

AD style

Vol. 2 | September 09

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The Largest International Trade Fair
In The Middle East For Fashion, Footwear,
Leather & Accessories

26 - 28 October 2009 | 12.00 - 20.00 Daily.

500 exhibiting companies, designers, labels and brands

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Fashion Arabia Runway

WGSN daily trend forecasts and seminars

plus!

The Runway Catwalk Shows
Italian Footwear Manufacturers Association
Trendsetters and one's to watch

Featured designers in this issue

Gaspard Yurkievich

KYRI

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at ADNEC
Abu Dhabi National Exhibition Centre
Italian Pavilion Hall 2

AD style

Vol. 2 | September 09



A new style of destination

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Welcome to Fashion Arabia and The Shoe & Leather Fair, the most eagerly anticipated fashion forward launch the Middle East has ever seen.

Styled for buyers, retailers and the media, more than 500 mid to high end designers, boutique and high street brands will converge on Abu Dhabi, transforming the UAE's capital into a new style destination between 26 – 28 October 2009.

Bursting at the seams with fabulous S I S 2010 collections, Fashion Arabia and The Shoe & Leather Fair present trade buyers with a fusion of the finest fashion, style, footwear & accessories ever seen in the Middle East.

Offering a unique buying experience, top European and regional designers on The Runway catwalk, essential trend reports and expert advice from WGSN, if you are buying from head to toe, Fashion Arabia and The Shoe & Leather Fair are, quite simply, irresistible.



Organised by:

www.fashionexpoarabia.com
www.shoelandleatherexpo.com



Looking for inspiration?

Buyers will be spoiled for choice as we present the most exciting fusion of contemporary style, fashion, footwear and accessories from over 500 designers, brands and labels from Europe and The Middle East.

Fashion buyers can source mid to high end merchandise and something new that adds that 'point of difference' to their stores without flying to Paris or Milan.

Check out the exhibitors and designers at: www.fashionexpoarabia.com

International style

A selection of the 100's of exhibitors and brands from over 25 countries, including:

A N C Servizi Srl Italian Footwear Manufacturers Association
Aanchal Chanda
Accatino Srl
Adore Lingerie
Akhesa
Almatec srl
Al Mosawiq Al Arabi
Alas de caro S L
Alberto Gozzi Srl
Aleanto Collezioni s r l
Aleph Trade
Amishi
Andy Wolf
Around 1985
Artika Soft
Artisan Life Ltd
Ayyappa Enterprises
Baby Ketty Srl
Baco International Srl
Barcarola
Barrett Srl
Barutti
Berkemann
Bijou Siglo XX S L
Blue Lotus
Boemos Spa Industria Calzature
Boncar SNC di Paolo Bonsignore & C
Braccialini Srl
BRG Exports
Bright Lady
Bugatti
C R M Calzaturifici Riuniti Marchigiani srl
Calonge
Calz LE P Srl
Calz Pareo Srl
Calz Marino Fabiani srl
Calzados Firos talianos S A de C V
Calzature V F talia Production Srl
Calzaturificio Accademia srl
Calzaturificio Fratelli Soldini SpA
Calzaturificio Giorgio Fabiani
Calzaturificio Goodman SAS di
Calzaturificio dea Srl
Calzaturificio Liverpool di Mengoni Daniele
Calzaturificio M C M srl
Calzaturificio Madaf srl
Calzaturificio Marco omni Snc
Calzaturificio Martina Srl
Calzaturificio Renata Srl
Calzaturificio Termical snc di
Calzaturificio Voltan Srl
Canadex International
Carla Ruiz
Carrybag Paris
Carta e Costura
Casa Moda
Chicco
Children s Fashion Europe
Classic Lusin & Lussy
Classic Veil
Clothing Pvt Ltd
Colani AG
Colettee Enterprises Pte Ltd
Consorzio C R A M
Cor di Olivieri Giammauro
Costas Faliakos
Cuadra
DAJA AG
Daniel Hechter by Erich Rohde GMBH
Darrin James Photography
DAS Collection
Domani
Elantine
Eliza Di Venezia Srl
Enni Marco
Erifilli Nikolopoulou
Eurodecori

