



Company Profile

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Corporate Introduction

MS Departmental Store is a luxury lifestyle destination shaped by the rich retail heritage. Inspired by the visionary legacy of our Leadership, we blend our hospitality with modern sophistication to offer an elevated shopping experience that stands apart in elegance, quality, and culture. Curating premium brands across beauty, lifestyle, home, travel,

and luxury fragrances, we cater to customers who value refinement and authenticity. Our mission is not only to offer exceptional products, but to provide an atmosphere where every visit feels personalized, memorable, and proudly Omani. With a commitment to excellence, MS Departmental Store continues to evolve while honoring the legacy that began many decades ago.

Strategic Location



MS Departmental Store is strategically located in Ibra House, Qurum, Muscat, At the Heart of Muscat one of the city's most prominent and premium areas. With excellent visibility, easy access, and proximity to key landmarks, the location enhances customer convenience and reinforces the store's position as a leading luxury shopping destination.

COMPANY OVERVIEW

Our Group



**INTERNATIONAL
ART OF PERFUME**

We are proud to be part of International Art of Perfume, a diversified retail and trading group. Under International Art of Perfume, MS Departmental Store represents our upscale, high-end departmental store concept, offering a premium shopping experience while still maintaining accessibility for a wider audience. Beyond MS Departmental, International Art of Perfume operates general trading, wholesale, modern trading, and perfume boutique retail concepts, with a dedicated e-commerce platform launching soon to expand our reach across Oman and beyond.

Our Vision

To be the best departmental store in Oman by offering world-class fragrances, beauty, lifestyle, and home collections that bring everyday luxury within reach while honoring our values and service excellence.

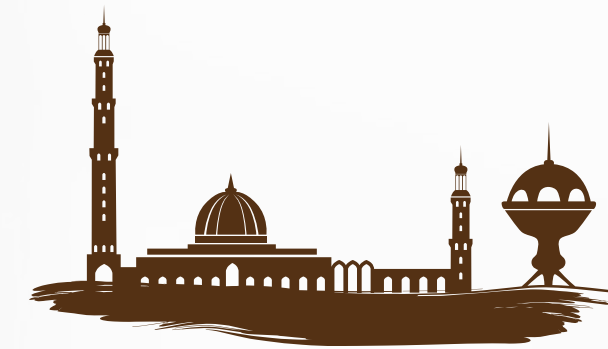




Our Mission

To lead Nation's beauty and fragrance retail landscape with premium yet affordable brands, curated lifestyle selections, exquisite chocolates & flowers, and a warm café experience delivering trusted quality, inspired choices, and exceptional customer service for every visitor.

Our Core Values



Heritage & Respect

Honoring the legacy, culture, and values established by Maqbool Salman.

Integrity & Trust

Every product and interaction reflects honesty, transparency, and reliability.

Excellence in Service

A customer-first approach that prioritizes comfort, attention to detail, and personalized care.

Quality & Authenticity

Only trusted, premium brands and products that uphold our standards of luxury.

Community & Connection

Serving as a familiar, welcoming destination for families across Oman.

Commitment to Omani Culture & Hospitality

At MS Departmental Store, our commitment to Omani hospitality is at the heart of everything we do. We take pride in reflecting the nation's warmth, generosity, and respect through every interaction ensuring customers feel welcomed, valued, and cared for.

From personalized service to thoughtful attention to detail, we strive to create an experience that embodies the true spirit of Oman and makes every visit feel meaningful and memorable.





Rooted in Integrity, Guided by Trust

We believe that lasting relationships are built on trust and ethical practices. At MS Departmental Store, every service and transaction reflects our dedication to doing what is right, fostering confidence and loyalty among our customers.

Our Promise to Customers & Partners

We promise transparency, reliability, and collaboration. We value your trust and aim to build long-lasting win-win relationships based on mutual growth, innovation, and shared success.

