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Platinum Records 2016 Red Carpet Gala

The latest beauty, fashion and lifestyle news! BeautyNews Platinum Records 2016 Red Carpet Gala, presented by District One in partnership with Jaguar MENA was the event of the year

The event took place after being postponed due to the storm and was bigger & better as "The Show Must Go On"

"The Art Of Performance" exhilarates guests with a magical night to remember

positioning

Jaw-dropping performances by Platinum Records artists reshapes the company's

Dubai: Leading regional music entertainment company Platinum Records, owned by MBC

Group, delighted audiences with jaw-dropping performances led by its music artists in four

The evening titled, "The Art Of Performance", presented by District One in partnership with

Jaguar MENA was an evening to remember and set the tone for reshaping the future plans

consecutive acts during its annual red carpet gala event, held at Meydan Sobha's Mohammed Bin Rashid Al Maktoum City - District One in Dubai, on Sunday night.

of Platinum Records as the leading regional music and entertainment company. The event took place after being postponed due to the storm and was bigger & better as "The Show Must Go On". "The Art of Performance" event was the biggest in Platinum Records' history in terms of

both audio-visual and technical production, featuring 10 different Artists performing with

over 70 musicians from Kiev, Bucharest and Beirut, 10 Khaleeji Iqaat, 20 international dancers and over 400 distinguished guests, including Chairman and CEOs of top regional brands and companies, leading Arab Artists, actors and celebrities, pan-Arab press, MBC Group management & TV personalities. Every performer was introduced on stage by a different guest presenter, including Platinum A&R composers, producers, lyricists as well as leading social media influencers and MBC program hosts.

The stunning private venue in the heart of Dubai at Mohammed Bin Rashid Al Maktoum City

- District One was brought to life, commencing with a grand Red Carpet media blitz, where

celebrity appearances and interviews kicked off the night. MBC 4 for the first time aired an

unprecedented 90-minute Live from the Red Carpet show presented by hit entertainment

show, ET Bil Arabi at the event, which was viewed by millions, covering all the celebrity

arrivals and all the excitement with live coverage of the fashion, flair, glitz and glamour.

Guests proceeded to the cocktail reception amidst luxury villas and mansions, where the red carpet arrivals were streamed on a large screen, giving all the VIP guests a front-row seat to see the stars prior to being seated for the show at District One's Crystal Lagoon, where the Dubai skyline and Burj Khalifa set the stunning backdrop.

The show kicked off with Act 1, entitled Pop Extreme, led by Platinum Moroccan artists

sneak peak into her new music creative video, closing with an incredible electric dance

performance.

Grini and Jamila performing their 2015 hit singles and one new song each to be released

this week exclusively on music streaming site, Anghami. They were followed by a surprise

new addition to the label, Saudi Actress/Presenter Aseel Omran, who revealed an exclusive

The Soloists, Act 2 featured a stunning performance by famous Asmaa Lmnawar signing the legendary "J'en Ai Marre", followed by a gorgeous classical Khaliji fusion from Emirati singer/composer, Fayez Al Saeed as one of the A&R Team members of Platinum Records. The Act then introduced contemporary pop star, Carole Samaha performing an upbeat pop song followed by a stunning classical performance from Lebanese Artist, Melhem Zein, a great new addition to Platinum's talent roster who is working on his next studio album with Platinum. The Soloists ended with the Caesar of the Arab world, the legend himself, Kadim

Al Sahir, who premiered a masterpiece from his upcoming album, The Book of Love,

Act 3, The Diva showcased a dramatic, powerful entrance by Ahlam with 20 international

Producer/Composer, Michel Fadel, and the Music Director and lead Maestro for the entire

concert, with a grand performance with his Balkan band from Romania, with a medley of

video recorded live from the concert, which was nothing short from ground breaking.

Act 4, Balkan Fusion witnessed a live performance by Platinum's Lebanese A&R

stunning music from his debut album to be released by Platinum Records.

dancers staging a military march choreography and performance, as part of her new music

produced and to be released by Platinum Records in April.

