



FF

T H E F U T U R I S M

FEBRUARY 2024

FF7

At Fashion Factor, our commitment is centered around prioritizing the needs of our participants. We take pride in offering unwavering support to every designer, ensuring they have the resources necessary for success in their careers. This commitment extends to our dedication in orchestrating top-tier fashion shows in Dubai.

As an internationally recognized platform, we provide a spotlight for designers at various stages of their careers. Our production standards are of the highest quality, and our engagement doesn't conclude with the conclusion of the show.

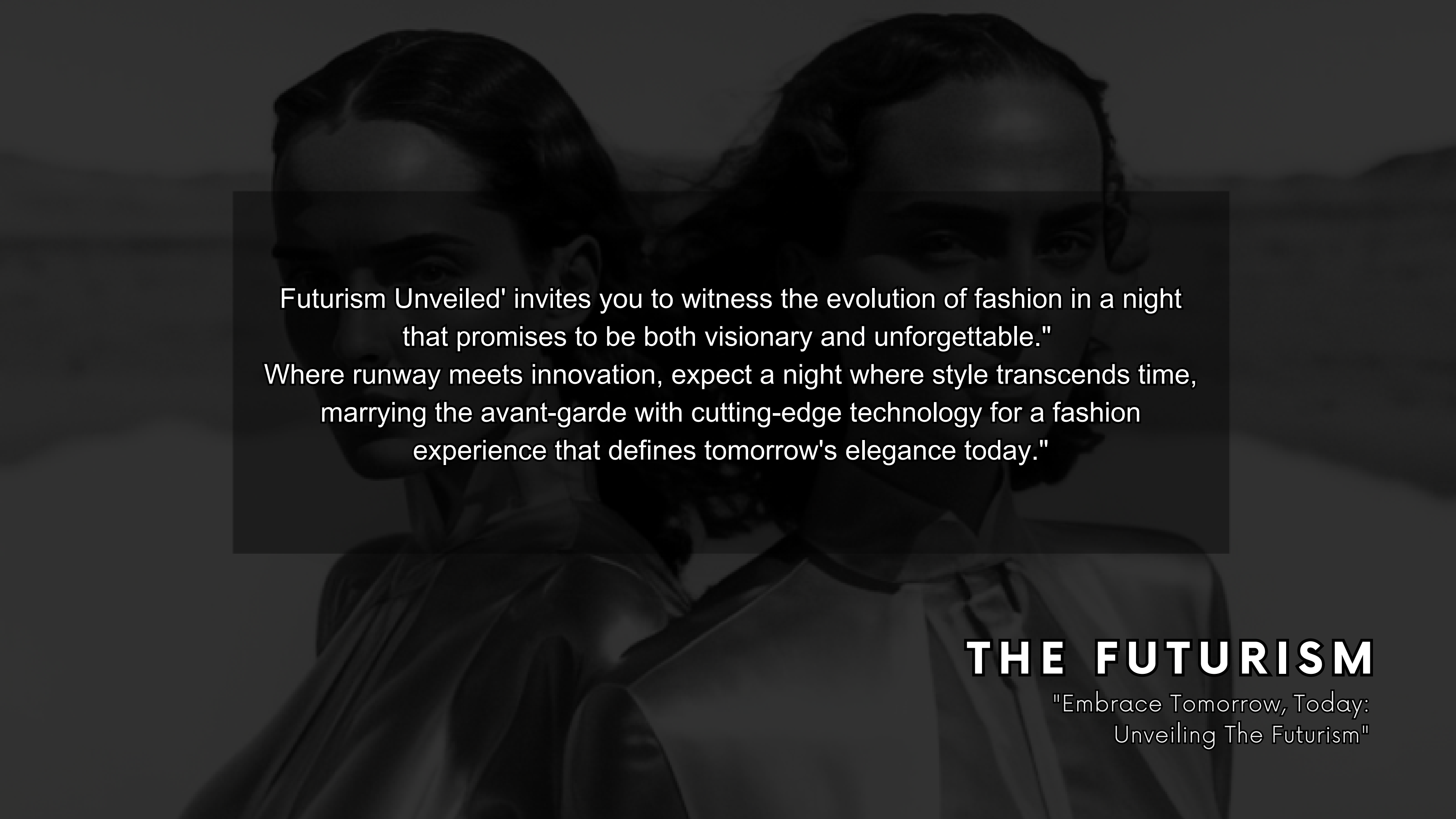
Participants in our events benefit from exposure to global media coverage, interaction with celebrities, and engagement with influencers from around the world. Notably, past winners have had the opportunity to showcase their collections in esteemed fashion capitals like Paris, London, and Milan. Moreover, our participants have dressed celebrities for prestigious red carpet events such as the Cannes and Venice Film Festivals. Importantly, these opportunities have translated into a significant boost in sales for our designers.



