



IMAZ SHOPS

Elevate Your Lifestyle — One Choice

CORPORATE COMPANY PROFILE

Premium Fitness, Sports, Fashion & Lifestyle Retail | Dubai, UAE

www.imazshops.com

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ABOUT US

Where Passion Meets Purpose

Founded in 2026 in Dubai, IMAZ SHOPS began with a simple conviction: everyone deserves access to premium products that elevate their lifestyle without stretching their budget. What started as a focused passion project has grown into a trusted multi-category destination serving thousands of customers across the region.

Our founder set out to solve a gap in the market — the absence of a single, curated destination combining style, performance and affordability. Today that vision spans fitness equipment, sports gear, fashion, footwear, wellness and premium lifestyle brands, sourced from trusted partners around the world.

IMAZ AT A GLANCE

2026

Year Founded

6+

Core Product Categories

9+

Global Partner Brands

UAE

Headquartered in Dubai

A MESSAGE FROM OUR FOUNDER

“We built IMAZ SHOPS on a simple belief — that quality, performance and style should never be exclusive to the few. Every product we bring to our shelves is chosen with the same question in mind: would we be proud to put our name behind it?”

“As we grow across the UAE and beyond, our commitment stays the same: relentless focus on customer satisfaction, uncompromising quality, and the innovation to keep making shopping for an active, stylish life simple, secure and enjoyable.”

Founder & Leadership Team

IMAZ SHOPS



Customer Commitment



Quality



Innovation



Growth

Setting the Standard for Lifestyle Retail



To become the Middle East's most trusted destination for premium fitness, sports, fashion and lifestyle products — recognized for the quality of what we sell, the integrity of how we sell it, and the experience we deliver to every customer, every time.

Regional Leadership

Becoming the definitive multi-category lifestyle retailer across the GCC.

Trusted Curation

Every brand and product held to a single, consistent quality standard.

Experience First

Shopping that feels effortless, secure and genuinely rewarding.

OUR MISSION

Empowering Every Lifestyle, Every Day



We exist to make premium fitness, fashion and lifestyle products accessible, reliable and enjoyable to shop for — combining a rigorously curated catalog, secure e-commerce technology and dependable service so every customer can express their style with confidence.



Quality First

Every item passes rigorous quality checks before it reaches our customers.



Sustainability Matters

Eco-friendly packaging and responsible sourcing across our supply chain.



Customer-Centric

From discovery to after-sales care, the customer sits at the center of every decision.

The Principles Behind Every Decision



Integrity

Honest dealings with customers, suppliers and partners.



Customer First

Every choice starts with the customer's best interest.



Innovation

Continuously improving how people shop with us.



Trust

Reliability that keeps customers coming back.



Excellence

Setting a high bar and consistently meeting it.



Quality

Rigorous standards across every product category.



Sustainability

Responsible sourcing and eco-conscious operations.



Teamwork

Collaboration across every part of our business.

IMAZ SHOPS by the Numbers

5+

Years of Experience

6+

Product Categories

9+

Global Partner Brands

1000+

Products in Catalog

24/7

Online Store Access

7

Days Support Availability

One Destination. Every Category.



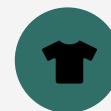
Fitness Equipment

Treadmills, trampolines, ellipticals & home gym gear



Sports Accessories

Basketball stands, training aids & outdoor sports kits



Clothing & Apparel

Performance and everyday wear for every lifestyle



Footwear

Athletic and lifestyle footwear for men & women



Gaming

Curated gaming accessories and entertainment picks



Perfumes & Wellness

Signature fragrances and personal wellness products



Home & Lifestyle Design

Premium designer homeware from world-class brands



Premium Branded Products

Exclusive partnerships with globally trusted names

FEATURED BRANDS

Trusted Global Names, Curated for You

IMAZ SHOPS partners with internationally recognized brands across sport and design — every name held to the same standard of quality, craftsmanship and reliability.

TA SPORT

ALESSI

FLOS

HAY

LOUIS POULSEN

MAGISSO

JOSEPH JOSEPH

EVA SOLO

KLÖBER

WHY CHOOSE US

Eight Reasons Partners Choose IMAZ



Premium Products



Trusted Brands



Affordable Pricing



Secure Payments



Fast Delivery



Excellent Support



Easy Returns



Customer Satisfaction

Quality Checked at Every Step

01

Supplier Verification

Every partner and manufacturer is vetted for consistency, ethics and reliability before onboarding.