Eurotop Di Polidori Daniele & C Sas
F A P talia Srl
Falah Handicrafts
Falc S p A
Fashion Group
Fashionmatica srl
Fitz Made in taly
Fitzroy S R L
Frames Etcetera/Dakim
France Mode
Franco Cuadra
Frango Nicolas
Fratelli Borgioli Srl
Front Studio srl
Gardenia Srl
Gaspard Yurkievich
Gherardini
Gian Paolo Maria
Gianmarco Lorenzi Srl
Giovanni Fabiani Srl
Gold and Diamonds Group
Golda
Gotti Switzerland
Grazzini Giovanna Srl
Hamlet Designer S r l
Hasley
HCM Exports
HEPO Greece
Hit at Joe
HSY Hassan Sheheryar Yasin
HS International Ltd
leana srl
mac Spa Divisione G
ndustria de Colcados Wirth Ltda
nes De Castilho
nta Optical
nti Trade Agency Kurt
rene Corporation
talian Trade Commission
J Arggido
Jado Herrenwasche Roland Sauer GmbH
Jadova de Chantal / ETS Zakaria Ammache
Jakabel Ltd
Jiann Lih Optical Co
Jolie Dame
Kali Orea
Karen Ritz
Katrims Industrial Co Ltd
Kennel und Schmenger
Kiss Fashion S r l
Klass Act (Outlets) Ltd T/A Kurt Muller
Kyri Retail Ltd
Lady's Fashion Co Ltd
Lamasat Magazine
Larioseta Spa
Lawung Ltd
Les Copains
Lorbac S p A
M/S Naseeb Fashions
Mac Dugan Srl
Manifatture Castelnovesi Srl
Manish Malhotra
Mantola Couture
Melina Pispas
Milan Optical
Mildex Optical nc
Millstream Clothing Company Pvt Ltd
Ministry of Industry Indonesia
Mirella Srl
M Marcu Fashiondesign
Moysig Retail Design GmbH
Mykita GmbH
Mywalit com S r l
Nuova Mokas
Ocuco
Ombelle
Only For U Designs Pvt Ltd

Original Sergio Salmaso Srl
Pakerson Industrie Calzature Fiorentine Srl
Parmigiani Monia&C
Pars Bleu
Pell Valentino Orlandi
Peter Kaiser
Preston University
ProMar
Pulicati Pelleterie Di Pulicati Carlo
Quiet Riot
Rabia Z
Raigy Boer
Rami Al Ali Couture
Ro Di Group s r l
Rocio Ltd
Rohde by Erich Rohde GMBH
Roland Sauer GmbH
Rommelfanger GmbH
Roseleaf Lingerie Ltd
Sakina M Sa
Samson SAS
Santini Srl
Sara Triana
Sarl Cuir Pistache
Sartori Sartori
Schuhfabrik GmbH
Scopus Optical PVT
Shanghai Xitian Corp Development Co Ltd
Sharin
Sohad Acouri
Soiree Boutique
Sorelle
Sotto Voce Accessories
Souk Khan Al Khalili Co
Spinel
Spring Optics
Strenesse
Studio 8
Studio M Due Barbara Pedini
Success Technologies
SugaPlum Shop
SuuF
Swarovski Middle East Fze
Swati Exim Pvt Ltd
Taccetti srl
TekStyle Magazine Alf Agency Ad & Pr
Tesorone SAS di Pier Paolo Tesorone & C
Tip Tap Srl
Toby
Traini Luigino
Trend Srl Unipersonale
Umar Sayeed
Ve Ticaret Ltd Sirketi
Visconti Franco Srl
Vitulli Sas di Vitulli Francesco
Violet Tekstil Konfeksiyon Sanayi
Vogue International Agencies FZE
Wel Eyewear
WES Worldwide Expo Services Ltd
Woongjin Chemical Co Ltd
Yes Virginia
Yin Made in taly
Yin Made in taly
Zintala Srl
Zufi Alexander

1000's Trade buyers & retailers
500+ European & regional labels, brands & exhibitors
100's Press & media
15 Runway Shows

To exhibit, please call: **Julia Finn**
T: +971 4 3356533 | julia@mecom.ae

Top brands and trends

Inspired brands and collections for men, women & kids



Clear your diary! Buying has never been easier. Here's a sneak preview of some of the fabulous brands at Fashion Arabia and The Shoe & Leather Fair.

