



MORAD YOUSUF BEHBEHANI

Since 1935

Leading Luxury in Kuwait



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Our Beginning

One man had a vision! Morad Yousuf Behbehani at the young age of 18 decided to create the change that propelled his country, Kuwait, forward.

It all began with a family business. Morad Yousuf Behbehani, being a natural leader and pioneering visionary, established his company in 1935 with the aim of contributing to a better future.

As time passed and the world embarked into the 20th century, his vision and contributions transformed the quality of life in Kuwait and elevated it to one known for luxury and comfort like no other.

Having the privilege of being the first to introduce many aspects to Kuwait was only the beginning of Morad Yousuf Behbehani's legacy as a legendary entrepreneur.

He introduced the country's first air-conditioner through Carrier, established the first private radio and television broadcasting station, and much more, thus setting a strong foundation for Kuwait's pillars of growth.

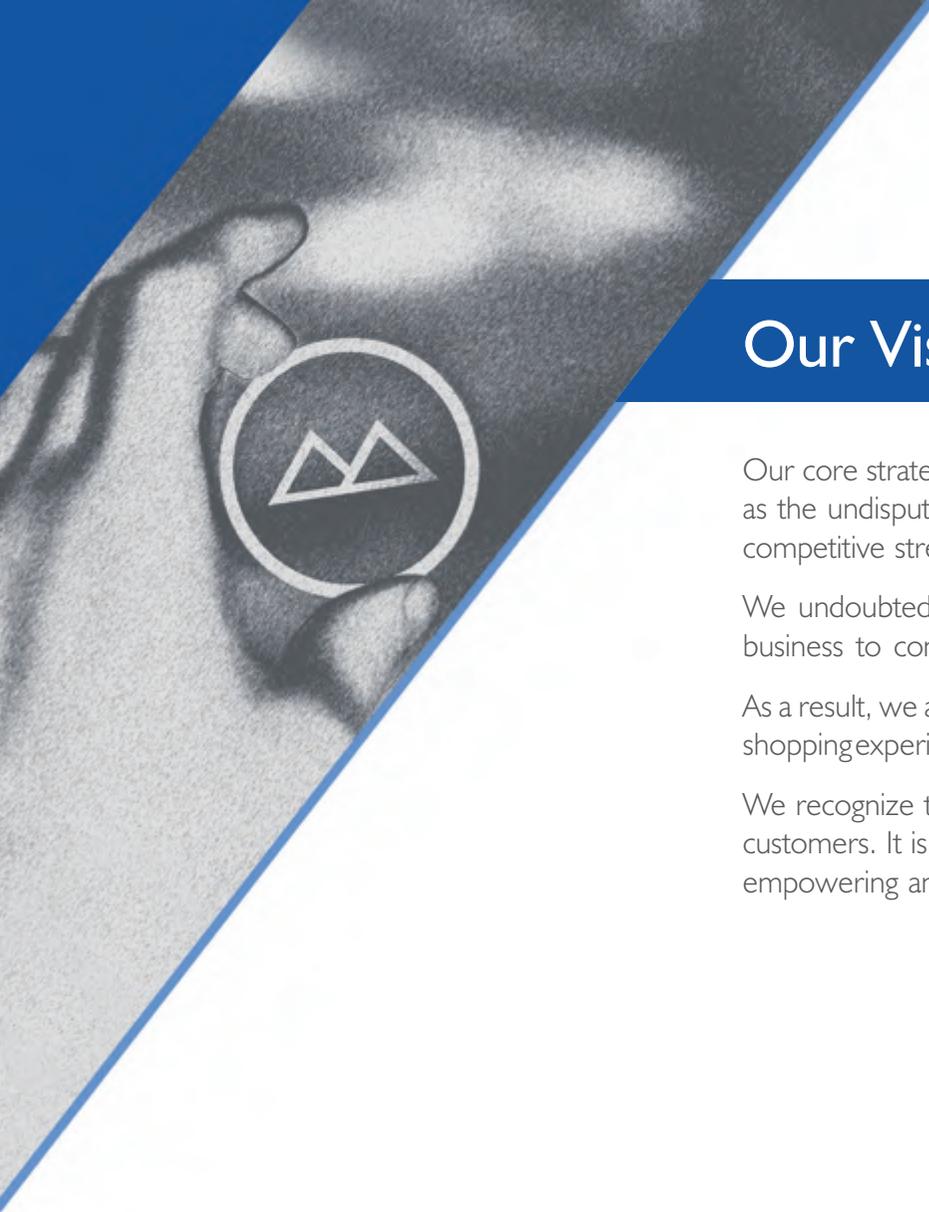
Eventually, as the years passed and the country flourished, there came a time when this visionary of a man became referred to as the late Morad Yousuf Behbehani. However, his leadership and passion lived on.

