

PRESS RELEASE

**Isla Moda partners with DFW to support regional and local designers
at Jumeirah Emirates Towers
from March 19-22, 2008**

- **Isla Moda to sponsor Dubai Fashion Week**
- **Isla Moda's drive to support local and regional talent in the fashion industry**

Dubai; UAE; February 13th, 2008: Dubai Fashion Week (DFW), the leading fashion trade event held bi-annually announces the signing of their partnership with Isla Moda as Title Partner for the event. This association grants the world's first dedicated fashion island, exclusivity as DFW's principal associate to further position itself as the region's premier fashion destination.

Dubai Infinity Holdings is an innovative and empowering investments enterprise that aims to contribute to the diversification of UAE's economy by focusing on key non conventional growth sectors. Isla Moda, the company's first project located on 'The World' islands, is the world's first island dedicated to fashion and is set to establish Dubai as a global fashion hub offering conscious individuals the ultimate haute couture experience, exclusivity and bespoke lifestyle.

"Isla Moda is proud to partner with DFW. Considering our stand on fashion and related disciplines, it is only natural that we align ourselves with the region's premier fashion trade event," said Samira Abdulrazzak, CEO, Dubai Infinity Holding. "This is a great opportunity for us to show our support for the talent in this region. Partnering with Dubai Fashion Week, will reiterate Dubai's already significant standing as the region's fashion linchpin and further position the city on the global fashion map through Isla moda's unique concept. Our partnership with DFW takes Isla Moda a step forward and also



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demonstrates our commitment to growth and development of the UAE; demonstrating our aim to empower our designers to excel and be part of the global identity of fashion”.

“We are delighted to associate with Isla Moda as it is inline with our objectives and commitment to growth and development of the fashion design industry in the region” said Rohit Sabikhi, Director- DFW

He further added, a 'by invitation only' event, Dubai Fashion Week is a trade event expected to have visitors ranging from buying stores/retailers to domestic and international trade buyers, textile industry, media, sponsor and designer’s guests. The venue, namely the Godolphin Ballroom in the Hotel Tower of Jumeirah Emirates Towers will include the collection show area, sponsor display stands, an on-site media centre, media hospitality lounge, trade buyer hospitality lounge and dedicated media conference room for designer and other sponsor media conferences.

Besides Isla Moda, who are the Title Partners of Dubai Fashion Week, we would like to acknowledge the continuous support we have received from Splash, Dessange and L’Oreal. We are also delighted to announce our association with Philips and Solaris.

The fall/winter 2008 edition of DFW will showcase some of the region’s finest established and upcoming designers. DFW Fall Winter 2008, will be held from March 19-22, 2008 at Jumeirah Emirates Towers, Dubai.

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About Dubai Infinity Holdings (DIH)

Founded in December 2, 2007, Dubai Infinity Holdings (DIH) is a Dubai-based investment company focused on the areas of Information Technology, education, healthcare, entertainment, and lifestyle development and management in the UAE, and in emerging global markets especially the MENASA (Middle East North Africa South Asia) region.



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DIH is owned by a group of high profile local investors and aims at further building the economy of the UAE and Dubai by investing in key growth sectors and working within the frame work of Dubai Strategy Plan 2015.

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About DFW:

Dubai Fashion Week (DFW) is a 'by invitation only' fashion trade event aimed at bringing together major advocates of the fashion industry by providing them a single platform. Overseen by an advisory board, DFW enables local and regional designers and fashion houses to present their collection to global and regional buyers, media, fashion professionals and the general public.

DFW is owned and organized by Concept Events., a member of Concept Group, a full service event management company with wide expertise and experience of managing corporate events, seminars and exhibitions, as well as live entertainment, award ceremonies and trade shows. DFW was co-founded by Marc Robinson who is a well know international fashion show producer. DIFW® and Dubai International Fashion Week® are registered trademarks and Concept Events continues to bear rights to their usage.

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