

Beat: Lifestyle

## **FASHION FORWARD DUBAI - Fashion Platform for Dubai and the Middle East**

### **Best Apparel and Accessory Designers**

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**USPA NEWS** - Fashion Forward Dubai (FFWD) is the definitive Fashion Platform for Dubai and the Middle East, providing development, exposure and a progressive direction for the regional fashion industry. FFWD welcomes Members of the Regional and International Fashion communities to come together in support...

Fashion Forward Dubai (FFWD) is the definitive Fashion Platform for Dubai and the Middle East, providing development, exposure and a progressive direction for the regional fashion industry. FFWD welcomes Members of the Regional and International Fashion communities to come together in support of Middle Eastern design talent and to foster industry discussion and professional development.

Held bi-annually in April and October at Dubai Design District, the components of FFWD include : Runway shows and presentations by the best couture, ready-to-wear and accessories designers in the Middle East. Additionally FFWD hosts the d3 Fashion Talks, a series of seminars and panel discussions led by global industry experts and Fashion Academia.

Fashion Forward Dubai returns this year to Paris for the second edition of their Showroom (on March 2nd ““ March 6, at Hotel InterContinental Paris Le Grand). Selection of the apparel and accessory designers from the region : Amira Haroon, Anaya, Asya Krasnaya, Cheyma, Hessa Falasi, Kage, Kristina Fidelskaya, Lama Jouni, Poca & Poca, Rami Al Ali, Rula Galayini, Salta, Soltana and Sotra.

- Information about the Arab Fashion Council (AFC) : It is the world´s largest not-for-profit organisation that aims to establish a fashion system (Pipeline) by uniting the 22 Arab countries under one umbrella in terms of creative economy, based on knowledge and production; by making use and sharing collective know-how, experience and resources of the industry. The AFC´s strategic pillars are; economy based on the creative knowledge, made within the Arab Fashion System, reputation, education, sustainability and fashion for humanity.

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