

RUNWAY DUBAI

FASHION SHOW

THE MOST
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FASHION EVENT
IN THE UAE

Featuring
ELEVEN BY VENUS

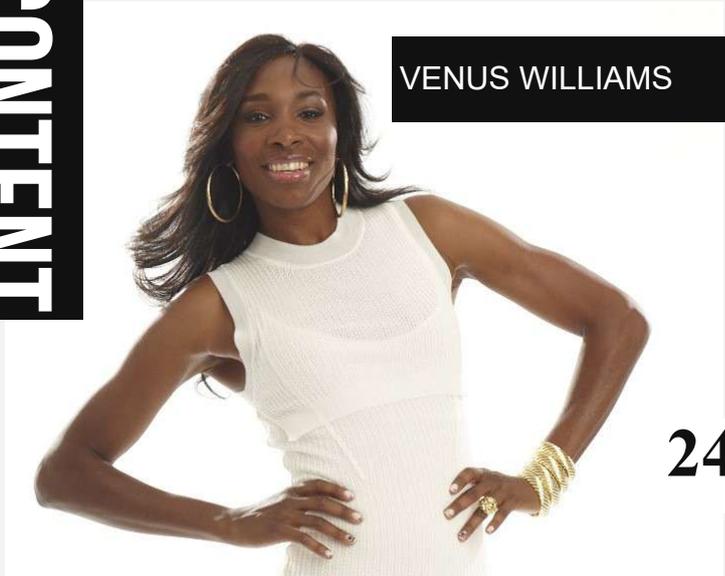
SEASON IV NOVEMBER 8 - 10, 2016

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 **ELEVEN**
BY VENUS

WELCOME TO SEASON IV



MODUPE O. OMONZE
FOUNDER
RUNWAY DUBAI FASHION SHOW

SPECIAL THANKS:

ALITHEA ADOGU
ANASTASIIA BOBRY SHEVA
BASSAM NADER (EMCEE)
JULIE JOSEPH

Runway Dubai annual fashion show, a multicultural platform has quickly been recognized as the most inspiring fashion event in the UAE. Our focus is to provide an excellent opportunity for fashion talents and brands from around the globe to receive a well-deserved exposure and recognition for their creativity and also serve as a means of identifying, connecting and boosting the growth of the future trendsetters of the fashion industry.

The “Annual Runway Dubai Fashion show” has seen incremental success year on year, evolving from a single day event in 2013 to a three day platform, attracting Fashion designers, Media personalities, Journalists, Retailers, Fashion industry professionals, Celebrities and Style setters as well as the most beautiful models from the Middle East, Europe, Africa, Asia & the USA; clearly establishing the platform as the leading international fashion event in the UAE.

This season will feature Designers from 9 countries presenting on the Runway, 8 students finalists in the fashion talent contest & 11 models competing in the “Active Model” search in association with ‘Eleven By Venus’. It will also feature Brand exhibitions, Fashion creative artistic theater & Musical performances. It is our goal to ensure that our platform leaves you with an overwhelming sense of fulfillment!

Modupe

Modupe O. Omonze
Founder; Runway Dubai Fashion Show

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SEASON IV

SCHEDULE OF ACTIVITIES

TUESDAY NOVEMBER 8, 2016

6:45PM - 9:45PM

Maui Rooftop lounge, Sofitel the Palm

Opening Night Gala Dinner

*An invite session for Sponsors, Partners, Designers & Retailers to network with each other in the Runway
Dubai Spirit*

WEDNESDAY NOVEMBER 9, 2016

6:45PM - 9:45PM

Grand Ball Room Sofitel the Palm

Fashion Talent Contest | Active Model Search |

Designers Runway Presentations

*8 talented designers who will be vying for the title of Emerging Fashion Designer of the year;
11 models will also be competing for the title of the "Active Model" in association with Eleven by Venus
Lina Rudenko (Winner of the 2015 Emerging Fashion Designer Title)
Adriana Talansi (Congo), Ikramini (Sweden) and Graduates from Gift University (Pakistan)*

THURSDAY NOVEMBER 10, 2016

7:15PM - 10:00PM

Grand Ball Room Sofitel the Palm

Designers Runway Presentations

*Local and International Designers & Fashion houses will be presenting their Fashion Creativity on the
Runway including presentations from: Apeksha Binoj (India), Eleven By Venus (USA), Graduates from Gift
University (Pakistan), Iban Salgado (Spain), Josette Bayoro (USA), Norish Kareem (Malaysia), Olga Vasileva
(Ukraine), Roksolana Bogutska (Ukraine) and Performance by the Art Dance School Dubai*

THURSDAY NOVEMBER 10, 2016

10:30PM - ONWARDS

Crescent Hall, Fairmont the Palm

Season IV After Party

The Season concludes with fun, cheers and love at the After Party.

