



muse

Autumn 2012

ALWAYS DIFFERENT
INSPIRATION GUARANTEE

Love your neighbour, but always have more stylish furniture



TERRY
O'NEILL
EXPOSED

THE One
JUNIOR
IS BORN

SEASON
TRENDS

Autumn/Winter 2012
Home Fashion Styles



UAE'S 5TH BEST PLACE TO WORK!



AED5 / BDO.650 / KDO.450 / QR5

theone.com

5701K°

There's a **NEW** Kid in Town



Come and 'play house' at THE One Junior! Our new children's furniture concept is big on super cool, small-scale versions of adult furniture and accessories, perfectly proportioned for little princes and princesses. It's the kind of stuff you wish you could have had while growing up.

Now showing at THE One Khalidiya, Abu Dhabi and Marina Mall, Kuwait City. Coming soon to THE One Fusion, Dubai!



Me, Myself and My Nostalgia



Everyone thinks I have become more nostalgic. My wife thinks it's 'menopause' since I just turned 50, but I believe the whole world is going more retro by the day. I was too young to remember the 60s, but in the 70s the living room became the heart of the home. It was all about disco, afros, Hollywood movies and don't forget the Flokati rug! Then came the 80s, an era of boldness, excess and playfulness. Bright primary colours added humour to the house, photography became the art of choice and minimalism emerged. The 90s started with a recession. Suddenly it was cool to find things off the street and big open white gallery-like spaces became trendy. In the decade after the millennium we started balancing the old with the new; mixing natural materials such as timber, linen and sisal with industrial metal... Like wearing worn-out jeans with a funky shirt. Following the latest recession, I believe it's now all about being real and making a difference. We are, through all our Do-Good initiatives. Are you brave enough to help us Change the World?



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LOVE *Monks*

PS. I hope our new collection, which celebrates different eras, inspires you to be yourself. Be real. And be nostalgic if you want to.



21

Long Island





This cool, calm and collected sanctuary in greyish blue, brown and beige balances leather and black metal with raw woods and natural fabrics for a contemporary, colonial feel that's a breath of fresh air.



Get the look

- 1 MALDIVES chest of drawers
- 2 TULIP stems
- 3 GENEVA 3-seater sofa
- 4 HOMAGE to Normandie vintage poster
- 5 KEW dessert plate
- 6 MIRBEL table lamp
- 7 FLARBERT coffee table
- 8 MOUNT leather armchair
- 9 Black dog canoe CANVAS
- 10 KELLY HOPPEN Aromatic woody candle
- 11 NICOLAS lantern



Love our Look? Live it with our Home Styling service

Enlist the expertise of our fashion-savvy Home Stylists to decorate your villa, apartment or even just a single room THE One way. After selecting your favourite pieces from our range, sit back and let us create your very own Total Home Experience.



One of the UAE's 5 Best Places to Work!



THE One has been listed as one of the UAE's top 10 employers for the second year running following the region's second workplace survey conducted by The Great Place to Work@ Institute – a global research and management consultancy that recognizes the best workplaces in over 45 countries.

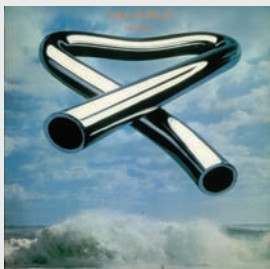
Based on the confidential feedback of our staff and an independent culture audit of our HR practices by the Institute, we are thrilled to have moved up to 5th position in 2012, outranking some multinationals while remaining the number one locally established company on the list. We are even more proud of being named one of the three Top Companies for Women in the UAE. So, welcome to great service from happy staff.





GREAT PLACE TO WORK® Best companies to work for **2012** UNITED ARAB EMIRATES





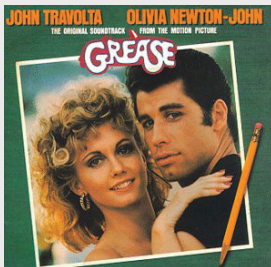
The Record Is Not Over Yet

Is there anything that reminds us more of a certain time and place in our lives than when we hear a piece of music that touches a nerve? Music is the soundtrack to our lives. It reminds us of the passions and feelings that motivate us.

And what did the vinyl record have that today's music lacks? As an object, it had soul and the cover sleeve was an art form in itself. Then we had the whole ritual of easing the large record out of its sleeves, positioning it on the turntable and finally, that unique crackling sound when the needle hit the grooves... It had a quality to it that was real.

And now, the vinyl record is back! I've started collecting LPs again and felt guilty for not sharing them. So if you are a vinyl fan, you will find a great selection at THE One. Long live vinyl and thank you for the music!