A Badally Renata
 Accademia
 Accatino
 Akhesa & Karen Ritzi
 Alberto Gozzi Ego
 Almatec
 Andrea Pagliarini
 Andywolf
 Anne Valerie Hash
 Bambini
 Barcarola
 Barrett Blu Barrett
 Barutti
 Bellocchio
 Berkemann
 Boemos Mos
 Brador Made in taly
 Bruno Parmigiani
 Bugatti
 Calonge
 Carla Ruiz
 Carla Zampatti
 Carlo Ventura
 Jeu De Femme
 Casa Moda
 Charlie Brown
 Chicco
 Claudia Ciuti
 Colani
 Crystal Style
 Cuadra & Franco Cuadra
 DAJA
 Daniel Hechter by Erich Rohde GMBH
 DL Sport D Lussil
 Donald J Pliner
 Donna Laura Venezia
 Eliza di Venezia
 Enni Marco
 Essere
 Fabiani Giovanni Fabiani Sara Kent
 Franco Visconti
 Francois Pinton
 Fratelli Borgioli
 Gallant
 Gardenia
 Gerardina Di Maggio
 Gherardini
 Gianmarco Lorenzi
 Gianni Barbato
 Les Copains
 Biky
 Ninette
 Gioello
 Giorgio Fabiani
 Golda
 Good Man
 Gotti

Hit at Joe
 dea
 gi&co Primigi
 I Sandalo talia
 Tesorone Brothers
 leana Two le
 zumi Eyewear
 Jado Herrenwasche
 Kali Orea
 Ken Okuyama
 Lepi Fabi
 Liverpool
 Lorbac
 Mardako
 Marino Fabiani
 Mario Fagni
 Massimo Santini S by Santini
 Mirella Starry
 M Marcu Fashion Design
 Mykita
 Naturino Falcotto W6YZ Moschino
 Voile Blanche
 Obeline
 Pakerson
 Peter Kaiser
 Polar Sunglasses
 Raidy Boer
 Rami Al Ali Couture
 Red Rose
 Redwood
 Renata
 Revlon
 Rohde by Erich Rohde GMBH
 Silene Emma Viani
 Silvano Lattanzi Calzolaio
 Soiree Boutique
 Stone Haven Soldini Ecogreen
 Strenesse
 Taccetti Stefano Taccetti
 Titanic
 Titano
 Torlasco
 Trend Font
 Trent Nathan
 Twice
 Umar Sayeed
 Valentino Orlandi / Orlandi Valentino
 Viola Made in taly
 Vittorio
 Vitulli Moda Eddy Daniele
 Voltan 1898 Glamurano
 Yin Made in taly & Fitz Made in taly
 Zarruchi

What's in store?

A perfect fit for the regions fashion industry, Fashion Arabia and the Shoe & Leather Fair boast collections that will make your mind race, including:

Couture, boutique, directional and ready-to-wear brands, bridge lines, tailored and time-less collections, exquisite evening and occasion wear, Islamic fashion, bridal wear, lingerie & swimwear, active sports, young urban fashion, designer, luxury and fashion inspired footwear, bags and the hottest accessories.





Top brands and trends

Inspired brands and collections for men, women & kids

Adapting to local markets

Kali Orea is the newest brand in the Ro.di. group. Born in 2001, the inspiration behind the Kali Orea Collection is to create a wardrobe where every item can blend with the other to create a special look, unique and personal. The Group are now taking the KALIOREA AND ROBERTO Naldi brands to the GCC and across the Middle East and the elasticity of the brands allows production to fit the demands of the Arab marketplace and, if necessary, modify the lengths of sleeve, skirts and dresses.



Check out more brands online
www.fashionexpoarabia.com







Meet Kyri

Pop stars and celebrities jostling for position on the red carpet call one man when they need a headline grabbing, camera bulb popping outfit. But the chances are that you haven't heard of the quietly spoken 'king of frocks', Kyri Kyriacou.



'When people ask celebrities where they got their outfit from,' he says, 'they all admit to me that they keep my name a secret' says Kyri. Well now the best kept secret in fashion is most definitely out, and Kyri's celebrity devotees reads like an Ahlan editor's dream issue.

Credited with injecting high profile glamour into the wardrobes of Victoria Beckham, Thandie Newton, Rachel Hunter and moulding pop star curves to perfection, including the Pussy Cat Dolls, The Sugar Babes, Jamelia and Liberty X, if a celebrity wants the attention of the paparazzi, they call Kyri to get them red carpet ready.