Say Hi to Kimberly Carey

THE FACE OF RUNWAY DUBAI FASHION SHOW 2016



Hi, I am Kimberly Carey. I am passionate about makeup. To me, fashion is a way of life. It gives confidence, it empowers. When I was first selected to be the face of Runway Dubai, I thought someone was playing a prank on me. After I confirmed it was a true, I cried. I always thought of myself as pretty only among my friends and family, but not pretty enough to represent a brand as big as Runway Dubai.

My passion for makeup was ignited four years ago after I was diagnosed with Alopecia, an autoimmune skin disorder that causes total hair loss. When I lost my hair, I felt I had absolutely no control over anything when it comes to my body. It was very emotional and traumatizing, more so because I live in a country where hair is the known standard of beauty. Then I found the makeup art. It gave me a different type of control and I realized that even if I could not control my hair, I could control what goes on my face. There and then, my passion for makeup was born.

I now own a makeup company named, Heavenly Reflection Make Up-UAE. My desire is to show the world on this side that "Bald is Beautiful". Overtime I have realized that this condition chose me and now I live my life confidently as an Alopecian woman in the UAE.

Being chosen to be the "Face of Runway Dubai 2016" has truly been a blessing because I have the opportunity to publicly empower women, men and children, letting them understand that it's ok to be your own kind of beautiful and you can set a new standard of beauty. We all have that one thing that stripped us of our self-confidence at some point in our lives, but it is our job to not give in. We must push passed that thing, be stronger than it and wear it as a badge of honor.

FASHION TALENT CONTEST

Runway Dubai continuously seeks to identify fashion talents from the region that have the potential to be amongst the future trendsetters in the industry. The Emerging Designer Contest is part of our efforts to reach this goal, paving the way for opportunities to nurture and develop the fresh talents in the industry.

This year, 8 finalists have been selected across the region to showcase their talent on the Runway. The winner of the contest will be selected by our celebrity panel of judges including TV presenter & Producer Dina Al Sharaf, International presenter Rania Ali, Film maker/Actor Maher Al Khajar and the CEO of La Villa, Stefano Giuliani.



SEASON IV CONTESTANTS

SHILPA NAIR

OLIVIA JENNER N

MALAK FADLALLAH

AYESHA ZAKI & KANAKA LAKSHIMI

FARZONA YAQUBI

AKANKSHA SINGH

AMNEEK BHATTESSA

MEET OUR PANEL OF JUDGES & FASHION TALENT CONTESTANTS

RANIA ALI



STEFANO GIULIANI



DINA AL SHARAF



MAHAR AL KHAJAR



DINA AL SHARAF

TV presenter & producer



Dina Al Sharaf is a professional TV presenter and producer. Her charismatic and disciplined, down to earth persona has placed Dina as the most popular anchor in the history of Dubai Television. Her work ethics and values have

also influenced a lot of her fans who have made her show, the most popular show on TV.

Halkat Wasel in Arabic, is an interactive social program that talks about everyday issues. Her empathy, and understanding approach towards people's problems has made this TV show a megahit. She has also anchored several popular TV shows, and is a member of the Dubai Media incorporation. Dina loves fashion, and supports a lot of the local fashion designers in the region by wearing their designs on TV, and her recently launched blog called Dina cares where she covers health issues, nutrition, beauty and exercise.

RANIA ALI

International Presenter



Rania is an International Presenter, an Influencer and an Entrepreneur, born & raised in the UAE with extensive years of corporate experience. She holds a Masters degree in International business from Wollongong University in Australia

Her passion, energy & charismatic personality along with her impressive expertise and background have helped establish her reputation as the number 1 trusted & sought after live events presenter in the region for both lifestyle & business engagements for top local & international brands.

She is in love with fashion and has a unique fashion taste. Her presenting career path had helped her grow her appreciation for fashion as she gets dressed up for a lot of her glamorous events from top designers and work closely with many fashion houses.

MAHER AL KHAJAR

Film Maker /Producer & Actor



Maher Al Khajar is a talented film

maker, producer and actor. He studied film making in Middlesex university in the U.K

Maher spends a lot of

his time in the studio perfecting his act in producing horror films and music videos for his fans on social media. Maher loves fashion and dresses a lot like his idol the Late legendary Pop Super star Michael Jackson, and was named the Arabian Michael Jackson by the Jackson Family in 2012. Maher, always says that it is important in life, to do what makes you happy. Just like his idol, Michael Jackson, Maher supports a lot of charities, and enjoys giving back to his community.

