

Middle East Fashion's Global Ascendancy: Sustainability, Tech, and Luxury D

Middle East Fashion · Answer Key · 8 Questions

1. What significant role did Rami Al Ali play at Paris Haute Couture Week in July 2025?

A) He became the first Syrian designer to officially present a collection on the Paris Haute Couture Week calendar.

B) He was awarded the prestigious Golden Thimble award for his innovative use of sustainable materials.

C) His collection introduced a new ready-to-wear line that challenged traditional luxury price points.

D) He collaborated with a major French luxury house to co-design their Autumn/Winter 2025-26 collection.

2. Which emerging Middle Eastern fashion label made history by being named the first-ever Correspondent Designer on the Dubai Fashion Week calendar for its Autumn-Winter 2025/26 collection?

A) Ashi Studio

B) Les Benjamins

C) Kaf by Kaf

D) Arwa Al Banawi

3. What is a key focus of the 'Sustainable Futures' program hosted in Doha, Qatar, in April 2026, according to recent reports?

A) Promoting the use of synthetic fabrics to reduce water consumption.

B) Highlighting practical applications of sustainability in fashion, beauty, and lifestyle sectors.

C) Encouraging fast-fashion consumption through curated pop-up shops.

D) Showcasing the integration of traditional embroidery techniques with mass-produced garments.

4. In the context of the Middle East's luxury market growth, what is a significant projected trend for Saudi Arabia's personal luxury market between 2022 and 2030?

A) A projected compound annual growth rate (CAGR) of 1-2%.

B) A projected compound annual growth rate (CAGR) of 10-12%.

C) A projected compound annual growth rate (CAGR) of 20-25%.

D) A projected compound annual growth rate (CAGR) of 5-7%.

5. Dubai's fashion landscape is increasingly integrating technology. Which cutting-edge technology is being seamlessly woven into garments by brands like Kelvin Haus to guarantee authenticity and enhance the digital fashion revolution?

- A) 3D printing and holographic projections
- B) Blockchain ownership and NFTs**
- C) Biometric sensors and AI-driven personalization
- D) Sustainable dyes and biodegradable fabrics

6. What notable achievement did Rami Al Ali's 'Guardians of Light' collection at Paris Haute Couture Week 2025 highlight regarding Syrian heritage?

- A) It exclusively used synthetic materials to represent a futuristic vision of Syria.
- B) It paid homage to endangered Syrian handicrafts, incorporating elements like wood inlays and historical embroidery.**
- C) It focused on modern streetwear designs to appeal to a younger, global audience.
- D) It was criticized for not including any traditional Syrian motifs or cultural references.

7. According to a report by Bain & Company and Altagamma, what is the projected market value of the personal luxury market in the Middle East by 2030?

- A) EUR10-15 billion
- B) EUR20-25 billion
- C) EUR30-35 billion**
- D) EUR40-45 billion

8. Which Qatari designer is leading the 'Zero Waste Abaya' project, aiming to minimize fabric waste in traditional abaya production by developing innovative zero-waste patterns?

- A) Dima Ayad
- B) Reem Al Sulaiti**
- C) Heba Jasmi
- D) Nafsika Skourti