

BRANDS
SAUDI 100
براند سعودي

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expo WHITE
MILANO

#MILANFASHIONWEEK23

22.23.24.25 SEPTEMBER 2023

From Riyadh to Milan: over 40 Saudi designers to meet the international market at Milan Fashion Week

Riyadh, Saudi Arabia, 2 August 2023: WHITE Milano, the leading womenswear tradeshow and one of the most anticipated events of Milan Fashion Week, will host more than 43 designers from the increasingly popular Saudi 100 Brands program in this year's edition.

Set in the heart of Milan's Tortona Fashion district from 22-25 September, international buyers will scout the exclusive Saudi showcase for the second consecutive year, with the event serving as a unique touchpoint between promising Saudi designers and influential fashion buyers and industry decision-makers.

The event, born out of a collaboration between WHITE Milano and the Saudi Arabian Fashion Commission, will have a dedicated display area for ready-to-wear and couture fashion as well as jewelry, fragrance, and accessory labels from Saudi's local talent pipeline.

Much-loved and well-established Saudi brands are taking part in this year's Saudi 100 Brands showcase:

Nouf Alsudairi

RBA NY

Mazroud

Uscita

Sarah Intabi

Nh_designer

Vaya Fashion

Ashwaq AIMarshad

Renove fashion by

Najlaalmansour

Agmarat

AIMaha Designs

Dananeer

Dar bella fashion house

Ivori fashion

Mona AIShebil

The Dropped Collection

The Naqadis

The untitled project

Rosa Canina

Yataghan Jewelry

Jayla

Sajas



REHAM NASSIER

Ashwaq AlMarshad, the first Saudi designer to be exhibited in Harvey Nichols Riyadh's haute couture department, is setting her sights on making an impact in Milan to further expand the brand's customer base.

In the accessories category, Saja's "Al-Seffah" SS24 bag collection captures the tradition of palm leaf weaving, inspired by artisans from Al-Ahsa, one of Saudi's six UNESCO World Heritage sites and home to the world's largest palm oasis.

Meanwhile, Saudi's first gender-fluid fashion brand, USCITA, is embarking on a journey to the birthplace of its name, which means "exit" in Italian.

They are joined by an exciting lineup of up-and-coming Saudi designers:

RMRM
 Rebirth
 MD 29
 La Precieuse
 SIGN
 Derza
 NAN
 Norms
 Reema Bawardy
 35 Design
 JF
 Noura Alghilaisi
 Reham Nassier
 Khharaz by Shamma
 Samar Nasraddin
 Ain
 AD by Areej
 Haifa AlHumaid
 Lu Vixen
 RM Jewelry
 Yasmeen Marzouq Jewelry



ALMAHA DESIGNS



RBA NEW YORK

JAYLA



THE NAQADIS



ASHWAQ ALMARSHAD

Tala Abu Khaled's Rebirth is a unisex, ready-to-wear brand with a mission to produce 100% of its garments in Saudi Arabia by 2025. Its Spring/Summer collection will celebrate the versatility, craftsmanship, and creative possibilities of natural fibers.

Jewelry brand, RM Jewelry, by Reem AlMashoug will exhibit exquisite pieces crafted from the finest materials, including gold, diamonds, and gemstones, while Saudi luxury sleepwear brand, La Précieuse, has married comfort with style in a collection of playful kimono robes.

Burak Cakmak, CEO of Saudi Arabia's Fashion Commission, said:

"WHITE Milano is one of the most important events on the fashion calendar for emerging brands looking to make it big."

"With growing consumer and investor interest in Saudi fashion globally, our designers are excited to connect with buyers to see where the most exciting new opportunities to pursue are."

The long-running biannual WHITE Milano exhibition will span several locations, with the Saudi 100 Brands showcase housed in Padiglione Visconti, a new 1,000 square-metre multi-purpose space, that is part of the Laboratori of renowned Teatro alla Scala.

Launched in 2002, WHITE Milano showcases around 1,000 collections, welcoming over 20,000 visitors from all over the world for each edition.

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For more information, please visit
<https://www.whiteshow.com/en/>
and
<https://fashion.moc.gov.sa/en>.

SAMAR NASRELDIN



DERZA



LU VIXEN



NAN

NOTES TO EDITORS

Participating designers from the Saudi 100 Brands program:

1. RMRM
2. 35 Design
3. AD by Areej
4. Agmarat
5. Ain
6. AlMaha Designs
7. Ashwaq AlMarshad
8. Dananeer
9. Dar bella fashion house
10. Derza
11. Haifa AlHumaid
12. Ivori fashion
13. Jayla
14. JF
15. Khharaz by Shamma
16. La Precieuse
17. Lu Vixen
18. Mazroud
19. MD 29
20. Nouf Alsudairi
21. Noura Alghilaisi
22. RBA NY
23. Rebirth
24. Reema Bawardy
25. Reham Nassier
26. RM Jewelry
27. Sajas
28. Samar Nasraldin
29. Sarah Intabi
30. SIGN
31. The Dropped Collection
32. The Naqadis
33. The Untitled Project
34. Uscita
35. Nh_designer
36. Vaya Fashion
37. Renove fashion by Najlaalmansour
38. Mona AlShebil
39. Rosa Canina
40. Yataghan jewelry
41. NAN
42. Norms
43. Yasmeen Marzouq Jewelry

About the Saudi 100 Brands program

Launched in 2021, the Saudi 100 Brands program empowers Saudi designers to develop their fashion, luxury and jewelry businesses, providing them with the best tools to grow their label in both local and international markets.

Through masterclasses, workshops, one-on-one mentorship sessions, and professional development delivered by industry leaders and experts, Saudi 100 Brands is already producing fashion stars and enjoying success on the world stage with events taking place at New York, Paris and Milan Fashion Weeks.

In its first year, the program delivered more than 5,000 hours of specialised mentoring. The program covers ten different categories: ready-to-wear, modest, concept, premium, demi-couture, bridal, handbags, jewelry, and from this year, fragrances and footwear.

The designers are a diverse group – aged from 20 – 70, 85% female, some educated in top international design schools while others are self-trained.

About the Fashion Commission

Founded in 2020, the Fashion Commission is leading the development of the Kingdom's fashion sector. By driving investment and building robust regulatory frameworks, the commission is supporting the next generation of Saudi fashion talent as they aspire to reach their full potential. The commission is enabling the sector while preserving the Kingdom's vast heritage in fashion and empowering Saudi fashion designers.

Together with the Ministry of Culture, the commission is working to unlock a thriving cultural sector to preserve and elevate the traditions that make the Kingdom unique.

To learn more about the Fashion Commission, please visit:

Twitter: @FashionMOC (Arabic) | Instagram: @fashionmoc (Arabic) | website: <https://fashion.moc.gov.sa/en> (English)