The events' objective was to showcase the past year achievements of Platinum Records and highlight it's current and new roster of artists, and plans for the future. Furthermore, the assigned A&R Team announced last year were present to highlight their work and successes from the past year with Platinum Records.

Commenting on the event, Head of Platinum Records Taymoor Marmarchi said during his

speech: "Tonight is an example of how Arabic music can be presented on a global scale;

live performances each with a different style, theme and unique show. I am proud and

world class and there are so many exciting projects in the pipeline".

excited of the work that Platinum has achieved the past year, catapulting the record label

as a leading music and entertainment brand in the region. Our roster of talent has become

While Joseph Al-Sharif, Vice President of Sales & Marketing at Meydan Sobha commented:

Al Maktoum City – District One. It is interesting to note that 'The Art of Performance' is

engraved in our belief system which is reflected in our daily activities as we develop this

stunning residential community in the heart of the promising city. From the very first idea

and concept of District One to the most elaborate development stages of the project,

excellence in performance has been the hallmark of our success story."

developing our partnership with Platinum Records."

concert available for download now.

partner and Oberoi Hotel as hospitality partner.

"We are proud to host this exclusive Platinum Records Gala event at Mohammed Bin Rashid

From his side, Salman Sultan, Press Media Relations and Social Media Manager at Jaguar Land Rover MENA, said: "The Art of Performance event was the first demonstration of Jaguar's collaboration with Platinum Records and it was a true showcase of the best in art, creativity and performance. We are thrilled to have celebrated what the Art of Performance

means through music, an art form which remains deeply intertwined with the culture of the

Middle East region. This was the first in a series of exciting tie ups, and we look forward to

Leading music streaming platform, Anghami has just launched an exclusive 'Platinum - The

Art of Performance' playlist, featuring all tracks that were performed from last nights

It is worth noting that over 200 crew and performers were hired for this event for their stage performances and visual effects and 5 award winning choreographers were brought from Germany to work on the show.

Platinum Records would also like to thank Mohamed Hilal Group, Bab El Shams as catering

Platinum Records, owned by MBC Group, is a leading music entertainment company, inclusive of artist, producer and talent management; music publishing; branded content digital platform; touring & merchandising; film & television; new business ventures; and a

artists, producers, composers and lyricists including: Ahlam, Kadim Al Sahir, Melhem Zein,

Mohammed Assaf, Grini, Jamila, Aseel Omran, Hala Turk, Michel Fadel, Hady Sharara, Nizar

music label. It is home to a diverse roster comprised of critically acclaimed recording

MBC Group (Middle East Broadcasting Center) is the largest and leading private media

company in the Middle East & North Africa region. For the past 24 years, MBC Group was

Francis, Fayez Al Saeed, Ali Khawar, Amir Teima and others.

About MBC Group:

formats).

-Ends-

About Platinum Records:

able to enrich people's lives through information, interaction and entertainment. In 2002, nearly a decade after the launch of **MBC1** in London, back in 1991, and as the 1st private free-to-air Arab satellite TV channel, MBC Group moved its headquarters to Dubai Media City, United Arab Emirates, where it remains.

Today, MBC Group includes 20 TV channels: MBC1 (general family entertainment); MBC2 and MBC MAX (24-hour western movies); MBC3 (children's edutainment with a mix of both local productions and western acquisitions); MBC4 (entertainment for young families with a female-focus); MBC Action (an indigenous adrenaline-packed channel targeting young males with local and homegrown productions); MBC Variety (Western films and general entertainment with uninterrupted broadcasting); Al Arabiya News Channel (the 24-hour Arabic language news channel); **Al Hadath** (an extension of Al Arabiya News Channel with a specific focus on real events in the Arab world and beyond); Wanasah (24hour Arabic music channel); MBC DRAMA (24/7 Arabic drama); MBC MASR (general

family entertainment geared towards the Egyptian family); MBC MASR 2 (providing the

