

The Dubai Mall

and

Vogue Talents

present

“A focus on the countries
to watch for new talented
emerging designers”



What is the style and philosophy of your brand? Mohammed Ashi: "Ashi Studio is an avant-garde couture brand that aims to achieve a timeless, modern elegance: wild and white. I transform my muse to morph from summer to winter with sharp-cut, curve-hugging shapes and ladylike couture." **Where do you produce?** "We produce all our customised couture dresses in our ateliers in Lebanon. Every dress is handmade. We believe in perfection and that beauty lies in details. This has always been Ashi Studio's work ethic." **How much does your country of origin (Saudi Arabia) influence your work? And how much are you influenced by Lebanon, where you are now based?** "My Arabic culture and upbringing is definitely present in Ashi Studio's creations and designs, but this heritage is given a modern twist, such as with the trench coat which is a must-have in every collection. Most of our designs also have long sleeves and a mysterious, unrevealing beauty and elegance. I've always been intrigued by the unrevealing side of Arabic women and the mysterious charm behind what they wear." **What was the biggest compliment or most useful criticism you have received about your work?** "The best advice was given to me by Linda Fargo (Senior Vice President of Women's Fashion and Store Presentation at Bergdorf Goodman, Ed.). She told me to let my emotions flow into the aesthetic designs while adding a modern twist. This has been a key to Ashi Studio's success." **What's next?** "Ashi Studio started as a couture house but we'll soon be launching a ready-to-wear line as well as ready-to-wear bridal collections. These will give our clientele greater choice, and they'll also be available for purchase worldwide."

SHOPS: Ashi Studio store (Achrafieh - Lebanon), Symphony (Dubai - UAE), AIOthman (Salmiya - Kuwait), ON Motcomb (London - UK)



SUCCESS STORY:
ASHI STUDIO
since 2007
LEBANON
ashistudio.com



REEM AL KANHAL
since 2009
SAUDI ARABIA
reemalkanhal.com



What is the style and philosophy of your brand? Reem Al Kanhal: "My brand is focused on a complex simplicity for self-confident women who know what they want and who love to mix and match. Don't dress up for anyone; dress up and be unique only to please yourself." **A special moment in your career?** "Seeing Princess Deena Abdulaziz and the models Anne Vyalitsyna and Karolina Kurková wearing my creations. I've also had huge support from Afef Jnifen and Farida Khelfa, women I really admire." **An amusing episode?** "When I started, I used to hide behind the name RK because people in my country only believed in international Western designers. So when one of the best boutiques in Saudi Arabia wanted to buy my collection, I actually begged them not to tell clients that I was Saudi, and not to mention Reem Al Kanhal to anyone. In fact, one client loved a piece and bought it, but when she found out it was by a Saudi designer she wanted to return it." **How much does your country influence your work? Are you influenced by any other places?** "My heritage is as beautiful as one of the Virgin Islands: practically untouched, delicate, and with lots of beauty, handcrafts, stories and patterns. I'm proud of my country and it never ceases to fascinate me. I want to show a bit of it to the world, revealing all its hidden beauty and unheard-of stories. I'm also inspired by everything beautiful around me, such as music, movies, art books, history and emotions." **What advice would you give to other emerging designers?** "Never lose faith in yourself, be strong, work hard and always get yourself out of the box."

SHOPS: D'NA (Riyadh - Saudi Arabia), Reem Al Kanhal showroom (Riyadh - Saudi Arabia), Sauce (Dubai - UAE)
E-COMMERCE WEBSITE: reemalkanhal.com

WHERE TO BUY:
SYMPHONY, Dubai, United Arab Emirates
bysymphony.com

Symphony is a luxury multi-brand concept store located in The Dubai Mall. Established in 2010, it stocks more than 100 labels including renowned designer brands from all over the world, as well as new and exciting rising stars such as Isa Arfen, Stella Jean and Ryan Storer. Some of these emerging labels are even based in the Gulf region, for example Bouguessa, Endemage, Madiyah Al Sharqi and Wadha. The shop aims to offer women an inspirational and comfortable space, providing the backdrop for a "home away from home" shopping experience thanks to custom interiors and carefully selected furnishings. The website bysymphony.com showcases brands sold at the Dubai store along with other heritage and high-end luxury labels.

