

United Arab Emirates under the Lead of Dubai Want to Build International Fashion Center

The United Arab Emirates (UAE) – since a long time already an important trade hub for the clothing- and fashion branch in the Middle East – are trying, headed by Dubai followed by the two Emirates Abu Dhabi and Ajman, to develop to an international fashion center with the corresponding trade fairs, which in part already operate successfully.

As can further be seen in a report by Abed Al Aziz Nasser, Dubai Office, on the website of the Hong Kong Trade Development Council (www.hktdc.com) analysts have calculated that up to the end of 2009 in this Arabian region there will be altogether 9 Bill USD spend for textile- and clothing products. Causal for that are the high available incomes of the Arabian ruling classes with rising consumption expenses, the rising number of foreign tourists and the steadily growing number of big shopping centers and malls. The persistently ongoing economic boom especially in Dubai should result for the UAE until 2015 in a total GNP of 108 Bill USD.

In July this year the “Dubai Kids Fashion Week“ (www.mydsf.com) took place, which attracted numerous designers from all over the world. Among the international exhibitors were well-known companies like Blue Marine, Jacadi, Diesel Kids, Kenzo Kids to be found. Talented local fashion creators like Sumayya Al Hamadi and Hind Al Gazal presented fashionable but practicable clothing parts.

From 24 to 27 July 2008 the 4-day “Dubai Fashion Fiesta“ (www.dubaifashionfiesta.com) was held in the Dubai World Trade Center, the biggest fashion- and trade show in this Emir-

ate. This was also valorized by the visit of international designers and renowned brands. On April 2nd the Motexha 2008 (www.motexhaonline.com) in Dubai under the management of fair director Jim Meltz closed after three successful days their gates. More than 200 international exhibitors from 27 countries from the areas clothing, textiles, leather fashion and accessories presented their products, where the number of visitors compared to last year had risen by 30%. The next event is taking place here from 7 to 9 April 2009.

HKTDC reported further that the textile imports of the Emirate Dubai in 2006 rose to 3.7 Bill USD in value – an increase of around 11% against 2002. In the four years to 2006 Dubai has been able to show a strong plus with the re-exports of 13.3% to about 2 Bill USD. But also the neighbor-Emirate Abu Dhabi would like to develop to a global clothing center. Connected with that the “Abu Dhabi Fashion Week“ (www.abudhabifashionweek.com) took place from 15 to 18 March 2008 in the Emirates Palace Hotel. Goal of the event was again to entice an international trade audience and to give the avantgarde of the Arabian fashion designers a platform for their exhibits. The event opened with collections of 21 young Arabian lady-designers from the Sheikh Zayed Private Academy. Further highlights were creations from Amina Al Jassim, one of the top fashion lady-designers of Saudi-Arabia, the Couture-line from the Libanese fashion house Gardem as well as models from Missoni and Emilio Pucci. Also fashion lady-journalists from “Vogue“ and “Elle“ were pre-

sent. The fair was organized by the Maven Corporate Ltd as part of the effort of the Emirates in the region to establish a new center for the fashion industry, together with the Camera Nazionale delle Moda Italiana, headed by the president Mario Boselli, who also attended, the initiators of the newly styled Milan Fashion Week.

Abu Dhabi Fashion Week is supposed to occur twice each year (March and October) on an international level, however, also regional de-

signers shall be offered weekly fashion shows. Sponsors are the domestic enterprises Aldar, Mubadala, Etihad and Emirates Palace. Also the Emirate Ajman, the smallest of the seven Emirates at the entrance of the Arabian Gulf, will mix with the fashion business, namely with the ambitious freezone project Ajman Free Zone / AFZ (www.ajmanfreezone.gov.ae), which had been founded in 1988.

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