



APPAREL *Academy*

★ STYLE IS BACK IN SESSION ★



SHOP OUR BACK TO SCHOOL
CATALOGUE

APPAREL GROUP

SINCE 1996

EXCEED EXPECTATIONS EVERYDAY



APPAREL *Academy*

★ STYLE IS BACK IN SESSION ★

Smart styles, everyday comfort, and school ready essentials designed to make every morning easier and every school day brighter.

Shop the back-to-school collection.



SKECHERS[®]

EVERYDAY COMFORT MEETS EFFORTLESS STYLE FOR EVERY
SCHOOL ADVENTURE.





Central
Logo Printed Backpack
AED 189

[Shop Now](#)



Central
Logo Printed Backpack
AED 189

[Shop Now](#)



Logo Printed
Zippered Backpack
AED 149

[Shop Now](#)



Logo Printed
Zippered Backpack
AED 149

[Shop Now](#)



Logo Printed
Zippered Backpack
AED 149

[Shop Now](#)



Logo Printed Weekend
Backpack
AED 129

[Shop Now](#)

SKECHERS

SHOP ONLINE OR IN-STORE



Microstrides
Mary Jane Shoes
AED 249

Shop Now



Glide-Step Flow
Velcro Closure Sneakers
AED 249

Shop Now



Microstrides
Adjustable Strap Shoes
AED 249

Shop Now



Bounder
Logo Detail Slip-On Shoes
AED 249

Shop Now



Lite Pro
Logo Detail Velcro
Sneakers
AED 199

Shop Now



Glide-Step Vista Lane
Slip-On Shoes
AED 349

Shop Now

SKECHERS®

SHOP ONLINE OR IN-STORE

R&B

GET READY FOR THE BEST DAYS OF SCHOOL IN STYLE.
SHOP FOR SCHOOL ESSENTIALS IN-STORE & ONLINE





[Shop Now](#)

Plushie Backpack
AED 45



[Shop Now](#)

Color Block Backpack
with Coin Pouch
AED 65



[Shop Now](#)

Trolley with Pencil Case
AED 160



[Shop Now](#)

5 in 1 Set
AED 99



[Shop Now](#)

Fashion Pencil Pouch
AED 25



[Shop Now](#)

Fashion Lunch Bag
AED 30

R&B

SHOP ONLINE OR IN-STORE



[Shop Now](#)

Lunch Bag
AED 40



[Shop Now](#)

Water Bottle
AED 22



[Shop Now](#)

School Uniform
Pinafore Dress
AED 55



[Shop Now](#)

School
Unifrom
Long Sleeve
Shirt
AED 40



[Shop Now](#)

Ballerina School Shoes
AED 50



[Shop Now](#)

School Shoes
AED 50

R&B

SHOP ONLINE OR IN-STORE

crocs™

ENJOY ICONIC COMFORT FROM THE CLASSROOM
TO THE PLAYGROUND.





Kids' Classic
Mary Jane Clog
AED 249

Shop Now



Kids' Crocband
Gum Clog
AED 249

Shop Now



Toddlers' Classic Sneaker
AED 199

Shop Now



Toddlers' Crocband Clog
AED 199

Shop Now



Kids' Classic Clog
AED 179

Shop Now



Kids' Echo Clog
AED 279

Shop Now

crocs™

SHOP ONLINE OR IN-STORE

LC Waikiki

Everyone deserves to dress well

DRESS EVERY SCHOOL DAY WITH COMFORT, STYLE, AND
CONFIDENCE.





Printed Zippered
Backpack
AED 109

[Shop Now](#)



Spiderman Print
Zippered Backpack
AED 39

[Shop Now](#)



Minnie Mouse
Backpack
AED 149

[Shop Now](#)



Marvel Printed
Zippered Backpack
AED 129

[Shop Now](#)



Water Bottle
AED 34

[Shop Now](#)



Graphic Zippered
Lunch Bag
AED 89

[Shop Now](#)

LC Waikiki
Everyone deserves to dress well

SHOP ONLINE OR IN-STORE



Contrast Piping
Peter Pan Collar Top

AED 49

Shop Now



Solid Long Sleeves
Polo T-Shirt

AED 49

Shop Now



Pique Short Sleeves
Polo T-Shirt

AED 29

Shop Now



Pique Short Sleeves
Polo T-Shirt

AED 29

Shop Now



Seam Detail
Wide Leg Trousers

AED 44

Shop Now



Drawstring Waist
Regular Fit Pants

AED 59

Shop Now

LC Waikiki
Everyone deserves to dress well

SHOP ONLINE OR IN-STORE



STEP INTO EVERY SCHOOL DAY WITH COMFORT DESIGNED
FOR EVERY GROWING ADVENTURE.





Shop in-Store

Adidas
FortaRun 4.0
AED 249



Shop in-Store

Hoka
Clifton 10
AED 449



Shop in-Store

Asics
Pre Excite 11 PS
AED 269



Shop in-Store

On Cloud Play 2
AED 499



Shop in-Store

Polo Ralph Lauren
Heritage Court Super
AED 329



Shop in-Store

Skechers
Bouncer
AED 199



SHOP ONLINE OR IN-STORE

OFF/PRICE

BIG BRANDS. GREAT VALUE. SMART BACK TO SCHOOL
SHOPPING STARTS HERE.





