

Lifestyle

TUESDAY, MAY 16, 2017

Riding high: Toyota eyes 'flying car' future

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Photo shows Rabab Hamadeh, CEO of Kuwait International Fashion Week, left, with the CNN reporter/model Carolien Ter Linden during the KIFW.



Models showcase Abayas for the Kuwaiti designer Rasha Al-Wazzan in collaboration with the Jewelry designer Zainab Ali during the KIFW.



reflects an image of creativity, art, elegance and beauty

KIFW in strategic partnership with Al-Hamra Tower and sponsored by Maserati



Photo shows Toni Salameh, CEO of La Bourjoisie (second right) with other attendees during the event.



Photo shows MP Safaa Al-Hashem (left) and Kuwaiti designer Rasha Al-Wazzan during the event.



Photo shows attendees during the event.

By Sahar Moussa

The Kuwait International Fashion Week, in collaboration with Oriental Fashion Show, the unique event that puts Kuwait on the map of global fashion, kicked off last week in strategic partnership with Al-Hamra Tower and Maserati.

The charming experience held at the highest skyscraper, the 60th floor of Al-Hamra Tower on May 7-11 from 7:00 pm to 10:00 pm. New surprises were featured every day during that period.

Al-Hamra expressed gratitude for hosting this exceptional event, which reflects its social responsibility towards Kuwait, and highlighting its position as touristic and marketing destination in the Arab world. The Kuwait International Fashion Week was the only Kuwaiti platform that showcases unique and high-end designs. The fashion designs were made specifically to meet the elegant Kuwaiti taste.

Meanwhile, the CEO of Kuwait International Fashion Week Rabab Hamadi thanked Al-



Mohammed Al-Matook Deputy General Manager, Al-Hamra

Hamra for their cooperation to organize this huge event in Kuwait which was a prominent and successful event in Fashion. She also praised the exceptional organization and facilitation provided by Al-Hamra which helped make this event a success. During the event, the Maserati medallion was the backdrop for the catwalk. The Levante S, Maserati's first-ever SUV, was on display in Al-Hamra mall during the entire duration of the event. The attendees had the opportunity to test drive the Levante.

Ziad Bou Chacra, Brand Manager of Maserati Kuwait said: "We are proud to sponsor Kuwait International Fashion Week 2017. Maserati is renowned for its Italian craftsmanship, design and performance. And just like the fashion designs showcased throughout KIFW, each and every Maserati is a piece of art that provokes one's emotion. We see ourselves as a natural partner of the event and we look forward to participating in similar events."

Twenty collections for spring and summer of 2017 showcased their designs, featuring

over 20 international designers from Paris, Lebanon, Morocco, Algeria and Kuwait, and that to meet expectations of those looking for fine Arab and international designs.

Al-Hamadi said that this pattern in design combines readymade garments and high-end fashion, and focuses on apparel that is designed according to international fashion standards. She added that one of the main goals that the higher committee was seeking to achieve through the Kuwait International Fashion Week was to "strengthen Kuwait's role and presence among the fashion capitals of the world, since it has all the capabilities, uniqueness, and historical style of the Kuwaiti woman."

Al-Hamadi further noted that Kuwait has become home for mega malls that attract a lot of tourists every year. The Kuwait International Fashion Week serves as a marketing platform for tourism and shopping, and for increasing the current capacity of hotels and recreational facilities.

Several leading and important trademarks participated in the event such as: Lancome, Beidoun, YSL, Ali Hussein Al-Arbash, Noble Clinic, Twaq Fragrances, Bon Voyage travel agency, re7lah.com, Spa and More, Abdul Wahab Company, Misk Flowers Perfumes, Auguri company for advertising and publishing



(From left) Photo shows MP Safaa Al-Hashem and Rabab Hamadeh, CEO of Kuwait International Fashion Week, right, giving an interview to Al-Qabas television during the first day of the event.

— Photos by Paparazzi



A model showcase an Abaya for the Lebanese designer and winner of Project Runway Alaa Najd.



Photo shows attendees during the event.



(Right) Photo shows Kuwaiti designer Nadia Bou Shihri.



Photo shows attendees during the event.



A model showcase an outfit for La Bourjoisie on stage.