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Fashion News

100 Saudi Brands Are Going To Milan For Fashion Week



Following their debut in New York, one hundred Saudi fashion designers have headed to Milan to show off their latest collections at an international wholesale exhibition during Milan Fashion Week. From 22nd to 25th September, the Saudi 100 Brands showcase is available to view at the ExpoWhite exhibition, which is organized by the Saudi Fashion Commission in collaboration with WHITE Milano.

Of the one hundred designers showing at the Saudi 100 Brands exhibition, 80 are female and work on their labels from within the kingdom. The designers were selected from around 1,500 submissions and carefully chosen in the top 100 based on their pieces and concepts.



Burak Cakmak, Chief Executive Officer of the Saudi Fashion Commission, said in a released statement about the Saudi fashion exhibition, "The Kingdom of Saudi Arabia has a rich culture shaped by the diversity of its people, traditions and heritage. Through Saudi 100 Brands we will honor artisan tradition, embrace technology, nurture creativity, and inspire the next generation of Saudi designers to share their talents with the world. We would like to express our gratitude to WHITE for creating ExpoWhite, a unique program that builds a bridge between fashion creatives and the international fashion community."



The Saudi brands exhibiting include Adefes, Almuahisen Jewellery, Atelier Hekayat, Bovenue - By Sadeem, Charmaleena, Dazluq, Dollybrand, Eman Joharjy, Kaf By Kaf, Khawla Al-Aiban, Lillian Ismail, Loomer Jewellery and Lurline, among others.



Brenda Bellei, Chief Executive Officer of WHITE, added, "We are excited to launch ExpoWhite and profile a new generation of designers and brands from diverse backgrounds on the global fashion stage. Saudi 100 brands will celebrate Saudi's local fashion talents and showcase the Kingdom's growing fashion industry to a new audience."

Saudi Fashion | Saudi Fashion Brands | Saudi Fashion Brand | Saudi Fashion Designer

