

BACK TO SCHOOL

BACK TO STYLE ★

APPAREL GROUP

SINCE 1996

EXCEED EXPECTATIONS EVERYDAY

Level Up Your Back to School Style

APPAREL GROUP KICKS OFF ITS BACK TO SCHOOL CAMPAIGN, BACK TO STYLE, ALL ABOUT FRESH STARTS, REAL CONFIDENCE, AND LETTING YOUR PERSONALITY SHINE. THIS SEASON IS YOUR MOMENT TO LEVEL UP WITH BOLD ENERGY AND A LOOK THAT'S TOTALLY YOURS, FEATURING MUST-HAVES FROM SKECHERS, OFF PRICE, R&B, TOMMY HILFIGER AND MORE. BECAUSE BACK TO SCHOOL ISN'T JUST ABOUT SCHEDULES, IT'S ABOUT OWNING YOUR STYLE AND MAKING EVERY DAY AN ADVENTURE.

APPAREL GROUP

SINCE 1996

EXCEED EXPECTATIONS EVERYDAY



R&B

YOUR GO-TO DESTINATION FOR STYLISH BACK-TO-SCHOOL
ESSENTIALS, ALL IN ONE PLACE





Girls 5 in 1
Trolley Set
AED 99

Shop in-Store



Boys 5 in 1
Trolley Set
AED 99

Shop in-Store



Girls Backpack
AED 70

Shop in-Store



Teen Boys Backpack
AED 65

Shop in-Store



Girls Shoes
AED 50

Shop Now



Boys Shoes
AED 50

Shop Now

R&B
SHOP ONLINE OR IN-STORE



Shop in-Store

Knitted Velcro
School Shoes

AED 50



Shop Now

Knitted Velcro
School Shoes

AED 50



Shop in-Store

Girls Trolley Bag
+ Pencil Pouch

AED 160



Shop in-Store

Boys Trolley Bag

AED 90



Shop in-Store

Girls Lunch Bag

AED 35



Shop Now

Boys Lunch Bag

AED 25

R&B

SHOP ONLINE OR IN-STORE

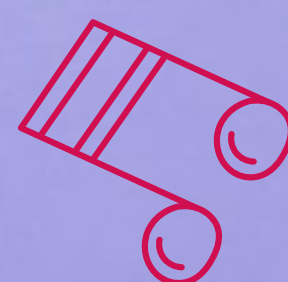
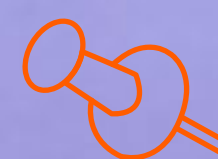
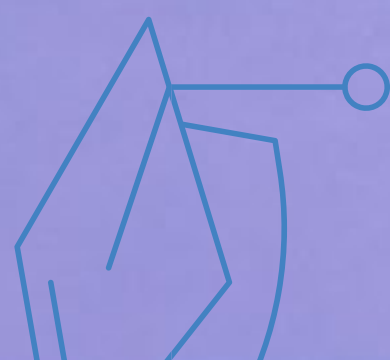
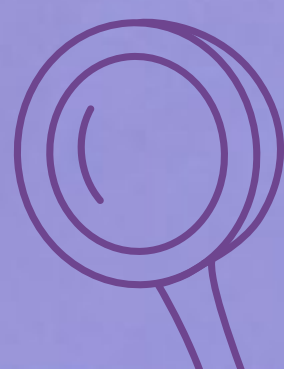
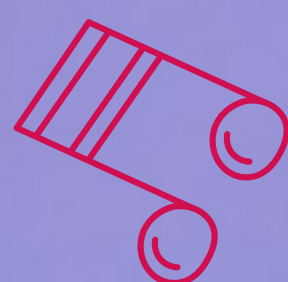
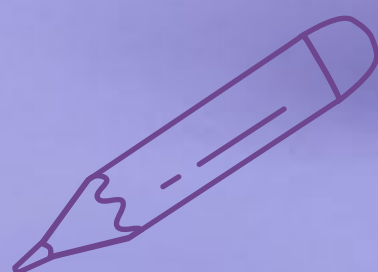
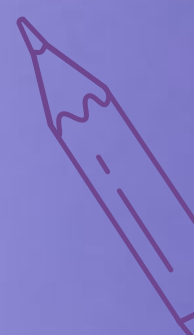


SKECHERS



LIGHTWEIGHT COMFORT THAT BLENDS EFFORTLESSLY WITH
YOUR CASUAL LOOKS.