We promise a seamless blend of quality, trust, and care. To our customers, we commit to providing high-end products and services that honor Omani hospitality ensuring every visit is memorable, every purchase is valued, and every experience reflects excellence and integrity.





Our Commitment to Excellence in Service

We believe exceptional service sets us apart. At MS Departmental Store, every interaction reflects our dedication to professionalism, care, and attention to detail, creating a shopping experience that exceeds expectations.

The background image shows a close-up, low-angle view of a traditional Omani building. The architecture is characterized by a series of nested arches made of light-colored stone or plaster. On either side of the central archway, there are ornate, dark-colored lanterns with intricate metalwork and glowing yellow interiors. The building's facade is decorated with geometric patterns, including a prominent star and crescent motif above the main arch. The overall tone is warm and respectful, reflecting the cultural heritage mentioned in the text.

Celebrating Omani Heritage with Respect

We honor Omani heritage and traditions in every aspect of our service. By embracing the values of respect, courtesy, and cultural pride, we ensure that every customer experiences a sense of belonging, trust, and genuine care during their visit.



Guided by Quality, Rooted in Authenticity

From sourcing to display, MS Departmental Store ensures that every product meets strict standards of authenticity and excellence. Our commitment guarantees that customers receive only the best, every time.

Authentic Products, Exceptional Standards

From sourcing to display, MS Departmental Store ensures that every product meets strict standards of authenticity and excellence. Our commitment guarantees that customers receive only the best, every time.





CHAIRMAN'S MESSAGE

Maqbool Salman

The Visionary behind the iconic Retail Stores, stands as one of Oman's earliest pioneers in modern retail. Beginning with a modest household goods shop, he redefined the retail landscape of Oman by introducing quality, trust, and an elevated shopping experience rooted in our sultanate's values. His remarkable journey from a family-run establishment to one of the most recognized

retail brands reflects his dedication for serving the community. Today, his legacy continues to inspire our store. Built upon his values of reliability, authenticity, and excellence, we carry forward the spirit of innovation and customer-first service he championed. At MS Departmental Store, every aisle, product, and experience pays tribute to the timeless standards set by Mr. Maqbool Salman.





Store Design & Atmosphere

Every detail of our store is designed to create an inviting and luxurious shopping experience. Located in the heart of Muscat, our stores combine modern elegance with our warmth, reflecting both style and tradition. The interiors are thoughtfully curated with clean lines, well-organized displays, and ambient lighting that highlights our high-quality products while making every corner accessible and welcoming. Comfortable spaces, soothing colors, and subtle scents enhance the shopping journey, allowing our customers to explore at their own pace.



Coffee Lounge

Relax and unwind in our cozy Coffee Lounge, where premium brews meet a serene atmosphere.





Beauty Lounge

Discover your best self at our Beauty & Makeover Corner.
From personalized consultations to hands-on demonstrations

Gifts Corner

Make every occasion special at our Gifts Corner. Thoughtfully curated for all tastes and budgets, it offers unique products and ready-to-go gift solutions





Perfumes Corner

Celebrate every occasion with our Perfume Gifting Corner. A refined selection of fragrances crafted for all preferences and budgets, featuring distinctive scents and beautifully prepared gift options.

Bakhoor Corners

Make every occasion special at our Gifting Corner. Thoughtfully curated for all tastes and budgets, it offers unique products and ready-to-go gift solutions





Cosmetics & Personal Care

Indulge in confidence with our Cosmetics & Personal Care collection. Carefully selected products to suit every need and budget, delivering effective solutions for beauty and self-care.

Chocolates & Flowers

Express every emotion with our Chocolates & Flowers range. Carefully curated selections to suit every occasion and budget, featuring beautiful combinations and effortless gifting solutions.





Travel Section

Travel with ease from our Travel Section. Thoughtfully curated essentials for every journey and budget, offering practical products and ready-to-go travel solutions.