Love *Thomas*

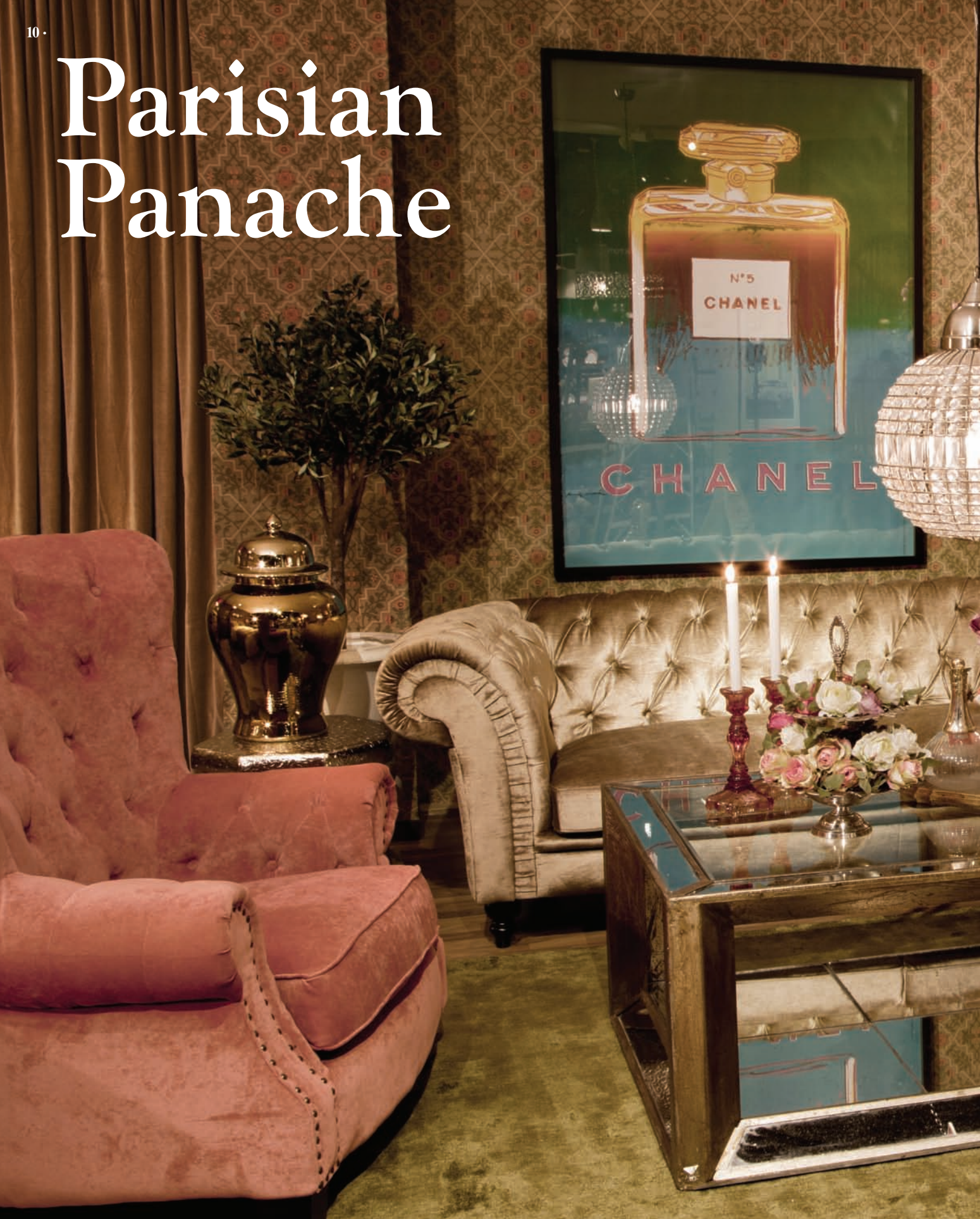




Say 'I Do' to our Wedding Registry

If you've found the one you want to spend the rest of your life with, make sure you do it in style by making an appointment with one of our consultants who will explain how our Wedding Registry works and help you put together your wish list from our inspiring home fashion range. We will contact your guests to inform them of your choices, keep you updated on purchases and deliver them gift-wrapped to a location of your choice, free of charge. Finally, we'll even throw in a gift card to the value of 10% of the total spent on your register, as a special wedding present to you!

Parisian Panache



Blend coral, green, gold and hints of pink with exquisitely buttoned and Baroque-inspired furniture, weathered pieces and plush velvet for an enchanting, romantic style with an air of 1920s French flair.





Get the look

- 1 CHAMPAGNE FRANCE framed photo
- 2 SOMME FRANCE I framed photo
- 3 DORSET ENGLAND framed photo
- 4 SOMME FRANCE II framed photo
- 5 HIP armchair
- 6 ASTER cushion
- 7 KRYSEL cushion
- 8 COUTURE 2.5-seater sofa
- 9 CRYST table lamp
- 10 AUSTIN dining chair
- 11 BEYLA chest of drawers
- 12 MEILING mirror
- 13 MEILING mirror
- 14 YORIE ashtray
- 15 CROWN mirror
- 16 PASTRY plates
- 17 WAVY ice cream bowl
- 18 RIZA bowl