**PICTURE
PERFECT**





Elite Sport Tempo Velcro
Closure Shoes

AED 279

Shop Now



Glide-Step Vista Lane
Slip-On Shoes

AED 349

Shop Now



LJO Power Jams
Velcro Closure
Sneakers

AED 329

Shop Now



Go Run 400 V2
Low Top Shoes

AED 279

Shop Now



Cosmic Glow
Velcro Closure
Sneakers

AED 299

Shop Now



Quick Street
Velcro Strap Sneakers

AED 199

Shop Now

SKECHERS

SHOP ONLINE OR IN-STORE



Shop in-Store

Meteor-Lights
AED 279



Shop Now

Go Run Consistent 2.0
Velcro Closure Shoes
AED 279



Shop in-Store

Logo Printed
Crew Neck
Clothing Set
AED 199



Shop in-Store

Printed
Crew Neck
Clothing Set
AED 199



Shop in-Store

Backpack
AED 149



Shop in-Store

Backpack
AED 99

SKECHERS

SHOP ONLINE OR IN-STORE

OFF/PRICE

GREAT FINDS THAT LET YOU REFRESH YOUR STYLE
WITHOUT OVERTHINKING YOUR BUDGET.





Shop in-Store

Herschel
Classic Backpack
AED 99



Shop in-Store

Herschel
Backpack
AED 99



Shop in-Store

Herschel Heritage
Zippered Backpack
AED 109



Shop in-Store

Herschel Classic
AED 119



Shop in-Store

Herschel
Little America
Backpack
AED 179



Shop in-Store

Herschel
Retreat Backpack
AED 149

OFF/PRICE

SHOP ONLINE OR IN-STORE



Microspec-Classmat
Cutie
AED 149

Shop in-Store



Skechers-Lite Pro
AED 149

Shop in-Store



Bounder-Tech
AED 149

Shop in-Store



Nupl JR GLB 5PR
AED 129

Shop in-Store



Puke JR GLB 5PR
AED 129

Shop in-Store



Temal JR GLB 5PR
AED 129

Shop in-Store

OFF/PRICE

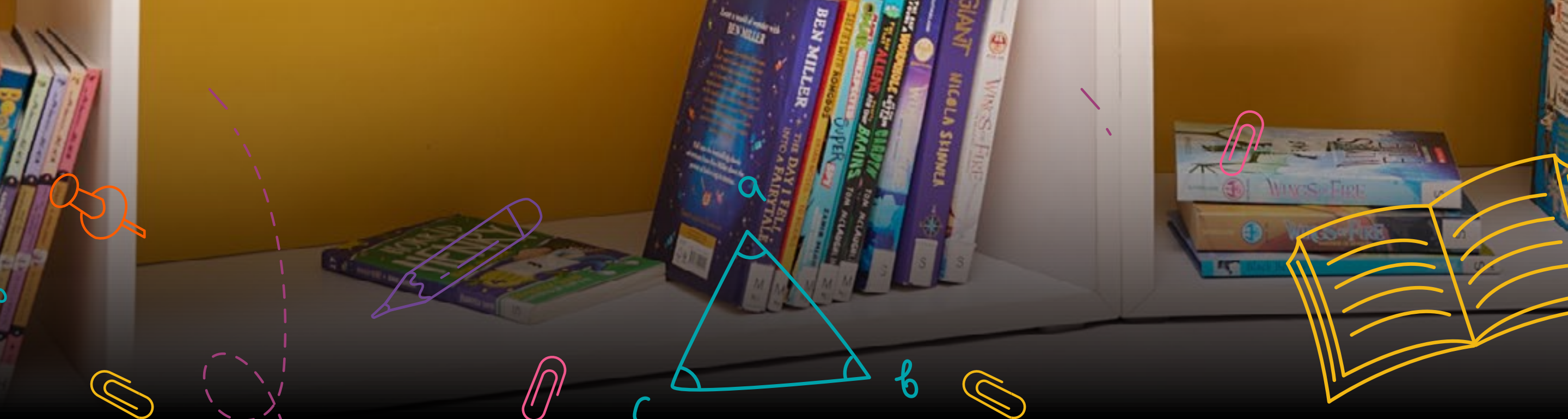
SHOP ONLINE OR IN-STORE



LC waikiki

Everyone deserves to dress well

FAMILY-FRIENDLY STYLES THAT MAKE EVERYDAY DRESSING EASY.





