



Jeeves launches at Index Dubai 2005

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The Antiques and Decorative Arts Company also formally opened their first Middle East outlet in Dubai

PR9.NET November 29, 2005 - Dubai, United Arab Emirates, November 29, 2005: Jeeves, the first Antiques and Decorative Arts Company in the UAE, formally launched their Middle East operations at Index Dubai 2005, which is being held at the International Exhibition Centre from November 28th to December 2nd, 2005. Jeeves also opened their first Middle East Antiques boutique, which will offer a truly impressive combination of fine art, decorative art and quality antiques, at Um Suqueim in Dubai.

Speaking on their launch, Mr. Martin Woolman, Managing Director of Jeeves and an Antiques expert said, "Index Dubai is the biggest Interiors event in the Middle East. We felt Index would be a perfect platform to launch Jeeves' Dubai operations. Many of our customers are from this region and we felt that by opening outlets in the Middle East, we could bring our quality antiques and decorative furniture closer to our customers and that too at a lower price."

Mr. Woolman has over 38 years experience in dealing with Antiques both in the retail and wholesale segments in the United Kingdom. He has developed great relationships over the years with several European Antiques Dealers and has been procuring antiques and decorative art pieces for Sotheby's and Christies' auctions. Mr. Woolman plans to use his vast experience and expertise in antiques to help customers in the Middle East make an informed choice while buying antiques and collectibles.

"Dubai is a trendsetter and people here have great taste in art and architecture. With so much development happening here, we see a huge market for our antiques and decorative furniture. Residents want their homes to be beautiful and unique and hence they travel the world to pick up exquisite pieces of furnishings. They can now find these right here in Dubai at Jeeves," Martin adds.

"More than a hundred million dollars is spent on building hotels in this region but only a small fraction of that amount is spent on furnishing the interiors whereas hotels in major European cities spend equal amounts of money on interiors as well as exteriors. Jeeves looks forward to change that by helping furnish hotels in this region with exotic artifacts and furniture," he comments.

Jeeves is showcasing some rare and delicate antiques in addition to displaying exquisite Arts, Crafts, Collectibles, Home Decor and unique Wooden crafts from around the world at their stand No. 57 in the Marquee, which is behind Hall 1 at Index Dubai 2005.

"We have had great response from our test launch without even promoting our boutique. We feel there is huge potential for Jeeves in the Middle East and our Dubai outlet will be the first among many outlets that we plan to open in the near future. We are also planning to manufacture some exquisite marble items which can change the style of architecture in the region," Martin concludes.

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About Oak Company

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