

Dubai Fashion Days

Hala China Launches Dubai Fashion Days

Eight-day programme to celebrate the best of Arab and Chinese fashion on a Hala China, a joint initiative between Meraas and Dubai Holding, has announced Dubai Fashion Days, a new eight-day event of fashion-centric programming that seeks to spotlight leading talent from the Middle East and China.

Dubai Fashion Days is being organised in collaboration with JollyTrust, a subsidiary of the e-commerce platform JollyChic, and Arab Fashion Week. Endorsed by the Dubai Design & Fashion Council and in strategic partnership with China Fashion Association, the event will take centre stage at City Walk and Dubai Design District (d3) from November 21st till November 28th.

In addition to connecting Dubai-based designers with fabric suppliers and manufacturing facilities from China, the event will showcase the creativity of Chinese designers and their contribution to the global fashion landscape. It will also provide an ideal platform for designers from the two countries to network and exchange experiences and best practices.

Sheikh Majid Al Mualla, Chairman of Hala China, said: “The inaugural edition of Dubai Fashion Days at City Walk and d3 aligns with Hala China’s strategy to develop ongoing events and explore opportunities in trade, tourism and investment that can mutually benefit our economies. We have worked diligently to bring together industry experts and stakeholders to create an event that aims to positively impact the fashion world. With a strong offline and online presence, we are confident that Dubai Fashion Days will enable Chinese brands to explore the Dubai market and provide them with

international exposure. The event will also establish links between UAE-based designers and the Chinese fashion industry.”

Dubai Fashion Days will feature a rich calendar of events and activities, including an eight-day textile trade exhibition, held at d3 with the participation of close to 20 exhibitors from China showcasing textiles and other materials as well as accessories. The destination will also host talks and workshops led by industry experts.

Zhang Qinghui, Chairman of China Fashion Association, said: “Our strategic partnership with Hala China supports our efforts to strengthen the collaboration between the fashion industries in China and the UAE. In addition to facilitating cultural exchange, Dubai Fashion Days will provide the perfect opportunity for the two countries to present their designs, expertise, resources and creativity. We believe this can be the start of a long-term partnership that will create exposure across both markets and support their growth.”

Mohammad Saeed Al Shehhi, CEO of d3, said: “With Dubai Fashion Days, we have leveraged the talent of fashion designers to create an event that will highlight the gamut of China’s offerings to the fashion industry. The industry talks set to take place at d3 will educate and inspire innovation. These efforts will effectively advance d3’s mission to promote creativity across the Arab region and around the world.”

Fashion enthusiasts can look forward to the city-wide fashion festival’s signature activities at City Walk, including Arab Fashion Week, red carpet events and See Dubai, a homegrown initiative featuring pop-ups and showrooms.

Sally Yacoub, Chief Malls Officer at Meraas, said: “Meraas remains committed to designing and connecting diverse spaces that foster active urban living and make Dubai a more attractive place to live, work and play. We look forward to hosting this landmark event that will witness a series of

activities taking place at City Walk, a design-inspired open-air lifestyle destination. This initiative will undoubtedly invigorate and inspire the fashion communities in both China and the UAE."

Launched in July 2018, Hala China aims to encourage trade relations, investment and cultural exchange between Dubai and China. From 1 to 5 October 2018, the initiative successfully hosted the first-ever Chinese Film Week in Dubai.

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