**Phase 01: Data Collection**

**Topic**: *Mall(s)*

**Team name:** *The Web Dwellers*

* *Ocean Mall*:

*Plot G-3, Khayaban-e-Iqbal, Block 09, Clifton, Karachi.*

**Mall Directory**

**B1 – B4**

* Car Parking

**LOWER GROUND**

* Farid’s Supermarket

**GROUND FLOOR**

* Aliel
* Chottiani Jewellers
* Cinnabon
* Junxion
* Samia & Azmay
* Nida Azwer Atelier
* Wall’s
* G Factory (Casio)
* Make-up City
* Krude
* EGO (lifestyle)
* Bumble & Bumble
* Bonanza
* Aks
* Lace-Up
* Rangoli
* Studio Empoli
* Diner’s
* Modila Shoes
* The Body Shop
* Eden Robe
* Babyshop
* Splash
* LifeStyle Collection
* Allied Bank
* Advance Telecom
* Urban Sole
* Perfume Gallery

**FIRST FLOOR**

* Zonah’s
* Lark & Finch
* Le Monsieur
* Blooming World
* Designer’s Lounge
* Limton Watch
* Deep Purple
* Haze
* Zapateria
* Asfia in SWAROVSKI
* Toy n Jou
* Saeed Ghani
* Brand 4 Kids
* Ahan
* Karighar
* Shahzeb Saeed
* Contradictions
* Nike
* Pedro
* Charles & Keith
* Craft & Culture
* Breakout
* Cliché
* Dockers
* Once Hundred Ten
* H2O Massage
* Telemart
* Babalicious
* Fashion Jeans

**SECOND FLOOR**

* Cotton & Cotton
* Urban Eye
* Kiran Fine Jewellers
* Dermalogica
* E-lite Electronics
* Alisons
* GLITZ By Saba
* Khaadi Home
* Nishat Linen
* Hub Handicraft
* M Square
* Astro Gems
* Dolce Saponaria
* H20 Massage

**THIRD FLOOR**

* Object
* Sana Safinaz
* Lawrencepur
* Fifth Avenue
* Hewlett-Packard
* Almirah
* Khaadi
* Tabelz
* Junaid Jamshed
* Alkaram Studio
* Time Square
* IDEAS by Gul Ahmed

**FOURTH FLOOR (Food court)**

* Delhi Spice
* OPTP
* Subway
* Bombay Chowpatty
* China Grill
* London Fries
* Pizza & Pasta Co.
* Taco El Paso
* McDonald’s
* Mirchili
* Whoops
* Movenpick
* Ice Cubes
* Gelato Affair
* Tutti Frutti
* Mamma Roti
* WonderLand
* Berrylicious
* Cinepax

**FIFTH FLOOR**

* Ocean Grill
* Baan Thai
* Shoko-Latte’
* *Emerald Tower*:

*G-19, Block 05, Main Clifton Road , Karachi.*

**Mall Directory**

**SHOPS IN EMERALD TOWER (First Two Floors)**

* Art & Photography
  + Arte
* Electronics & Accessories
  + Apple Studio
* Gifts & Crafts
  + Gift & Kids
  + Kids Care
* Music
  + J&J DVD & CD
* Jewellery
  + ARY Jewellers
  + Aslam Jewels
  + Jamil Sons
  + Mumtaz Jewellers
  + Rivaj Silver
  + Saif Shuja Jewels
  + Seefan Jewels
  + Al-Heera
  + Shuja Jewellers
* Fashion
  + Al-Karam
  + Life Style
  + Women’s Wear
    - Artisan
    - Brand Alley
    - Fakhras
    - Fashion Diva
    - Fashion Heaven
    - Glam
    - Mifrah
    - Rameens Studio
    - Sapphire
    - She
  + Men’s Wear
    - Expo Store
    - Royal Kurta Palace
    - Raymond
  + Kid’s Wear
    - Guts
    - Eden Robe
    - Born Fabulous
  + Unisex Fashion
    - Denizen
    - Fifth Avenue
  + Footwear
    - Balls
    - Gucci
    - H2
  + Perfume
    - Scentsation
    - Royal Perfume

**FOOD COURT (Third Floor)**

* Chuck E Cheese’S
* Clifton Chowpatti
* Fosters
* Abraham’s Lamb
* Ristoro
* Jest 5D Cinema
* *The Forum*:

*Khayaban-e-Jami, Block 09, Clifton, Karachi.*

**Mall Directory**

**BRAND OUTLETS**

* Men Fashion
  + Cambridge
  + Outfitters
  + Bonanza
  + Dockers
  + Levis
  + Nike
  + Puma
* Women Fashion
  + Zeen
  + Change
  + Bonanza
  + Feathers
  + Yasmine
  + Vinnci
  + Mashal
  + Qualita
  + Amir Baig
  + Nudrat
  + Mausummery
  + Origins
* Women Lingerie
  + Marks Victoria
* Kid’s Fashion
  + Hangten
  + Ochre
  + Eden Robe
* Unisex Fashion
  + Levis
  + Dockers
  + Puma
  + Nike
* Shoes & Handbags
  + For Men
    - Bata
    - Levis
    - Puma
    - Bali Shoes
  + For Women
    - Bata
    - NewYork Avenue
    - Vinnci
    - Samia Azmay
    - Walkeaze
    - Eastern Girl
  + For Kids
    - Bata
    - Eden Robe
    - Ochre
* Jewel & Gems
  + Chottani Jewels
  + Bilal Jewel Collection
  + Gold N Gold
  + Sarjhani
  + Shuja Jewel
  + Rais Jewel
  + Awais Jewel
  + Ameen Jewel
  + TRJ
  + Zubaidas Jewel
  + Jewel Collection
  + Silver City
* Watches
  + Swiss Watch
  + International Watch Company
* Toys & Gifts
  + LEGO
  + SHOPPE
  + Pen World
  + Game Zone
  + Teens & Kidz
  + Paper Boutique
  + Colors Xpression
  + Crystal Palace
* Beauty & Health Care
  + The Body Shop
  + Green Roots
  + Saeed Ghani
* Eyewear & Eye care
  + TIMEFRAME
* Electronics & Gadets
  + OSIM
  + Media Centre
  + Gadget Shop
  + Just For You
* Book Stores
  + Liberty Books

**FOOD COURT**

* EBCO
* Dunkin’ Donuts
* Gelato Affair
* Movenpick
* Espresso
* Time Out
* The Nacho Spot
* *Park towers*:

*Shahrah-e-Firdousi, Clifton , Karachi.*

**Mall Directory**

**LEVEL 1**

* 101 – Kurta Corner
* 102 – Bumble & Bumble
* 103 – Adidas
* 104 – OXFORD
* 105 – ChenOne
* 106 – JS Bank
* 107 – The Body Shop
* 108 – fnkasia
* 109 – WalkEaze
* 110 – U.N Chhotani
* 111 – Time Shop
* 112 – Liberty Books
* 113 – Amir Adnan
* 114 – Books & more!
* 115 – Madras Jewel
* 116/118 – Sentiments
* 117 – Nike
* 119 – Amin Jewellers
* 120 – Aureate Jewelry
* 121 – Wrap N Grab
* 122 – Bien Habill/Ironzee
* 123 – Afghan Handicraft
* 124 – Digital Library
* 125 – (none)
* 126 – The Craft Company
* 127 – (none)
* 128 – EBH
* 129 – 1st Step
* 130 – Deepak Perwani
* 131 – Perfume Gallery
* 132/133 – Astra Chemist
* 134 – Scentsation
* 135 – ParkTowers SuperMart
* 136 – (none)
* 137 – Junaid Jamshed
* 138 – Taneez
* 139 – Sputnik
* 140 – Gold Mark
* 141 – EGO
* 142 – Movenpick
* 143 – The CAMBRIDGE
* 144 – Bonanza
* 145 – (none)

**LEVEL 2**

* 201 – Out Fitters / Fifth Avenue
* 202 – Samsonite
* 203/204 – HUB
* 205 – ChenOne
* 206 – (none)
* 207 – McDoland’s
* 208 – Born Fabulous
* 209 – GUTS
* 210/211 – Levis’
* 212 – MARIA. B
* 213 – Baab-e-Rehmat
* 214 – Fashion Factory
* 215 – Khadi Khaas
* 216 – Galleria Gultex
* 217 – (none/empty)
* 218 – Heritage (2nd floor)
* 219 – Mantra
* 220 – Royal Tag
* 221 – Charcoal
* 222 – Fashion Jeans
* 223 – Jafferjees
* 224 – Zeen By Cambridge
* 225 – Nairang
* 226 – Khaadi
* 227 – Object
* 228 – Accessorize
* 229 – Khaadi Kids
* 230 – Aroushi
* 231 – Master Molty Foam
* 232 – JOCKEY
* 233 – United Mobile
* 234 – Senorita Classic
* 235 – Syeda Amera
* 236 – Gul Ahmed

**LEVEL 3**

* 301 – Bata
* 302 – Game Boutique
* 303 – Hush Puppies
* 304 – Hang Ten
* 305-A – ShowStopper
* 305-B – Diners Exclusive
* 306 – N.N Toys & Watches
* 307 – Saeed Ghani
* 308 – AU Technologies
* 309 – Time Zone
* 310 – Bijoux-de-Sarwana
* 311 – Madiha Gohar
* 312 – Marks & Victoria’s
* 313 – Senorita
* 314 – United Colors of Benetton
* 315 – Sarah Atif Fine Pearls
* 316 – (none)
* 317 – Unbeatable
* 318 – Grapes
* 319 – Cross Road (under const.)
* 320 – Rashid Saloon
* 321/322/323 – (none)
* 324 – Children Leisure Park
* 325 – Food Court
  + OPTP
  + Ciao Italia
  + Cha Cha Pizza
  + McDoland’s
  + Movenpick
  + Juices Island
  + Mr. Burger
  + V China
  + Mong Chow
  + Chachu Piru
* 326 – (none)
* 327 – Greeting Gallery
* 328 – Change
* 339 – (none)
* 330 – Diner’s
* 331 – Color Metal
* 332 – (none)
* 333 – Cucci Korner
* 334 – Silveria / Silver Jewels
* 335/336 – Break Out

**Note:** Various images of the malls, has been included with this document.