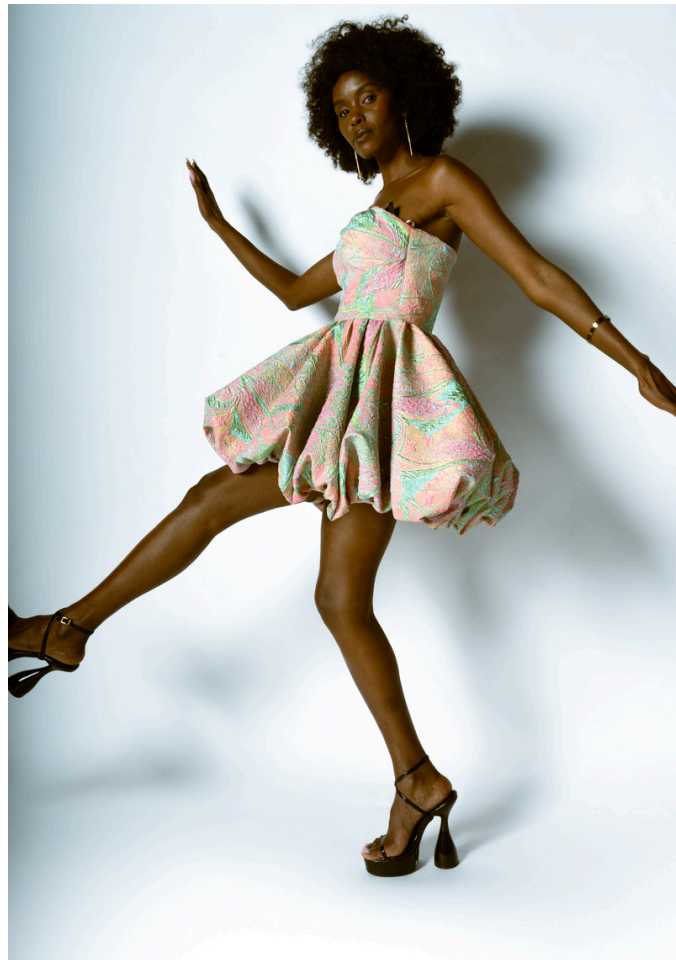


**FASHION
FACTOR** EF



N I N T H E D I T I O N

OCTOBER 2024



COVERED
BY: **VOGUE**

BUSINESS OF FASHION

Fashion Event Management
Brand Showcasing and Promotion
Multimedia Hub
Model Academy and Management
Fashion Production
Showroom for Collection Display

BUSINESS OF FASHION

Brand Showcasing and Promotion



Fashion Factor creates unforgettable fashion experiences with meticulous attention to detail, creativity, and passion for excellence. Explore our past events for a glimpse of the excitement, glamour, and elegance that define us.

Fashion Factor boosts brands through strategic partnerships and innovative campaigns, expanding visibility and success. Discover how we help brands reach new audiences with real-life examples of successful collaborations and promotions.

BUSINESS OF FASHION

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MODEL ACADEMY AND MANAGEMENT

Fashion Factor nurtures talent, guiding aspiring models to successful fashion careers. Discover our top-notch training, mentorship, and industry connections. Meet our success stories—models thriving under our guidance.

MULTIMEDIA HUB

Our multimedia hub amplifies designers' work globally, sparking cross-border conversations. Partnering with top news channels, we maximize designers' reach. Explore our platform's metrics, highlighting impressive reach and engagement.

BRAND SHOWCASING AND PROMOTION

Fashion Factor boosts brands through strategic partnerships and innovative campaigns, expanding visibility and success. Discover how we help brands reach new audiences with real-life examples of successful collaborations and promotions.

FASHION PRODUCTION

Fashion Factor provides complete production services, guaranteeing quality from start to finish. With top facilities and expert teams, we realize any creative vision with precision. View our portfolio for a glimpse of our diverse, creative, and high-quality productions.

