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100 Saudi Fashion, Jewellery & Accessories Designers Are Heading To WHITE During The Milan Fashion Week



In partnership with the Saudi Arabian Ministry of Culture and Fashion Commission and WHITE Milano, 100 designers – including 80 design leaders – will feature at the exhibition in Italy from 22 September to 25 September.

One hundred emerging Saudi fashion designers will show their latest collections for the first time at an international wholesale exhibition during Milan Fashion Week later this month. The opportunity is thanks to a partnership between the Saudi Arabian Ministry of Culture and Fashion Commission and WHITE Milano.

Showcasing the local talent and heritage of the Kingdom's fashion sector, Saudi 100 brands are part of WHITE Milano's ExpoWhite, an innovative project to support new talents and attract international buyers to emerging fashion markets. For the first edition in 2022, ExpoWhite will also be supporting designers from Brazil, the Netherlands, South Africa, and Saudi Arabia.

For this occasion, WHITE Milano has dedicated a large and prestigious area in the heart of Tortona Fashion District, recognized in the world for Design and Fashion, precisely in Via Tortona 15 (@Magna Pars). Innovative and modern displays have been curated by WHITE, and designed in the respect of sustainability.

The Saudi 100 brands showcase in Milan will be open from 22 September to 25 September and dedicated to the most talented designers, and 80 of the 100 participants are female designers.

The inspiring Saudi 100 brands exhibition will offer new creative energy to the fashion industry. Some of the brands on show will be Adelfes, Almuhaissen Jewellery, Atelier Hekayat, Bovenue – By Sadeem, Charmaleena, Dazluq, Dollybrand, Eman Joharjy, Kaf By Kaf, Khawla Al-Aiban, Lillian Ismail, Loomer Jewellery and Lurline.



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