



The iconic collections of 13 Saudi 100 Brands designers are set to feature at a ten-day pop up at an historic Milan concept store, 10 Corso Como, the symbol of international creativity.

Beginning on 19 September, an evening reception will launch the event, providing buyers with the opportunity to view and purchase the creations of Saudi designers.

Arab fashion has a long history of sophistication and style, and the pop up will feature a collection of extraordinary designs created by some of the most iconic Saudi designers. The collections embody the essence of Arab art and elegance, celebrating the cultural heritage and innovation of local fashion designers.

The designers behind the collections were inspired by the rich cultural history of Saudi Arabia and traditional artistry and design. This led them to create unique garments combining the past and present, in an extraordinary expression of style.

The collections feature evening gowns and everyday attire with distinctive cuts and fine fabrics that catch the eye, modern designs inspired by traditional elements, uniting past and future, light and flowing dresses that evoke elegance and femininity.

They are a testament to the creativity of designers who continue to redefine fashion standards around the world where each dress tells a story and embodies the vision of its designer.

In addition to clothing designs, the event will also showcase creams, oils, perfumes, and various other skincare products with fragrances inspired by Middle Eastern culture.

Here is an overview of the designers and their collections that will be presented at the 10 Corso Como pop-up store.

DESIGNER



Agmarat is a Saudi fashion brand renowned for its collection of elegant caftans and dresses. The brand prides itself on modern designs adorned with simple yet vibrant embroidery, making them the perfect choice for daily elegance. Each piece is carefully crafted using the finest materials, resulting in unique and exquisite designs. Style, elegance, and exceptional quality are at the core of Agmarat's creations, ensuring a truly luxurious experience.

Dananeer is a Saudi fashion brand by Zahra Alsogair. Zahra has always had passion for art and fashion, and Dananeer is the embodiment of her creative personality. Proudly born and raised in Saudi Arabia, Zahra studied Interior Design. Her exposure to other cultures helped shape the artist in Zahra. She finds inspiration in everything she sees around her, and she is always in pursuit of new design ideas.

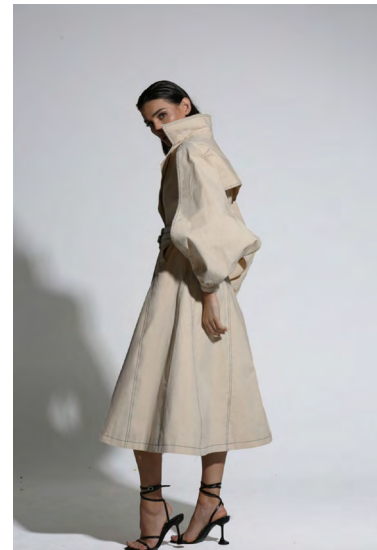


DERZA is about two Saudi fashion designers who are passionate about their culture and its power. They design modern feminine fashion for evening wear that highlights feminine beauty and strength with love.



Ivory fashion, a Saudi ready-to-wear brand, is dedicated to empowering women who inspire those around them with their elegance and self-expression through fashion. Recognising that every woman possesses her own unique identity, the brand embraces individuality and offers clothing that allows women to confidently showcase their personality through their wardrobe choices. Ivory fashion celebrates the diverse beauty and style of every woman, making them feel truly exceptional in what they wear.

Mona Alshebil, a luxury contemporary brand, draws inspiration from Saudi heritage to create timeless pieces that celebrate the success of women. Influenced by the reflection of life and the need for positive change, the brand's modern, feminine designs embody the joyful colours of summer and the essence of classical elegance. Committed to sustainability, Mona Alshebil strives to craft high-quality fabrics and timeless styles that endure through the years and can be worn in versatile ways, creating a fresh look each time. With a vision to change the narrative, the brand encourages a conscious approach to fashion, advocating for buying less while still embracing style and sophistication.



RBA New York is a hybrid Saudi-American brand, hailing from the fashion capital, New York. Its distinctive, sustainable, and cross-cultural designs made their runway debut at New York Fashion Week. The brand draws inspiration from various cultures, traditions, art, and the designer's travels. Each piece is crafted using locally-sourced fabrics, presenting a vision of diverse cultures that embody a harmonious fusion of traditions within a single design. RBA New York celebrates individuality and embraces diversity, aspiring to be an inspirational brand where the essence of unified beauty from different cultures shines through its sustainable creations.



Linen by A is a Saudi ready-to-wear fashion brand established in 2021 by Amal Abdullah. It is an online-based shop that creates classic, casual and above all comfortable linen looks.

MD 29 is a womenwear and streetwear brand, unique in its creative and innovative designs. It employs the best materials and fabrics to achieve a look of simplicity in design and innovation.



Reham Nassier is a Saudi fashion brand that specialises in white shirts and dresses. It has put a completely fresh spin on the wardrobe staple, creating designs that make the wearer look effortlessly elegant.



Where East meets West, the brand draws inspiration from the spiritual journey through cultures and time, effortlessly combining function with flair. **Samar Nasraldin** delivers a modern, versatile wardrobe for today's woman with the aim of creating a new informal form of beauty. With clothing designed and produced in-house in Saudi, the collections showcase the finest craftsmanship and materials.

Sajas is a Saudi fragrance brand that bears the creative vision of its founder, Saja Al Yousef. The brand not only specialises in crafting captivating fragrances but also boasts an exquisite collection of womenswear and beautifully designed bags.



Jayla is a luxury Saudi bath brand that seeks to provide the best product experience across its collections. Jayla also offers a range of skin products for a refreshed, youthful look.

The pop up will be open to the public from 10.30am-8.30pm from 20-25 September and from 10.30am-7.30pm on 26-28 September 2023.