

LOCAL STYLE REVEALED: BEST DRESSED, NEW DESIGNERS!

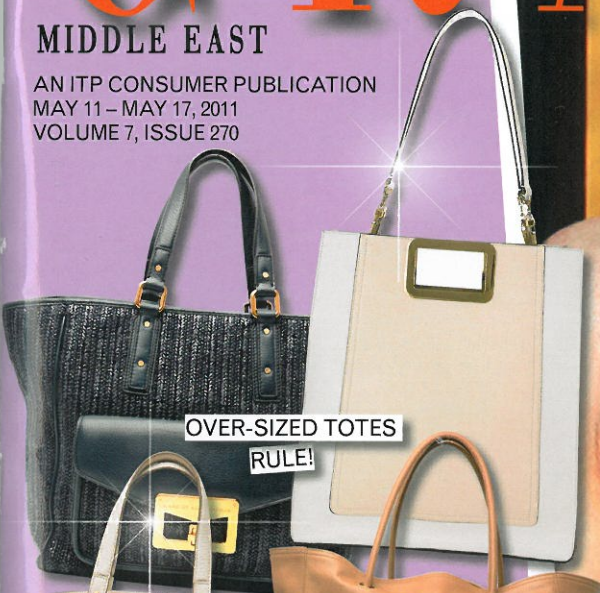
GRAZIA

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MIDDLE EAST
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Amira Haroon, above, wears a gown of her own design. Her spring/summer campaign, left

Brand New Heavies

Grazia speaks to the cream of regional design talent set to become the brands of the future...

THEY'RE THE NEW FASHION

HEAVYWEIGHTS and we're proud to say that these labels are all home-grown. *Grazia* searched the UAE's fashion scene to find three locally-based talents set to take the design world by storm. Each has her own signature style and area of focus. Maryam Selaich brings us a fresh new take on the abaya, Amira Haroon celebrates romance and femininity, and Nadine Arton covers all the bases. They're the brands of the future – remember where you heard it first!

"A woman who is steeped in this region, one with a Middle Eastern soul but a trans-regional outlook and attitudes, intellectually nourished and full of energy"

Amira Haroon

FOR ROMANCE AND FEMININITY

Amira Haroon pictures her fashion muse as 'a woman who is steeped in this region, one with a Middle Eastern soul but a trans-regional outlook and attitude, intellectually nourished and full of energy'.

Originally from Pakistan, Amira grew up in Saudi Arabia before completing her education in her home country – her designs reflect her culture and her upbringing, employing fine fabrics, lace and detailed embellishments using the age-old craftsmanship from the region. Her signature style? "Part vintage and part luxe-bohemian," she says.

Amira fell into fashion by accident. It was her love of art and design which saw her taking an academic trip to Paris, the fashion capital of the world. It was there that she spent her most inspirational years as a fine arts devotee and a student of fashion design and retail at the French branch of the prestigious Parsons School of Fashion Design. Afterwards, she decided to settle in Dubai and it was here that her eponymous label, Amira Haroon, was born in 2009.

So, what can we expect from her current collection? Amira's bohemian muse steps back to the early 20th century – think princesses and grand palaces, gypsy girls, tulle and butterflies. She tells us she's taken her inspiration from grand necklaces, ancient paintings, and pomegranates. With lace detailing, multiple layers of organza and fluid fabric, the result is a feminine and elegant collection, but one that ties in with today's modern woman.

*Amira Haroon is available at s*uce and Chocolate & Pickles in the UAE, and at Maison-boM in Riyadh, KSA ▶*



"My inspiration for design comes in different formats - it's a combination of everyday life"

Maryam Selaich of Slouchy'Z

FOR A FRESH TAKE ON THE ABAYA

As head designer and founder of Slouchy'Z, Maryam Selaich describes her brand not as a fashion house, but a 'house of art'. After creating her own abayas for four years, the Emirati designer decided it was time to share her unique style and start her own business, and so Slouchy'Z was born.

Driven, she says, by a passion to empower all women to feel beautiful, classy and elegant, Maryam set about designing abayas with a fresh and modern feel while staying true to the tradition and culture of Arab women and the conservative manner in which they dress. If you thought that all abayas are black and boring, guess again! Maryam's super-stylish, contemporary and colourful designs are breaking with convention.

Why Slouchy'Z you might ask? It is a play on her surname, Selaich, also describes the essence of the comfortable and loose-fitting abaya itself. For Maryam, attention to detail is key, and each piece is hand-crafted at her atelier, using the finest fabrics and impeccable tailoring.

"My inspiration for design comes in different formats," she tells us. "It's a combination of everyday life." No wonder her distinctive style already has a huge fanbase here in the UAE!

**Slouchy'z is available at USH Boutique and O Concept, Dubai*

Maryam Selaich wears a Slouchy'Z abaya, pictured here in Bastikiyah





Nadine Arton of GlamOnYou

ELEGANT AND ON-TREND

Describing her designs as simple yet elegant, Nadine says, "The GlamOnYou customer embodies the life and style of the modern Dubai woman: classy, yet down-to-earth." Her ultra-wearable creations epitomize the bright and breezy climate of the city that the German-born designer has made her home – with dusky organic hues, vibrant, popping colours and beautifully flowing fabrics. "The woman who wear my clothes keeps her eye on trends, but always looks unique. She is independent, flirtatious and sensual," she says.

Launched in 2008, GlamOnYou now has three lines: Contemporary GlamOnYou, GlamOnYou Classics and GlamOnYou Resort. She's also designed a capsule collection of one-offs for her more discerning clients. With an online following that's growing by the day, Nadine has already been making waves on the international scene – she's already stocked in some of Germany, Oman and Morocco's best boutiques.

*All three GlamOnYou lines are available at www.glamonyou.com ■



"The GlamOnYou customer embodies the life and style of the modern Dubai woman"

Nadine Arton, above, wearing one of her own GlamOnYou maxis