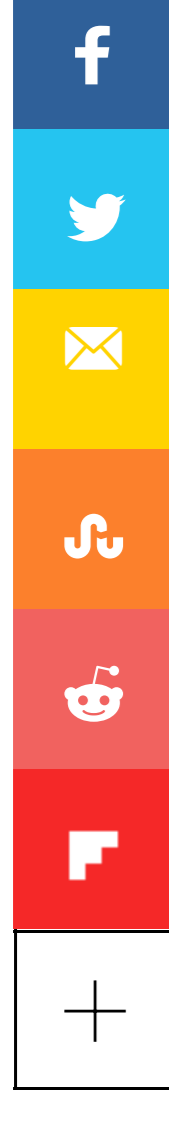




By Mehtab Malik

DESIGNERS FROM SAUDI 100 BRANDS ARE SET TO RETURN TO MILAN FASHION WEEK IN SEPTEMBER

Another triumph for Saudi designers.



Courtesy of Saudi Fashion Commission

After their successful stint last year, fashion designers from the Saudi 100 Brands programme are returning to Milan Fashion Week for WHITE Milano, the leading tradeshow for womenswear, at the Tortona Fashion District in Milan. Also known as a launch platform for growing brands, the event is created to link international fashion buyers, retailers and the press with emerging designers.

From the 22nd to the 25th of September, the Saudi designers will showcase their creations to the international market at one of the five designated areas at the trade show. The area dedicated to Saudi designers will have an extensive exhibition highlighting their latest collections across women's fashion, accessories and jewellery.

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The CEO of WHITE, Brenda Bellei, expressed her enthusiasm at welcoming the designers, saying, "we look forward to welcoming talented Saudi designers to WHITE during Milan Fashion Week for the second year running." She continued, "the fashion community is fascinated by the blend of traditional elements and innovation in their collections and we are honoured to provide the designers with a platform to connect with press and buyers from some of the most important boutique and department stores around the world."



Courtesy of Saudi Fashion Commission

Saudi Arabia's fashion scene has been flourishing for the past few years, propelling the Kingdom's rich heritage and cultural legacy to international outlets. Saudi has exhibited a boundless dedication to showcasing its artisans and their skillful craftsmanship. In efforts to support the campaign, the Saudi Fashion Commission was established in 2020. "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," expressed Burak Cakmak, CEO of the Saudi Fashion Commission.

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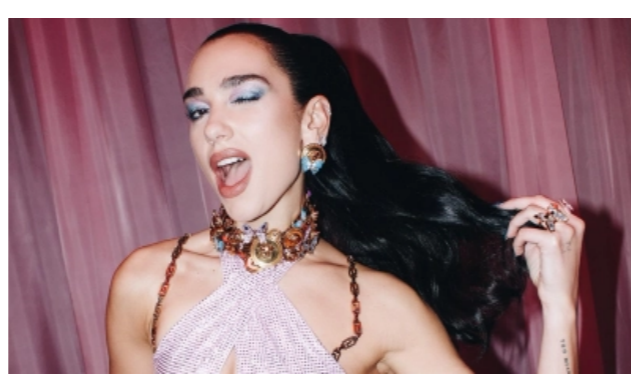
The Saudi 100 Brands programme empowers Saudi designers in the fields of fashion, luxury and jewellery, providing them with the necessary resources to succeed in both local and global markets. Through a comprehensive approach that includes masterclasses, workshops, personalised mentorship sessions and professional development opportunities, led by industry leaders and experts, this initiative has already produced accomplished fashion designers who have gained recognition worldwide. The program's focused mentorship covers ten distinct categories, including ready-to-wear, traditional, concept, premium, demi-couture, bridal, handbags, jewellery, as well as fragrances and footwear. Notably, they have participated in esteemed events such as New York, Paris, and Milan Fashion Weeks.

[Read More: Meet Yasmeen Mjalli, The Palestinian Designer Behind Ngi Collective](#)

topics: SAUDI ARABIA DESIGNERS, FASHION, SAUDI FASHION COMMISSION, SAUDI ARABIA, ARAB FASHION, FEATURED



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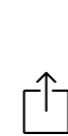


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