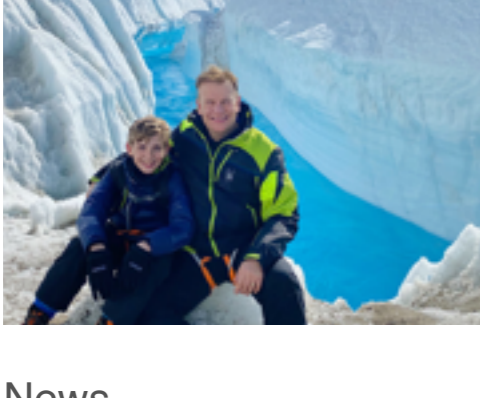


14.06 2023 13:22h SAUDI COUTURE: WHITE MILANO 2023 SHOWCASES RISING FASHION ICONS

WHITE Milano 2023 Welcomes Emerging Saudi Talent

BY @ZAINAB UJJAINI

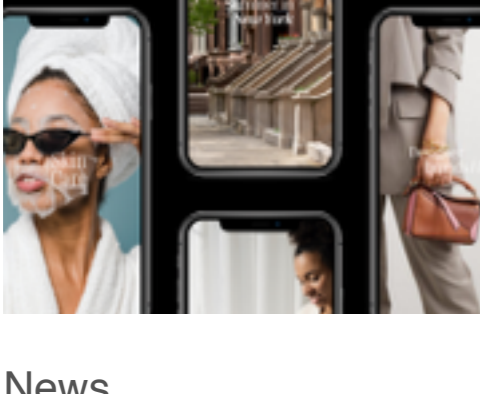
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The talented designers affiliated with the renowned Saudi 100 Brands program are poised to make a resplendent return to WHITE Milano, an eagerly anticipated affair held during the illustrious Milan Fashion Week.

Within the confines of this trade show, distinguished as one of the preeminent platforms for women's fashion, budding designers will find their abode in one of five dedicated special areas from the 22nd to the 25th of September.



Amidst this backdrop of sartorial excellence, the Saudi 'special area' is diligently organizing a majestic exposition, as visionary designers converge to unveil their latest collections spanning the realms of women's fashion, accessories, and jewelry.

The overarching aim of the Saudi 100 Brands program is to embolden Saudi designers in nurturing and expanding their ventures in the realms of fashion, luxury, and jewelry.



Through an intricate tapestry of masterclasses, immersive workshops, intimate one-on-one mentorship sessions, and holistic professional development opportunities facilitated by industry leaders and experts, the initiative has already borne fruit.

The specialized mentoring provided encompasses ten distinct categories, encompassing a wide spectrum of artistic expressions. From the realm of ready-to-wear attire that seamlessly marries style and functionality, to the realm of traditional garments that pay homage to cherished customs;

Burak Cakmak, CEO of the Saudi Fashion Commission, said: "I couldn't be prouder of our designers as they continue to wow audiences on the global stage with their original and inventive designs. "The Saudi fashion scene is like no other. It celebrates Saudi's cultural legacy – its history of talented artisans and sophisticated craftsmanship – along with a love of luxury, extravagant couture, and the contemporary. "Supporting Saudi designers to reach international markets and showcase in front of influential buyers and decision-makers is important to strengthen their international presence. We look forward to collaborating with new supporters from around the world at this year's show."

The designers participating in this program form a diverse and vibrant cohort, spanning a wide range of ages from 20 to 70. Notably, 85% of these remarkable individuals are women, adding a compelling dimension to the narrative. Among their ranks, one finds both graduates of prestigious international design schools and self-taught artisans, each endowed with an unwavering passion and an indomitable spirit.