Shop in-Store

Accessories Shoes
AED 89



Shop in-Store

Hook and Loop Boys' Sneakers
AED 99



Shop Now

Minnie Mouse Printed School Backpack
AED 89



Shop Now

Spider-Man Printed Trolley Backpack
AED 189




Shop Now

Unicorn Printed School Backpack
AED 79



Shop Now

Batman Printed School Backpack
AED 59



[Shop Now](#)

Solid Ruffle Trim Shirt
AED 29



[Shop Now](#)

Solid Short Sleeves
Polo T-Shirt
AED 19




[Shop Now](#)

Square Neck Denim
Salopet Dress
AED 89



[Shop Now](#)

Solid Drawstring Waist
Jogger Pants
AED 34



[Shop Now](#)

Embroidered
Baseball Cap
AED 24



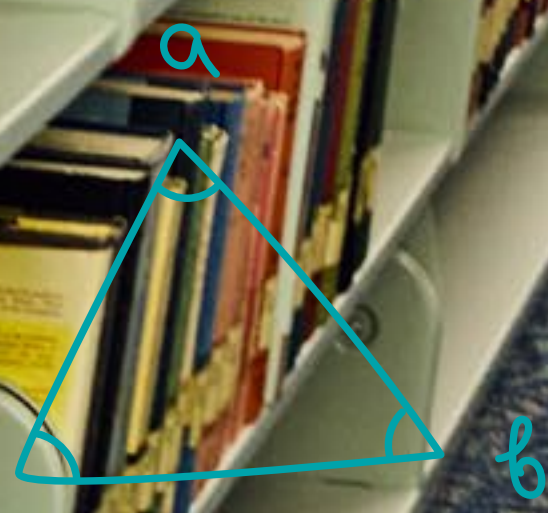
[Shop Now](#)

Badge Detail
Baseball Cap
AED 13.3



crocs™

COMFORTABLE FAVORITES THAT KEEP YOUR LOOK PLAYFUL
AND YOUR DAY EASY.





Shop Now

Toddler's Classic Clog
AED 149



Shop Now

Toddler's Classic Clog
AED 149



Shop Now

Toddler's Classic
Mary Jane Clog
AED 229



Shop Now

Toddler's Crocband
Clog
AED 199



Shop Now

Toddler's Classic Sneaker
AED 199



Shop Now

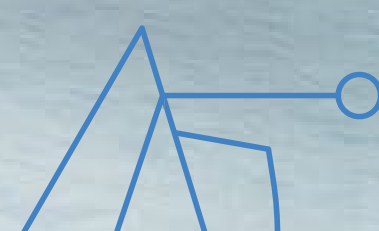
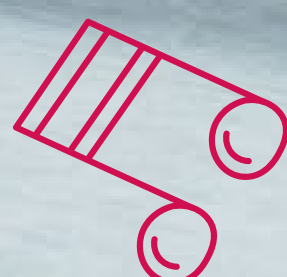
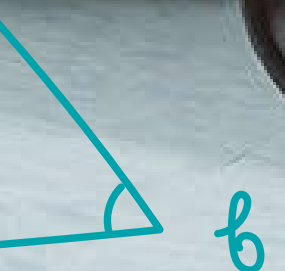
Kids' Echo Clog
AED 279

crocs[™]

SHOP ONLINE OR IN-STORE



ACCESSORIES AND BACKPACKS THAT FINISH YOUR LOOK
WITH EASE.