WHY FASHION FACTOR?

Brought to you by FashionTV live streaming on Shahid





Futurism Unveiled' invites you to witness the evolution of fashion in a night that promises to be both visionary and unforgettable." Where runway meets innovation, expect a night where style transcends time, marrying the avant-garde with cutting-edge technology for a fashion experience that defines tomorrow's elegance today."

THE FUTURISM

"Embrace Tomorrow, Today:
Unveiling The Futurism"

Fashion Factor is Dubai's biggest fashion competition. In the past 2 years, over the course of 6 editions, we have showcased over 200 international designers.

Designers are invited to showcase their most recent collections in front of a celebrity panel of jury members.

We have partnered with The Agenda Arena in Dubai, who have hosted some of the biggest events in the United Arab Emirates.

Our shows typically have an attendance of a 1000 people per day. Attendees consist of a mix of international celebrities, influencers, photographers, professional models, stylist, magazine editors and prospective buyers.

Winners are awarded prizes, but most importantly all of the designers receive media coverage and photos and videos which they can then use for their marketing campaigns

WHAT IS FASHION FACTOR?

PREVIOUS STRATEGIC PARTNER

ONLINE & OFFLINE

1ST EDITION
BRANDING BY:



2ND EDITION
BRANDING BY:



3RD EDITION
BRANDING BY:



4TH EDITION
BRANDING BY:



5TH EDITION
BRANDING BY:



6TH EDITION
BRANDING BY:



The competition has created a space for new ideas, collaborations, and networking opportunities. It has become a launchpad for many young designers and a source of inspiration for established designers. Fashion Factor has earned its reputation as a leader in the fashion industry, a platform that supports and celebrates creativity and talent.

