



PROMOTION

Visiting the local Dukes!

A new Commercial Centre opened its doors last November and we have just spoken with the manager Katerina Krasnevskaia who gave us some interesting details about this completely renovated, unique, warm and welcoming environment.

Katerina, what exactly does the declaration that has recently appeared on the streets 'Be a Duke' mean?

Duque, Duke in English, is a British nobleman holding the highest hereditary title outside the royal family, ranking immediately below a prince and above a marquis; a member of the highest rank of the British peerage and European aristocracy. Also the title duk survived in the Eastern Roman Empire where it was used in several contexts signifying a rank equivalent to a captain or general.

Here in Tenerife saying Duque we quickly take it to mean the luxurious district in southern Tenerife in Costa Adeje. Playa del Duque is considered the best beach in the resort. Actually, all this downtown area is a high class resort, let's say it has always been highly rated for offering the best service and living conditions with high class luxury in a beachfront setting. Thus, 'Be a Duke' is a special assertion that invites



Katerina Krasnevskaia, the manager of the Duke Shops

you to feel special all 365 days a year.

So Playa del Duque means the Duke's beach?

Of course, apart from the fact that it is the most recent beach zone awarded with the blue flag for its cleanliness, originally it was named after the Casa del Duque, the Castle that everyone can see from the coast line. This majestic mansion was built for the Duke of Abrants in 1936 and was supposed to be the quarters of King Alfonso XIII following the establishment of the Sec-

ond Spanish Republic in 1931, for him to go into exile with all his family. The king didn't come and settled in Rome but the castle remained and now is adorning our zone.

And the Commercial Centre also has its own family history?

This is a history of family values and traditions and a continuity of three generations. Nowadays, the offspring of the García Rozas family are bringing to life the dream of their father who unfortunately was unable to materialise it due to his early death. The idea was

to renovate the centre that was built by their grandfather.

However, there is something Duke-like in this case, isn't there? Fathers' precepts, keeping traditions and properties. Do you have any title?

I gained the crown of Dama Tropicana in 2017. It was a fair and quite thrilling competition during the annual International Charity Festival that is supported by the local Arona authorities and is held at the Auditorio Infanta Leonor in Los Cristianos. So the Duke-theme seems attractive to me.

Is that why you started being a Director here?

Well, I have always been searching for a job like this where I am able to use my personal experience in sales, fashion, blogging and marketing. It's a great transformation for me. Besides I love fashion like almost every woman! And so, I'm happy to be a representative of The Duke Shops.

Tell us more about this new Commercial Centre?

Ok, to begin with The Duke Shops is a new retail space established in a different way, not as primarily places to connect consumers with products, but as places where people engage with brands, experiences, entertainment, service providers, and even live and work.

We chose the operators with the original concept-store projects and certainly with their

successful market experience.

Each brand needs to be modern, open to a wide target public and be affordable but with high quality. Here we suggest a new range of boutiques not typical for the mass market traditions of the Island. For example, three brands like Armani Exchange, Ted Baker and Poden&Cool are entering the Island for the first time.

Also we offer a comfortable food-court on the upper floor with the crafted food, so-called 'artesanal' in Spanish. Finding good restaurants is very important to us. We would like to see the service models where the food served is still of the highest standard but where service time rivals that of traditional 'fast food' outlets.

So you are very welcome to The Duke Shops, especially now during The Sales! Be smart and visit us soon! We are waiting for you!!



MARCH CONCERT

← *Europe: 40 years in the music business*

The March air in the Canaries will be filled with the sounds of rock by the Swedish band Europe on March 22 and 23.

The band is one of the most internationally successful groups of the 80s and 90s. One of their greatest successes was the song *The Final Countdown*, which was released in 1986 and made the band famous worldwide. In a career spanning 40 years, the

Europe to rock the Canaries

melodic rockers that formed in 1979 have sold over 100 million albums. Their last album *Walk the earth* was released in 2017.

Europe will perform at the Gran Canaria Arena in Las Palmas on Friday March 22 and at the El Peñón Stadium in Puerto de la Cruz, Tenerife on March 23. Both concerts start at 10pm. In the case of Gran Canaria there are three audience areas:

"The Final Countdown" right in front of the stage with its own entrance and tickets costing €79, Rock the night on the field with a price of €49 and Carrie in the unnumbered spectator stands for €39. In Tenerife tickets are available for €79 in the VIP area and for €39 elsewhere. Tickets are available from Mari Paz footwear stores or online at www.tomaticket.es.

