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# Platinum Records 2016 Red Carpet Gala

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**Platinum Records 2016 Red Carpet Gala, presented by District One in partnership with Jaguar MENA was the event of the year**

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

The event took place after being postponed due to the storm and was bigger & better as

**"The Show Must Go On"**

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

**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 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.

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

*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, produced and to be released by Platinum Records in April.

*Act 3, The Diva* showcased a dramatic, powerful entrance by Ahlam with 20 international dancers staging a military march choreography and performance, as part of her new music 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 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 stunning music from his debut album to be released by Platinum Records.

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

While Joseph Al-Sharif, Vice President of Sales & Marketing at Meydan Sobha commented: "We are proud to host this exclusive Platinum Records Gala event at Mohammed Bin Rashid 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."

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 developing our partnership with Platinum Records."

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 concert available for download now.

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 partner and Oberoi Hotel as hospitality partner.

**-Ends-**

## About Platinum Records:

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 music label. It is home to a diverse roster comprised of critically acclaimed recording 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 Francis, Fayez Al Saeed, Ali Khawar, Amir Teima and others.

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, **MBC4 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](http://www.mbc.net), [www.alarabiya.net](http://www.alarabiya.net), [www.shahid.net](http://www.shahid.net) (the first free VOD and catch-up portal in the Arab world) and [www.actionha.net](http://www.actionha.net), and [www.mbcprosports.net](http://www.mbcprosports.net) among others.

## For further information, please contact:

Ruba Al Aayed

MBC Group

Sr. Group PR Manager

Mobile: +971 56 6038358

Email: [ruba.alayed@mbc.net](mailto:ruba.alayed@mbc.net)

Website: [www.mbc.net](http://www.mbc.net)

## About Meydan Sobha:

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 parkslands, the world's largest man-made crystal lagoon, shoreline living, and large recreational spaces creating one of the lowest density developments in the heart of any international city.

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.

## About Jaguar MENA:

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

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 markets and growing segments. Today's line-up, the strongest in the brand's history, 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 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](http://jaguar-me.com)

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Angelina Hedra or Linda Dabbagh at Weber Shandwick MENA