THE PROJECT



1ST EDITION

Challenge



FEBRUARY 2022 @ VIDA CREEK HARBOUR
DUBAI, UNITED ARAB EMIRATES

2ND EDITION

*Quality on
Catwalk*



JUNE 2022 @ LE MERIDIEN HOTEL
DUBAI, UNITED ARAB EMIRATES

3RD EDITION

No Rules



OCTOBER 2022 @ THE AGENDA MEDIA CITY
DUBAI, UNITED ARAB EMIRATES

4TH EDITION

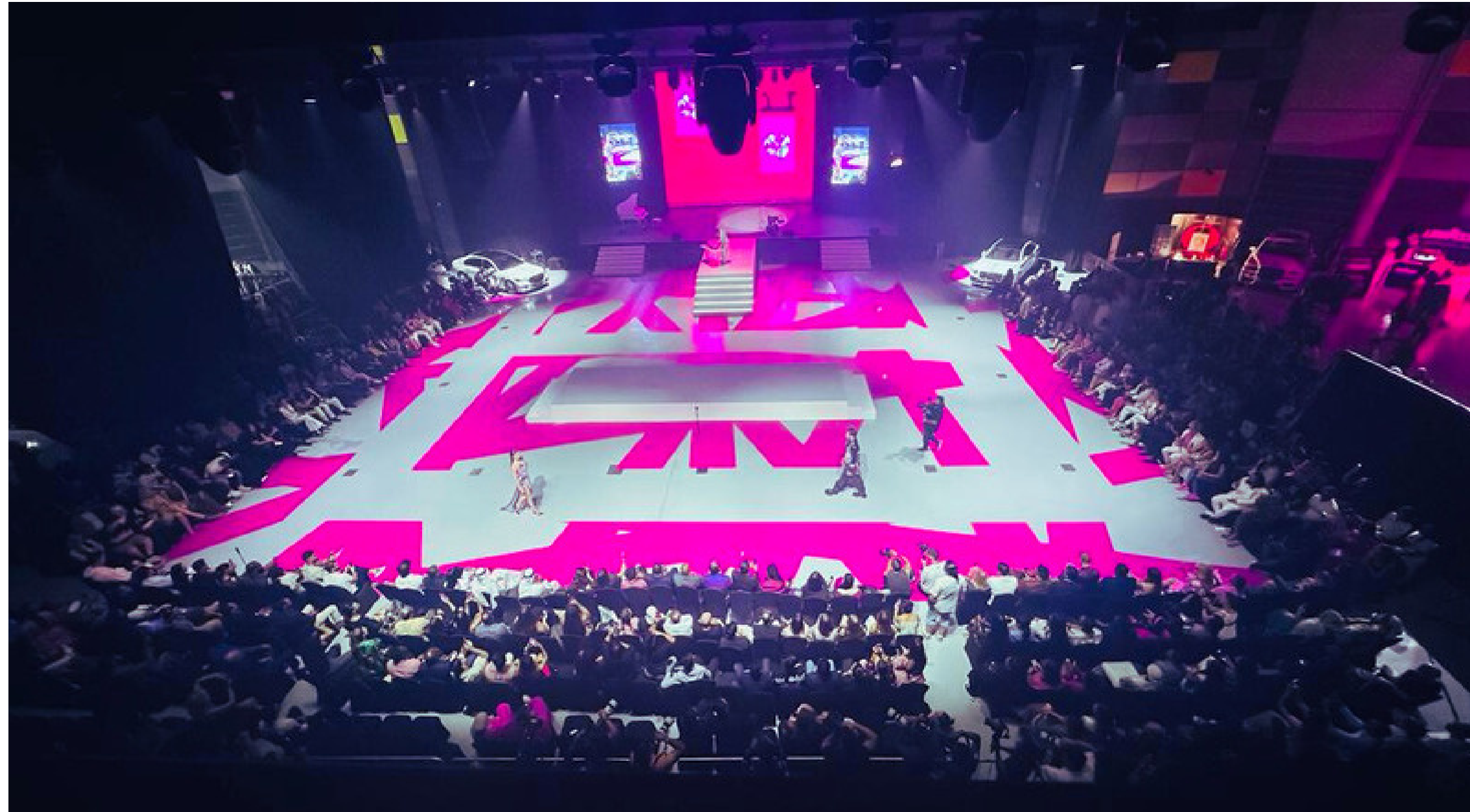
Limitless



FEBRUARY 2023 @ THE AGENDA MEDIA CITY
DUBAI, UNITED ARAB EMIRATES

5TH EDITION

Reincarnation



JUNE 2023 @ THE AGENDA MEDIA CITY
DUBAI, UNITED ARAB EMIRATES

6TH EDITION

Nostalgia



OCTOBER 2023 @ THE AGENDA MEDIA CITY
DUBAI, UNITED ARAB EMIRATES

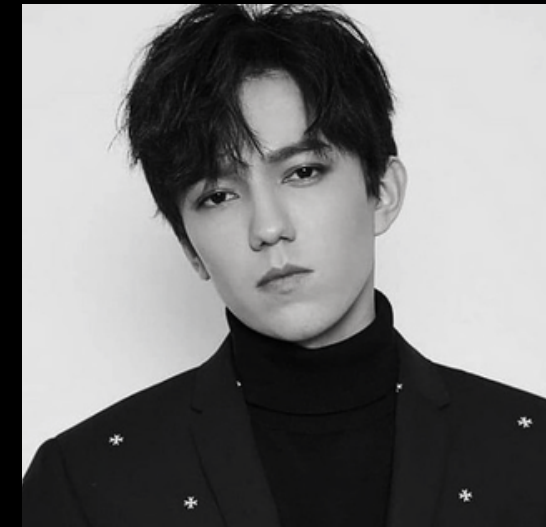
THE JURY MEMBERS



GHITA LAHMAMSSI
Celebrity Icon



BUSHRA
Celebrity Icon



DIMASH
Super Star Singer



AMINA SHELBAYA
Celebrity Designer

THE JURY MEMBERS



MICHAEL CINCO
Celebrity designer



EZRA
Celebrity designer



AMATO
Celebrity designer



SADEK MAJED
Celebrity Designer



GARIMON
Celebrity Designer



CRISTINE TASSINARI
GUCCI Representative
& Fashion Journalist



LEANNE EVERETT
H&M Brand
Ambassador



IHAB JIRYIS
Fashion Designer
Lecturer



GRACE MOON
Korean Fashion
Designer



DR. REEM OSMAN
Regional CEO
Saudi German Hospital

THE COMMITTEE MEMBERS



SHERIF THOMAS



OLGA FLEMING



LARA ALI



HANY EL BEHAIRY



YASSER AL BEER



KAL LADWA

THE PAST COMPETING DESIGNER WINNER



FABIO PORLOID

2ND EDITION WINNER



AARONIC ATELIER

2ND EDITION WINNER

THE PAST COMPETING DESIGNER WINNER



AMR COUTURE

3RD EDITION WINNER



AARONIC ATELIER

3RD EDITION WINNER

THE PAST COMPETING DESIGNER WINNER



AMANI ATARI

4TH EDITION WINNER



NICKO PALAD ATELIER

4TH EDITION WINNER

THE PAST COMPETING DESIGNER WINNER



BY AFASHAGOVA

THE PAST COMPETING DESIGNER WINNER



BOODY NOURELDIN

6TH EDITION WINNER



FRANCESCA LAZZARI

6TH EDITION WINNER

OPPORTUNITIES

- **Design and Production Services:** Fashion Factor provides design and production services for fashion designers who want to bring their ideas to life. WE offer a range of services, including pattern-making, sampling, and production.