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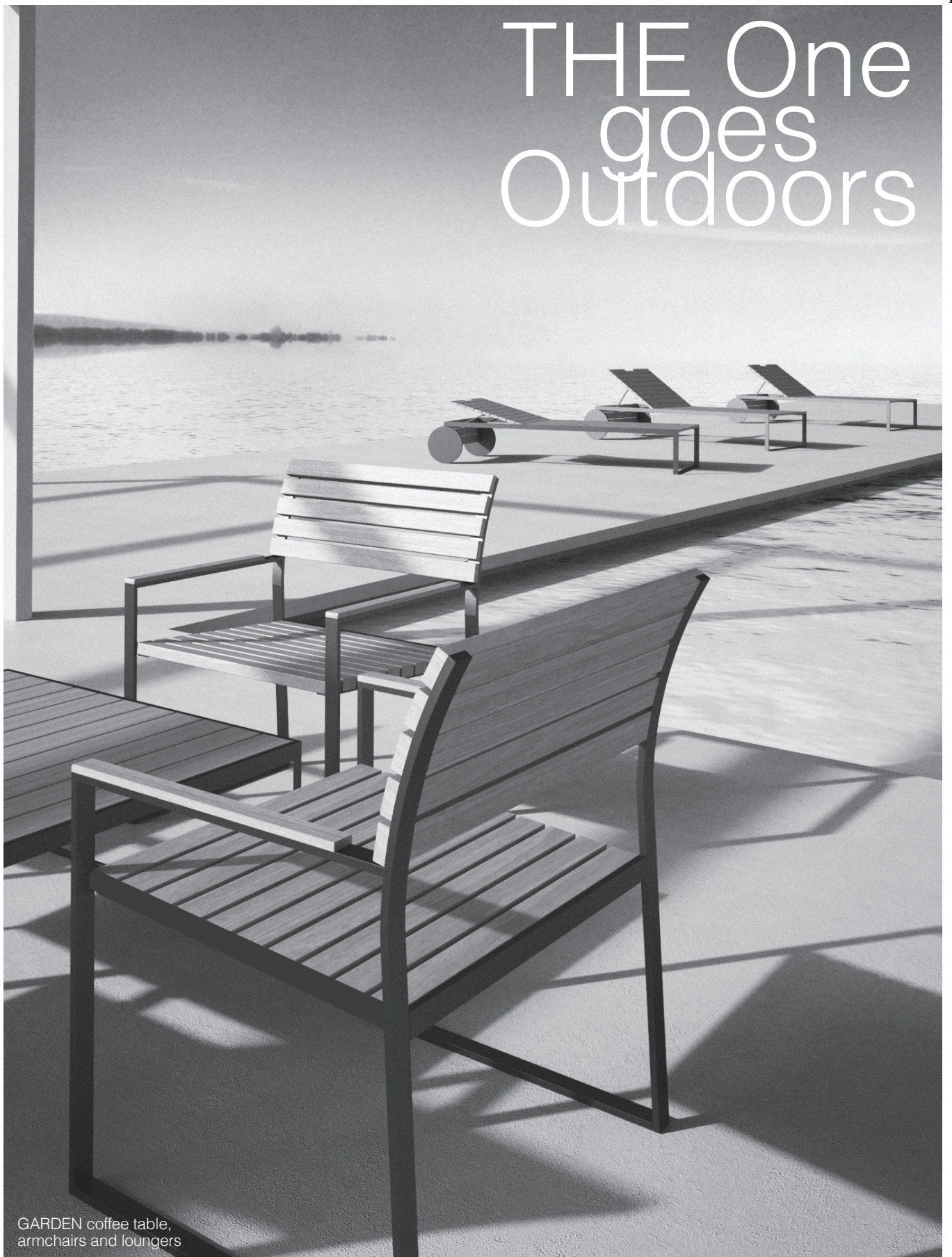
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THE One goes Outdoors



GARDEN coffee table,
armchairs and loungers



TOULOUSE mirror



CYPRUS chair



ACANTHUS bench

Presenting our lush new Outdoor range, designed to help you become a little more outgoing. Take your pick from a bunch of all-weather furniture and funky alfresco accessories to freshen up the look of your balcony, patio or garden.



QUATRO dining table



ROSH BBQ grill



ROOT stand



GARDEN dining table and benches



GARDEN lounge chair with cushion



VICTORIAN coffee table



MUEHLENBECKIA pot plants



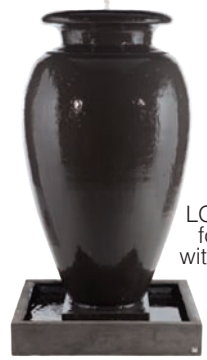
KESWICK planter



LINNE natural planter



BROADWAY 3-seater sofa



LOREDO fountain with pond



VICTORIAN bar stool



ORIGINAL fire basket with pole



AMALFI console

Now showing at THE One Khalidiya, Abu Dhabi and Marina Mall, Kuwait City. Coming soon to THE One Fusion, Dubai!

LINNE black planters



CLUB footstool



ANGEL statue on GRANITE pedestal

Brigitte Bardot, Spain, 1971: Terry's most iconic image hangs permanently in London's National Portrait Gallery. "During rehearsals for 'The Legend of Frenchie King', I noticed that when the wind gusted there was the potential for a great picture. When the time came, I only had one frame left – one shot at it. But suddenly the wind swept her hair across her face, and it was a knock-out."



Terry O'Neill Still Storytelling



From a jazz drummer playing the London clubs and working in the photographic unit of BOAC - now British Airways - to becoming a highly paid professional photographer on Fleet Street in the swinging 60s, Terry O'Neill has managed to earn himself an unprecedented all-access pass to shooting some of the biggest stars to rock this planet. Today, he is revered as one of the greatest British photographers. Having captured celebrities on film for more than half a century, his portfolio includes iconic portraits of the rich and famous, from Oscar winners, models, musicians and silver screen legends to royalty, presidents and prime ministers. Here we feature a snapshot of his work, which is now on show in our Theatres across the Middle East. Enjoy!



David Bowie, Diamond Dog, London, 1974: Taken for Bowie's album, *Diamond Dogs*, Terry started shooting with the dog sitting quietly besides Bowie. Suddenly the Great Dane got over excited and reared six feet into the air barking madly. This terrified the life out of everyone in the studio, except for Bowie who didn't even flinch. "David Bowie was a true original, a music pioneer who made way for a new generation – he pushed boundaries and changed the face of music forever. Today, I am reminded of his wild imagination and creativity by Lady Gaga, though nothing compares to his innovative flair."



Faye Dunaway, Los Angeles, 1977: Faye Dunaway at the Beverly Hills Hotel, 29 March 1977, the morning after winning an Academy Award for her role in 'Network'. "I wanted to capture the look of dazed confusion... That state of utter shock that Oscar winners enter, where they go to bed thrilled, then overnight, it dawns on them that they've changed, that they've just become a star. And not just a star, a millionaire."