Guided by the past and inspired by the future, his sons, Ali Morad Behbehani and Hussain Morad Behbehani, assumed the roles of President and Vice President of the company.

Today, the company holds an impressive investment portfolio, represents a wide array of international brands, and engages in diverse business activities involving luxury watches and jewelry, luggage and travel accessories, menswear, surveying systems, audio-visual equipment, air-conditioning and automobile dealerships for German marques Porsche and Volkswagen.

And so, the story goes on, holding true to the promise of the past for a future of continued prosperity and growth for Kuwait.





Our Vision

Our core strategic goal is to continue down the path that was paved in 1935 and eventually be recognized as the undisputed global leader in luxury shopping through achieving sustainable growth and utilizing our competitive strengths to increase sales and profit.

We undoubtedly understand the value of our brands and aspire to welcome new ones into our retail business to continue to provide our devoted customers with the best there is to offer.

As a result, we are ready for future geographical expansion as a way of creating new opportunities for unique shopping experiences.

We recognize that we are where we are today because of the efforts of our team and the loyalty of our customers. It is for that reason that we aim to achieve the highest levels of customer service and persist in empowering and appreciating our employees at all times, both of which come hand in hand.





Our Brands

The brands that we acquired have become part of our company's DNA.

Morad Yousuf Behbehani founded his company in 1935 as the authorized distributor for Omega watches. This kicked off the many future milestones that indisputably made a significant positive impact on Kuwait.

With time, many brands joined the Morad Yousuf Behbehani family from various sectors, such as Carrier for air-conditioning in 1948, and the world famous German vehicles – Volkswagen in 1955 and Porsche in 1957.

In the decades that followed, the business continued to flourish, making Morad Yousuf Behbehani one of the region's largest commercial enterprises.





Our Brands Watches & Jewelry

A. LANGE & SÖHNE
GLASHÜTTE USA

BALMAIN
SWISS WATCHES

BAUME & MERCIER
MAISON D'HORLOGERIE GENEVE 1830

BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE

BOMBERG

BOVET
1822
Engineering Excellence

Breguet
Depuis 1775

CALVIN KLEIN

Cartier

CERTINA
SWISS WATCHES SINCE 1985

FREDERIQUE CONSTANT
GENEVE

GIRARD-PERREGAUX

Glashütte
ORIGINAL

HAMILTON

HUBLOT

IWC
SCHAFFHAUSEN

J.D
JAQUET DROZ

JAEGER-LECOULTRE

KORLOFF
PARIS

LONGINES

MIDO
SWISS WATCHES SINCE 1918

MOVADO

OMEGA

ORIS
HOLSTEIN 1904

PANERAI

PIAGET

QLOCKTWO®

RADO
SWITZERLAND

ROGER DUBUIS

TISSOT
SWISS WATCHES SINCE 1853

ULYSSE NARDIN

ZENITH





Our Brands Kuwait Limited Editions

Kuwaitis' appreciation for quality brands did not go unnoticed. Reputable brands from across the world recognized the significance of the people's loyalty to them and, as a result, decided to pay homage to the country.

