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SAUDI COUTURE: WHITE MILANO 2023 SHOWCASES RISING FASHION ICONS

WHITE Milano 2023 Welcomes Emerging Saudi Talent

BY @ZAINAB UJJAINI 🕇 🎔 🖂 in

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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. Their presence at last year's event left an indelible impact, and they now prepare to captivate the international market once again.

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. Nestled in the heart of Milan's Tortona Fashion District, WHITE Milano orchestrates a grand spectacle where emerging talents are unveiled to the world, forging connections with esteemed international fashion buyers, retailers, and the press.



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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. This display promises to leave an indelible imprint on the discerning audience in attendance.

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. Equipping them with a comprehensive arsenal of tools essential for success in both local and international markets, this program stands as a pillar of support for their aspirations.



Through an intricate tapestry of masterclasses, immersive workshops, intimate oneon-one mentorship sessions, and holistic professional development opportunities facilitated by industry leaders and experts, the initiative has already borne fruit. Fashion designers nurtured by this program have garnered acclaim on a global scale, showcasing their talent and creations at prestigious events held during New York, Paris, and Milan Fashion Weeks.

The specialized mentoring provided encompasses ten distinct categories, encompassing a wide spectrum of artistic expressions. From the realm of ready-towear attire that seamlessly marries style and functionality, to the realm of traditional garments that pay homage to cherished customs; from visionary concepts that push the boundaries of imagination, to premium collections that exude opulence and refinement; from meticulously crafted demi-couture ensembles that epitomize artistry to breathtaking bridal creations that weave dreams into reality; from exquisite handbags that marry elegance with practicality, to mesmerizing jewelry pieces that radiate timeless beauty. And starting this year, the program has expanded its purview to encompass fragrances and footwear, further enriching the creative tapestry.

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 selftaught artisans, each endowed with an unwavering passion and an indomitable spirit.

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