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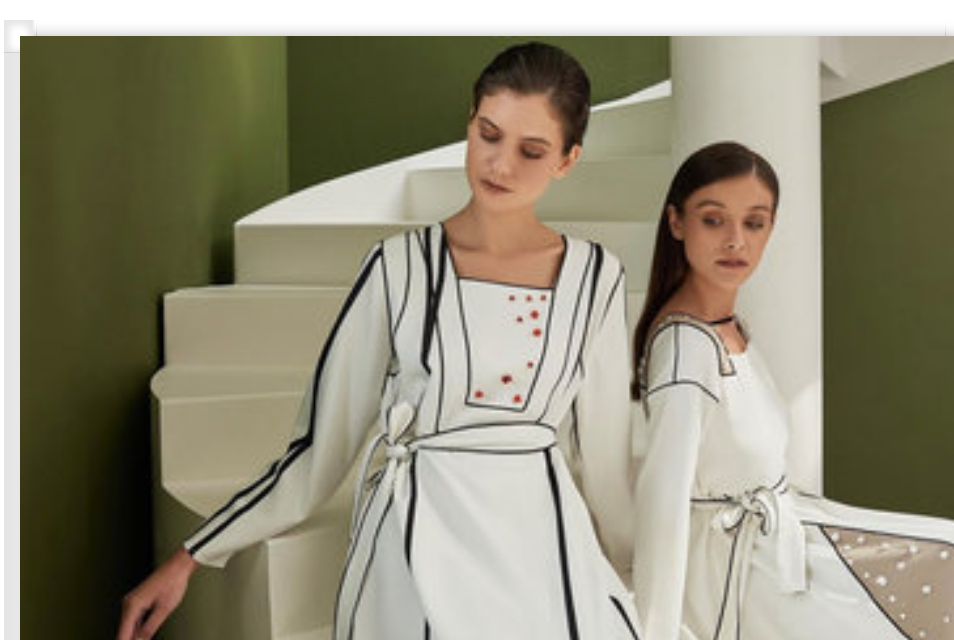
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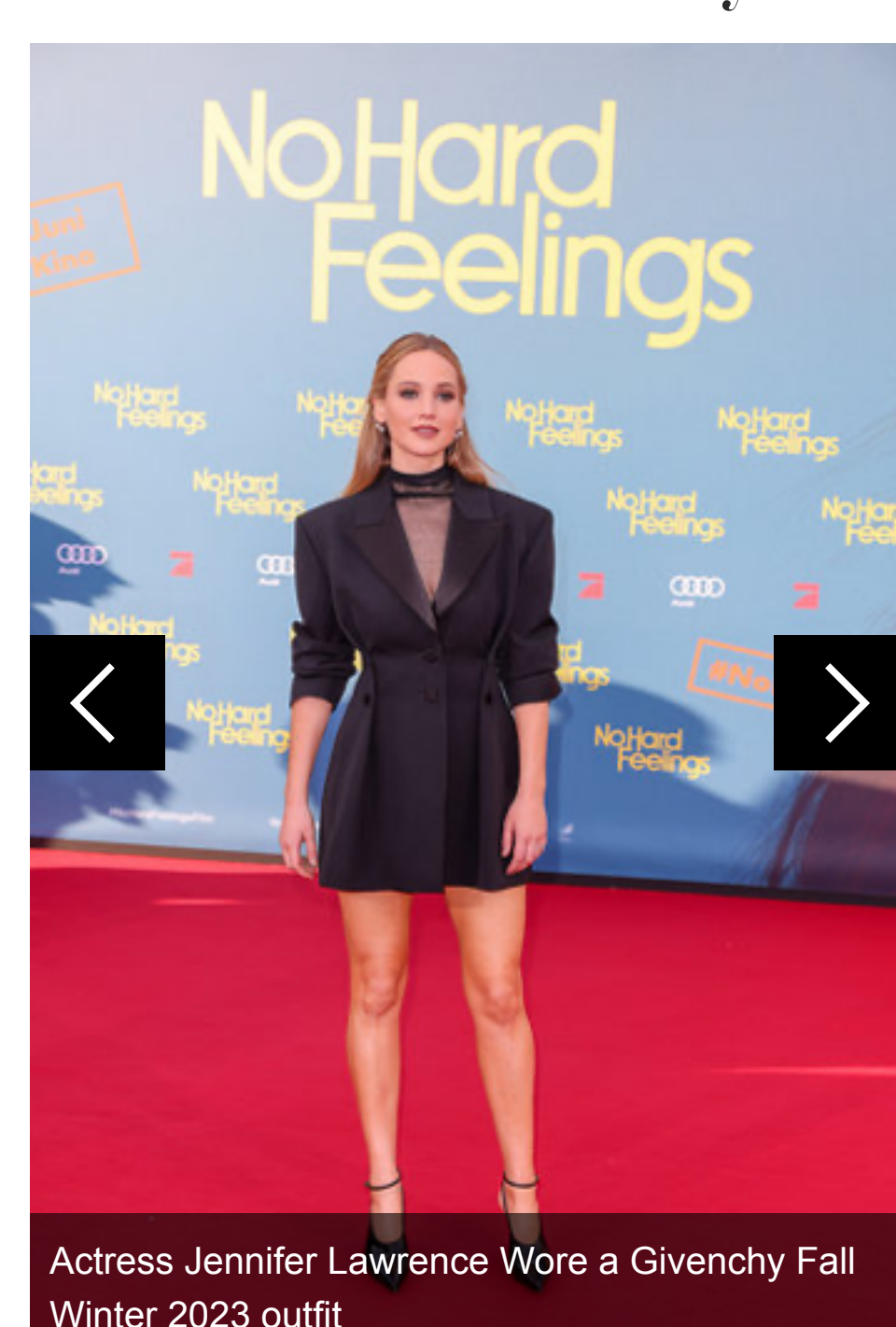
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Celebrity Style
Nesrin Sanad paired her glamorous black dress with deep blue sapphire and diamond jewellery from La Marquise