SHOWROOM FOR COLLECTION DISPLAY

Fashion Factor's showroom connects designers with buyers and enthusiasts, offering curated spaces. Enter our showroom—a blend of creativity and commerce, fostering connections. Learn how we boost sales and visibility for designers, showcasing their collections to targeted audiences.

WHAT IS FASHION FACTOR

Fashion Factor is Dubai's premier Business of Fashion in the Middle East, showcasing over 400 international designers across seven editions in the past two years. Highlighted Fashion designers present their latest collections on catwalk, while competing fashion designer showcasing their collection to a celebrity jury panel for competition part, and with events hosted in partnership with The Agenda Arena, a prominent UAE venue.

Shows draw crowds of around 2000 daily, including international celebrities, influencers, photographers, models, stylists, editors, and buyers. Winners receive prizes, but all designers gain valuable media coverage and marketing material from the event's photos and videos.

WHY FASHION FACTOR

Fashion Factor prioritizes participant needs by offering unwavering support and organizing top-tier fashion shows in Dubai. As an internationally recognized platform, they provide exposure to designers at various career stages, ensuring high production standards and ongoing engagement beyond the shows.

Participants benefit from global media coverage, celebrity interaction, and opportunities to showcase collections in prestigious fashion capitals like Paris, London, and Milan. Collaborations with celebrities for events such as the Cannes and Venice Film Festivals have led to significant sales boosts for designers.



**FASHION
FACTOR** UAE

T H E C A T W A L K



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Khaleej Times



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HAIR AVENUE
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WELLA
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VOGUE

Khaleej Times

marie claire



THE 9TH EDITION



The 9th Edition, with its special focus on breast cancer awareness, embodies the resilience and strength of cancer survivors.

By highlighting their journey through the lens of design, it emphasizes their courage and determination in facing their own battles.

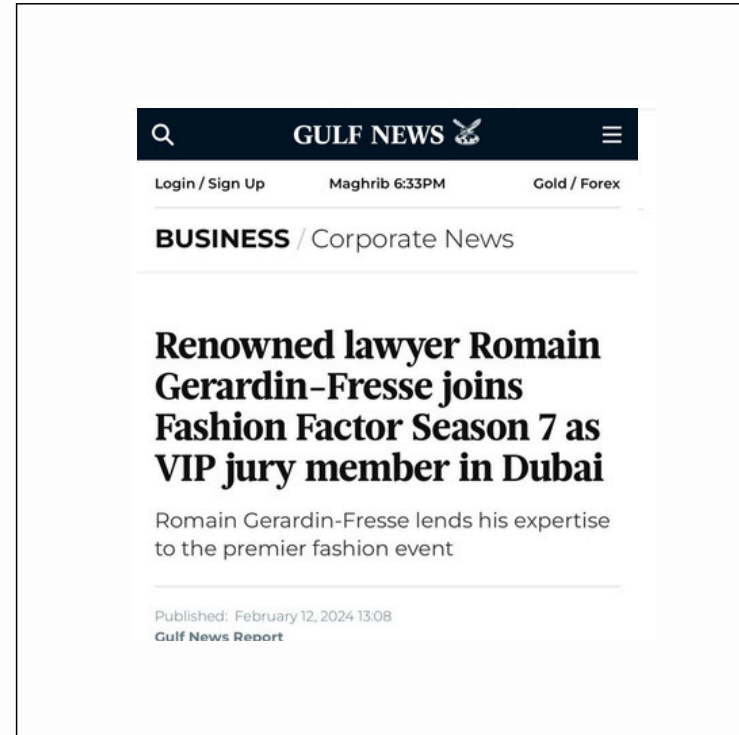
This special edition, each designer must create one masterpiece that symbolizes the October Edition apart from their collection.

This edition not only showcases the artistic talents of the designers but also honors the indomitable spirit of those who have fought and triumphed over cancer.

It serves as a powerful reminder that survivors deserve to be cherished, respected, and celebrated for their bravery and perseverance.