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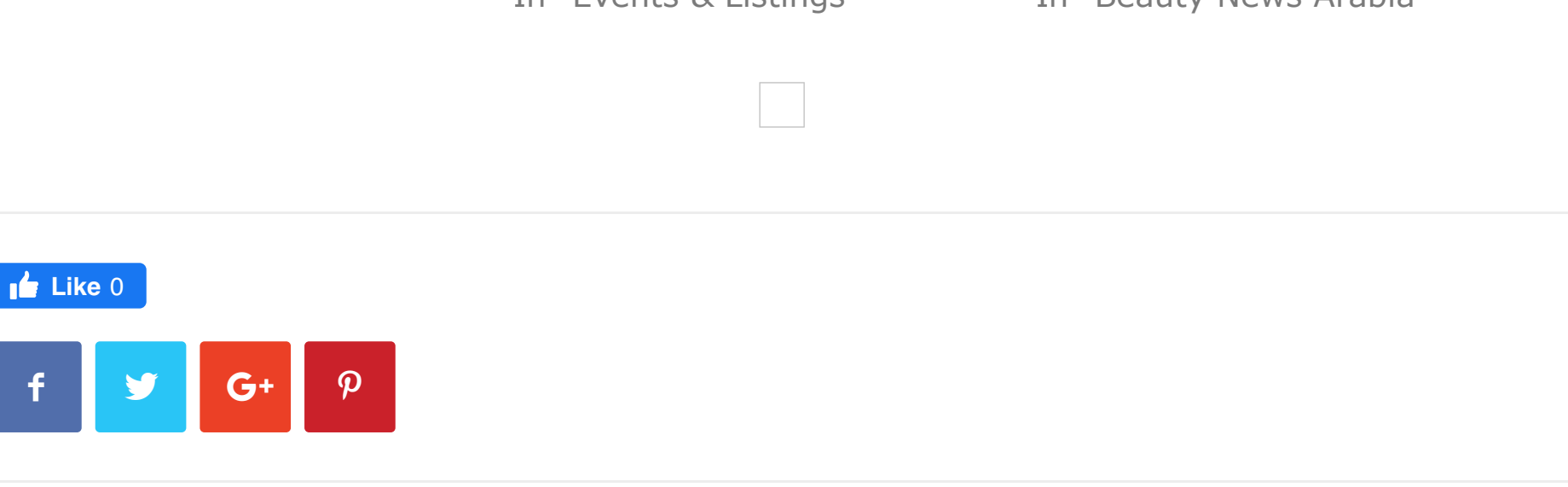
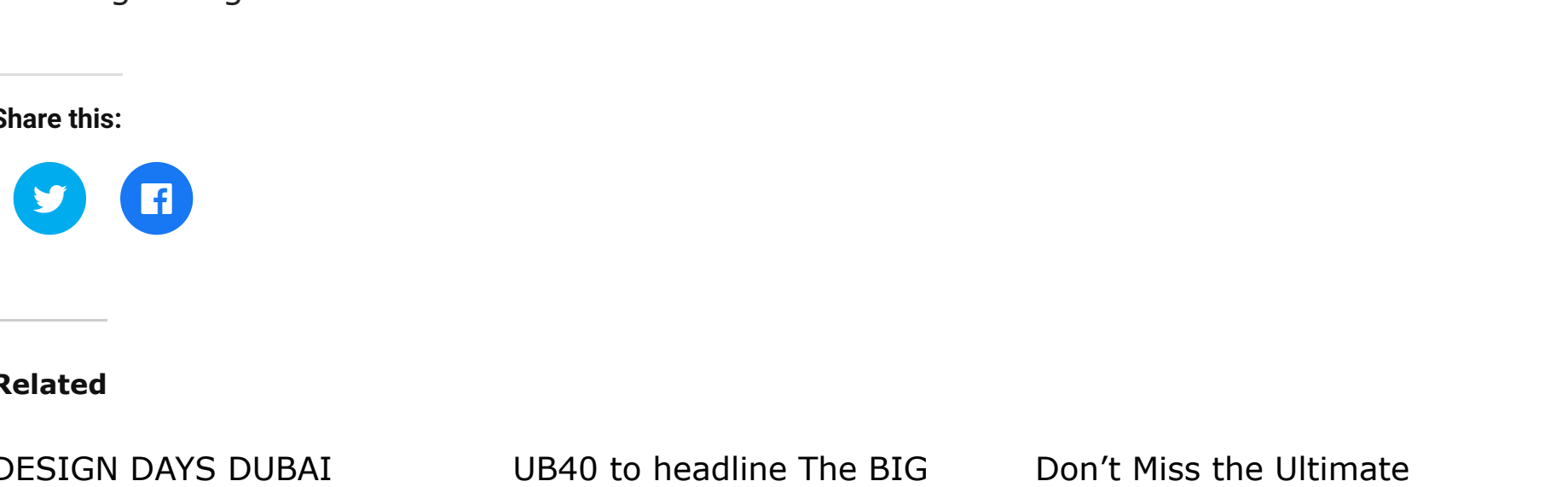
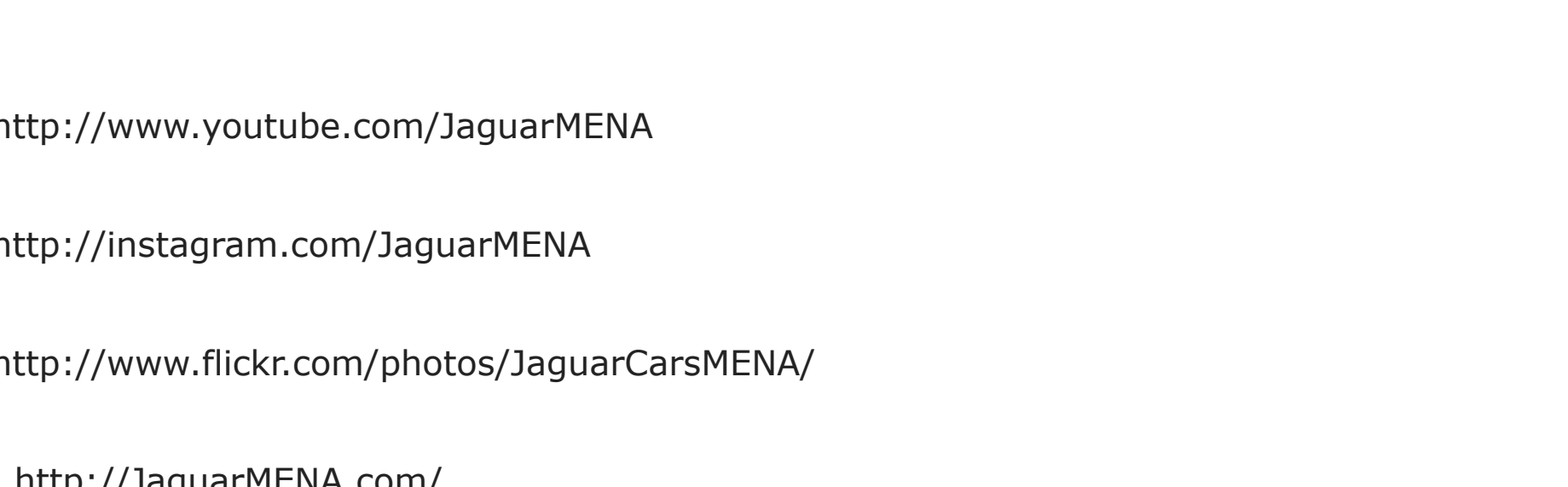
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by @JaguarMENA



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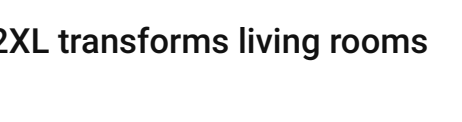
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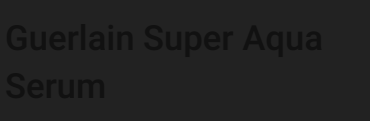
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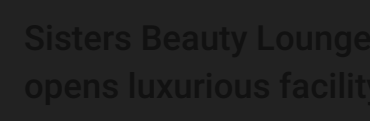
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