Inspired by the Kuwait's unique heritage, several brands released limited edition pieces that celebrated the country and its people, offering the great honor of their utmost respect.



Longines Heritage Military Kuwait Limited Edition

Released in 2019 – This exclusive watch is limited to 100 pieces and the only one in Longines' current collections with a case made of bronze and titanium and placement of numerals in Arabic language and green on the dial.





Our Brands Kuwait Limited Editions



Hublot Classic Fusion Chronograph 45mm Special Edition 'Kuwait' Watch

Released in 2018 – The timepiece's remarkable case was made of black brushed bronze, a hard and resistant alloy that even had an archeological period named after it: The Bronze Age. Its gradient matte blue dial features the "KWT18" logo at 8 o'clock.



IWC Schaffhausen Ingenieur Chronograph Edition Kuwait City

Released in 2018 - It featured the newly developed IWC-manufactured 69375 calibre, which promises precise and reliable timekeeping. The elegant timepiece had a brown calfskin strap and a warm, green dial with gold-plated hands, and a stain.





Our Brands

Menswear and Accessories



Luggage



Automobiles





Our Brands

Surveying Systems, Audio Visual Equipment and Sound System



EIKI



Extron.

Joint Venture



ERICSSON 



Our Locations

Alongside the country, Morad Yousuf Behbehani grew stronger. People's interests in what the company had to offer peaked, making them more knowledgeable and in higher demand of the latest luxuries.

To support this growing market, our company operates 31 stores and employs 200+ professionally trained sales staff equipped to meet the needs and requirements of our loyal customers.

Our showrooms are geographically spread over Kuwait:





Our Locations

Salhia Complex

Salhia Complex is regarded as one of Kuwait's premier shopping destinations. It is located in the heart of Kuwait City's traditional shopping district, incorporating three floors of high fashion and classic luxury brands, and five floors of luxury offices.



Richemont Showroom



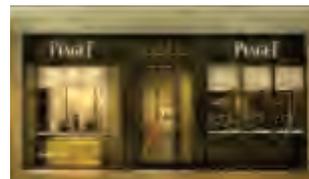
Swatch Showroom



Salhia Luxury Showroom



Dunhill Boutique



Piaget Boutique





Our Locations

The Avenues

The Avenues is considered as one of the largest malls in the world with 1100+ stores spread over 12 districts that are inspired by classical and modern architecture of which we have an array of seven showrooms and boutiques.



General Showroom



TikTok Showroom



Omega Boutique



Hublot Boutique



Longines Boutique



Korloff Boutique



Samsonite Boutique





Our Locations

360 MALL

360 MALL represents the heart of luxury in Kuwait. Adorned with state of the art architecture, you are left with a fusion of a high end surrounding complemented by high end fashion.