Classic™ Front
Pocket Backpack
AED 229

Shop Now



Classic XL Logo
Patterned Backpack
AED 279

Shop Now



Nova™ Logo
Badge Backpack
AED 349

Shop Now



Little America
Flap Backpack
AED 519

Shop Now



Retreat™ Logo
Badge Backpack
AED 479

Shop Now



Retreat Flap Backpack
AED 479

Shop Now



SHOP ONLINE OR IN-STORE



Pop Quiz Printed
Lunch Bag
AED 149

Shop Now



Pop Quiz Patterned
Lunch Bag
AED 149

Shop Now



Settlement Pencil Case
AED 109

Shop Now



Settlement Pencil Case
AED 109

Shop Now



City Flap Backpack
AED 329

Shop Now



Classic Zip Around
Backpack
AED 239

Shop Now



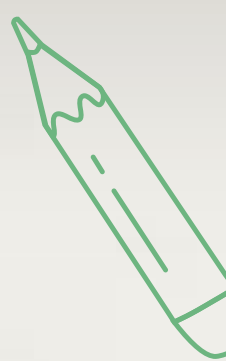
SHOP ONLINE OR IN-STORE




ACO.
athletesco




SNEAKERS THAT COMBINE STYLE AND PERFORMANCE.






Bounder Logo Detail
Velcro Sneakers
AED 199

Shop in-Store




Masters Court II PS
AED 299

Shop in-Store




Backpack
AED 249

Shop in-Store




Backpack
AED 249

Shop in-Store



Duramo
AED 209

Shop in-Store



Backpack With
Pencil Case
AED 149

Shop in-Store



Shop in-Store

Jolt 4
AED 199



Shop in-Store

Contend 9 PS
AED 239



Shop in-Store

Bounder
AED 199



Shop in-Store

Masters Court PS
Velcro Closure
Sneakers
AED 299



Shop in-Store

Settlement Backpack
AED 349

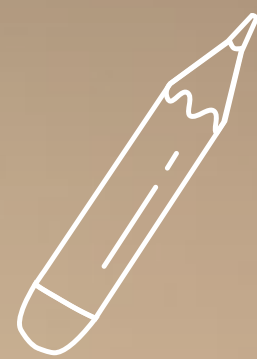


Shop in-Store

Pop Quiz Backpack
AED 399

ACO.
athletesco

SHOP ONLINE OR IN-STORE





Logo Printed
Crew Neck T-Shirt
AED 180

[Shop Now](#)



Logo Embroidered
Long Sleeves Shirt
AED 350

[Shop Now](#)



Shadow Check Shirt
AED 330

[Shop Now](#)



Logo Embroidered Short
Sleeves Polo T-Shirt
AED 330

[Shop Now](#)



Logo Detail Lace Up
Sneakers
AED 420

[Shop Now](#)



Flag Detail Lace
Up Sneakers
AED 350

[Shop Now](#)

TOMMY  HILFIGER

SHOP ONLINE OR IN-STORE



Printed Zippered
Backpack
AED 450

Shop Now



Flag Detail Zippered
Backpack
AED 390

Shop Now



Logo Label Detail
Pencil Pouch
AED 220

Shop Now



Logo Detail Zippered
Backpack
AED 690

Shop Now



Logo Detail
Lunch Bag
AED 280

Shop Now



Logo Printed
Backpack
AED 450

Shop Now

TOMMY  HILFIGER

SHOP ONLINE OR IN-STORE



Calvin Klein

A NEW CHAPTER IN CALVIN KLEIN STAPLES.



City Grid Logo Printed Backpack

Shop Now

AED 410



City Grid Logo Printed Backpack

Shop Now

AED 410



City Grid Logo Printed Pencil Pouch

Shop Now

AED 130



City Grid Logo Printed Pencil Pouch

Shop Now

AED 130



Logo Embroidered Short Sleeves Polo T-Shirt

Shop Now

AED 310



Monogram Logo Sweatpants

Shop Now

AED 330

Calvin Klein

SHOP ONLINE OR IN-STORE



Shop in-Store

Ceremony Poplin Shirt
AED 350



Shop Now

Ceremony Poplin Shirt
AED 350



Shop Now

Ceremony Straight
Leg Chino
AED 390



Shop Now

Ceremony Straight
Leg Chino
AED 390



Shop Now

City Grid Logo Printed
Backpack
AED 410



Shop in-Store

Mini Badge
Zip-Through
AED 350

Calvin Klein

SHOP ONLINE OR IN-STORE



BEVERLY HILLS



POLO CLUB



CLASSIC PIECES THAT ADD TIMELESS POLISH TO YOUR
WARDROBE.