The designer got his real start at London's famous fashion forum, Hyper Hyper, with a loan from The Princes Trust. From there he established his label and an exclusive show room on Elizabeth Street in London's Belgravia, home to his posh ready-to-wear collection, a couture service and bridal line.

It's clear to see why he steals the show. Kyri's creations are amazingly photogenic. Reminiscent of Hollywood's golden age, Kyri designs are synonymous with glamour and perfect for the body beautiful. His signature look of pared down elegance and clean silhouettes is created through slick pencil skirts, fitted corsets and plunging necklines.

Kyri doesn't belong in the same category as most designers, especially British designers. He's not trying to revolutionise fashion; he just wants to make women look alluring, glamorous, sexy:

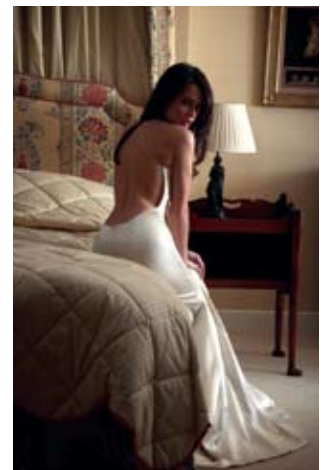
"When you walk into my boutique, you'll see some very stylish, classic pieces with what I like to call, a 'Kyri Edge'. They are all timeless pieces ... very chic, very elegant."



Exceptional detailing - every bead and stitch of embroidery is hand sewn - and precise finishing touches such as Swarovski crystals on skirt trims make his creations a favourite in high profile magazines and newspapers such as Vogue, ELLE, Cosmopolitan, Harpers Bazaar, The Sunday Times and The Telegraph who crowned him the 'King of Frocks'.

Catch Kyri who is showing in Abu Dhabi for the first time at Fashion Arabia in October.

www.kyrionline.com



Well heeled with bags of style

The Shoe & Leather Fair comes to town

Retailers looking to take up minimum floor space and max out profits will find Shoe & Leather Fair Middle East is the perfect fit.



Running in tandem with Fashion Arabia in an exciting fusion of directional fashion and contemporary footwear, The Shoe & Leather Fair is an exuberant collection of designer, luxury and fashion inspired footwear, bags and the hottest accessories.

Chic, hip and ultra-cool brands from more than 150 companies from Brazil, France, Germany, Mexico, Spain, the UK and the Middle East will show their collections.

To make a major impression on the regions retailers, distributors and media many are introducing collections previously unavailable in the GCC and the Shoe & Leather Fair Middle East is destined to become an international point of reference for the footwear trade in the mid upper market ranges and the most important exhibition in the region.

Over 150 international exhibitors including:

50 plus designers and manufacturers from A.N.C.I. Servizi S.r.l. - The Italian Footwear Manufacturers Association (Italy), Aleanto Collezioni S.r.l. (Italy), Aleph Trade (France), Calzados Fir's Italianos S.A. de C.V. (Mexico), Colette Enterprises Pte Ltd (Singapore), Daniel Hechter by Erich Rohde GMBH (Germany), F.A.P. Italia S.r.l (Italy), Fitz Made in Italy, France Mode (France), Hamlet Designer S.r.l.(Italy), Industria de Colcados Wirth Ltd (Brazil), Kurt Rommelfanger GmbH (Germany), Kennel und Schmenger Schuhfabrik GmbH (Germany), Mywalit.com S.r.l.(Italy), Pulicati Pelleterie - Di Pulicati Carlo (Italy) and Samson SAS (France).

For a complete list of exhibitors, please visit: www.shoeandleatherexpo.com



Obsession?

Women own 44 pairs of shoes on average and spend £33,204 over a lifetime.

According to Olay who carried out the survey of 1,500 women, women treat themselves to eight pairs of new shoes each year. With each pair costing an average of £65.88, that adds up to more than £527 every year - or £33,204 over a lifetime.

A spokesman for Olay said: "It's no secret that most women have a soft spot for shoes, but it's staggering when you find out exactly how much is spent."

Shoes, as every woman knows, can make or break an outfit. According to psychologists, shoes and handbags are an easy obsession for women. They are a feel good buy, fit no matter what the woman's clothes size and make a fashion statement without spending a fortune. With thousands of styles to choose from, if your customers are obsessed with shoes, you need to visit the Shoe & Leather Fair Middle East.