- **Event Management:** The company offers event management services for fashion shows and events. They can help with everything from venue selection and production to marketing and promotion.
- **Business Consultancy:** Fashion Factor offers business consultancy services for fashion designers who want to start their own fashion line or improve their existing business. WE can provide advice on areas such as marketing, branding, and finance.
- **Talent Management:** The company provides talent management services for models, photographers, makeup artists, stylist, and other fashion industry professionals.
- **Fashion Education:** Fashion Factor also offers fashion education programs for people who want to pursue a career in the fashion industry. They provide courses on fashion design, fashion business, and fashion marketing.

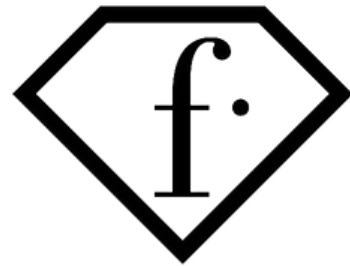
PREVIOUS SPONSOR & MEDIA PARTNER

BEOND
FLY ABOVE

SAMSUNG

Dune
LONDON

ARAB Film
School



fashiontv

تلفزيون
الفاشون

eniGma
THE INTERNATIONAL ARAB MAGAZINE


IRANIAN FASHION
DESIGNERS HUB
Powered by
IBEV
BRAND FACTORY

FP
models



AL DAFRAH TV

NAJ ACADEMY
NERVEEN AL JABBAN

 **AWS**
Holiday Homes

PREVIOUS SPONSOR & MEDIA PARTNER

pointe.
MODE



ZOLIA
MARKETING PARTNER



PUPIL  F FATE
CAR RENTAL

ALLEOPATRA
GOLD



Bukhash
Brothers.



PREVIOUS SPONSOR & MEDIA PARTNER



LAVAZZA
TORINO, ITALIA, 1895

Khaleej Times

LA BEAUTÉ
Hair Professionals

A large, stylized, black, calligraphic symbol resembling a 'Q' or a swirl.

Qertee
Platform

M
voodoo
makeup

PREVIOUS SPONSOR & MEDIA PARTNER



FASHION FACTOR ATTENDEES

EXPECTED ATTENDEES

5,000 + PEOPLE/DAY

GENDER SPLIT

MEN 40%

WOMEN 60%

150
*International
Models*

150+
*Supporting
Members*

50+
*Accredited
Make up Artists
& Hairstylist*

40+
*Authentic
Influencers with
purpose*

50+
*High-end
Buyers*

30+
*Media Outlets &
Press*

200+
VIP Clients

PR MANAGEMENT



AND MANY MORE....