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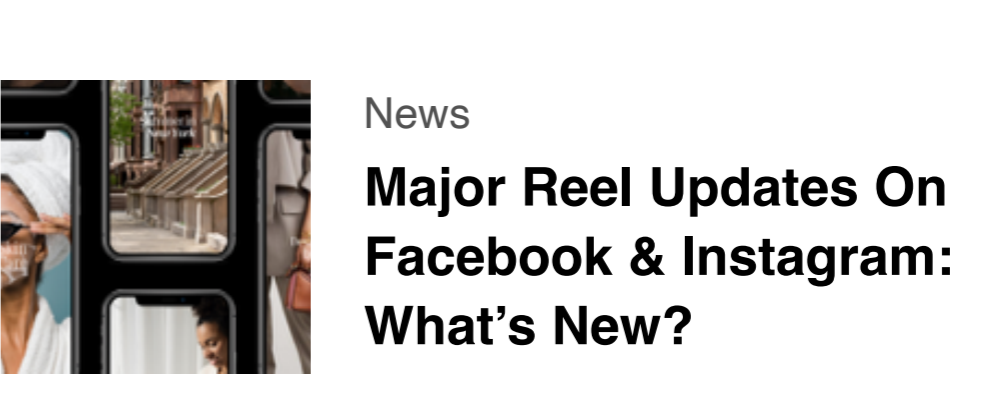
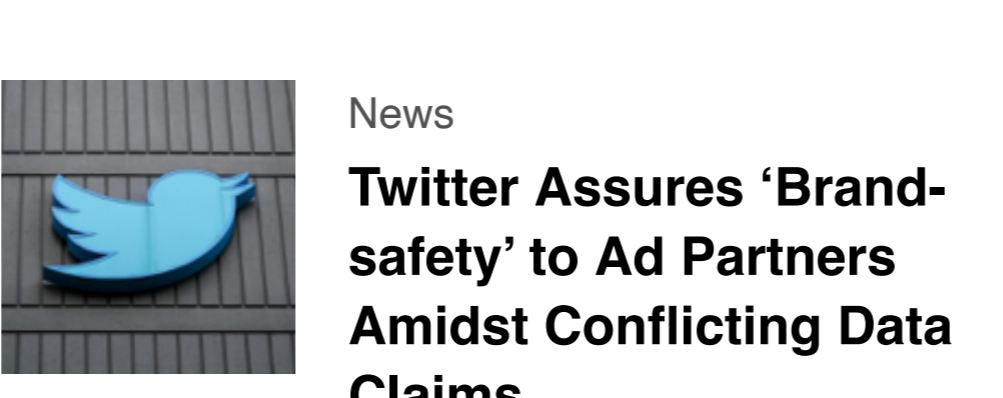
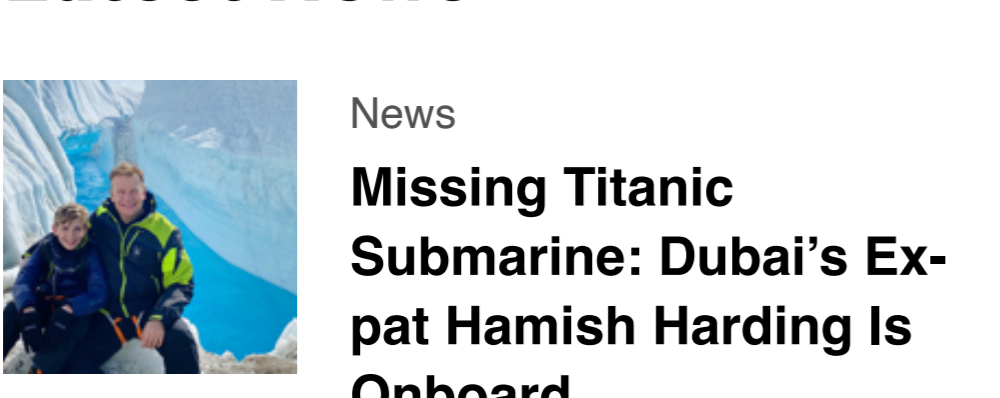
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