Watches & Fashion

Define your style with our Watches & Fashion collection. Thoughtfully curated pieces for every taste and budget, offering timeless designs and ready-to-wear essentials.



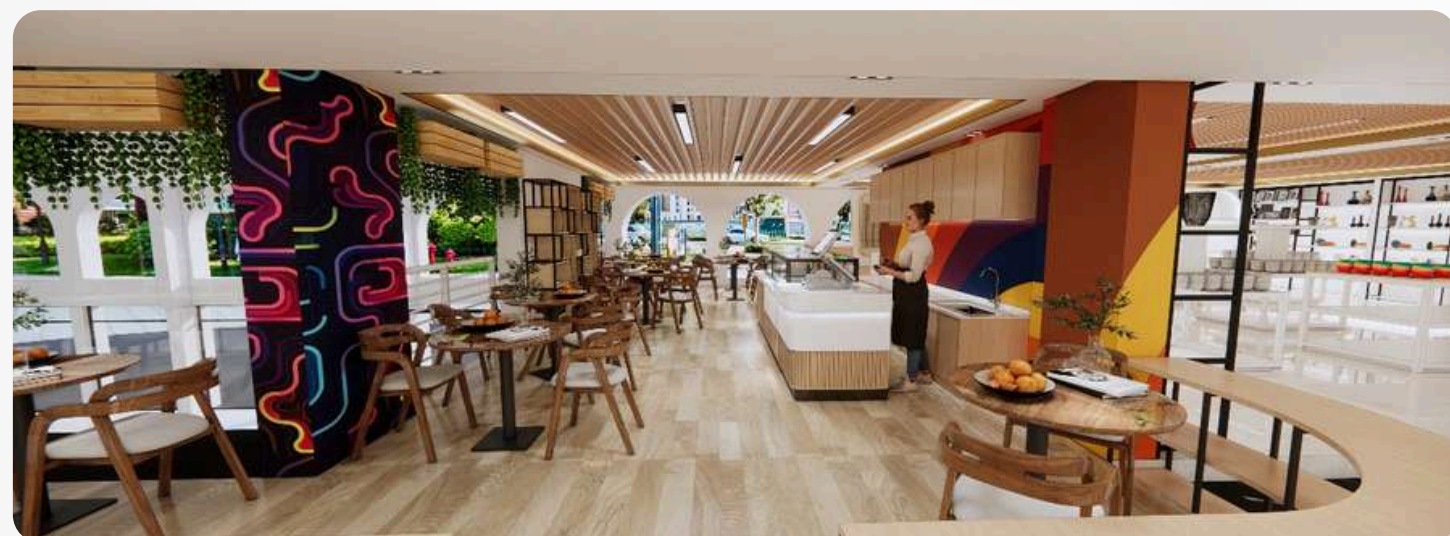
Homeware & Tableware

Elevate everyday living with our Homeware & Tableware collection. Thoughtfully curated pieces for all styles and budgets, offering functional designs and ready-to-use essentials.

Small Domestic Appliances

Simplify everyday tasks with our Small Domestic Appliances range. Thoughtfully curated solutions for every home and budget, offering reliable performance and everyday convenience.





Experimental Lounges

We go beyond shopping to create experiences that delight the senses. Our Experimental Lounges are designed to make every visit interactive, enjoyable, and memorable:



Each lounge is crafted to reflect our Store's commitment to quality, creativity, and the warmth of our hospitality, turning ordinary visits into extraordinary experiences.



Our Brands

ARMAF ARMAF
BEAUTÉ



We are proud to announce that Armaf and Armaf Beate has officially joined our panel of best brands. This addition reflects our ongoing commitment to offering our customers a diverse selection of high-quality, trusted products. We look forward to bringing the elegance and excellence of Armaf Beate to our valued shoppers across Oman.