MAINSTREAM NEWS MEDIA

GULF TIMES

Saudi Gazette

ARAB NEWS

MUSCAT DAILY

Kuwait Times
Established 1961
The First English Daily in the Arabian Gulf

الشرق الأوسط

GULF NEWS 

Gulf Today

lovin dubai
— لوفن دبي —

Times
OF OMAN 

TimeOut

الإمارات اليوم

BAZAAR Harper's

GULF Daily News The voice of Bahrain

lovin saudi
— لوفن السعودية —

البيكان
albayan.ae

العربية
Al Arabiya

الاتحاد

The Peninsula Local focus, Global vision
QATAR'S DAILY NEWSPAPER

The National

OMAN عمان DAILY
Observer

 curly tales

الرياض 

Khaleej Times

BUSINESS AND LIFESTYLE MAGAZINE

GULF BUSINESS
— G U L F B U S I N E S S . C O M —

Entrepreneur
MIDDLE EAST

Middle East
Forbes

WHAT'S ON

Middle East
campaign

**Arabian
Business**
/

Gulf Business

SOCIA MEDIA MANAGEMENT

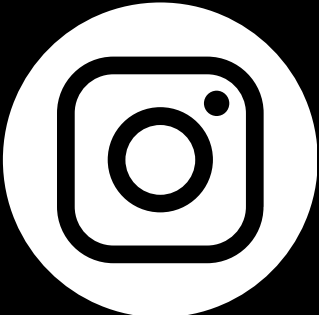
ONLINE

CROSS CAMPAIGN












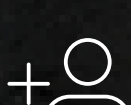
ON AIR

• LIVE

SUBSCRIBE



CELEBRITY FASHION DESIGNER & JURY

 Amato	 Followers: 175K
 Michael Cinco	 Followers: 1.5M
 Ziad Nakad	 Followers: 1.2M
 Hany Elbehairy	 Followers: 547k
 Ezra Couture	 Followers: 515k
 Atelier Zuhra	 Followers: 1.3M

PREVIOUS AWARDED BRAND & INVITEES

Tom Ford

+  Followers: 11.5M

Dolce & Gabbana

+  Followers: 30.4M

Valentino

+  Followers: 18.3M

Dune London

+  Followers: 377k

Toms

+  Followers: 925k

Atelier Zuhra

+  Followers: 1.3M

PREVIOUS CELEBRITIES



AND MANY MORE....

PREVIOUS INVITED CELEBRITY

DIMASH ✓
SINGER & ARTIST

 3.9M FOLLOWERS

ORIGINALLY FROM:

KAZAKHSTAN



PREVIOUS INVITED CELEBRITY

KARIM USAMA ✓

OFFICIAL TIKTOK PRESENTER & EGYPTIAN ACTOR

 3.2M FOLLOWERS

ORIGINALLY FROM:

EGYPT



PREVIOUS INVITED CELEBRITY

GHITA LAHMAMSSI ✓

MOROCCAN ARTIST & BAND

 2.1M FOLLOWERS

ORIGINALLY FROM:

MOROCCO



PREVIOUS INVITED CELEBRITY

ISLAM SABRY 

EGYPTIAN MUSICIAN

 1.1 M FOLLOWERS

ORIGINALLY FROM:

EGYPT



PREVIOUS INVITED CELEBRITY

LAMIAA MENHAL 

ENTREPRENEUR | ARTIST PAINTER

 1.3M FOLLOWERS

ORIGINALLY FROM:

MOROCCO



PREVIOUS INVITED CELEBRITY

LOGINA SALAH ✓

EGYPTIAN SKIN-POSITIVE CONTENT CREATOR / MODEL

 1.8M FOLLOWERS

ORIGINALLY FROM:

EGYPT



PREVIOUS INVITED JURY CELEBRITY

AMINA SHELBAYA 

CERTIFIED BEAUTY & FASHION CONSULTANT
MEDIA PERSONALITY (TV & RADIO)

 680K FOLLOWERS

ORIGINALLY FROM:

EGYPT



PREVIOUS INVITED CELEBRITY

FERHAT POLAT 

TURKISH ACTOR & SINGER

 91,200 FOLLOWERS

ORIGINALLY FROM:

TURKEY



THEY WROTE ABOUT US



Lara was "speechless" having attended the fashion event which has hosted more than 35 designers from different countries in the presence of globally renowned designers like Amato, Hani ElBeheiry, Michael Cinco, and more.