02

Product Inspection

Incoming stock is checked against strict specification and safety standards.

03

Packaging Quality

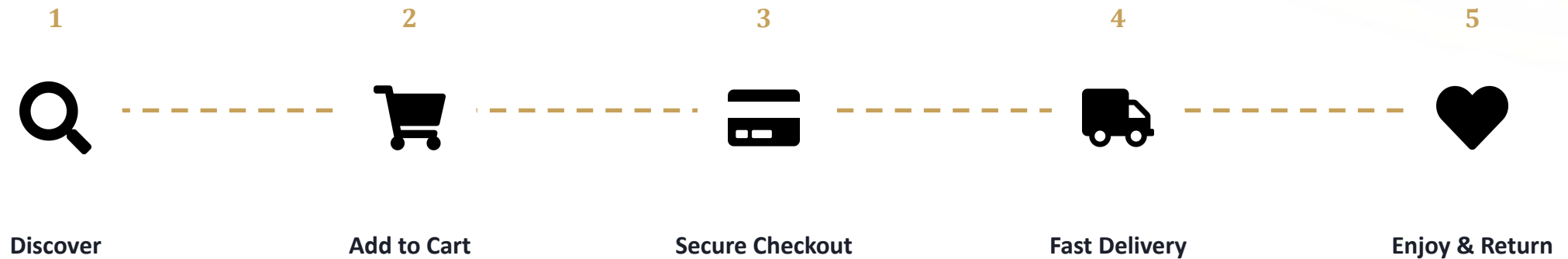
Protective, presentable packaging designed to preserve products in transit.

04

Customer Satisfaction

Post-purchase feedback loops continuously refine our sourcing and standards.

The IMAZ Customer Journey



Every step of the journey — from first browse to final delivery — is designed around clarity, speed and trust, so customers keep coming back.

Built for Effortless Online Shopping



Mobile Responsive

A seamless experience across desktop, tablet and mobile.



Smart Search & Navigation

Fast product discovery across every category.



Wishlist

Save favorite products for later, anytime.



Shopping Cart

Simple, transparent cart management.



Secure Checkout

Encrypted, PCI-aligned payment processing.



Order Tracking

Real-time visibility from confirmation to delivery.

Secure, Flexible Payment Options



Credit & Debit Cards

Visa, Mastercard and regional cards accepted



Encrypted Transactions

Bank-grade SSL encryption on every checkout



Digital Wallets

Fast, contactless mobile payment options



Cash on Delivery

Pay in person at the time of delivery

All transactions are processed through PCI-compliant, encrypted payment gateways for complete peace of mind.

From Warehouse to Doorstep



Order Fulfillment

Orders picked and verified from our warehouse



Quality Packaging

Secured, presentable packaging for every item



Reliable Delivery Partners

Trusted regional courier network



Real-Time Tracking

Visibility from dispatch to arrival



On-Time Arrival

Consistent, dependable delivery windows

Always Within Reach



Live Chat

Instant answers while you browse



Email Support

shop@imazshops.com



WhatsApp

+971 50 700 6012



Phone Support

Direct line for urgent queries



After-Sales Service

Ongoing support beyond the sale

How IMAZ SHOPS Creates & Delivers Value

Key Partners

Global brand suppliers, logistics & delivery partners, payment gateways

Value Proposition

Curated premium products, competitive pricing, trusted service

Customer Segments

Individual shoppers, fitness enthusiasts, distributors, corporate clients

Revenue Streams

Direct e-commerce sales, bulk & B2B orders, brand partnerships

Channels

imazshops.com, WhatsApp, social commerce, marketplace listings

Operations

Sourcing, quality control, warehousing, order fulfillment, support

How IMAZ SHOPS Stands Apart

Capability	IMAZ SHOPS	Typical Competitors
Product Curation	Multi-category, hand-selected premium brands	Narrow, single-category focus
Pricing	Competitive pricing without compromising quality	Premium price for comparable quality
Customer Support	Live chat, WhatsApp, phone & email, 7 days a week	Limited channels, slower response
Delivery	Reliable regional network with real-time tracking	Inconsistent timelines, limited visibility
Returns	Simple, transparent return process	Rigid or unclear return policies

