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MWS 2017 opens with 80 top brands

BY A STAFF REPORTER

DUBAI: The second edition of Dubai's elite and luxurious exhibition, Modern Woman Show (MWS 2017), opened its doors on Thursday, featuring over 80 top-of-the-line brands, both local as well as international. Being held at Dubai World Trade Centre, the exhibition will run till Saturday.

The premium exhibition was inaugurated by the Chief Guest Mona Al Marri – Director General of Government of Dubai Media Office in the presence of Guest of Honour Majida Ali Rashid – Assistant Director Gener-

al and Head of Real Estate Investment Management and Promotion Centre, Dubai Land Department; Adel Al Zarouni – Managing Director and Partner of Rivoli Group along with senior delegates from AW Rostamani, Lootah Perfumes and Sumansa Exhibitions, the organisers of the show.

Reem Al Zarouni, Emirati entrepreneur & co-organiser of Modern Woman Show, said, "The event is an exclusive opportunity to witness the latest fashion and lifestyle trends, yet relax in the calm and comfortable surroundings. Our exhibition is unique at many levels, and I truly believe that there is no other show in Dubai that

will give its visitors the sophisticated and luxurious feel that this show does. So expect to be wowed."

The show is all about femininity, luxury, elegance, class, style and sophistication. Artfully fusing local and global fashion flavours, the exhibition features a dazzling array of brands and an exciting, exquisite, chic and haute line-up of Emirati and international designers.

Amaal Mustafa, Branding and Marketing Manager, Lootah Perfumes, said that the show is the perfect platform to interact with the target audience and introduce the exquisite scents.

"The show will help strengthen Lootah's brand presence among our target audience. People who already know us, will find us there and who never tried our fragrances will have the chance to experience our scents," added Amaal.

Greig Fowler, CEO of AW Rostamani Lifestyle, termed it a significant event, and said that AW Rostamani Lifestyle's participation in the show is yet another effort to promote the UAE's retail and fashion sector growth and support the Dubai's government vision in positioning the emirate as the go-to destination for tourism both at a regional and international level.



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