Register to visit at: www.shoeandleatherexpo.com

Italians stepping out in style

More than 50 Italian footwear manufacturers and designers to showcase S I S 2010 collections

In collaboration with ANCI Servizi S.r.l., the Italian Footwear Manufacturers Association and the Italian Trade Commission, ICE, Shoe & Leather Fair Middle East will present more than 50 of the most prestigious Italian footwear designers and manufacturers.

The Italian footwear delegation is the largest ever seen in the region and demonstrates the value they attach to the UAE and the Middle East as export markets, markets which have retained demand for high quality, directional and luxury brands.

Creativity, style, innovation and quality materials are the hallmark of the Italians, the undisputed leaders of luxury and high level shoe design. Many of the brands are new to the GCC and represent a unique opportunity for buyers and retailers to choose contemporary and designer footwear brands that will dictate next season's fashion.



CLAUDIA CIUTI



Gianmarco Lorenzi



ITALIA
Italian Trade Commission

Italian Footwear Manufacturers' Association
A.N.C.I. Servizi S.r.l.

Featured Italian brands include:

- | | | |
|----------------------|--------------------------|----------------------------|
| A Badally | Carlo Ventura | Mos |
| Accademia | Claudia Ciuti | Moschino |
| Accatino | DL Sport | Naturino |
| Alberto Gozzi | Donald J Pliner | Ninette |
| Andrea Pagliarini | Donna Laura Venezia | Orlandi Valentino |
| Barrett | Ecogreen | Pakerson |
| Bikey | Eddy Daniele | Primigi |
| Blu Barrett | Ego | Redwood |
| Boemos | Eliza di Venezia | Renata |
| Bradord Made in taly | Emma Viani | S by Santini |
| Bruno Parmigiani | Essere | Sara Kent |
| | Fabi | Silene |
| | Fabiani | Silvano Lattanzi Calzolaio |
| | Falcotto | Soldini |
| | Font | Starry |
| | Franco Visconti | Stefano Taccetti |
| | Fratelli Borgioli | Stone Haven |
| | Gardenia | Taccetti |
| | Gerardina Di Maggio | Torlasco |
| | Gianmarco Lorenzi | Trend |
| | Gianni Barbato | Twice |
| | Gioello | Two le |
| | Giorgio Fabiani | Valentino Orlandi |
| | Giovanni Fabiani | Viola Made in taly |
| | Glamurano | Vitulli Moda |
| | Good Man | Voile Blanche |
| | DEA | Voltan 1898 |
| | gi&co | W6YZ |
| | I Sandalo talia Tesorone | |
| | Brothers | |
| | leana | |
| | Jeu De Femme | |
| | Lepi | |
| | Les Copains | |
| | Liverpool | |
| | Lorbac | |
| | Lussil | |
| | Marino Fabiani | |
| | Mario Fagni | |
| | Massimo Santini | |
| | Mirella | |



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Gaspard Yurkievich

Expect the unexpected

Famous for his directional creations and outlandish catwalk presentations, French designer Gaspard Yurkievich is the designer of choice for fashion forward celebrities and the young men and women of Paris. Avant-garde, daring and full of energy, his collections still manage to maintain a chic aesthetic and elegant look.

Graduating from Studio Bercot in 1993, Paris born Yurkievich trained under the direction of luminaries Jean Paul Gaultier, Thierry Mugler and Jean Collona. Awards were quick to follow. In 1997 he won the prestigious Festival de la Mode in Hyères and in 1998 was presented with the prize for the ANDAM competition. His first solo prêt-à-porter women's collection, "Distressed" debuted on the Paris runways that same year.

Drawing inspiration from artists and musicians, Yurkievich's creations are street-inspired "ready to wear" with a distinct Parisian flavour. He is not scared to take chances and adds an energetic spin with the use of sumptuous fabrics and witty interpretations of classic garments to effortlessly combine glamour with a youthful edge.

Launched in 2003 his men's prêt-à-porter collection proposes a wide range of dress shirts, t-shirts and revisited masculine wardrobe classics and the opening of his first boutique in Paris, in 2005 has seen considerable development within the brand, with women's shoes, the 'fantasy' hosiery collection and bags now sold in more than 100 boutiques worldwide.