Powering Retail with Smart Technology



AI-Driven Recommendations

Personalized product discovery based on shopping behavior



Data & Analytics

Insights that continuously refine inventory and pricing



Process Automation

Faster order processing and inventory management



Secure Infrastructure

Encrypted, resilient systems protecting customer data



Scalable E-Commerce

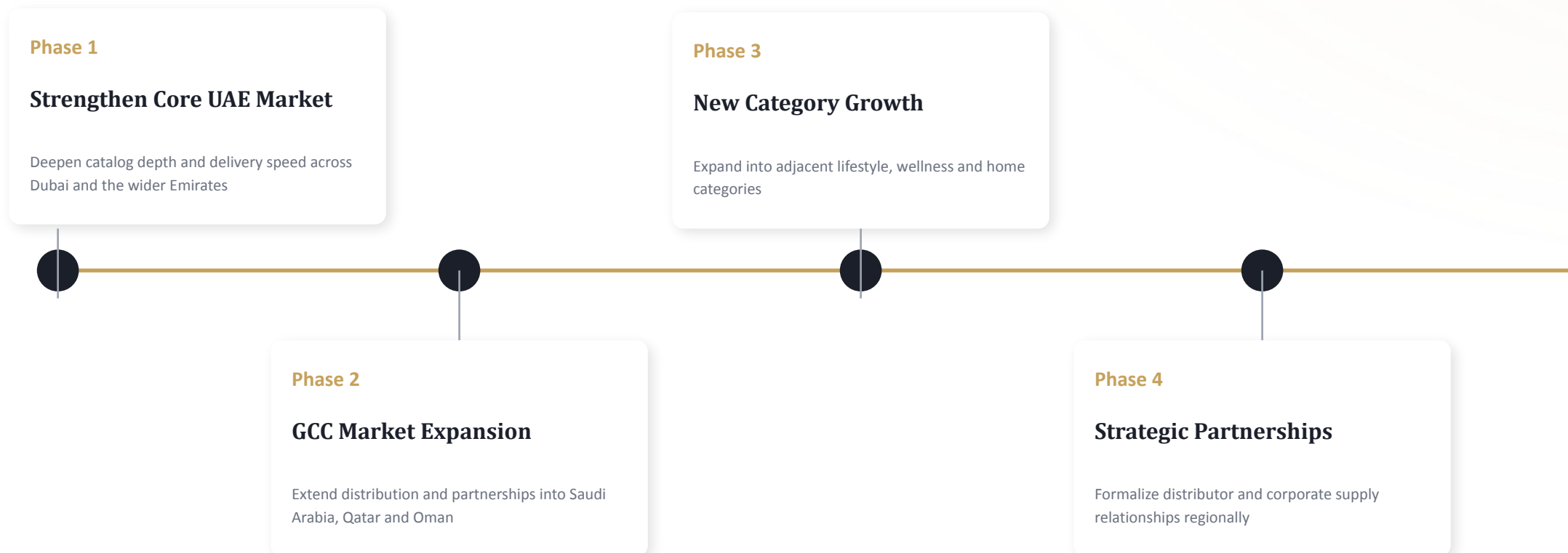
Architecture built to grow across new markets



Performance-First Design

Fast-loading, mobile-first shopping experience

Our Roadmap for Regional Expansion



Business Built on Responsibility



Eco-Friendly Packaging

Reducing waste through recyclable and responsible packaging materials



Ethical Sourcing

Partnering only with suppliers who meet our ethical and quality standards



Community Support

Contributing to local community initiatives across the UAE



Responsible Business

Transparent practices that build long-term customer trust



Long-Term Goals

FUTURE VISION

Building the Region's Most Trusted Lifestyle Brand

- 1 Regional retail leadership across the GCC
- 2 Expanded portfolio of exclusive global brands
- 3 Best-in-class digital shopping experience
- 4 A benchmark for trust in lifestyle e-commerce

CONTACT US

Let's Build Something Great Together



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Location

Dubai, United Arab Emirates

SCAN TO VISIT OUR STORE



imazshops.com

Follow us on social media for the latest arrivals & offers



THANK YOU

IMAZ SHOPS — Elevate Your Lifestyle, One Choice

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