Korloff Boutique



IWC Boutique



Jaeger LeCoultre Boutique

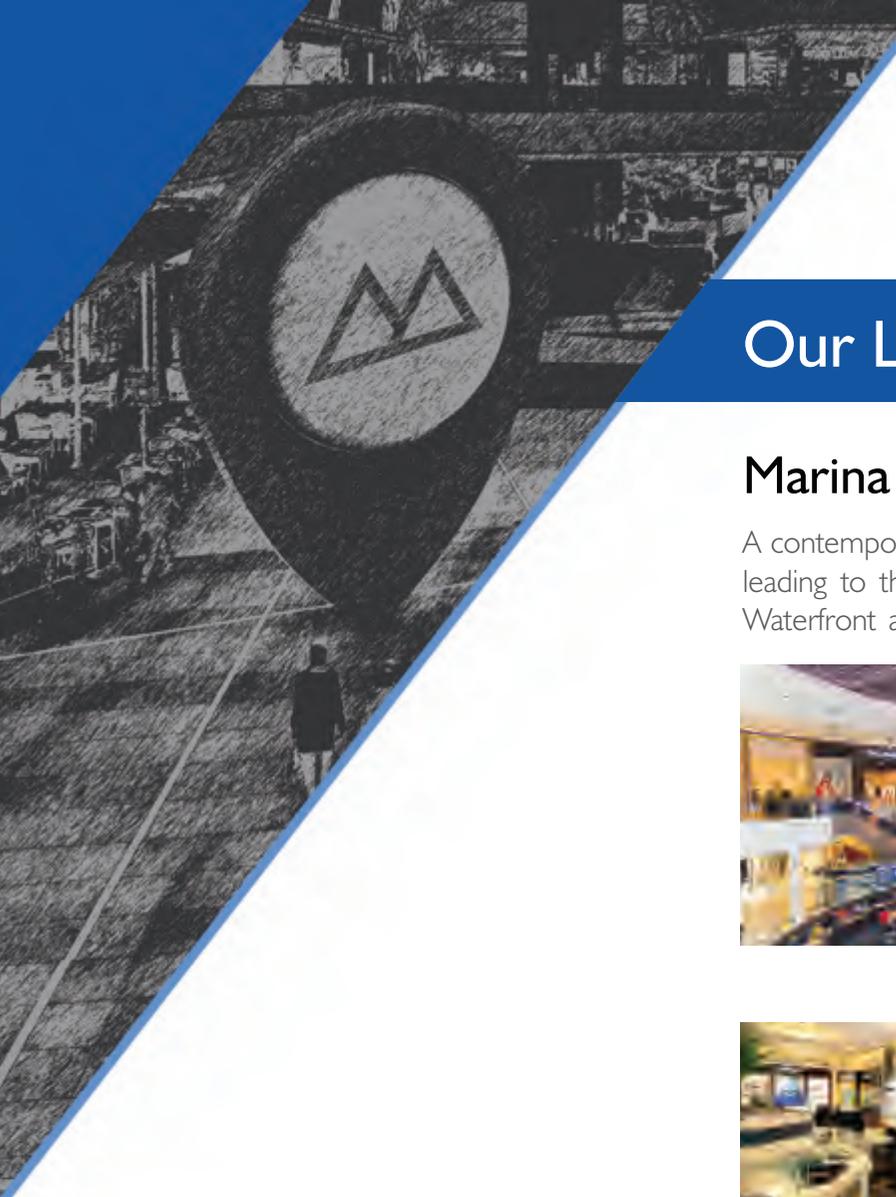


Cartier Boutique



Samsonite Boutique





Our Locations

Marina Mall

A contemporary shopping mall with 150+ shops. It extends along the seafront, connected by a pathway leading to three additional retail developments overlooking the Gulf known as Marina Waves, Marina Waterfront and Marina Walk.



