

سکیل
SCALE



WHITE®
SIGN OF THE TIMES

WHITE Milano, will return from September 22 to 25 in the Tortona Fashion District - in conjunction with Milan Fashion Week - with its renowned content show dedicated to women's prêt-à-porter fashion. Among the many new additions, always in line with the DNA of the show that rewards talent, research and sustainability, a special interest belongs to the new collaboration started with Scale7.

Scale7 is the first fashion and design business incubator founded by Qatar Development Bank (QDB) in partnership with M7. Participating in a well-established and popular international tradeshow like WHITE not only showcases Qatar's vibrant creative talent, but also fosters valuable cultural and business exchanges with Italy. The so-called Lounge, at 27 Via Tortona, is going to be the location dedicated to the collaboration between WHITE Show and Scale7 where the ten designers showcase their collections for the SS24 season.

Scale7 was created specifically as a platform and hub for promising and innovative entrepreneurs aspiring to create Qatar's next iconic brands and for startups aiming to grow their businesses exponentially.

In line with its mission to develop and promote Qatari startups and SMEs, Scale7 is participating in WHITE Milan by supporting the presence of 10 brands. The brands present are: **Dana Riad, Drizzle, Fursan, Harlienz, Hissa Haddad, Irreplaceable, JWHAR, LIN, Marpholio and Maryam Al Darwish.** Their fashion designs cover different product categories, from ready-to-wear clothing to the modest fashion of abaye and kaftans, moving on to footwear, bags and accessories.

Dana Riad caters to the modern woman who moves from the battlefield to the city. The dresses represent a unique blend of femininity and boldness. Delicate details and Swarovski drops adorn each garment, supporting the conquest of urban landscape with strength and elegance.

Drizzle is a womenswear brand that focuses primarily on creating timeless, elegant and minimal garments. It aspires to see its garments everywhere, worn by people of all ages and cultures, spreading happiness and confidence and leaving an indelible mark on the fashion world.



DANA RIAD



DRIZZLE

Fursan talks about luxury with a local accent, producing leather goods and lifestyle accessories. Founder and creative director Ibrahim Al-Haidos holds a master's degree in Business & Luxury brand management from HEC-Paris and is committed to showcasing Qatar's untold and culturally rich stories through his luxury designs.

Created using a combination of luxury fabrics and craftsmanship, **Harlienz's** garments are instantly recognizable and mix style, femininity and minimalism. It is the first Qatari brand to participate in New York Fashion Week.

Hissa Haddad is a luxury footwear brand that offers Italian-made shoes designed by entrepreneur and designer Hissa Al Haddad. The brand was born out of Hissa's passion for shoes and the art of shoemaking, which ignited a desire to create a line that was exceptional in both design and comfort.

Irreplaceable creates cutting-edge designs that embody the spirit of luxury and exclusivity. He believes that fashion is more than just clothing: it is an expression of individuality and artistry.

JWAHR is a brand with a passion for expressing Middle Eastern art through fashion. The designer thought of making people wear the artworks instead of hanging them on walls and easels. JWAHR's artwork collection includes hand-carved and painted wooden bags and hand-embroidered pure pashmina shawls.



FURSAN



LIN

LIN reinterprets traditional clothing with a new clean and modern design. These garments represent the evolution of fashion in the region, shaped by rich culture and contemporary influences. Founded with a passion for sustainable fashion and a love for the natural beauty of linen, LIN is for those who seek comfort, elegance and individuality.

Marpholio is a ready-to-wear clothing company founded by Maryam Alboainain. Marpholio responds to the growing demand for elegant, contemporary clothing and outerwear while maintaining a commitment to high-quality craftsmanship. The brand has earned a well-deserved reputation for its unique designs, attention to detail, and commitment to the use of fine materials.

Maryam Al Darwish is a new-age fashion brand, renowned for fashionable garments made from the highest quality natural fabrics, ensuring that every single thread is used without waste.



MARYAM



MORPHOLIO