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The ultra-luxurious lifestyle exhibition, 'Modern Woman Show' (MWS) will have an impressive lineup of over 80 exhibitors showcasing a diverse range of high-demand products. Dubai Design District is the Strategic Partner of Modern Woman Show, while Lootah Perfumes serves as Platinum Sponsors and AW Rostamani Lifestyle as Diamond Sponsor.

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BY OUR BUSINESS BUREAU

DUBAI: The ultra-luxurious lifestyle exhibition, 'Modern Woman Show' (MWS) will have an impressive lineup of over 80 exhibitors showcasing a diverse range of high-demand products.

The three-day unique shopping rendezvous, that starts on Thursday, is said to be the modest wear market, which is gaining a lot of momentum and growing with the passage of time.

Ms. Reem Al Zarouni, Emirati entrepreneur and co-organiser of Modern Woman Show, said, "In fact, we are even seeing mainstream retailers and hi-end fash-

ion labels launching special collections. Through our exhibition, we want to cater to the requirements of modest fashion just ahead of the Ramadan and Eid season. We have over 80 exhibitors that include more than 25 designers – local, regional as well as international."

She said, "I personally feel modesty is empowering and gives women the elegance and confidence to conquer the world. Covering up doesn't mean you cannot be stylish and that's what we want to showcase through our exhibition."

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.

Dubai Design District is the Strategic Partner of Modern Woman Show, while Lootah Perfumes serves as Platinum Sponsors and AW Rostamani Lifestyle as Diamond Sponsor. The Official Airline Partner is Emirates and Sama Dubai, Al Khaleejiah and B4U Aflam are on board as the TV, Radio and Arab Indo Partners respectively.