

A LITTLE PIECE OF KUWAIT

Young Kuwaiti entrepreneur targets gaps in souvenir market with innovative designs



By Nawara Fattahova

Visitors to Kuwait often complain that they cannot find decent souvenirs, especially fridge magnets, which are popular as gifts for family back home. Seeing an opening in the market, a creative young Kuwaiti decided to design various souvenirs to sell to visitors and people living in Kuwait who want to take souvenirs for friends and family abroad.

"Kuwaitis are known for their passion for travelling. As we travel frequently, we collect souvenirs, especially magnets, from each country we visit. I have collected tens of them from the various countries I have visited. But when I had visitors over from the United Arab Emirates, I couldn't find nice souvenir items to gift them. So I came up with the idea of making my own souvenirs," Tariq Al-Failakawi, general manager and founder of Kuwaitique, told Kuwait Times in an interview.