KODAK SAFETY FILM

KODAK TRI-X PAN FILM

KODAK SAFETY FILM



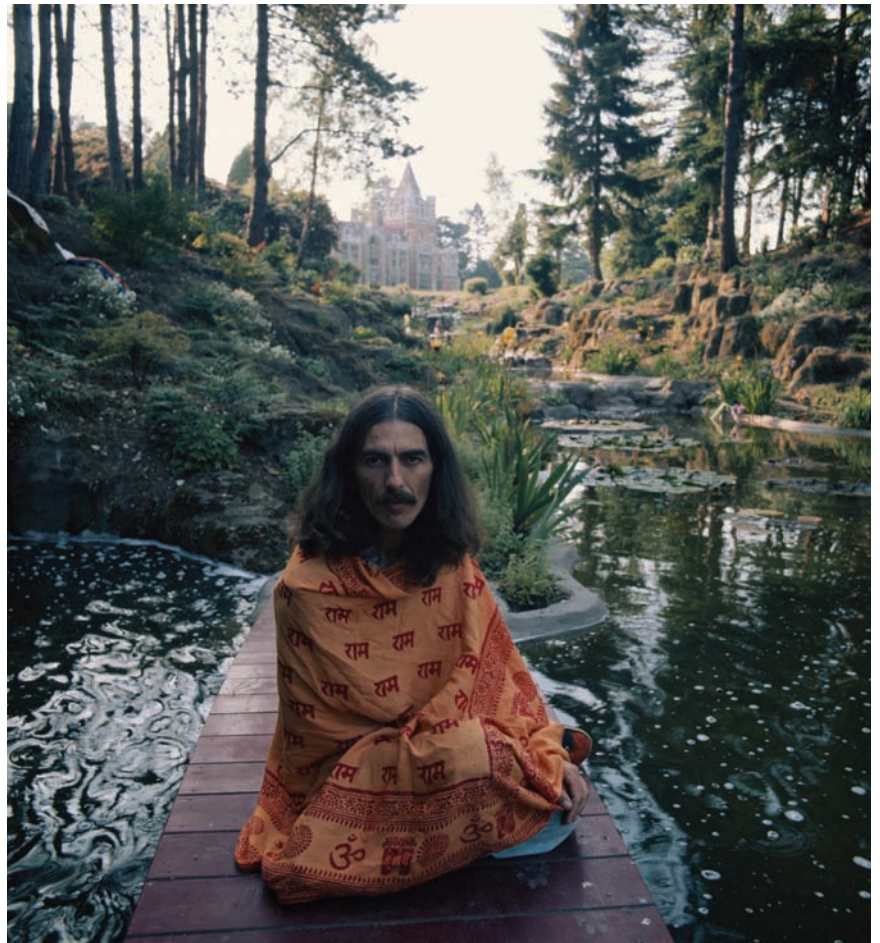
Keith Richards, London, 1964: A portrait of Rolling Stones guitarist Keith Richards at a London restaurant.

Mick Jagger, London, 1964
Mick's charisma made him the perfect frontman. He was captivating, reigning over rock 'n' roll with his sexual energy. These shots were taken as The Rolling Stones waited backstage for their appearance on the BBC's 'Six-Five Special'.

Mick having a bad hair day



"I want my pictures to tell a story not sell, a story"



George Harrison, South Oxfordshire, 1975
Terry O'Neill's legendary photograph of Beatles guitarist George Harrison on the grounds of his home, Friar Park, near Henley-on-Thames.

28 29 30 31 32 33



Sammy Davis Junior, London, 1961

American singer Sammy Davis Jr. during rehearsals at the Pigalle nightclub. "He was like a bottle of champagne, a bundle of energy, always surrounded by people, always on top of things. Sinatra could walk into a room and stop it; Sammy could light it up."



Dean Martin, Las Vegas, 1971

"Dean was a perfectionist, compulsively self-disciplined and obsessively organized as you can see from the meticulously neat layout of his dressing room. I captured this side of the star by hiding behind a curtain and watching him prepare backstage before a performance."

"One minute I'd be on the set of a Bond movie, the next I'd be at a Hollywood studio hanging out with the biggest stars in the world"



Frank Sinatra, Miami, 1968

"I first met Sinatra on the set of 'Lady in Cement'. It was 1968, Miami Beach. My friend Ava Gardner knew I admired him and offered to write a letter of introduction. They'd been divorced 10 years, but I walked up to him and handed him the letter. I've no idea what it said, but it opened every door. He read it, looked me in the eye and said, 'You're with me, kid'."

Meet Terry at his exclusive invite-only photo exhibition at THE One Fusion, Dubai in November! Join our Fan Club on theone.com to receive an invite.



Naomi Campbell, 1993

Surrender to the scintillating scents of Central California's coastal flowers, tropical fruits, exotic woods, ocean spray and mountain air with Aquisse's luxurious portfolio of nature-inspired home fragrances.



DAYNA DECKER®

Style visionary and former Ford model DayNa Decker studied perfumery in Grasse, France, before developing her multi-sensory home fragrance collection of 'Chandels' and diffusers, which epitomize modern, seductive luxury. Juxtaposing decadent sophistication with minimalist design and eco innovation, her richly infused botanical wax candles feature unique EcoWood wicks that crackle soothingly when lit - ambience reinvented through the evolution of sight, scent and sound!



WELTON
LONDON

Personally selecting each of his signature fragrances in Grasse on the French Riviera, renowned interior designer John-Paul Welton combines the art of perfumery with contemporary design to create his Onyx collection of elegant scented candles, noted for their excellent diffusing power.

**Breathe
Relax &
Enjoy**

**THE One Home
Fragrances**



KELLY HOPPEN

According to Kelly Hoppen, trendsetting interior designer to the stars, "scent is key to creating an atmosphere and completing a space; it's an evocative layer that adds depth to the experience". No wonder she developed her very own range of sophisticated scented vegetable wax candles...



NEST
FRAGRANCES

Enhance your everyday living with New York's finest scented candles. Created by home fragrance queen Laura Slatkin in collaboration with the world's top perfumers, the NEST Fragrances collection embodies the essence of luxury.