Egyptian audience with superior quality entertainment); MBC + Drama (a joint paid-for

content geared towards the region via an Arabized interface); and most recently four sports

channels, MBC PRO SPORTS (geared towards the "Saudi Football Premier League" fans in

channel between MBC and OSN); MBC Bollywood (delivering the freshest in Bollywood

the Kingdom); and MBC USA (the channel is present on "Dish Network" in the US, and

targets Arab audiences aboard; the channel is dedicated to offer and broadcast a wide

range of content from the prominent MBC channels including movies, series and global

In July 2011, seven channels within MBC Group began to broadcast in HD across the MENA

Region: MBC1 HD, MBC2 HD, MBC4 HD, MBC Action HD, MBC Drama HD, MBC Max HD and Al Arabiya HD. In 2013, MBC3 HD joined the collection of HD channels followed by **MBC Variety HD** in 2014. MBC Group also includes two FM radio stations: MBC FM (Gulf music) and Panorama FM (contemporary Arabic hit music); as well as O3 Productions, a premium content drama production company. Furthermore, MBC Group includes online platforms: www.mbc.net, www.alarabiya.net, www.shahid.net (the first free VOD and catch-up portal in the Arab world) and www.actionha.net, and www.mbcprosports.net among others. For further information, please contact: Ruba Al Ayed MBC Group Sr. Group PR Manager

Meydan Sobha LLC FZ is an equally-split joint venture, responsible for developing over 45

million square feet of prime freehold land in the heart of Dubai. The first landmark project

to be announced within Mohammed Bin Rashid Al Maktoum City, it is aptly named District

One. This expansive development will feature luxury residences, green parklands, the

creating one of the lowest density developments in the heart of any international city.

world's largest man-made crystal lagoon, shoreline living, and large recreational spaces

Jaguar is one of the world's premier luxury sports saloon and sports car marques. For over

Jaguar has built up a loyal following in the MENA region, due in part to the brand's focus on

investing in exciting new technology and R&D resulting in breakthrough products for new

consists of the Jaguar F-TYPE Convertible and Jaguar F-TYPE Coupé, the Jaguar XJ luxury

sedan, the All-New Jaguar XF sports saloon, the newly introduced aluminium-intensive

markets and growing segments. Today's line-up, the strongest in the brand's history,

80 years, Jaguar has pushed the boundaries of what is possible, inspired by founder Sir

William Lyons. Technology is at the heart of the Jaguar DNA, so every innovation and

technology in a Jaguar is developed to create a driving experience that always feels

Together, Meydan and Sobha aim to develop this community of Mohammed Bin Rashid Al Maktoum City into one of the world's prime residential locations in Dubai.

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About Jaguar MENA:

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Jaguar XE which is setting the standard for driving dynamics in the midsize segment and of course the recently announced Jaguar F-PACE, the company's all-new performance crossover that joined the line-up in 2016. For more information please visit jaguar-me.com

For further information log onto newsroom.jaguarlandrover.com , live.jaguar-me.com

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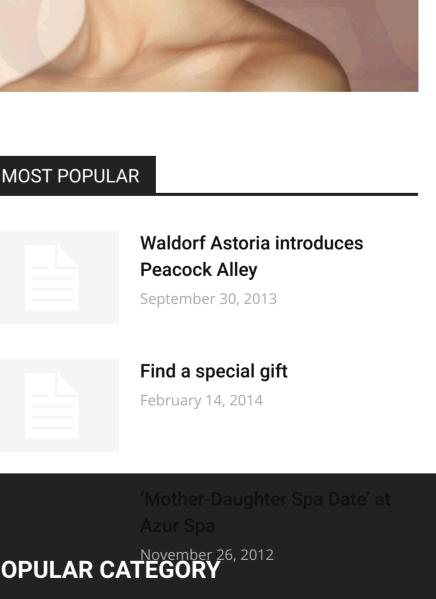
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