



FASHION, NEWS

EMERGING SAUDI FASHION STARS ARE RETURNING TO MILAN FASHION WEEK THIS SEPTEMBER.

Catch them at WHITE MILANO.

June 9, 2023
JESSICA BOUNNI



Saudi 100 brands make a resplendent return to WHITE MILANO after last year's powerful success.

Mark your calendars from September 22nd to 25th as these remarkable Saudi fashion pioneers take center stage within one of the five dedicated special areas, captivating the International market with their unrivaled craftsmanship. WHITE Milano 2023 promises to be a breathtaking event, intertwining culture, innovation, and boundless creativity. Nestled in the heart of the Tortona Fashion district, this esteemed tradeshow serves as a global stage for womenswear, propelling burgeoning brands into the limelight and facilitating connections between esteemed fashion connoisseurs, retailers, and the media.

Drawing on the resounding success of their previous appearance, the Saudi 'special area' is poised to deliver a grand spectacle, unveiling their latest collections encompassing women's fashion, accessories, and exquisite jewelry. These exceptional designers are part of the esteemed Saudi 100 Brands program, an empowering initiative that nurtures Saudi talent and equips them with the finest tools for triumph in both local and international markets.

This extraordinary program goes beyond conventional mentorship, encompassing a diverse range of masterclasses, workshops, and personalized guidance delivered by industry leaders and experts. Fostering growth in ten distinct categories including ready-to-wear, traditional, concept, premium, demi-couture, bridal, handbags, jewelry, and now, fragrances and footwear, the Saudi designers showcase a remarkable blend of backgrounds and experiences. Spanning a wide age range, from 20 to 70, and predominantly composed of inspiring female talents, they bring forth a fusion of top-notch international education and self-taught ingenuity.

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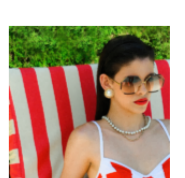
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