Boho Rock



Reveal your eccentric side with this rocker-chic look, which mixes a moody colour palette with reinvented retro classics. Think buttoned furniture, sexy studded leather, smooth velvet and paisley. Add a pinch of bad boy gothic glam and you're bang on trend!



Get the look

- 1 RECORD frame
- 2 ROSE stem
- 3 VELVET coffee table
- 4 RAIL storage box
- 5 BOSTON decanter
- 6 BLACK PEARL ship
- 7 CIRE TRUDON Nazareth candle
- 8 GOTHIC mirror
- 9 FEEL dining chair
- 10 ROUTE 66 pump clock
- 11 SERENITY skull
- 12 ETHAN leather corner chair
- 13 MOON floor lamp
- 14 KASABIAH leather wing chair
- 15 VENEZIA chest of drawers





THE One for Bargain Hunters

Check out THE One Outlet at Dubai's Outlet Mall for home fashion at outstanding value. Cash in on price cuts of 30% and more on last pieces from THE One and save up to 75% on injured seconds looking for a loving home. So what are you waiting for? Our Outlet team can't wait to cut you a deal!



NEVER EXPENSIVE
MONEY-BACK GUARANTEE

Outrageous Price Cuts



Smile! You're about to save a fortune





BIRD magnets



COU lounge chair

tea parties, laces and baby doll faces, that's what little girls are made of



MACK fire engine



BULLDOG deco



BUFF cabinet

a short story

Once upon a time in a faraway land, a cool new children's furniture concept was born. THE One Junior features elegantly sophisticated small-scale versions of adult-sized home fashion pieces, like mini dining tables and chairs, shrunken sofas and armchairs as well as fun bedding, rugs, toys, wallpapers, art and lighting! With each piece made to the same exacting quality standards you have come to expect from THE One, it will last your little one throughout their growing years, so you can all live happily ever after. THE End.



CAB table lamp

SUPERHERO framed prints



SPOTLIGHT table lamp



KEN leather sofa



cars and planes
and muddy games, that's
what little boys are
made of

VIPP





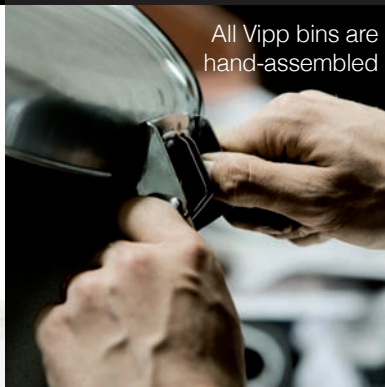
Today, the Vipp bin is internationally recognised as a design classic and was accepted into the architecture and design collection of New York's Museum of Modern Art (MoMA) in 2009.

Holger and Marie, 1939



The Original Pedal Bin

It all began as a love story in 1939. Holger Nielsen, a metal factory owner, had just married hairdresser Marie Axelsen. Money was tight, so Marie asked Holger to make a practical waste bin for her new salon. After labouring in his workshop for days, he presented her with his handmade stainless steel and rubber 'Vipp' bin – the world's first pedal bin! Marie was delighted and her customers soon fell in love with the innovative bin, which they deemed perfect for their husbands' dental clinics and medical practices. This sudden demand prompted Holger to start production on a larger scale and the rest, as they say, is history.



All Vipp bins are hand-assembled



Marie's hairdressing salon, 1939

We are proud to bring you the Vipp collection, available in black, white and stainless steel, exclusive to THE One in the Middle East.



Debonair Den



This modern, masculine style oozes low-key luxury by matching a monochrome base with chocolate brown and hints of navy, while contrasting clean, straight lines with chunky feature pieces, finishing off with a touch of the rustic and exotic.



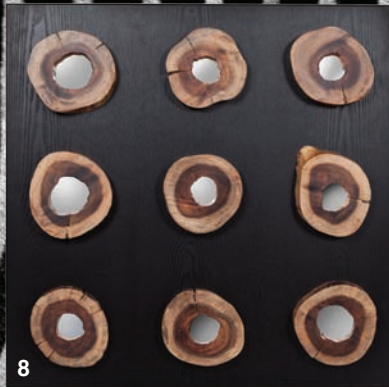


Get the look

1 LAGER plant 2 KINGSTON 3-seater sofa 3 JADIN jar 4 DARREN coffee table 5 RIM vase 6 AIOLA table lamp 7 ROYAN floor lamp 8 LOG wall deco 9 ALUM plane 10 MIDSOMMER mirror 11 HORSE head 12 PLEXI Closer wall art 13 BOX lantern



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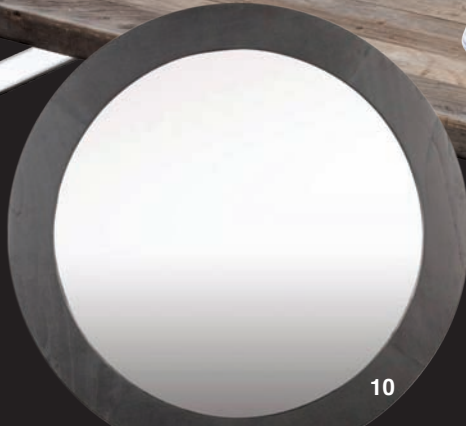


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change the world one rug at a time

Since we source from all over the world, we're committed to helping protect it and the people who live in it. That's why we only deal with manufacturers who commit to not using child labour.

We have an agreement with the RUGMARK Foundation – a private, non-profit organisation which ensures that each rug bearing its label has been woven without the use of child labour.

A portion of the purchase price of all RUGMARK carpets goes towards the education, rehabilitation and healthcare of children who have been taken out of the weaving industry.

