



**FOR IMMEDIATE RELEASE**

## **Isla Moda Dubai Fashion Week Fall/Winter 2008 31 designer collections in 16 shows**

Dubai, March 3, 2008 - 31 leading regional designers will be showcasing their Fall/Winter 2008 collections in 16 exciting runway shows during the Isla Moda Dubai Fashion Week 2008. The region's fashion trade event is endorsed by Dubai Chamber.

The third seasonal installment of Dubai Fashion Week, with the objective to establish Dubai's position as a global fashion hub and to promote the fashion design industry in the Gulf, will be held from March 19-22, 2008 at the Godolphin Ballroom in the hotel tower at Jumeirah Emirates Towers. The shows will kick off at 3pm and will run through the day with the last show starting at 10pm. Collections will range from bridge/couture to prêt à porter collections by both established and up and coming designers.

"DFW maintains its aim of providing an exclusive platform to develop opportunities for the region's fashion fraternity and with the growing response from the media, buyers and the designers, it is a pleasure to know that we have established the brand as the region's flagship trade event," Aldrin Fernandes, CEO and Chairman of Concept Group said.

A 'by invitation-only' event, DFW is a trade event that will focus on offering retail buyers, fashion professionals, and media attendees an inside look into the latest contributions from the region's top designers, generating increased exposure and revenue in the industry. In addition to the runway area, the venue will accommodate a media conference room for press interviews, a media center and lounge to schedule one-on-one interviews, a buyers' lounge to further facilitate business opportunities.

"DFW offers a career progression path for those in the fashion and design industry. Going forward there will be a 'Young Generation Talent' hunt incorporated with the objective of giving young fashion design graduates an opportunity to collectively showcase amongst leading designers at DFW. A tier above is the third edition of the 'Splash Emerging Talent' show at DFW, which features a group of young and upcoming designers in a sponsored show," Director of DFW Rohit Sabikhi said.

"It is our endeavour to continuously create opportunities to enhance and grow all B2B opportunities associated with Isla Moda Dubai Fashion Week, the only exclusive trade show for the fashion design industry," he added.



"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," Samira Abdulrazzak, CEO of Dubai Infinity Holding, said. "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."

Isla Moda Dubai Fashion Week is organized by Concept Events together with Isla Moda, a Dubai Infinity Holding project, as the title partner. Located in "The World" development, Isla Moda is the world's first dedicated fashion island set to bring a bespoke lifestyle and experience to Dubai. Concept Events would also like to acknowledge the continuous support of Splash, L'Oreal and Dessange. Concept Events is also delighted to be associated with Philips, Solaris, Emirates Bank Al Shaheen, Audi and Image Works.

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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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#### About Dubai Infinity Holdings (DIH)

Founded in December 2, 2007, Dubai Infinity Holdings (DIH) is a Dubai-based investment company focused in 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. DIH is owned by a group of high profile local investors and aims at further buidling the economy of the UAE and Dubai by iinvesting in key growth sectors and work within the frame work of Dubai Strategy Plan 2015.

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DUBAI  
FASHION  
WEEK

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