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.DIGITAL
 IN MILAN, A TASTEFUL TAPESTRY
 *SAUDI 100 at WHITE Milano

written Chidozie Obasi

LE MILE unpacks the culturally-enriched landscape of Saudi fashion, spotlighting a wealth of talents at the vanguard of change.

The creative pursuit of the global fashion community is no mean feat, as designers — rising and established — are grappling with systemic downturns day in and day out. But in times of social unrest and politically-complex scenarios, what can the system do to secure a healthier, far more diverse place in the industry that pledges to be progressive? Saudi Fashion doesn't always epitomize bunks and veiled garments; rather, it juxtaposes the elegance of modest fashion and the art of conceal and reveal, with a subtly refined take on women's dressing without the urge to unleash too much flesh.



coat **Mona Alshehli**
 skirt **Dar Bella Fashion House**

The renowned fair WHITE Milano and the Saudi 100 Brands program is here to prove just that: set to launch into this season with a new format, an event taking place during Milan Fashion Week at the Palazzo Serbelloni on September 20th, it fuses dance, culture and fashion, with a gala activation that will showcase the Saudi collections across five distinct categories.

Each collection will be presented with its own unique scenography and choreography, curated with the participation of dancers from the renowned La Scala Theatre. This season's initiative lies in the Saudi 100 Brands program, an initiative by the Saudi Fashion Commission that provides essential tools and resources, empowering designers to share their work with global audiences and achieve international acclaim through distinctive styles. Moreover, building upon the success of their collaboration last year, WHITE Milano and the Saudi Fashion Commission are set to raise the bar yet again.



dress **ARMN**
 shoes **Santoni**

All designers will display within one dedicated space, collectively enriching and elevating each individual artistic identity. The diverse group of Saudi talents, most of which is female, is poised to take the exhibition's stage, showcasing an exciting array of couture, ready-to-wear fashion, handbags, jewelry, fragrances, and footwear collections. Both seasoned and emerging Saudi designers are weaving the essence and narrative of their homeland into their creations.

From flouncy gowns to deliciously-cut toppers, peruse LE MILE's edit of Saudi designers who are making a poised statement for the modern woman. You're welcome.



top **Noura Alghilali**
 skirt **MD29**



top **MD29**
 skirt **Mona Alshehli**



total look **Linen By A**

team credits
 seen **Davide Frandi**
 fashion director **Chidozie Obasi**
 contributing editor **Dennie Cappabianca**
 hair & make-up **Alice Tonri**
 talent **Sophie Thiam**



dress **Khharaz By Shamma**
 boots **Santoni**



total look **Agmarat**