The cherry on the cake for Lara was a surprise performance by Kazakh singer Dimash Kudaibergen. "It

Dubai-based Filipino designer wins as Grand Champ in Fashion Factor Season 3

By: staff reporter Published Date: October 4, 2022



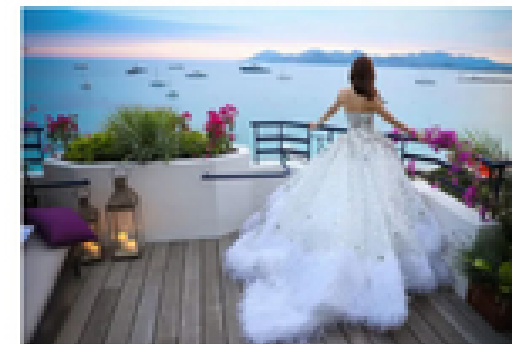
PHOTO BY SUPPLIED

Dubai-based Cebuano designer wins Fashion Factor Season 3

Harvey Conit, a well-known Cebuano and Dubai-based designer, has once again amazed the fashion world as the Grand Champion of Fashion Factor Season 3.

"The first thing I want to say to the people who helped me is that I am grateful for giving me such

Marvels Events Management present Fashion Factor. For the first time Fashion Factor will take place in Dubai and therefore, the location was chosen to showcase the wonders of the capital of Fashion of the Middle East.



The Fashion Factor Council presents this new edition of Fashion Factor competition. The show will take



Fashion Factor all set to promote International talent

The Fashion Factor Council is all set to present a new edition of Fashion Factor competition, which will take place in the city on February 28, 2022, that has become synonymous with fashion and lifestyle Dubai. Marvels Events Management, will be presenting the first edition of Fashion Factor in Dubai.

The event will see participation from international designers which will give them a chance to showcase their talent. International models will sashaying down the ramp in their collection giving them visibility and chance to interact with the local glitterati.

The jury for Fashion Factor comprises of many illustrious names and experts from the fashion fraternity. Fashion Factor competition will give designers a chance to showcase their creations and collection and winner will selected based on the design element of his or her collection.

Sherif Thomas, CEO, Marvels Events Managing. Speaking about this unique initiative said, "It is an event which aims to bring all the designers under one roof and showcase their talent in front of everyone. We have made sure that we have international

THEY WROTE ABOUT US

Q  



فاشن
بشرى تعود للغناء بـ فاشون فاكتر
ET بالعربي | 28 فبراير 2023

لا يفوتكم

بشرى تحيي حفلا وتعود للغناء والاستعراض في دبي



نشر في: الأحد 26 فبراير 2023 - 2:50 م
آخر تحديث: الأحد 26 فبراير 2023 - 2:50 م

مصطفى الجداوي

عادت الفنانة بشرى للغناء والاستعراض من خلال إحياء حفلا في دبي، وقدمت مجموعة من أغانيها التي لاقَت تفاعل كبير من كل الحضور منها أغنية "أسمها الحديد" حقة تالفة".

