

His & Hers – Marina Mall & Atlantis Dubai



Project

His & Hers is a high-end retail chain in the UAE offering an extensive selection of designer luxury clothing from brands like Emporio Armani Bodywear, Underwear and Beachwear, Max Mara Leisure and Beachwear, Polo Ralph Lauren Underwear and Loungewear and more. Their main focus within their stores is to allow males and females to browse the facility together and purchase all of their luxury goods during a single visit, saving time on browsing individual stores across entire malls. The "His and Hers" motto "Comfort Lives Here" is a pledge to combine comfort, quality, and shape to the products it carries, from leisurewear and bodywear to beachwear and swimwear. The growing success of this franchise has increased exponentially within the year of 2022, allowing the brand to open two new stores within the city of Dubai. The new stores are located in Dubai Marina Mall and Atlantis, The Palm and both stores have been enhanced by our beautiful microcement solution - Rasico Classico.

Rasico, supplied by our partners at Ideal Work, is a microcement solution which offers countless durability benefits whilst delivering a unique finish, unlike any other microcement on the market. The 3-4mm thick system is applied by hand trowel method and can be applied directly onto pre-existing surfaces, dramatically speeding up the renovation process and minimising waste on the job site. The countless colour options provided by Ideal Work's pigmented blends made it simple for our client to select the precise finish and tint for their retail design and encourage a stress-free specification procedure from start to finish.

After sanding the final coat of Rasico, the surface creates textured flame-like strokes throughout the whole application that reinforce the surface's slip resistance and produces an eye-catching, distinctive finish. In addition to the interior benefits which Rasico delivers, it is also the perfect choice of microcement systems for exterior applications due to its unrivalled resistance to water, UV radiation, and climatic pollutants. Rasico is most commonly used for pool decking and landscaping areas but can be used anywhere your design sees fit.

Our trustworthy workforce applied Rasico Classico throughout both retail units in order to create an outstandingly distinctive finish that is sure to last for years to come. Our team members are all highly qualified with our wide range of microcement systems and each member of our workforce approaches every project they work on with a passionate and positive attitude. When backed up by our experience and synergy on site, the breathtaking results of our projects continue to speak for themselves. We are honoured to be the specialist applicator for these beautiful systems and hope to see the trend of microcements continue.



Completion Dates: August 2022 & September 2022

Total Area Coated: Dubai Marina Mall: 80m2 Atlantis: 200m2

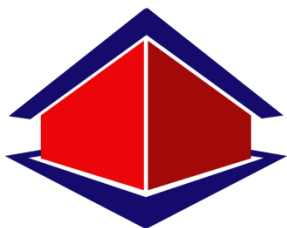
Clients: FIG Retail Trading LLC

System: Rasico® Microcement



Our Mission

Since 2011, Duphill's vision has always been to achieve excellence in every project we deliver. This high standard is what keeps our dedicated team continuously applying our core value of **"Delivering Quality on Time"** and guarantees satisfaction for all our valuable clients.



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