A further portion of each rug's cost is donated by the manufacturer towards aiding impoverished weaving communities and paying for inspectors to spot-check factories, the safety of looms and working conditions of the weavers.

85% of all rugs sold by THE One bear the RUGMARK label.
rugmarkindia.org



Present Tense?
 Don't stress!
 Check out
 THE
 Bazaar:
 Our
 Cool
 Gift
 Zone



BUNNY TOSS snow globe



MUCHOMIX wall frame



FISH HOTEL fishbowl



POLLY station deco



BIRD CAFE bird feeder



TIME OFF wall clock



MEMOIRE cat picture frame



HERBERT THOMAS framed print





SKULL soap



BLACK PEARL ship



EDMOND tray



ROUTE 66 pump clock



SOKO2 & DIWALI2 cushion covers



INDIAN CHIEF bike



FROGS deco



LOLLY soaps



ASPEN deco



FEED 100 bag





Do-Good Home Fashion

Some of our suppliers are so passionate about THE Onerworld – our Sustainable Village Community Programme – that they contribute a percentage of the price of their products to our cause. The more of their products we buy and sell, the bigger this contribution becomes. So look out for the red heart-shaped tag on some of our products, as it's an opportunity for you to further support THE Onerworld. Now that's feel-good retail therapy!



LOVE CD



AUDREY 3-seater sofa



HEART tea infuser



HOU 3.5-seater sofa



STONYHURST storage box



HEART picture frame



WAYNE pouf



COUT lounge chair

A Bunch of Love

All our fab 'forever-fresh' flowers
also support THE Onederworld



THE DELIcious Ones

THE One Deli, located in our Jumeirah and Fusion Theatres in Dubai, is a chic dining hotspot offering you a whole new eating experience. Deli-style dining is all about sampling a fusion of flavours by mixing and matching a variety of wholesome, home-style dishes. So take your pick from our daily menu which features freshly made soups, sandwiches, gourmet salads and a host of specials and cakes, most of which are on display in our Deli counter. Enjoy these along with your choice of posh juices, refreshers, smoothies, coffees and teas while indulging your interior design eye. Since we're health conscious, we try to keep calories and fat to a minimum, so there's no need to worry about your waistline. And with exciting gluten- and wheat-free options, there truly is something to satisfy everyone's taste, all at pocket-pleasing prices. No wonder our Jumeirah

Deli received a rating of two white hats in What's On magazine's 2012 Black Hat Guide. Bon appétit!



Fusion Deli



Jumeirah Deli

Our Gourmet Theatres

Whether you're looking for a quick lunch, coffee with friends or a three-course dinner, look no further than THE One Restaurants in our Khalidiya (Abu Dhabi), Marina Mall (Kuwait City) and Landmark Mall (Doha) Theatres. You'll be spoilt with fast and friendly service and an ever-changing menu of 'green' gourmet food served in modern surroundings, all for café prices.

Our latest Gourmet Theatre menu features an international mix of flavours that puts the 'ooo' back into food, offering a wide range of all-day breakfasts, starters, mains, desserts and drinks. And if you need Event Catering, call on us for a selection of cool canapés and bespoke buffets.

Award-winning Taste Bud Entertainment!

Did you know that our Khalidiya Restaurant has been voted *What's On Abu Dhabi* Favourite Café three years in a row and has won the *Time Out Abu Dhabi* Best Café of the Year award thrice? It also received a rating of one grey hat in *What's On* magazine's 2012 Black Hat Guide.



Khalidiya Restaurant



NEW

Discover Rough Luxe at THE One Fusion



Now showing at THE One Fusion Theatre, Al Quoz, Dubai, THE One Khalidiya, Abu Dhabi and THE One Marina Mall, Kuwait City.

Welcome to THE One Fusion

Experience our exciting new home fashion concept featuring quirky collectibles, oversized originals and cool one-offs from around the globe. To the casual observer it might look like a scattered assortment of chipped, faded, mismatched objects. Look closer and you will find that it's rustic, nostalgic, romantic and rebellious all in one. It is old meets new and it is a sign of the times. Enjoy all of this along with the same Values and Brand Promises you have come to expect from THE One.



BARBALL bar stool



COFFEE sign



JANUS statue



AGEE 3-seater leather sofa



ALLE side table



TUB armchair



STUFF FOR SALE sign



OCTO pendant lamp



BULLDOG lamp base



GATSBY corner sofa



Enjoy fresh flavours at THE One Deli, now open in Fusion

SADDLE leather chair



OVERNIGHT leather bag



THAI elephant





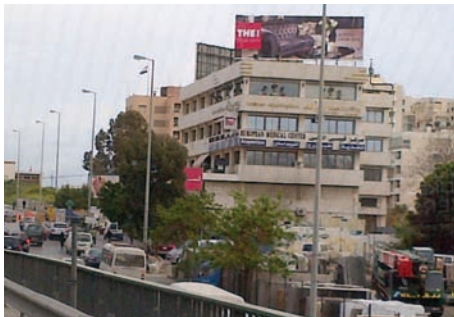
*Underwater Model
Framed Print*

Photographer: Toni Frissell, 1939

Part of a collection of expertly restored limited edition silver photographic prints, this avant-garde underwater fashion shot was one of the first of its kind and is an extraordinary example of Toni Frissell's work. While starting out taking pictures for 'Vogue' magazine in 1931, Frissell became well-known for pushing the boundaries of photography at a time when it was difficult for women to excel in the industry.



Bringing Haute Home Couture to Beirut



After years of anxiously waiting for THE One to open a branch in the 'Paris of the Middle East', switched-on Lebanese fashionistas were thrilled when we finally launched our Boutique Theatre in the Jnah area in April 2012. The swish event was hosted by Mr. Issam Shoucair, Managing Director at TREND S.A.L. (the franchisee of THE One in Lebanon), while Thomas was on hand to meet guests. Now, avid home fashion fans eager to enjoy the complete 'Total Home Experience' can look forward to the end of year opening of THE One's fully fledged Theatre and Restaurant in the Zouk Mosbeh area.