Logo Embroidered Backpack

AED 199

Shop Now



Logo Embroidered Backpack

AED 199

Shop Now



Logo Printed Backpack

AED 279

Shop Now



Logo Embroidered Trolley Backpack

AED 399

Shop Now



Logo Detail Zippered Lunch Bag

AED 99

Shop Now



Logo Embroidered Backpack

AED 299

Shop Now



Shop Now

Collared Neck Long Sleeve Shirt-White

AED 149



Shop Now

Solid Short Sleeves Polo T-Shirt

AED 149



Shop Now

Logo Embroidered Drawstring Waist Joggers

AED 179



Shop Now

Logo Embroidered Drawstring Waist Joggers


AED 179



Shop Now

Logo Detail Velcro Closure Shoes

AED 299



Shop Now

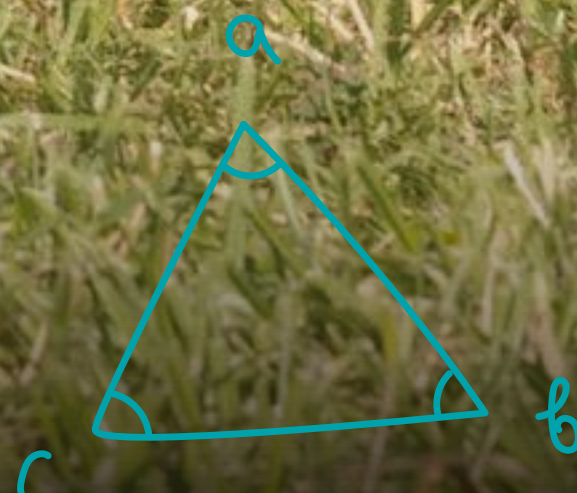
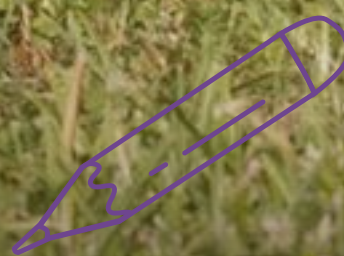
Logo Detail Velcro Closure Shoes

AED 299



asics®

HIGH-PERFORMANCE ESSENTIALS THAT FUSE ATHLETIC
FUNCTION WITH STREET STYLE.





Shop in-Store

Jolt 4
AED 199



Shop in-Store

Contend 9 PS
AED 239



Shop in-Store

Contend 9 GS
AED 269



Shop in-Store

GT-1000 13
AED 309



Shop in-Store

Jolt 4 GS
AED 229



Shop in-Store

Contend 9 PS
AED 239



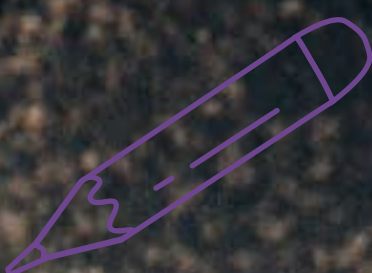
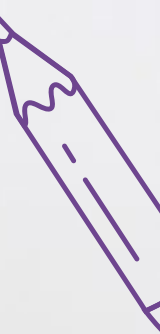
SHOP ONLINE OR IN-STORE



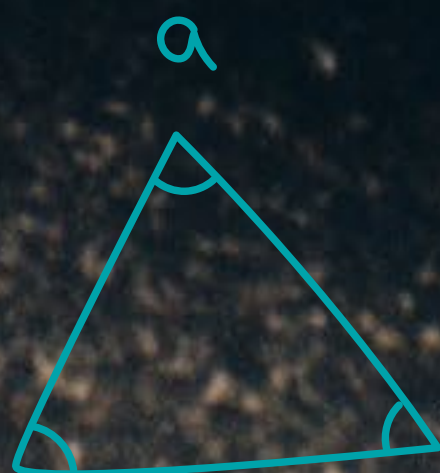
Barbour®



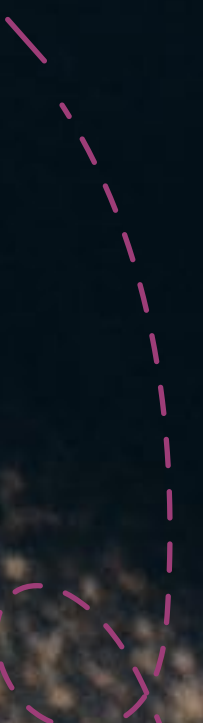
BRITISH HERITAGE OUTERWEAR THAT LAYERS TIMELESS AUTHENTICITY INTO YOUR STYLE.