Today Yurkievich is a leading representative of a new generation of young French designers. Much in demand by luxury brands, he has also undertaken co-branding projects and designs for Jaguar, MAC Cosmetics, Evian, Etam, Galeries Lafayette, Swarovski and more recently, Pernod and France Arno.



In 2009 Gaspard Yurkievich became the new artistic director for the French fashion house Rodier.

What's Been Said

"The fast-rising designer Gaspard Yurkievich makes flashy creations like silvery rock 'n' roll boots ... and purple knee socks with gilded snowflake patterns..." - Seth Sherwood, The New York Times





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Exclusive to Abu Dhabi - The Runway

A stellar list of designers from London, Paris and Milan join the region's finest creative talent on The Runway - Fashion Arabia's headline grabbing catwalk.

Join the front row

Set to make headlines as one of the most influential catwalks to hit the Middle East, The Runway features 5 exciting solo and group performances each day.

With eclectic couture, ready-to-wear, bridal wear, contemporary style and traditional chic, The Runway is the ultimate 'wardrobe fix' for trade buyers, the media and connoisseurs of mid-high end fashion.

A sensory feast, The Runway really is where East meets West in a ground breaking dazzling display of some of the most influential designers in the world.

Don't miss out.

Register today at:

www.fashionexpoarabia.com



Gaspard Yurkievich
Paris

Famous for his directional creations and outlandish catwalk presentations, French designer Gaspard Yurkievich is the designer of choice for fashion forward celebrities and the young men and women of Paris. Avant-garde, daring and full of energy, his collections still manage to maintain a chic aesthetic and elegant look and feature on catwalks worldwide.



Hassan Sheheryar Yasin
Dubai

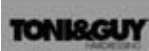
One of I.Q. Magazine's top 20 fashion icons in 2009, Hassan's distinctive Pakistani and Middle East-inspired designs are peppered with western influences. Augmented by intricate and meticulous embroidery, refined cutting and judicious colour choices, the HSY labels brand of couture, bridal wear and prêt a porter have taken the world by storm.



Kyri Kyriacou
London

Credited with injecting high profile glamour into the wardrobes of Victoria Beckham, Thandie Newton, Rachel Hunter and moulding pop star curves to perfection, including the Pussy Cat Dolls, The Sugar Babes, Jamelia and Liberty X, whenever a celebrity needs to get red carpet ready, they call on British designer Kyri.

With special thanks to our supporters:



Rabia Z
Dubai

Pioneering 'conservative chic', Rabia Zargarpur created the world's first prêt-a-porter label by a Muslim designer to critical acclaim. Having captured the hearts of audiences worldwide who prefer to dress modestly with her stylish everyday and occasion wear, Rabia Z is the first label to create modest yet stylish sports wear, yet another unique concept.



Manish Malhotra
Mumbai

One of India's greatest designers, he has revolutionised the fashion scene in Bollywood and is the most sought after designer by it's leading ladies. Manish has designed for Sridevi, Urmila Matondkar, Karisma Kapoor, Kajol and Raveena Tandon. With his unique approach and his inimitable style, Manish Malhotra is one of the most successful names in the world of Indian fashion.



Sohad Acouri
Dubai

Dubai-based Lebanese bridal wear and evening wear designer Sohad Acouri's high quality signature style is a favourite with royalty and high profile personalities across the GCC. A quality brand label partner of Swarovski, every creation is distinctive, translating the clients' vision into a thing of beauty, wonder and stylish distinction.

Check out
the designers galleries
online
www.fashionexpoarabia.com

Lights, camera, action - The Runway

Dazzling couture, fabulous ready-to-wear, hot trends and new talent come to life on The Runway

Spotlight on new talent Check out the next big thing!

We're celebrating the very best emerging fashion designers with a high octane group catwalk show, NewTalent on The Runway at Fashion Arabia.

Amongst the must-see collections for buyers and the media, supporting the very best young designers and high-lighting the proliferation of creativity across the Middle East is essential to the future development of the regions fashion industry.

Join us, cheer them on, sign them up and discover the rising stars set to take the fashion world by storm.

The finalists will be announced on our website shortly. To find out more about NewTalent, please visit:
www.fashionexpoarabia.com

Make the leap to spring summer 2010 and discover what to expect from fashion's finest, the looks you'll want in store and talent spot the regions next big thing.