**FASHION
FACTOR** FF

INTO THE SPOTLIGHT



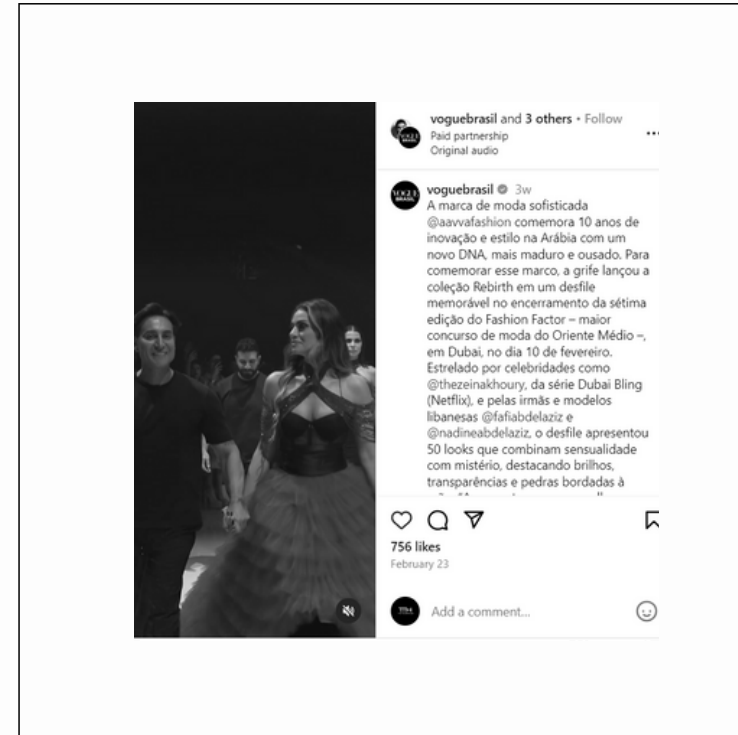
GULF NEWS
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BUSINESS / Corporate News

Renowned lawyer Romain Gerardin-Fresse joins Fashion Factor Season 7 as VIP jury member in Dubai

Romain Gerardin-Fresse lends his expertise to the premier fashion event

Published: February 12, 2024 13:08
Gulf News Report



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A marca de moda sofisticada @aavvfashion comemora 10 anos de inovação e estilo na Arábia com um novo DNA, mais maduro e ousado. Para comemorar esse marco, a grife lançou a coleção Rebirth em um desfile memorável no encerramento da sétima edição do Fashion Factor – maior concurso de moda do Oriente Médio –, em Dubai, no dia 10 de fevereiro. Estrelado por celebridades como @thezeinakhoury, da série Dubai Bling (Netflix), e pelas irmãs e modelos libanesas @lafabdelaziz e @nadineabdellaziz, o desfile apresentou 50 looks que combinam sensualidade com mistério, destacando brilhos, transparências e pedras bordadas à

756 likes
February 23

Add a comment...




