

ABOUT

The next edition of the Arab Fashion Week is organised in partnership with Jollytrust, from 21 – 28 November 2018, and hosted at both Dubai Design District (D3) and City Walk.

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The Arab Fashion Week (AFW) is founded and organized by the world's largest non-profit fashion council, ARAB FASHION COUNCIL (AFC), founded in London under the companies acts 2006, incorporation number 09227268 with the activity of an extraterritorial international authority for the Arab countries members of the Arab League.

Since its first edition, the AFW has received its recognition as one of the world's highest-profile designers showcase alongside to the other four big fashion weeks held in New York (NYFW), London (LFW), Milan (MFW) & Paris (PFW) being officially on the international calendar. In addition, AFW is the only official fashion week in the world for promoting the Ready-Couture and Pre-Collections which defines the international industry scene of luxury fashion in Dubai and the Arab World.

Proudly, the Arab Fashion Week (AFW) is the world's only platform promoting the 'Ready-Couture' collections, which is known also as 'demi-couture', 'prêt-à-couture' or 'couture-à-porter'. Currently

hosted in Dubai, twice a year, in May for RESORT and November for Pre-Fall Winter collections.



READY-COUTURE (RC)

In today's world, the same 10k euro dress is being sold in 100 plus point of sales around the world. However, the luxury client is looking for more privacy and exclusivity at that price point. In 2017, he or she also looks for more social responsibility and care for ecology.

Accordingly, Ready-Couture is the answer to all these concerns by diminishing 'à-la-chaine production' and re-establishing a more privileged designer/ client relationship that has been lost with Ready-to-Wear.

It is also the economic model that fits the Middle Eastern and Asian markets, knowing that the designers of those regions create custom garments for their clients in need of adjustments or personalization, as opposed to mass producing

due to traditions and personal preferences.

RESORT

In today's time, most of the brands don't have the luxury of time to put together a Pre-Collection show this is why they resort, to do photo shoots.

While the Pre-Collection presentations are scattered around the world, it becomes tough for buyers and press to follow; however, Pre-Collections are the fastest rising RTW seasons and the most successful in stores. "I had no concept that these additional lines would come to represent such an important part of my budget," Bridget Cosgrove, Fashion Director of Boutique1, says.

Consequently, AFW decided to open their impressive infrastructure to brands wishing to increase their pre-collection visibility by hosting them in a truly exotic travel destination that is Dubai. (just as Chanel and Public School recently did).

The AFW will provide the perfect infrastructure for hosting the show, buyers, and press.

STRATEGY

AFW is the world's only platform that pioneers the concept of Ready-Couture. After its success, the AFW paves its way to celebrate Dubai as the capital for Pre-Collections.

As Paris Fashion Week is the Haute Couture powerhouse, the Arab Fashion Week aims to be the benchmark of the Ready-Couture as well a perfect destination for Pre-Collections happenings.

Our concept is to offer a single 5 days event that gathers buyers, UNHI clients, and press from around the world, likewise, a key-in-hand opportunity to organize a Pre-Collection or Ready-Couture fashion show creating impactful events and photo content for the brands.

HISTORY

On the 23rd of Apr 2015, H.E. Cav. Mario Boselli, the Honorary President of the Camera Italiana Della Moda (National Chamber of Italian Fashion) that organises Milan Fashion Week, and the Arab Fashion Council stated: "Arab Fashion Week is the new landmark of the Fashion Industry and to be on the Calendar alongside to New York, London, Milan & Paris".

In partnership with Huawei Arabia a multinational networking and telecommunications equipment and services company, the first edition of the Arab Fashion Week (AFW) was held in Dubai from 31 October till 2 November 2015; while, the second edition was held in Dubai from 16-19 March 2016 & the third edition from 6-10 October 2016. The fourth edition was held from 16-20 May 2017 at The Meydan, Dubai. In partnership with Meraas, the 5th edition of the Arab Fashion Week was held in City Walk from 15-19 November. In April 2018 AFC organized the first ever fashion week in the kingdom of Saudi Arabia under the patronage of Princess Noura bint Faisal Al Saud with the support of the General Entertainment Authority in Riyadh from 10-14 April. Finally, the 6th edition of the Arab Fashion Week was hosted in Dubai at the Queen Elizabeth II cruise to become the first floating fashion week.

Arab Fashion Week is now considered one of the world's five most important fashion weeks in the world, as featured on Vogue Italy last April 2017.

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Arab Fashion Week 2017

Giunge alla quarta edizione la settimana della moda araba che quest'anno ospiterà le collezioni di Marchesa e Antonio Marras

Oggi, l'Arab Fashion Week viene considerata una delle principali cinque settimane della moda internazionale e l'unica che promuove il **Pret-à-porter** e le **Pre-collezioni** sulla stessa passerella. Il concetto dell'evento non è dunque solo quello di promuovere il talento di **22 Paesi arabi**, ma anche di permettere agli stilisti internazionali di presentare le loro collezioni in **Medio Oriente**.

DESIGNERS ADMISSION

The Arab Fashion Week, Dubai admits to its platform not only local Arab designers but also international brands from all over the world. The selection of designers is not based on nationality but on the typology of product which should fit the 'Ready-Couture' standards.

To apply as a designer, please click [here](#).