Opening Soon in Tunisia



Calling all tuned-in, trendy Tunisians. The funkiest home fashion brand on the planet will soon be on your doorstep in Tunis! Located on the Al Marsa highway, our spacious new Theatre and Restaurant will feature fashion-forward furniture, accessories and fusion food, all under one roof – the first of its kind in town.



Fusion Launches in Kuwait and Abu Dhabi



In June this year, we opened THE One Fusion as a shop-in-shop concept in both THE One Khalidiya Theatre, Abu Dhabi and Marina Mall Theatre, Kuwait City. Pop in to experience this exciting new home fashion concept and discover Rough Luxe, Fusion-style.





Faisal, THE Office Assistant, Dubai



Franklin, Pastry Chef in Landmark Mall, Doha



Vivian, Receptionist in Landmark Mall, Doha

Meet THE [special] Ones

At THE One, we believe that employing physically and mentally challenged individuals fosters better understanding and encourages greater social integration, while providing the Challenged Employee with a sense of purpose, empowerment and independence, not to mention an income. In our experience, they have a tremendous amount to offer and bring a whole new dimension to the working environment, inspiring colleagues and customers alike. While we currently employ 17 staff with special needs, we are aiming for 5% of our total staff complement (630) to consist of Challenged Employees.



John, Sales Consultant in Mall of the Emirates, Dubai



Ahmed, Cashier in Landmark Mall, Doha



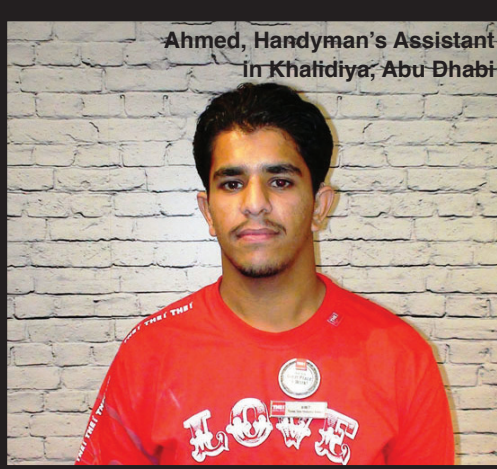
Samah, Receptionist in Landmark Mall, Doha



Shaikha, Salesperson's Assistant in Mall of the Emirates, Dubai



Noel, Backup Assistant
in Landmark Mall, Doha



Ahmed, Handyman's Assistant
in Khaidiya, Abu Dhabi



Ghanima, Salesperson's
Assistant in Marina Mall, Kuwait



Lamees, Salesperson's Assistant
in Al A'ali Mall, Manama



Kunjan, Receptionist
in Jumeirah, Dubai



Muneer, Decorator's Assistant
in Marina Mall, Kuwait



Mahmoud, Assistant
Stock Coordinator in
our Local Distribution
Centre, Dubai



Ibrahim, Salesperson's Assistant
in Jumeirah, Dubai

Community Spirit

We have a saying at THE One: Why just be a human being when you can be a human doing good? Our aim is to get involved and make a difference in the lives of the disadvantaged in our communities. We do this through organizing regular Local Volunteering initiatives and participating in events in support of our chosen causes. If you would like to join in the fun, ask our staff for details.



Vocational Training in Bahrain

Some of the causes we currently support include:

- Bahrain:** Bahrain Down Syndrome Care Centre
- Jordan:** Family International Community Services
- Kuwait:** Central Blood Bank
- Qatar:** Shafallah Centre for Children with Special Needs, Hamad Medical Corporation's Rumaillah Rehabilitation Services, Reach Out To Asia (ROTA)



Abu Dhabi Autism Awareness Walk



Collecting ring pulls in Abu Dhabi for Recycle for a Cause



Outlet volunteers at the Children's Hope Foundation Party



Raising funds for ROTA in Qatar



Care packs for Kuwait's street cleaners



Culinary training at the Jumeirah Deli, Dubai



UAE – Abu Dhabi: Abu Dhabi Future Centre for Special Needs, Volunteer in Abu Dhabi, Special Care Centre, Juice Box Foundation, Labour of Love, Terry Fox, Recycle for a Cause

UAE – Dubai: Dubai Centre for Special Needs, Rashid Paediatric Therapy Centre, Senses, Dubai Autism Centre, Kalimati Speech and Communication Centre, Volunteer in Dubai, Red Crescent Society, Al Noor Training Centre for Children with Special Needs, Al Wasl Hospital Blood Donation Centre, Children's Hope Foundation, Terry Fox



Jumeirah Blood Donation Drive, Dubai



Vocational Training in Mall of the Emirates, Dubai



Our Dubai Distribution Centre's car wash initiative for Senses



THE Office fundraiser for a staff member's kidney transplant

Building Hopes and Dreams!

We believe that education is the key to ending the cycle of poverty. So in 2008 we launched THE Onederworld – our Sustainable Village Community Programme with education at its heart. Teaming up with Free The Children, we started working with the Pimbiniet community in Kenya on a five-year plan towards self-sufficiency through holistic community development, focusing on quality primary education, healthcare, alternative income and water and sanitation services.

Back in Pimbiniet in 2008, there were just over 600 children attending school in dilapidated wood and mud structures. Now, several short years and nine newly built and outfitted classrooms later, we are delighted that enrollment has grown to 692 students. During this time we also funded the building of a library, latrine blocks and a school kitchen, besides providing the community with clean running water by drilling a borehole in September 2011.

