



<b>Publication</b>	Khaleej Times	<b>Circulation</b>	92750
<b>Market</b>	United Arab Emirates	<b>Page No.</b>	30
<b>Language</b>	English	<b>Size</b>	81 cc
<b>Section</b>	Business	<b>AVE</b>	\$2989.60   \$37.00/cc

April 21, 2017

# Luxury segment still going strong in UAE

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DUBAI — The demand for high-end niche products, especially in the fashion and lifestyle segment, has helped the luxury sector in the UAE maintain its positive momentum, experts at the second edition of the Modern Woman Show said.

"These past few months have been quite challenging for us, especially in light of the various currency collapses," said AW Rostamani Lifestyle CEO, Greig Fowler. "However, as far as the more aspirational customers in the market are concerned, the demand for luxury products is still there, especially in the jewellery segment."

Asked how the group had performed in 2016, Fowler noted that 2016 was a "good year", which saw the launch of two new concepts - Georg Jensen, and Apartment 51. "We are quite unique in that we are a growing business that is still establishing its footprint in the region for our brands. The key for us now is merging our retail presence with our digital presence to provide a unique customer experience."

The second edition of the Modern Woman Show features over 80 top-of-the-line brands, both local as well as international. Visitors can find a selection of niche brands of handmade jewellery, artisanal chocolates, premium handbags,



The exhibition was inaugurated by Mona Al Marri in the presence of Majida Ali Rashid. — Supplied photo

perfumes, accessories, and home-wares. Being held at Za'abeel Hall 4, Dubai World Trade Centre, the three-day event will run until April 22nd and is open to visitors. The exhibition was inaugurated by Mona Al Marri, director general of the Government of Dubai Media Office in the presence of Majida Ali Rashid, assistant director general and head of the Real Estate Investment Management and Promotion Center, Dubai Land Department.

Reem Al Zarouni, Emirati entrepreneur & co-organiser of the Modern Woman Show, told *Kha-*

*leej Times* that modern women in the UAE were always on the lookout for trendy, new sophisticated designs when it comes to fashion. "They want to wear something that is unique and very up to date with the latest fashion trends. Right now, the trend is leaning towards halal and Islamic fashion choices that consists of modest clothing that is stylish and makes a statement."

Speaking about the show, she added: "The event is an exclusive opportunity to witness the latest fashion and lifestyle trends, yet re-

# 80

top-of-the-line brands, both local as well as int'l feature at Modern Woman Show

lax 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."

Susan Zhuang, a fashion designer from Indonesia, who is bringing her fashion design label to the UAE for the first time, also spoke about some of the current trends in the market. "We can see a preference for modest yet stylish clothing that is popular not just in countries with high Muslim populations, but also around the world. Our clothing line from Indonesia is special because you can mix and match with it. The new collection includes casual wear as well as trendy evening wear. We are excited to be showcasing our fashion line here in the UAE and hope that it will prove to be popular with women here."

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