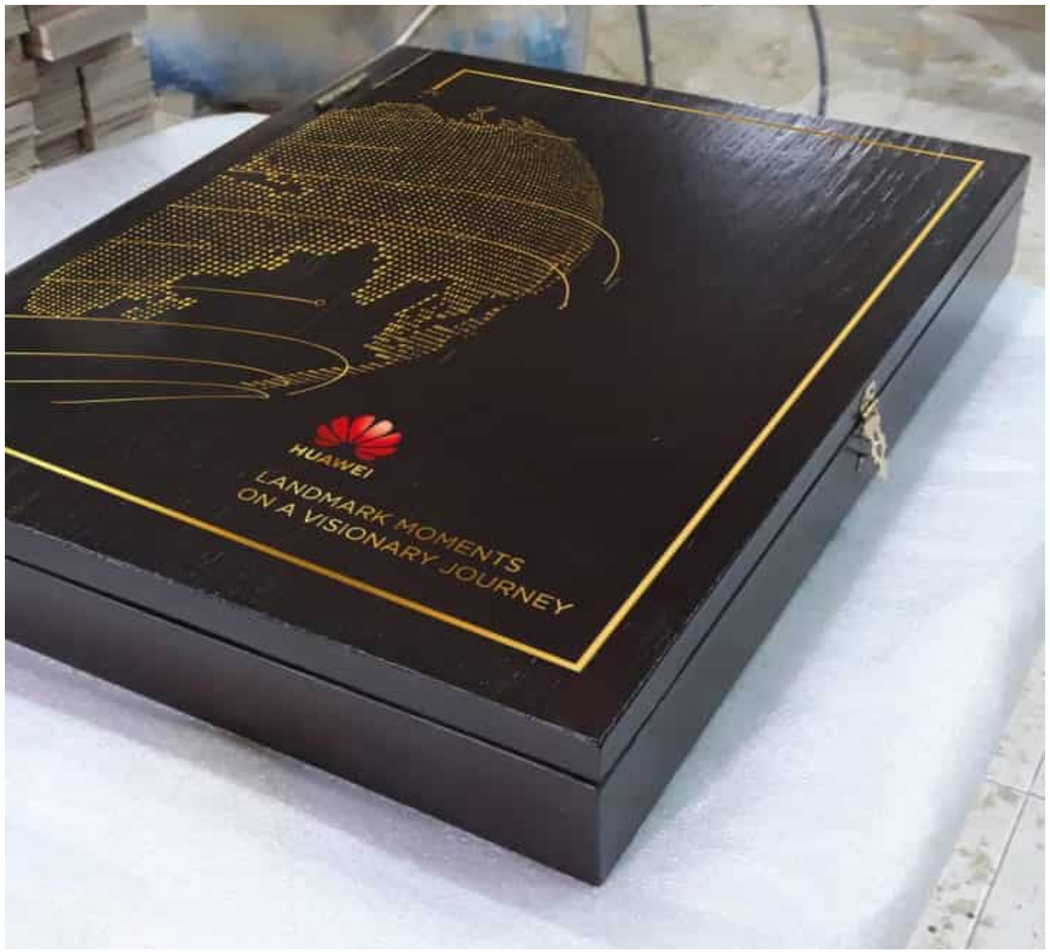
Designed and produced for presentation to His Highness Shaikh Nasser bin Hamad Al Khalifa.

WHAT WE DID

- Editorial design and layout
- Premium production and finishing
- Custom presentation box
- Quality control and delivery

THE RESULT

Five bespoke copies, supporting Huawei's engagement at the highest level.







CASE STUDY | BAHRAIN MEDICAL SOCIETY

1st Bahrain Emergency Medicine Conference

The complete brand and digital platform for the Kingdom's first emergency medicine conference.

WHAT WE DID

- Conference identity and logo
- Website with payment gateway
- Social media and digital management
- Collateral, VIP invitations and awards
- Stage design and event coverage











CASE STUDY | MINISTRY OF INTERIOR

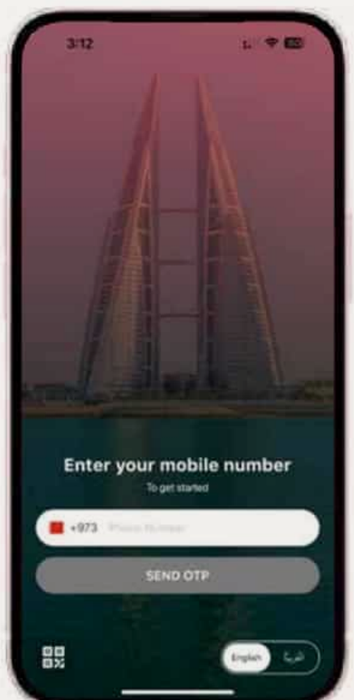
MAAN learning app

An app that teaches students personal safety, healthy choices and respect for others, through play.

WHAT WE DID

- UI and UX design
- App design and development
- Interactive learning modules and quizzes
- Student accounts and content management











CASE STUDY | BRAND IDENTITY

Coach Linda Mattar

A bilingual identity built on growth and balance.

THE IDEA

A spiral mark drawn from the golden ratio and sacred geometry, expressing growth, renewal and the journey of change.