Carta E Costura
Milan

Carta e Costura's engaging philosophy is quite simple - to design couture-style clothes for everyday living. Inspired by the great couturiers, since its launch the collections offbeat elegance and femininity with a modern twist has caught the attention of the press and conquered prestigious boutiques such as Penelope in Brescia and Harvey Nichols in London.



Rami Al Ali
Dubai

Syrian born Rami's designs are a perfect combination of celebrity chic and avant garde sleek. His concepts treat flamboyance subtly, playfully hiding glitter, crystal beadwork and other embellishments within layers revealing their charm through movement. His muse is typically sophisticated, intricate, graceful and very refined.



Reem and Hind Beljafra
Dubai

Tradition and heritage may be at the heart of their collection DAS, but Emirati sisters Reem and Hind have transformed the abaya with a modern twist through colour, cuts, fabrics and western influences to create elegant conservative pieces and casual designs with brave use of colour popular with royalty that encourage self expression and confidence.



Rizwan Beyg
Pakistan

Rizwan Beyg became Pakistan's most prominent fashion icon in 1989, at his first ever fashion show in Karachi where he became an overnight success. Rizwan Beyg is a pioneer for Pakistan's fashion industry; he was the first designer in Pakistan to introduce the concepts of Haute Couture, designer bridal wear, designer home furnishings and accessories.



Hatem Al Akeel
Jeddah

The designer of the menswear and womenswear line 'Toby' is the embodiment of individuality, blending tradition with contemporary fashion and has changed the perception of Arabian men's fashion. Updating the thobe or kandura with Western inspirations and Italian fabrics, with the lightest touch, and fine tailoring that would not be out of place on London's Savile Row, Alakeel proves elegance, high fashion and style belong to all cultures.



Sakina M'sa
Paris

A renowned designer since the beginning of this century, Sakina M'sa retains the characteristics of a passionate person about her projects throughout her singular trajectory. Her clothes represent the intimate and honest reflection of a history rife with symbols, of a young woman originally from the Comoros Islands, who transcended her social origin and proclaimed her hybrid identity with talent and determination.

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Retail focus

**UAE ranked 4th most attractive destination for global retailers.
Abu Dhabi singled out as rising retail star**

Ambitious cultural plans, economic resilience and a fast growing youthful population shifts international retail focus to Abu Dhabi

The United Arab Emirates was ranked as the fourth most lucrative destination in the world for retailers in AT Kearney's annual Global Retail Development Index (GRDI), which ranks 30 emerging countries. Climbing 16 notches, the highest jump by any country, the UAE was just behind London, Paris and New York.

While Dubai has been synonymous with retail expansion in the UAE, the focus has shifted and Abu Dhabi was singled out as the rising star and next big retail hotspot.

According to Robert Ziegler, Vice President of AT Kearney, the retail space growth is coming from Abu Dhabi because of new cultural and economic developments such as the Guggenheim and Louvre museums on Saadiyat Island, the residential and office towers on Reem Island, Masdar city and Formula 1.

"These are all things that will attract retail around it," said Ziegler, "There's a lot of potential that is not quite tapped yet."

This may seem at odds with the oversupply of retail space in Dubai, coupled with slowing tourism and thriftier customers. But the capital of the UAE but has been drastically under shopped.

Retail space to double in next two years

Well insulated from the global economic crisis because of its oil reserves and sovereign wealth fund, increasing wealth and strong awareness of global brands among the population, new retail projects in Abu Dhabi provide attractive opportunities for foreign retailers.

"The emirate was expected to double its mall retail space in the next two years from 700,000 sq metres to 1.2 million sq metres," Mr Ziegler said.

This includes at least six shopping centres scheduled to open in Abu Dhabi in the next three years, including Deerfields Town Square on the outskirts of the emirate in 2010 and the revamped Central Market, Abu Dhabi's old souk, expected in 2011.

"All these new projects in Abu Dhabi are attracting a lot of new people into the city that weren't there, and weren't consuming there."



High net worth, young urban population

While the UAE's population of five million is relatively small, it has the highest per capita consumer spending of any country in the Index. Unlike many developed markets, the population is younger, increasingly urban, with a greater interest in fashion and modern retailing formats. According to UN figures, the 20-44 age bracket in the UAE, crucial to the retail sector, is fast growing and will represent almost 58% of the population by 2015.

As Abu Dhabi becomes a nearby alternative to Dubai, the expectation is that immigration to the Emirate will increase with a corresponding rise in consumer spending and a sustainable rate of growth.