Our Brands

INTERNATIONAL BRANDS

 **CLARINS**
GROUPE

 **GUERLAIN**
PARIS

PARFUMS
GIVENCHY

CALVIN KLEIN
FRAGRANCES

CH
CAROLINA HERRERA

 **pierre cardin**

DAVIDOFF

DOLCE & GABBANA

GUESS

Jean Paul
GAULTIER

 **roberto cavalli**

 **LACOSTE**

**MONT
BLANC**

NARCISO

 **BURBERRY**
ESTABLISHED 1856

Cartier

 **COACH**

DKNY

ETAT LIBRE D'ORANGE

FERRAGAMO

ISSEY MIYAKE

PARFUMS

 **HERMÈS**

JIMMY CHOO

LALIQUE
GROUP

 **MANCERA**
PARIS

TOM FORD

**FLA
VIA**
PARFUM

 **bio
life**

 **Character**
ARTIST MAKEUP-PARIS

MAX FACTOR
THE MAKE-UP OF MAKE-UP ARTISTS

 **DELSEY**
PARIS

PHILIPS

BOURJOIS
PARIS

 **RIMMEL**
LONDON

TOSHIBA
Leading Innovation >>>

K'ARCHER

Panasonic

Our Brands

LOCAL OMANI BRANDS



LOUD MUSCAT
عود مسقط

Dr. marjan
د. مرجان



ART OF FRAGRANCES
CRAFTING MASTERPIECE

PRESTIGE
—BEAUTY HAS A SECRET...—

Our Brands

MIDDLE EASTERN BRANDS

Le Bonheur
PERFUMES



NARA
PERFUMERY



FATHIYE
LUXURY



ARMAN
LUXURY FRENCH FRAGRANCES



HAMIDI®

SHEGLAM



RISALA



AHMED
AL MAGHREBI

ARMAN
BEAUTÉ

SWISS ARABIAN
SINCE 1974

Just Jack

Daily life
FORÉVER52®
PROFESSIONAL

RIFFS
PARFUMS



QOLORY

ASHLEY JOY



ARSHIA®

Jenny Glow

Our Products

PERFUMES

Designer perfumes, Arabic fragrances, niche luxury scents, deodorants, perfume oils.



BAKHOOR

Premium Bakhoor, oud chips, burners, home fragrance sets.



COSMETICS & PERSONAL CARE

Skin care products, hair care, grooming essentials, body care, wellness items.



Our Products

BEAUTY & MAKEUP

Foundations, lipsticks, palettes, brushes, highlighters, nail care.



CHOCOLATES & FLOWERS

Luxury chocolates, gifting assortments, boxed flowers, occasion bouquets.



GIFTING

Gift sets, premium packaging, corporate gifts, seasonal gifts.



Our Products

COFFEE SHOP & COFFEE-RELATED PRODUCTS

Coffee beans, brewing accessories, mugs, café-style merchandise.



TRAVEL WARE

Luggage, travel bags, backpacks, organizers, travel accessories.



WATCHES & FASHION ACCESSORIES

Men's and women's watches, sunglasses, wallets, belts, jewelry pieces.



Our Products

HOMEWARE & TABLEWARE

Dinner sets, cutlery, decorative pieces, kitchen essentials, serveware.



SMALL DOMESTIC APPLIANCES

Air fryers, blenders, kettles, irons, toasters, coffee machines, hair dryers.



PERFUMES

Designer perfumes, Arabic fragrances, niche luxury scents, deodorants, perfume oils.



BAKHOOR

Premium Bakhoor, oud chips, burners, home fragrance sets.



COSMETICS & PERSONAL CARE

Skin care products, hair care, grooming essentials, body care, wellness items.



BEAUTY & MAKEUP

Foundations, lipsticks, palettes, brushes, highlighters, nail care.



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Luxury chocolates, gifting assortments, boxed flowers, occasion bouquets.



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Gift sets, premium packaging, corporate gifts, seasonal gifts.



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Coffee beans, brewing accessories, mugs, café-style merchandise.