General Showroom

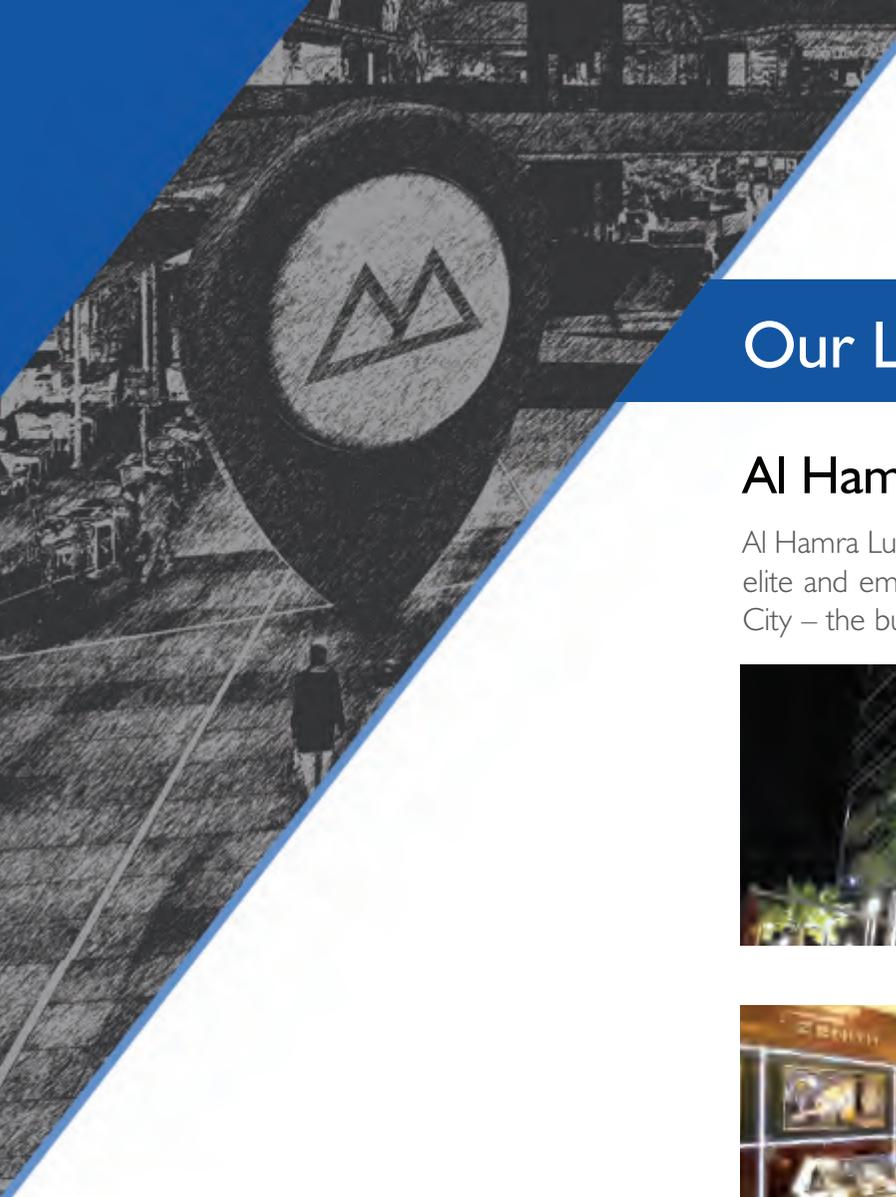


American Tourister Boutique



Samsonite Boutique





Our Locations

Al Hamra Luxury Center

Al Hamra Luxury Center houses the world's leading extravagant fashion brands that satisfy the needs of the elite and eminent population. It is an ultimate luxury shopping destination prestigiously located in Kuwait City – the business hub.