Mark Morris Jones, Director of Retail, Abu Dhabi, CB Richard Ellis Middle East said:

"While Dubai is now experiencing a plateau as a result of the global economic downturn, Abu Dhabi is proving to be much more resilient. Its population is one of the most affluent in the region and as the city continues to grow, attracting an influx of foreign workers and tourists, we expect Abu Dhabi to maintain this growth, but at a more sustainable rate."

So what is in store for 2009?

Abu Dhabi and Saudi Arabia says Ziegler, are uniquely positioned as the markets with the most business potential for global retailers.

"These are the places that will flourish in the coming years," he said. "They have continued strong income from natural resources and they're both in a process of reform and modernisation."

For global retailers with the means and the determination, Abu Dhabi and emerging markets present a sound opportunity for expansion and growth in uncertain times.

Abu Dhabi – the facts

A cosmopolitan city that boasts one of the highest per-capita incomes and lowest crime rates in the world, Abu Dhabi is the capital and largest of the seven emirates making up the UAE federation and home to 38% of the population. It is both the seat of the federal government and a bustling business centre.



Counter intelligence

Shopping at the heart of the city

Many of the 170 stores in Abu Dhabi's Emporium, Central Markets 'destination mall' will be high-end fashion outlets and an exciting addition to the consumer culture – especially for those with a few dirhams to spare.



The shops and services in the Emirates' souqs are a cornerstone of local communities and set the pulse of life in the capital. With the addition of quality and stylish brands like Gucci, Dolce & Gabbana and Chanel, the hearts of many shoppers will be fluttering in anticipation for the Central Market mall to open.

'We looked at the Abu Dhabi market and we see that there is a lack of high-end stores,' said Aldar's senior leasing manager for the Central Market, Reham Abdulla.

'We have a lot of high-end shoppers who travel every weekend to Dubai to shop for these products. We thought, why don't we create a high-end destination for shoppers in Central Market?'

Although luxury retailers worldwide have seen lagging sales as consumers cut back on spending, Ms Abdulla said high-end brands would be popular with tourists and Abu Dhabi's affluent population.

'We believe that luxury will work in Abu Dhabi because the GDP is one of the highest in the world,' she said.

This is Abu Dhabi after all, one of the fastest growing markets for luxury goods in the world.

UAE bucking the retail trend

Retail sales in the UAE forecast to grow by 59% by 2013, outpacing Saudi Arabia, Bahrain, and Kuwait

London-based market research firm Business Monitor International estimates that retail spending in the Emirates will rise to US\$164.96 billion (Dh605.82bn) by 2013 from \$103.5bn last year, based on economic growth, increasing household consumption, growing expatriate wealth and a maturing retail market.

Comparatively, retail sales in Saudi Arabia, Bahrain and Kuwait, the other markets that BMI covers in the GCC, are forecast to grow at just 24.6%, 10.8% and 30.8% respectively.

In Saudi Arabia, retail sales are expected to rise from to \$96bn in 2013 from \$77bn last year. In Bahrain, sales will grow to \$4.80bn in 2013 from \$4.33bn last year, while Kuwait is expected to have sales rise, during the same time frame, to \$51bn from \$39bn.

Lyndsey Anderson, an analyst at BMI, said the UAE was expected to fair better than its peers due to higher tourist and expat spending.

Both the UAE and Saudi Arabia have been hit by current economic conditions in the last six months but BMI expects this to have a short-term impact, and retail sales will rebound based on increased tourism and growing urbanisation, especially in Abu Dhabi.



Abu Dhabi's 5th Avenue and Champs Elysées rolled into one

Tradition and modernity intersect at the rebirth of one of the Emirates' most popular landmarks, Central Market.

As the former souk area and the focal point for trade and tourists for over 40 years, the new Central Market will dominate the downtown neighbourhood with an integrated mix of up-market retail, business and residential and leisure facilities.

A turn key project for both ALDAR Properties and Abu Dhabi, the design by world renowned Foster + Partners features a sophisticated combination of traditional charm and modern architecture culminating in three radiant towers.

Occupying 5.0 hectares of prime city space, Central Market will be a true city centre destination for the Capital of the UAE and will become as synonymous with Abu Dhabi as the Champs Elysées is with Paris, or 5th Avenue is with New York.

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Opening Times

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