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Luggage, travel bags, backpacks, organizers, travel accessories.



WATCHES & FASHION ACCESSORIES

Men's and women's watches, sunglasses, wallets, belts, jewelry pieces.



HOMEGWARE & TABLEWARE

Dinner sets, cutlery, decorative pieces,
kitchen essentials, serveware.



SMALL DOMESTIC APPLIANCES

Air fryers, blenders, kettles, irons, toasters,
coffee machines, hair dryers.





Future, Goals & Objectives

MS Departmental Store is entering a new era — with our first e-commerce platform launching soon, we are expanding the legacy of luxury and convenience into the digital world.

E-commerce & Omni-channel

We plan on seamlessly blend physical and digital shopping experiences. By embracing omni-channel solutions, we ensure customers can browse, shop, and engage with us anytime, anywhere, with convenience and confidence.



Sustainability & Social Responsibility

Sustainability goes hand-in-hand with giving back. We are committed not only to eco-friendly practices but also to supporting the communities we serve. Through regular donations, partnerships with local charities, and community initiatives, we strive to make a positive impact beyond our stores.

From promoting responsible sourcing and reducing our environmental footprint to helping those in need, our approach reflects our belief that business success should benefit both people and the planet. At MS Departmental Store, every purchase, every initiative, and every gesture is a step towards a more sustainable and compassionate future.



Commitment to Local Charities

Supporting Our Community

We are dedicated to uplifting the local community through purposeful collaboration. MS Departmental Store works closely with charities to provide resources, assistance, and opportunities that help improve lives and strengthen our society.

Building a Culture of Giving

Our partnerships with local charities reflect our commitment to social responsibility. By engaging with community initiatives, MS Departmental Store encourages generosity, empathy, and meaningful action that benefits those who need it most.

Making a Positive Impact

We aim to transform our success into meaningful support for the community. Through charitable partnerships, we contribute to initiatives that improve wellbeing, education, and opportunities for those in need.



Brand Curation Philosophy

Quality Benchmarks

We partner only with brands that meet strict international and regional quality standards. From formulation and craftsmanship to packaging and performance, every product is evaluated to ensure consistency, reliability, and long-term customer satisfaction.

Authenticity & Trust Assurance

Authenticity is non-negotiable. MS Departmental Store works exclusively with authorized suppliers, distributors, and brand owners to guarantee genuine products. Our internal verification processes and supplier audits protect customers and partners from counterfeit or unverified goods, reinforcing trust at every level.

Market Relevance for Oman

Brand selection is guided by a deep understanding of the Omani market. We assess consumer preferences, lifestyle trends, gifting culture, and seasonal demand to ensure each brand resonates with local tastes while maintaining global appeal.

Balanced Luxury & Accessibility

Our portfolio is carefully balanced to offer both aspirational luxury and accessible premium choices. This approach allows us to serve a wide customer base without compromising on quality, elegance, or brand integrity.

Cultural Alignment

Respect for Omani values and traditions is central to our curation strategy. We prioritize brands that align with local customs, family-oriented shopping, and the spirit of hospitality, ensuring every product fits naturally within our retail environment.



Target Market & Customer Segments

Families

We welcome families seeking a trusted, comfortable, and inclusive shopping destination. Our wide product range, accessible pricing, and warm hospitality making us a preferred choice for family shopping, gifting, and lifestyle essentials.

Corporate

We support businesses and institutions with tailored corporate gifting and bulk purchase solutions. Our offerings include customized gift sets, seasonal campaigns, and reliable fulfillment, making us a trusted partner for corporate relationships and long-term collaborations.

Tourists

Located in a prime area of Muscat, We attracts tourists looking for authentic gifts, premium fragrances, and products that reflect Omani culture and regional craftsmanship. Our curated collections offer memorable take-home experiences with global and local appeal.





MS DEPARTMENT STORE

محلات أم أس