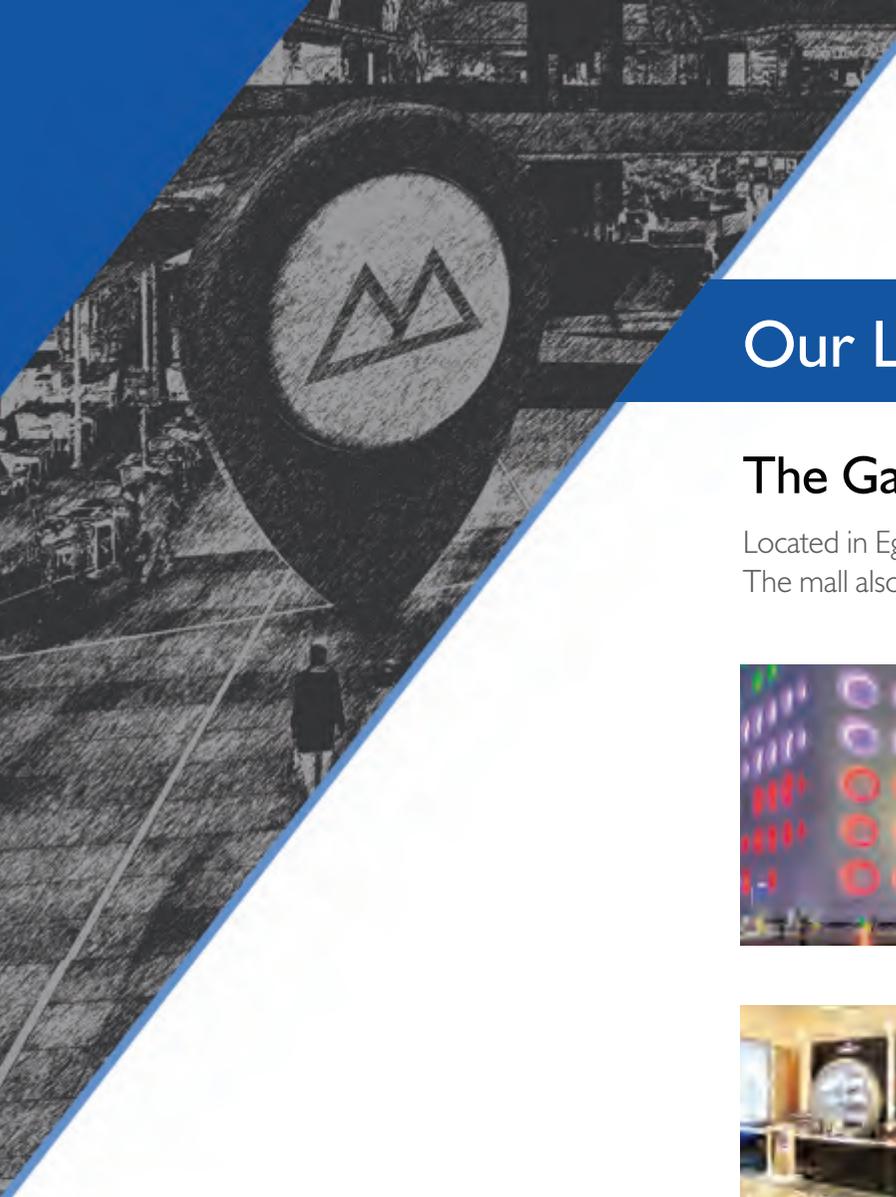


Behbehani Luxury Showroom



Panerai Boutique





Our Locations

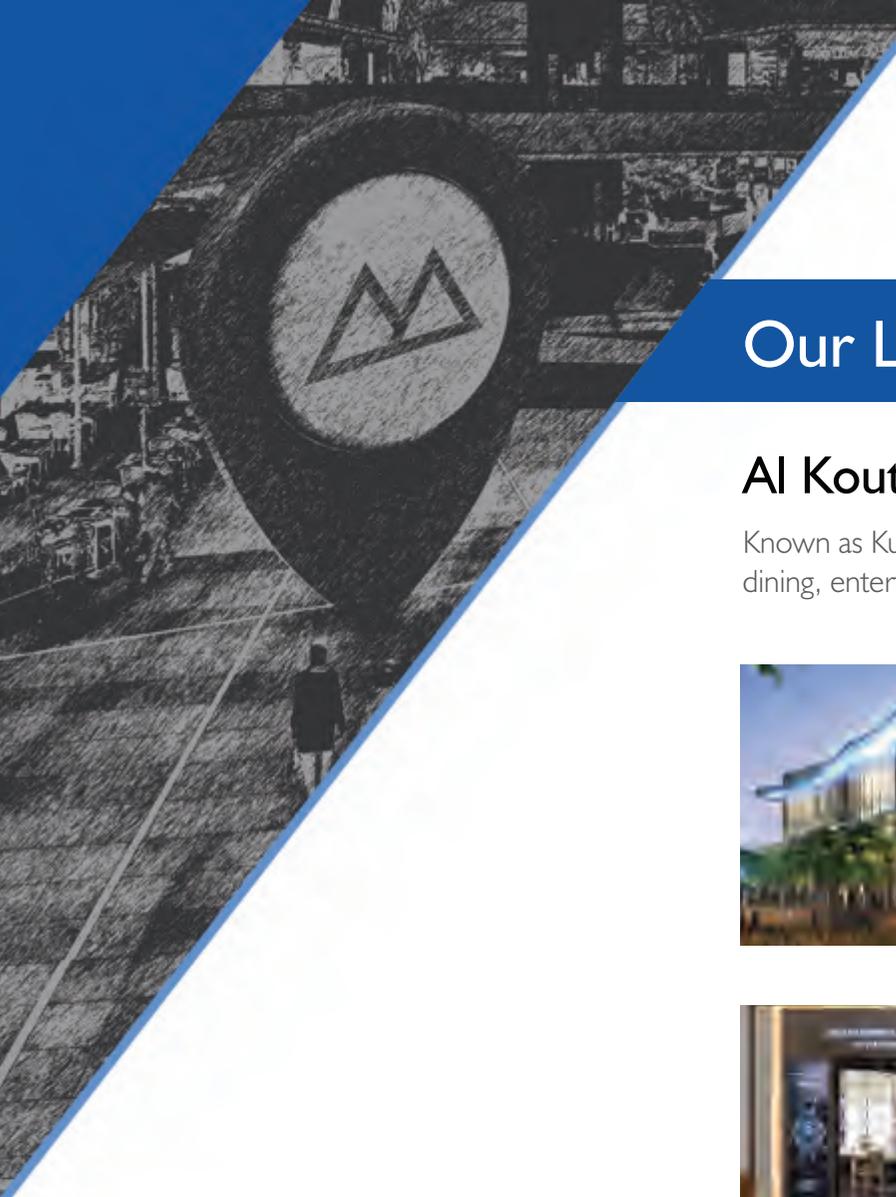
The Gate Mall

Located in Egaila, the mall offers families an entertaining time in its six floors of international and local brands. The mall also offers visitors a variety of dining options to suit everyone's taste.



General Showroom





Our Locations

Al Kout Mall

Known as Kuwait's largest waterfront retail and leisure destination, Al Kout offers world-class retail, lifestyle, dining, entertainment and leisure experiences in one truly great destination.



General Showroom



Samsonite Boutique





Our Locations

Behbehani Complex

This building is located in the business hub – Kuwait City- where it houses the showroom and the watches repair center.





Our Sales

Corporate Sales

Eventually, not only did Morad Yousuf Behbehani find his way into people's hearts, but to other businesses too.

Through the implementation of strategies and the development of our corporate sales channels, we managed to reach various corporate clients through offering the perfect gifting ideas in the following sectors:

- Oil sector companies
- Banks
- Ministries
- Sports federations
- Telecommunication companies

After Sales

Since quality is what we offer, it's never just about making a sale. It's about ensuring that people can create a bond with their purchase and share our passion for it. We believe in the beauty of relationships and understand, from our own experience, how they can take you a long way.

It is for this reason that we recognize the importance of after sales service to support and satisfy our customers and reaffirm our legacy of offering excellent, dedicated service.



Our Strengths

For each brand, we make sure to provide the exposure by providing the right marketing tactic which entails the following:

Event Activations



Roadshows



Our Strengths

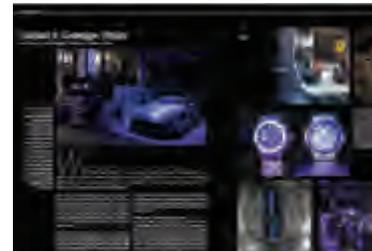
In-Mall Branding



OOH



Print – Newspaper & Magazines



Our Strengths

Within Kuwait market, we do have the support of the media in providing PR coverage. Instagram is crucial to Kuwaitis and we make sure to be visible and providing the right content for our customers.

We have two running accounts:

@mybatches



@mybatches



Facebook - MYBatches

