

Middle Eastern Fashion Pulse: Latest Collaborations, Sustainable Shifts, and

Middle Eastern Fashion · Answer Key · 10 Questions

1. Which UAE-based fragrance house collaborated with Betül Saday to create a multi-sensory experience at Paris Modest Fashion Week?

A) Hamidi by Sterling Perfumes

- B) Arabian Oud
- C) Rasasi Perfumes
- D) Ajmal Perfumes

2. Which Saudi designer, known for blending streetwear with refined tailoring, has gained an international following and is recognized for making a mark on the global stage?

A) Arwa Al Banawi

- B) Nora Al Shaikh
- C) Hindamme
- D) Reem Al Kanhal

3. What is the name of the UAE's national initiative for textile circularity, launched to create a more organized system for collecting, reusing, recycling, and reducing textile waste?

A) Naseej

- B) Tadweer
- C) Emirates Foundation
- D) Circular Textiles UAE

4. Which Romanian-Jordanian designer, known for her footwear, launched a 17-piece capsule collection with Wolford that includes leggings, bodysuits, and dresses?

A) Amina Muaddi

- B) Nabila Alireza
- C) Shatha Al Mutairi
- D) Lama Al Kuwari

5. Dubai Fashion Week (DFW) Spring/Summer 2026 is scheduled to take place in September. Which city is DFW's official fashion week, aiming to project the region's creativity worldwide?

A) Dubai

- B) Riyadh
- C) Doha
- D) Abu Dhabi

6. Which Saudi designer is known for infusing modern silhouettes with elements of Saudi craftsmanship, blending heritage with global appeal?

A) Nora Al Shaikh

B) Arwa Al Banawi

C) Hindamme

D) Yasmina Q

7. What is the name of the luxury abaya house that reimagines traditional garments with a modern sensibility, using techniques like bias-cut stripes and textured chiffon?

A) AKS The Label

B) Bthaina

C) Zeena Zaki

D) Marzook

8. Which Middle Eastern platform launched an exclusive curation highlighting Arab talent and celebrating the fashion community during Ramadan, featuring brands like Isabel Marant and Saïd Kobeisy?

A) FARFETCH

B) Ounass

C) Namshi

D) Modanisa

9. Which Iraqi designer draws inspiration from ancient Mesopotamian cuneiform script, dating back 5,000 years, for her jewelry designs?

A) Hajer Ghani

B) Zeena Zaki

C) Ashi Studio

D) Rami Kadi

10. Which UAE-based luxury RTW brand, known for effortless elegance and refined pieces, recently unveiled its Spring collection focused on functional yet elevated designs?

A) Bouguessa

B) Abadia

C) Mayka

D) Kika