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'Modern Woman Show' to highlight range of brands



Mona Ghanem Al Marri, Chairperson and Managing Director of Dubai Women Establishment during the inauguration of the Modern Woman Show on Thursday —WAM

DUBAI / WAM

Chairperson and Managing Director of Dubai Women Establishment Mona Ghanem Al Marri inaugurated the second edition of the ultra-luxurious lifestyle exhibition Modern Woman Show.

The Show has a lineup of over 80 exhibitors showcasing a diverse range of top fashion apparel brands, premium jewelry and perfumes, niche homeware, furniture and baby products. The event that runs until April, 22, is being held at Za'abeel Hall 4, Dubai World Trade Center.

Mona Al Marri said, "Dubai's focus on innovation is attracting global brands that represent the highest in creativity and excellence. At the same time, Dubai's trend-setting spirit is spurring the emergence of a new generation of designers and entrepreneurs who are creating new concepts and themes that are having a transformative impact on various sectors, including fashion and lifestyle."

Emirati entrepreneur and co-organiser of Modern Woman Show Reem Al Zarouni said, "We have over 80 exhibitors that include more than 25 designers, local, regional as well as

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international who will be presenting contemporary, chic, elegant, sophisticated fashion labels in an exclusive setting of our exquisite show."

Open to visitors from 12:00 noon to 10:00 pm every day, the event organisers are expecting a footfall of over 5,000 over the three days.

According to *Reuters* and *Dinar Standard*, the global spending on modest fashion is expected to reach \$484 billion by 2019 and Dubai has become an important player in promoting modest fashion trade - both from retail shopping to design and production. For now, Turkey leads the modest fashion industry at \$39.3 billion with UAE coming second at \$22.5 billion, followed by Indonesia at \$18.8 billion.