The latter has made a significant difference to community health and allows girls to attend school instead of having to fetch water from the river.





theonederworld.com



Latest Onederworld News

In March 2012 we launched two new Onederworld projects in India! Over the next few years, we will be working simultaneously with the Barind Bhilo Ki and Barind Solankio Ki communities in Rajasthan, where even fewer children have access to free quality primary education. Are you with us?



Get Involved

The better we do the more good we can do, so if you would like to help us change lives through education, you can shop your heart out at THE One, support a Onederworld Supplier (look out for the red tag), make a 'Donation for Education' or become a Onederworld volunteer. Here's to Changing the World Together!

Follow our progress on our video blog: theonederworld.com or better yet, get involved by emailing us on: getintouch@theonederworld.com

THE Famous One

- **One of the Top 5 Places to Work in the UAE in 2012 and One of the 3 Best Companies for Women**
The Great Place to Work Institute UAE Survey 2011
- **Most Admired Responsible Retailer of the Year**
- **Most Admired Retail Personality of the Year (Thomas Lundgren)**
- **Most Admired Store Manager of the Year (Colin Burrows, Bahrain)**
Retail Middle East Awards 2011
- **Best Corporate Social Responsibility of the Year**
Retail City Awards 2011
- **One of the UAE's Top 10 Places to Work in 2011**
The Great Place to Work Institute UAE Survey 2010
 - **Favourite Café**
What's On Abu Dhabi Awards 2010
- **Best Corporate Social Responsibility of the Year**
Retail City Awards 2010
 - **Best Café of the Year**
Time Out Abu Dhabi Awards 2009
- **Corporate Social Responsibility Leader of the Year**
Middle East Business Achievement Awards 2009
- **Corporate Social Responsibility Leadership (Thomas Lundgren)**
CSR Summit Awards 2009
 - **Favourite Independent Restaurant/Café**
What's On Abu Dhabi Awards 2009
 - **Lifestyle Retailer of the Year**
Retail Middle East Awards 2008
- **Corporate Social Responsibility Leader of the Year**
Middle East Business Achievement Awards 2008
 - **Best Café of the Year**
Time Out Abu Dhabi Awards 2008
- **Corporate Social Responsibility of the Year**
Retail City Awards 2008
 - **Favourite Independent Restaurant/Café**
What's On Abu Dhabi Awards 2008
 - **Lifestyle Retailer of the Year**
- **Store Manager of the Year (Gabriel Salomé, Qatar)**
Retail Middle East Awards 2007
 - **Recommended Employer**
- **Entrepreneur of the Year (Thomas Lundgren)**
Middle East Business Achievement Awards 2007
 - **Most Innovative Retailer of the Year**
- **Corporate Social Responsibility of the Year**
Retail City Awards 2007
- **Named one of the GCC's '50 Most Admired Companies'**
Arabian Business magazine, April 2007
 - **Best Concert in the UAE**
Robbie Williams' Dubai show in April 2006, sponsored solely by THE One, What's On Awards 2007
- **THE One WEAST CD Awarded Gold Status**
Upon selling over 10,000 copies, EMI Award 2006
 - **Lifestyle Retailer of the Year**
- **Retail Technology Initiative of the Year**
Retail Middle East Awards 2006
 - **Best Café of the Year**
Time Out Abu Dhabi Awards 2006
- **Corporate Social Responsibility of the Year**
Retail City Awards 2006
 - **Lifestyle Retailer of the Year**
- **Store Manager of the Year (Clare Andow, Abu Dhabi)**
Retail Middle East Awards 2005

Consider Yourself Invited!



BAHRAIN Al A'ali Theatre +973 17587178



JORDAN Zara Centre Theatre +962 6 4620305



KUWAIT

Marina Mall Theatre & Restaurant +965 22244511

The Avenues Boutique Theatre +965 22597284



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Fusion Al Quoz Theatre & Deli +971 4 3468977

Jumeirah Theatre & Deli +971 4 3456687

Mall of the Emirates Theatre +971 4 3413777

THE One Outlet +971 4 4273157

Wafi Boutique Theatre +971 4 3241224





THE [magical] One



Our Promises To You

ALWAYS DIFFERENT INSPIRATION GUARANTEE

We are all about being magical. We see our stores as Theatres where we put on seasonal Home Fashion Shows to the soundtrack of our own CDs. But where's the magic if there's no meaning?

We guarantee to be Always Different. If you do not find your experience visiting THE One to be more enriching than other retail stores, get in touch with our CEO (Chief Emotional Officer) Thomas at theguru@theone.com He would love to hear your comments and promises to answer them all.

ALWAYS LIMITED EXCLUSIVITY GUARANTEE

We are all about individuality. We only order a limited number of each product, which we then distribute across all our stores. This way you are ensured a high degree of exclusivity.

We guarantee that our furniture is Always Limited. If you visit your friend or neighbour and find the same piece of furniture you just bought from us, simply bring yours back and we will exchange it.

NEVER EXPENSIVE MONEY-BACK GUARANTEE

We are all about affordable luxury. We call it MASSTIGE: products with an air of prestige at mass-appeal prices. We like to think of it as the democratization of luxury.

We guarantee that our products are Never Expensive. If you find the same piece you just bought from us selling for less in any store in the country, we will refund the difference.



“The first time I met Bobby, he told me:
Be selfish, go help someone.
 So I promised to sell loads of his
 books. Please help me keep my promise
 and bring hope to thousands of kids.”

- Thomas

The Power of the Invisible Sun by entrepreneur turned philanthropist Bobby Sager is a photographic collection of his encounters with children living with conflict, disaster and displacement. All proceeds go towards the Hope is a Game-Changer Project, which delivers indestructible soccer balls to disadvantaged children. Each ball is a lasting symbol of hope, representing the human spirit’s ability to overcome suffering. poweroftheinvisiblesun.com