MAG FOR HER

MODA — 1 AY ÖNCE

Fashion Factor'ün 7. Defilesi Halılardan Oluşan İlk Moda Koleksiyonunu Ağırladı

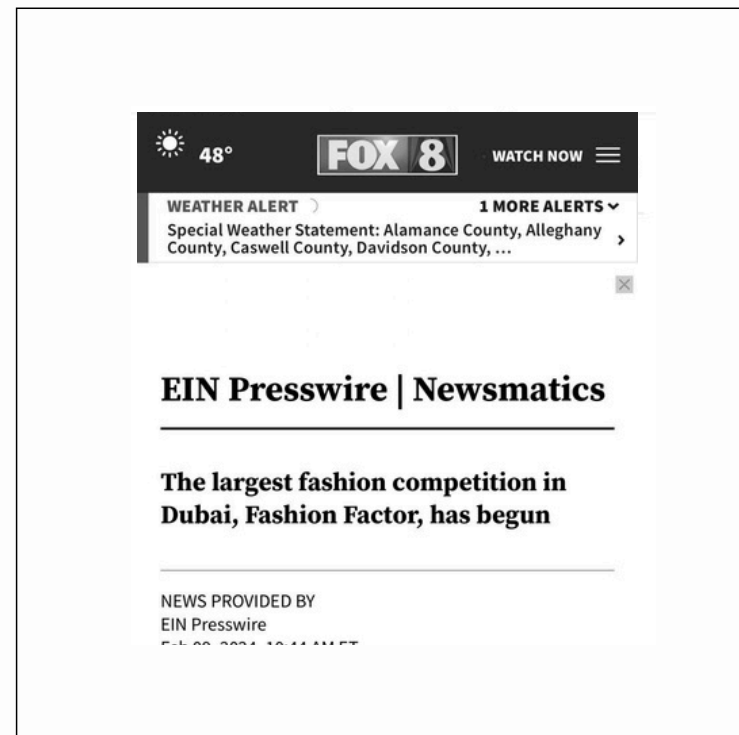
/ HANDE POLATLI



PORTERIUM MAGAZINE
MONACO - DUBAI - LONDON

Unveiling Fashion's Finest: The Spectacular 7th Edition of The Fashion Factor

Fashion Trends
March 6, 2024



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Special Weather Statement: Alamance County, Alleghany County, Caswell County, Davidson County, ...

EIN Presswire | Newsmatics

The largest fashion competition in Dubai, Fashion Factor, has begun

NEWS PROVIDED BY
EIN Presswire
FEB 12 2024 13:08



البلد TV

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

بشرى تعود للغناء والاستعراض من دبي.. صور

هناء إسماعيل
26 فبراير 2023 05:33 مساءً

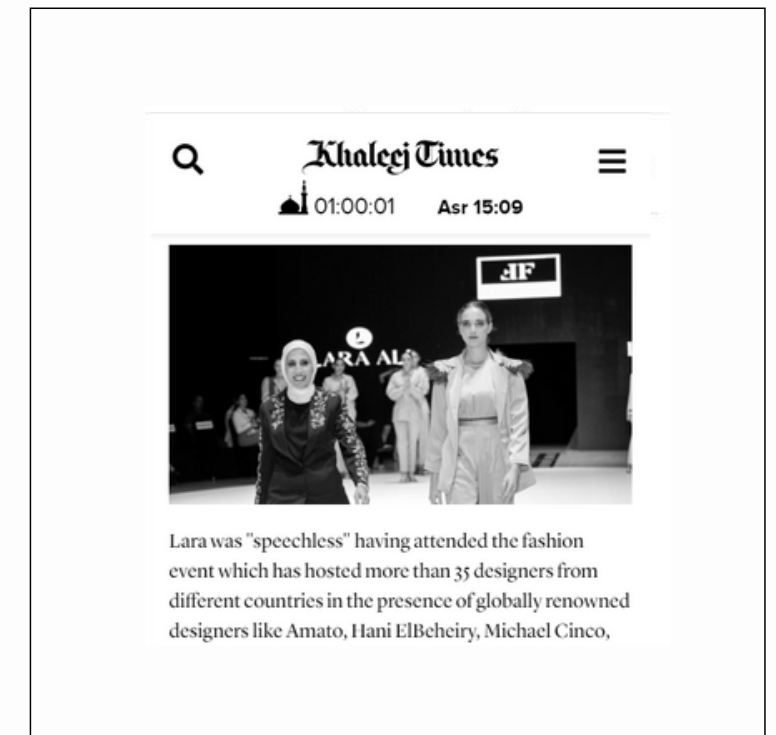


marie claire


HABERLER MODA GÜZELLİK WELLNESS

MODA | 14 ŞUBAT 2024

Fashion Factor, halılardan oluşan ilk moda koleksiyonuna ev sahipliği yaptı



Khaleej Times
01:00:01 Asr 15:09



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,

INTO THE SPOTLIGHT

zakon.kz
09:50, 01 октября 2022
Главная > Все новости > Кудайберген Димаш

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



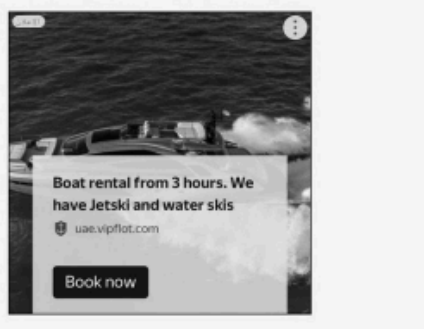
AostaSera.it
il quotidiano online della Valle d'Aosta

Fabio Porliod premiato alla Fashion Factor di Dubai

Fabio Porliod è stato premiato per i migliori abiti da sera, portando in passerella la sua collezione Rebirth che aveva presentato a Parigi.