c



b





Logo Badge Cascade Backpack

AED 450

Shop Now



Logo Badge Cascade Backpack

AED 410

Shop Now



Spey Suede Leather Buckle Belt

AED 270

Shop Now



Webbing Leather Buckle Belt

AED 250

Shop Now



Logo Badge Zippered Backpack

AED 890

Shop Now



Logo Badge Backpack

AED 690

Shop Now

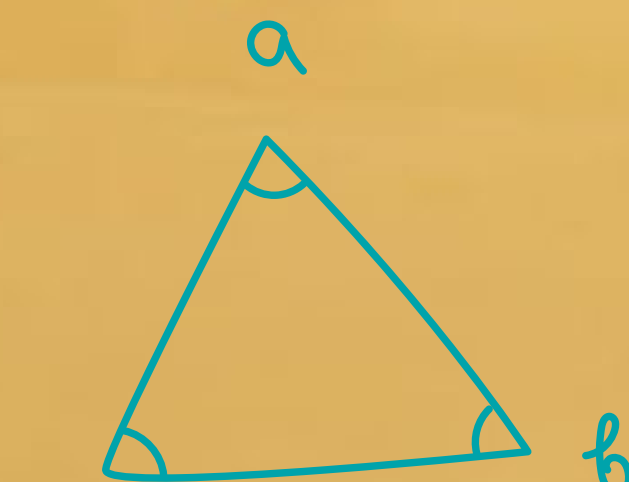
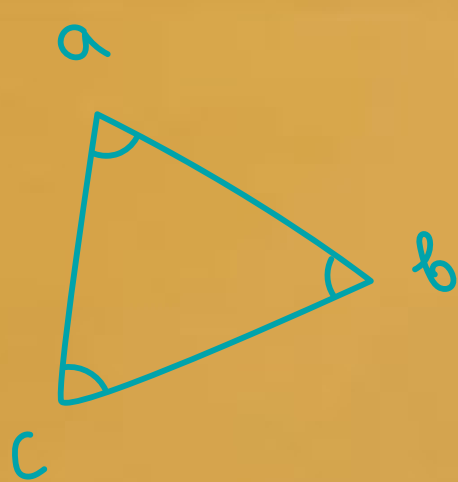
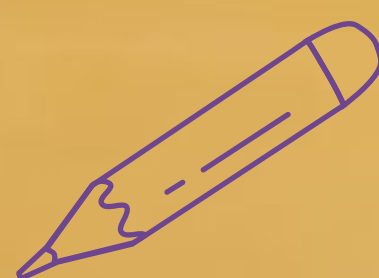
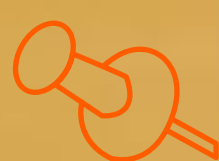
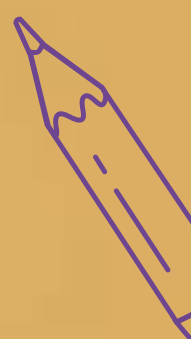
Barbour®

SHOP ONLINE OR IN-STORE



Hush Puppies®

RELAXED ESSENTIALS FOR EFFORTLESS DAYS THAT STILL
LOOK PUT TOGETHER.





Textured Velcro Closure
Mary Janes
AED 229

[Shop Now](#)



Textured Velcro Closure
Sneakers
AED 229

[Shop Now](#)



Textured Velcro Closure
Mary Janes
AED 229

[Shop Now](#)



Textured Mesh Velcro
Closure Sneakers
AED 229

[Shop Now](#)



Textured Mesh Velcro
Closure Mary Janes
AED 229

[Shop Now](#)



Textured Mesh Velcro
Closure Sneakers
AED 229

[Shop Now](#)

Hush Puppies®

SHOP ONLINE OR IN-STORE