أخبار

بُشرى تعود للغناء والاستعراض من دبي

الأحد 2023-02-26 16:11 | كتب: علوي أبو العلا |





Q  مباشر 

الإشراف العام: إلهام أبو الفتوح
رئيس التحرير: محمود مكاوي
مدير التحرير: طه جبريل

الرئيسية / فن

بشرى تعود للغناء والاستعراض من دبي.. صور

هاني إسماعيل  26 فبراير 2023 | 05:33 مساءً



THEY WROTE ABOUT US

ون أكينولا ينتظم في مران الزمالك | وحدة الإصدارات بأكاديميه



الرئيسية ثقافة وفنون

بشرى تعود للغناء والاستعراض من دبي

26-2-2023 | 14:57



بشرى

سعيد فراج

تم عرض هذا الإعلان من خلال Google

لماذا هذا الإعلان؟ إرسال تعليقات Ad options



فن وثقافة



THEY WROTE ABOUT US

zakon.kz

09:50, 01 октября 2022

Главная > Все новости > Кудайберген Димаш

Димаш Кудайберген показал, как его встретили на Fashion factor в Дубае



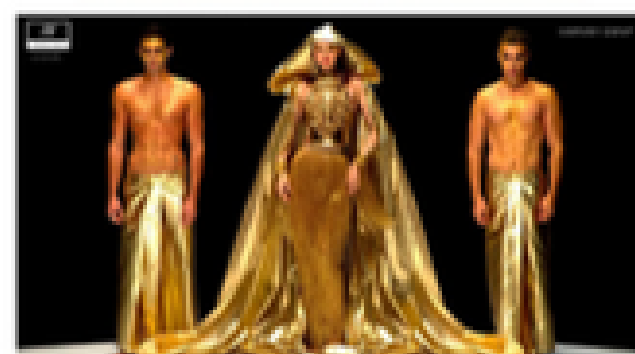
Фото: Instagram/kudaibergen.dimash

Заслуженный деятель Казахстана, певец и композитор Димаш Кудайберген несколько дней назад улетел в Дубай, чтобы принять участие в конкурсе моды Fashion factor, в



Photos by Pao

A Dubai-based prize in an i place in Du



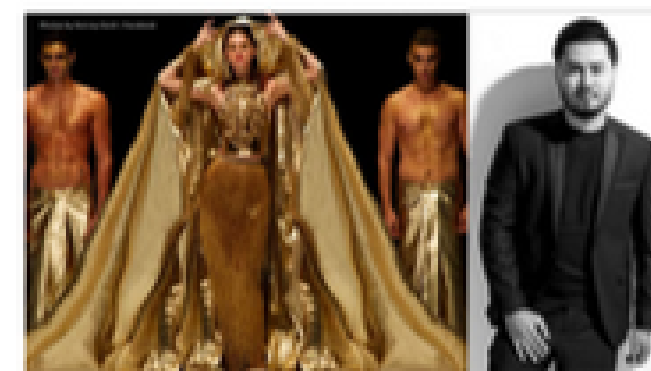
Photos by Paolo Niccolo Sibani

A Dubai-based Filipino fashion designer bagged the top prize in an international fashion competition that took place in Dubai.



Cebuano designer wins big in UAE fashion show

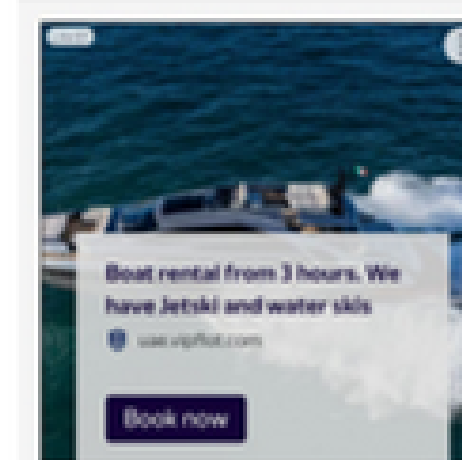
By: Moresette Marie B. Enram - 1 month ago



Photos by Harvey Cenit

CEBU CITY, Philippines – The name [Harvey Cenit](#) is making waves in the international fashion scene once again.

The Cebuano designer was named the champion in Season 3 of Fashion Factor, one of the largest



Главная > City-News

Как Димаша встретили на Fashion factor в Дубае (ВИДЕО)

Редакция LITER.KZ 01.10.2022, 11:07



THEY WROTE ABOUT US



FF - MISSION:

Our mission is to transform the fashion industry by creating unforgettable events that celebrate diversity, inspire creativity, and ignite passion. Through our innovative approach, we aim to empower individuals to embrace their unique style, challenge the status quo, and make a positive impact in their communities and the world.

FF - VISION:

Our vision is to become the leading fashion event company, globally recognized for our commitment to sustainability, social responsibility, and innovation. We envision a world where fashion is not just a trend, but a force for positive change that celebrates diversity and empowers individuals to express their authentic selves. With our visionary approach and dedicated team, we aim to redefine the fashion industry, one event at a time.

WE ARE EXCITED TO WELCOME YOU ONBOARD!

Get in touch

info@fashionfactormea.com

www.fashionfactormea.com

[@thefashionfactor](https://www.instagram.com/thefashionfactor)

FF