Shop Now

Champion Backpack
AED 79



Shop Now

Born Urban Trolley Set
AED 169



Shop Now

Kid's Printed Lunch Bag
AED 39



Shop Now

Dinosaur Lunch Bag
AED 39



Shop Now

Lotto Color Block Velcro Closure Running Shoes
AED 149



Shop Now

Glide-Step Flow Velcro Closure Sneakers
AED 249

OFF/PRICE

SHOP ONLINE OR IN-STORE



START EVERY SCHOOL DAY WITH COMFORT, CONFIDENCE,
AND PERFORMANCE.





[Shop Now](#)

Gel-Cumulus 28 GS
AED 395



[Shop Now](#)

Gel-Kayano 33
AED 625



[Shop Now](#)

Contend 10 PS
AED 240



[Shop Now](#)

GT-1000 14 GS
AED 310



[Shop Now](#)

Gel-1130 GS
AED 370



[Shop Now](#)

Gel-Cumulus 16 GS
AED 475



SHOP ONLINE OR IN-STORE

BEVERLY HILLS



POLO CLUB

ELEVATE THE EVERYDAY WITH TIMELESS CLASSICS AND
EFFORTLESS SOPHISTICATION.





Logo Detail
Front Pocket Backpack
AED 299

Shop Now



Logo Detail
Front Pocket Backpack
AED 249

Shop Now



Logo Embroidered
Zippered Backpack
AED 199

Shop Now



Logo Embroidered
Zippered Backpack
AED 269

Shop Now



Logo Embroidered
Zippered Backpack
AED 199

Shop Now



Logo Detail
Front Pocket Backpack
AED 249

Shop Now



PACK SMARTER FOR EVERY SCHOOL DAY WITH FUNCTIONAL,
TIMELESS ESSENTIALS.





Shop in-Store

Pop Quiz Backpack
AED 399



Shop in-Store

Settlement Backpack
AED 349



Shop in-Store

Settlement Backpack
AED 349



Shop in-Store

Classic™ XL Backpack
AED 269



Shop in-Store

Pop Quiz Lunch Box
AED 149



Shop in-Store

Settlement Pencil Case
AED 99



SHOP ONLINE OR IN-STORE

TOMMY HILFIGER

CELEBRATE EVERY NEW BEGINNING WITH TIMELESS
AMERICAN CLASSICS.





Pleated Polo Dress
AED 400

Shop Now



Stretch Long Sleeves
Oxford Shirt
AED 350

Shop Now



Broderie Anglaise
Shirt Dress
AED 610

Shop Now



1985 Chino Pant
AED 360

Shop Now



Kids' Mesh Pocket
Dome Backpack
AED 330

Shop Now



Essential Logo
Dome Backpack
AED 400

Shop Now

TOMMY  HILFIGER

SHOP ONLINE OR IN-STORE

Hush Puppies®

COMFORTABLE FOOTWEAR DESIGNED TO KEEP EVERY
SCHOOL DAY MOVING.





[Shop Now](#)

Ballerina Plain
AED 229



[Shop Now](#)

Textured Velcro Closure
Sneakers
AED 229



[Shop Now](#)

Ballerina Wingcap
AED 229



[Shop Now](#)

Textured Mesh Velcro
Closure Sneakers
AED 229



[Shop Now](#)

Ballerina Mesh
AED 229



[Shop Now](#)

Textured Mesh Velcro
Closure Sneakers
AED 229

Hush Puppies®

SHOP ONLINE OR IN-STORE

TOMS®

STEP INTO EVERY ADVENTURE WITH EFFORTLESS COMFORT
AND TIMELESS STYLE.





Nora
Mary Jane Shoes
AED 299

Shop Now



Cruz
Textured Velcro
Closure Shoes
AED 299

Shop Now



Alpargata Classic
Leopard Print
Slip-On Shoes
AED 249

Shop Now



Cruz Mid
Logo Label
Slip-On Shoes
AED 399

Shop Now



Nat MTLC
Round Toe Espadrilles
AED 349

Shop Now



Youth Boys Alpargata
Resident Casual Slip-On
AED 279

Shop Now

TOMS®

SHOP ONLINE OR IN-STORE



DISCOVER EXCEPTIONAL COMFORT AND PERFORMANCE
WITH EVERY STRIDE.





Rincon 4
Little Kids Patterned
Running Shoes

AED 365

[Shop Now](#)



Rincon 4
Running Shoes

AED 365

[Shop Now](#)



Rincon 4
Big Kids Patterned
Running Shoes

AED 425

[Shop Now](#)



Rincon 4
Running Shoes

AED 425

[Shop Now](#)



Clifton 10
Running Shoes

AED 495

[Shop Now](#)



Clifton 10
Running Shoes

AED 495

[Shop Now](#)



SHOP ONLINE OR IN-STORE

APPAREL GROUP

SINCE 1996

EXCEED EXPECTATIONS EVERYDAY

SHOP IN-STORE & ONLINE ON

AIVI

DOWNLOAD THE **AIVI** APP NOW!



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App Store



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Google Play