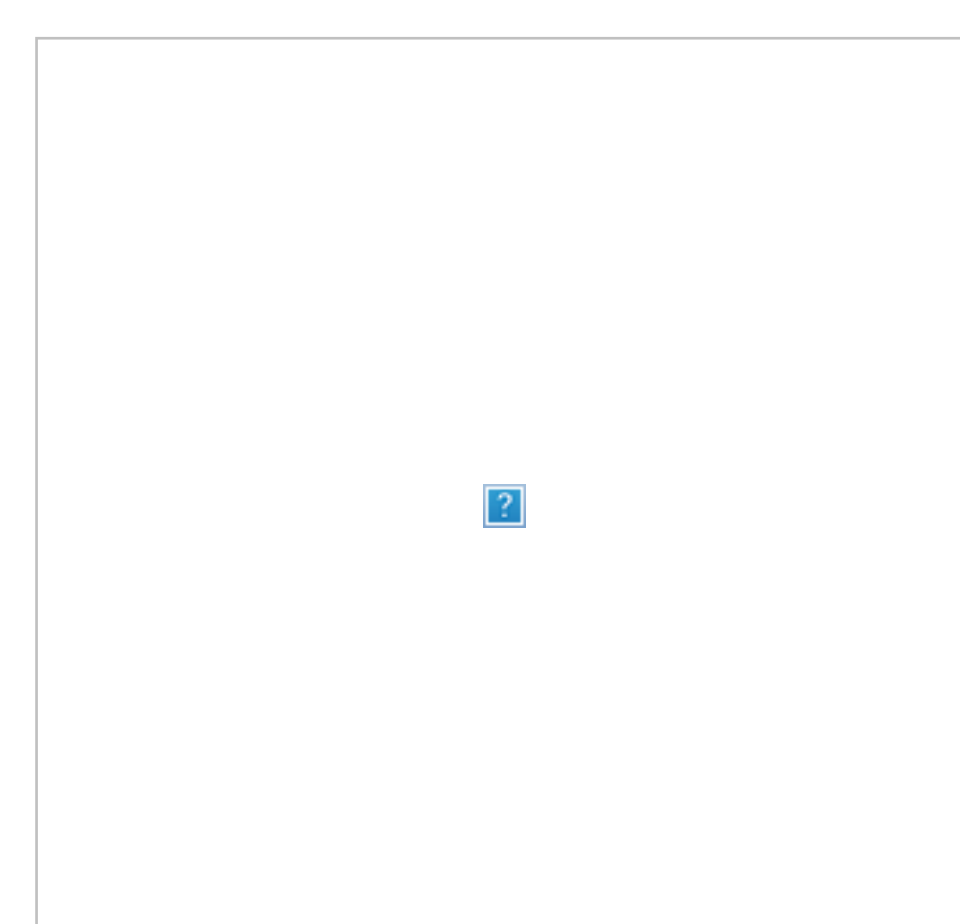
Celebrity Style
Flora Coquerel dazzled in La Marquise's Lumière and Luna collection

Look of the Day

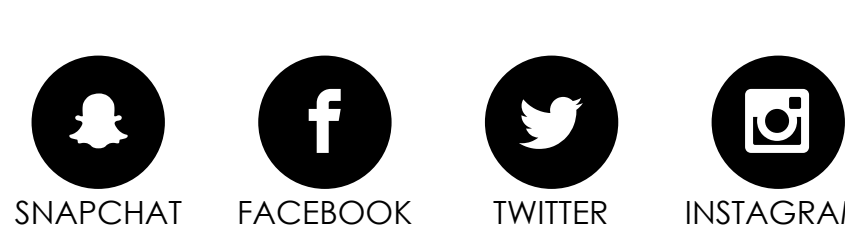


Actress Jennifer Lawrence Wore a Givenchy Fall Winter 2023 outfit

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