

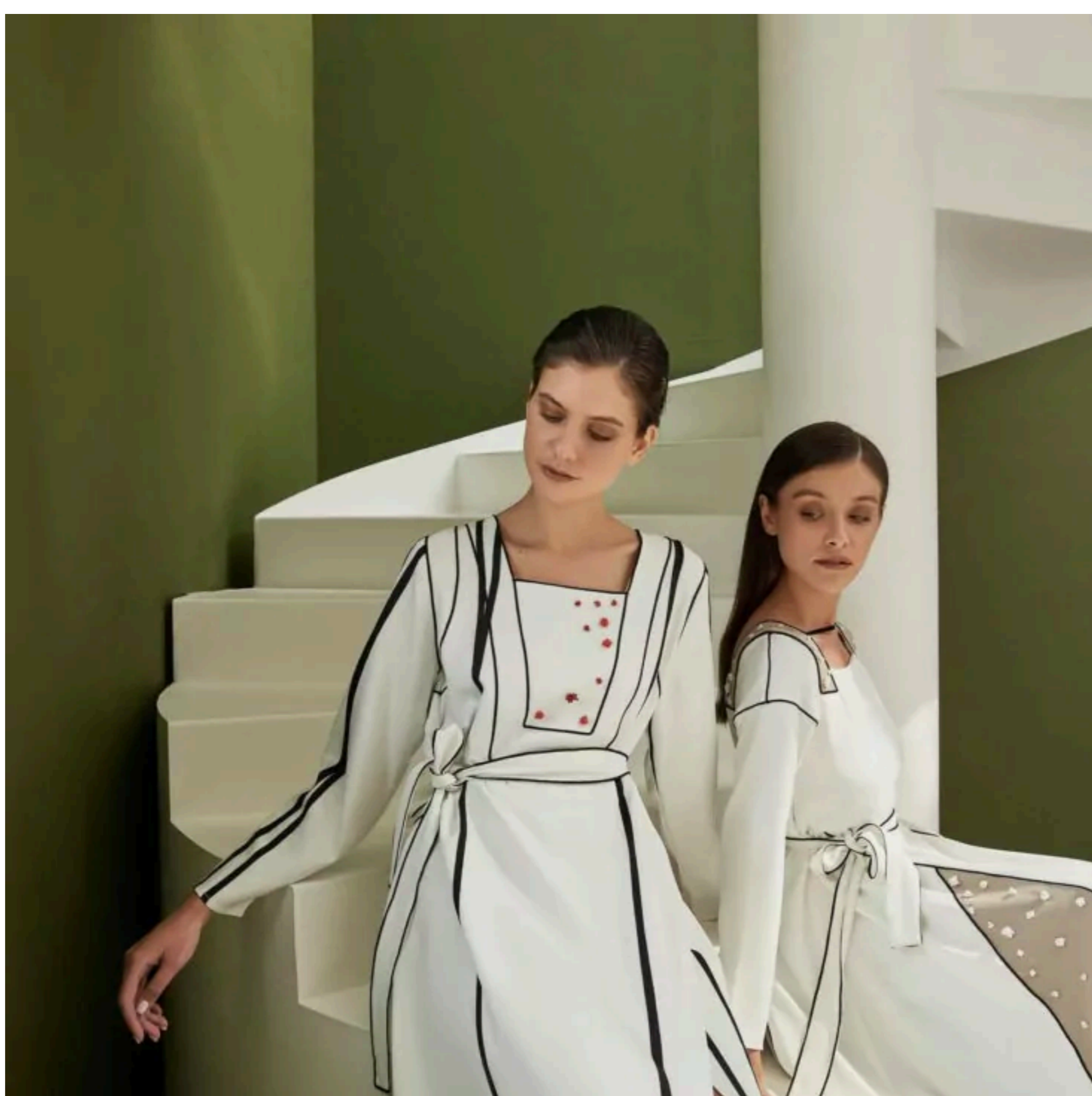


100 Saudi Designers Are Returning to Milan Fashion Week to Showcase Their Latest Creations

With its burgeoning creative presence, the Kingdom continues to flourish

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June 8, 2023



Saudi Arabia has been making drastic strides in setting its imprint in the creative world. This time around, the Kingdom is making its way into the world of fashion, more specifically in Milan. Designers from the Saudi **100 Brands** program are returning to WHITE Milano, one of the most anticipated events of Milan Fashion Week. Running from Sept. 22-25, 2023, the designers will be exhibited in a designated area to an international market.

Womenswear's most important trade show, WHITE Milano, is held every year in the heart of the Milan fashion district, Tortona. It is a launch pad for emerging fashion brands, connecting top international buyers, retailers, and journalists.

"Saudi 100 Brands" empowers local designers to build successful fashion, luxury, and jewelry businesses, providing them with the right tools to succeed locally and internationally. This initiative is already producing fashion designers and enjoying success on the world stage through masterclasses, workshops, mentorship sessions, and professional development provided by industry experts and leaders. It has previously held events in New York, Paris, and Milan Fashion Weeks, among others.

A variety of specialized mentoring programs are offered in ten categories. They are: ready-to-wear, traditional, concept, premium, demi-couture, bridal, handbags, jewelry, fragrances, footwear, and fragrances. Designers range in age from 20 to 70 and are 85% women.

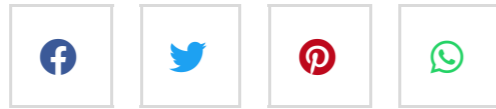
WHITE Milano's value was emphasized by Saudi Fashion Commission CEO Burak Cakmak who said: "The Saudi fashion scene is like no other. It celebrates Saudi's cultural legacy – its history of talented artisans and sophisticated craftsmanship – along with a love of luxury, extravagant couture, and the contemporary. 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."

WHITE's Chief Executive Officer, Brenda Bellei, also stated the following: "We look forward to welcoming talented Saudi designers to WHITE during Milan Fashion Week for the second year running. The fashion community is fascinated by the blend of traditional elements and innovation in their collections and we are honored 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. The Saudi Ministry of Culture and Fashion Commission are helping designers from the 'Saudi 100 Brands' program to reach an international audience and Milan is the ideal international platform to showcase."

WHITE Milano has been running for over 20 years since 2002, four times a year during Milan Fashion Week, where around 1,000 collections are showcased, attracting over 20,000 visitors from around the world each time.

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