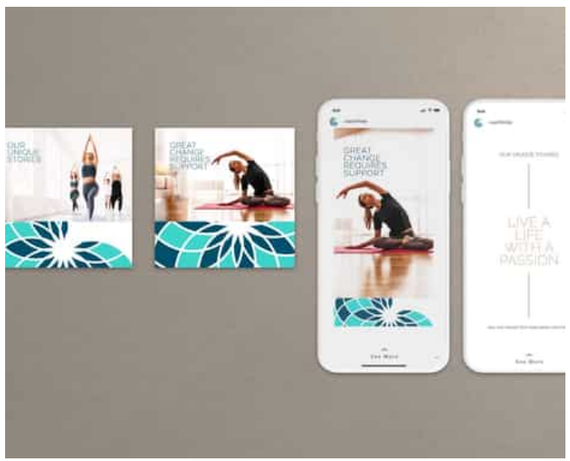
WHAT WE DID

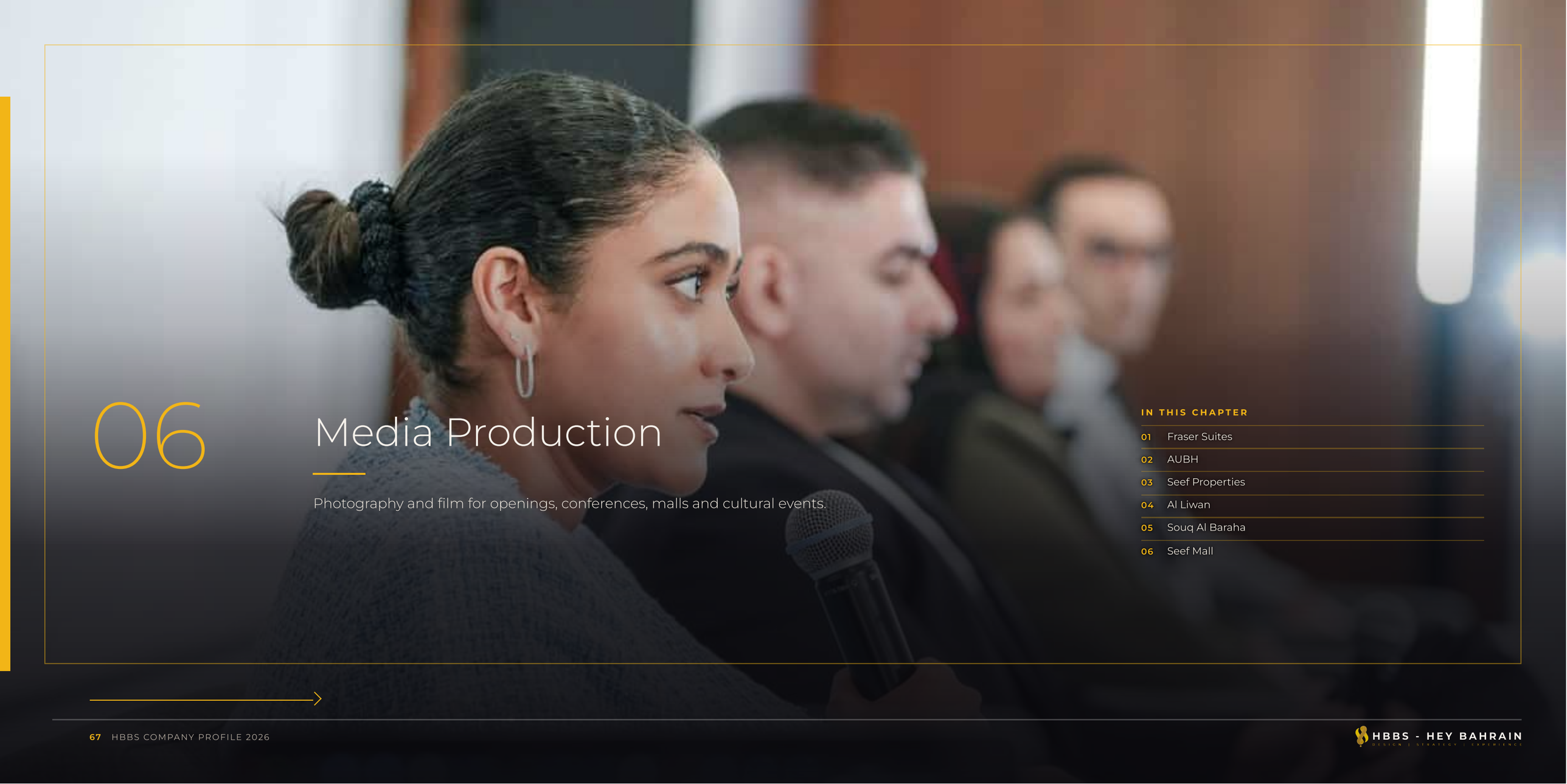
- Brand foundation and strategy
- Logo in English and Arabic
- Colour and typography system
- Stationery, social and digital templates
- Brand guidelines











06 Media Production

Photography and film for openings, conferences, malls and cultural events.

IN THIS CHAPTER

01 Fraser Suites
02 AUBH
03 Seef Properties
04 Al Liwan
05 Souq Al Baraha
06 Seef Mall

Grand opening

Official photography for the launch of Fraser Suites.











TechNext 2025

Conference photography for the American University of Bahrain.











Gatherings and celebrations

Corporate event photography for Seef Properties.











Places full of life

Openings, families and entertainment at Al Liwan.











Heritage, brought to life

Craft, music and culture, captured for Souq Al Baraha.











Shopping, dining and play

Lifestyle campaign photography for Seef Mall.











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SCAN FOR OUR DIGITAL BOOK

The full profile, on any device

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