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Как Димаша встретили на Fashion factor в Дубае

AP

Ohio primary election Israel-Hamas war 'Cyberflasher' con


PRESS RELEASE: Paid Content from EIN Presswire | Newsmatics. The AP news staff was not involved in its creation.

First in history: Cinar's Carpet Fashion starts Fashion Factor's 2nd day, followed by Elena Butko's Avant Garde Catwalk



THE FILIPINO TIMES

SCAN & WIN




Photos by Paolo Niccolo Bibat

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

CDN

Cebuano designer wins big in UAE fashion show

By: Morexette Marie B. Erram - 1 month ago



Photos by Harvey Cenit

CEBU CITY, Philippines - The name Harvey Cenit is making waves in the international fashion scene


F2F FIBRE2FASHION

F2F Prime Textile Apparel Fashion Retail ECom

NEWS FLASH Can Australia's tariff cuts boost economy & consumption?

Dubai Prepares To Host 7th Edition Of Fashion Factor

07 Feb 24 • 2 min read



THE FUTURISM

Haber Sitesi

Anasayfa / Haber

Haber

Fashion Factor 7. Fashion Show'da tamamı halılardan oluşan ilk moda koleksiyonuna ev sahipliği yaptı

FATİH DOĞANGÜZEL • Şubat 14, 2024 • 0 • 1

1 dakika okuma süresi

INTO THE SPOTLIGHT

VOGUE ASSINE

Evento de moda nos Emirados Árabes reúne designers do mundo todo

Apadrinhado pelo brasileiro Vincenzo Visicglia, cofundador da AAWA, o concurso Fashion Factor ocorre em Dubai e apresenta novas marcas ao mercado árabe


Por Estúdio de Criação EGCN
12/06/2024 11h43 · Atualizado há 21 horas

Facebook Twitter WhatsApp

Gulf Today

Leading international lawyer Romain Gerardin-Fresse wins 'Luxury and Fashion industry lawyer of the Year Award' at Fashion Factor Season 8

04 Jun 2024




Dubai real estate firm reveals international expansion plans

Fajar Realty will open first overseas office in Kigali

by A Staff Reporter

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Fajr Al-Sabah unveils her 'Ugly Truth' Collection at Fashion Factor season 8


Speciality of the brand lies in weaving contemporary allure with artistry of

News

Apparel Group brand Dune London Unveils Stunning Eid Collection at Fashion Factor

bessan helmi · 6 days ago · 0 likes · 8 comments · 1 minute read

GTN Gulf Tech News




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Apparel Group brand Dune London Unveils Stunning Eid Collection at Fashion Factor



Dune London, under the Apparel Group umbrella, proudly announces its collaboration with Fashion Factor showcasing its latest Eid Collection.

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Apparel Group brand Dune London Unveils Stunning Eid Collection at Fashion Factor

Dune London, under the Apparel Group umbrella, proudly announces its collaboration with Fashion Factor showcasing its latest Eid Collection.



مصممة الأزياء العراقية "سوسن قربان" تتبارك دجلة

5:44 PM DUBAI TV

GENDER SPLIT

MEN 40%

WOMEN 60%

**EXPECTED
ATTENDEES**

5,000 + PEOPLE/DAY

150

International Models

50+

*High-end
Buyers*

1.5M+

Website Reach

200+

VIP Clients

1000+

*Media Outlets &
Press*

50+

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& Hairstylist*

150+

*Supporting
Members*

300+

*Authentic Influencers
with
purpose*

5M+

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