STEFANO GIULIANI

CEO La Villa



Stefano Giuliani is the CEO of La Villa. He is an inspiring dapper Italian entrepreneur. He brings with him a wealth of experience, having worked for fifteen years as a strategy advisor for so many companies around the world. Stefano decided

to go back to his first love when he decided to begin La Villa, a fashion company that promotes the best of Italy through direct experience. As unique as it sounds, Stefano wants to expand this concept to the rest of the world. His passion is to expose the experience of Italian fashion and cuisine to Dubai, especially known for its vast diversity of people.

La Villa was launched in 2015, and was named the most expensive Villa in Dubai. Its exquisite craftsmanship and unique décor has set itself aside as a true experience of fine culture. Stefano is emphatic that true elegance is not about brand names, but about quality that you can see and feel. This is true, considering that his elegant style scored him an award from Esquire Middle East as one of the best dressed Men in Dubai.

SHILPA NAIR



I am Shilpa Nair. I am from India. To me, fashion is a lifelong journey. I am self-motivated and enthusiastic, with a strong passion for creativity. I began my sojourn in the fashion industry as a model. I became so intrigued by the creativity of the designers I worked with that I wanted to design like them.

Along the line, I picked up painting as a hobby. This eventually infused the necessary vigor into my designs to make them stand out. Soon thereafter, I started making customized clothing for friends and family after graduating as an Engineering Management professional.

The encouragement from friends and family motivated me to pursue my passion for fashion after taking a design course to learn the basic techniques in fashion designing. I currently focus on designing bridal wears. My designs are inspired by nature and my love for the arts.

MALAK FADLALLAH



My name is Malak Fadlallah. I am from Lebanon. I breathe fashion, when it comes to design, I think out of the box. That is why I always have fresh designs to introduce to the world. I am taking fashion courses in Lebanon as well as in Dubai in addition to digital design courses.

I go for uniqueness and excellence. What I love about fashion is the way it defines people, it is capable of defining distinct characters and personalities. For me, fashion is an art of self-expression. My favorite color is metallic bronze which is within my first collection. My designs are inspired by the Japanese art of origami, which is folding paper. I throw fabrics in to the equation and it becomes *ori-faburikku* which means folding fabric.

I am an all-round fashion enthusiast. From clothing to shoes to make up, accessories, bags, to hair styles, I am always in on the latest trend. I love experimenting with harmony. I enjoy drawing, sewing, and working with my hands to bring my designs alive. As much as I love to learn from other designers, I also love to share new ideas. My dream is to become the designer and stylist to whom people look for uniqueness.

OLIVIA JENNER, N



Olivia Jenner, N is from Uganda. She studied Fashion and Design in Tiner International Institute and Vera College in Nairobi Kenya.

The inspiration for her Collection is her passion to give back to her fellow woman that she meets every day in life. She has dedicated her collection for the Runway Dubai show to Women and Children, because to her, they are true, gentle, loving, kind and worthy beings. Her Vision is to Launch her brand; "BRANDOLIVIA", which will motivate, inspire, and bring confidence back to the Woman. Olivia is working on her fairy inspired design that will dazzle her Fashionistas.

AYESHA ZAKI & KANAKA LAKSHIMI



Ayesha Zaki and Kanaka Lakshimi are a team of designers who share the same passion. They attended the same fashion school and stayed very close friends after graduation.

Kanaka holds a degree in Arts from India, and she is interested in Indian culture and garment fusion.

Ayesha has designed costumes for several short films in Bollywood. She is looking forward to the competition in November. They have both named

FARZONA YAQUBI



I am Farzona Yaqubi and I am from Tajikistan.

My art breathes on colors and traditional values of my country. Over the years, I have developed a style of uniquely blending colors with cultural arts from different parts of the world. Each piece from my collection is an odyssey on its own. They all come together to tell heartwarming stories. I infuse my passion of preserving historical treasures into every one of my designs. That is why even my avant-garde creations carry generous aura of antiquity. Every piece from my collection at the Runway Dubai 2016 will make you proud to be a citizen of the world, they will bid you 'welcome to Tajikistan'.

AKANKSHA SINGH



I am Akanksha Singh. I love fashion to its core.

My fascination with designs began at a very tender age. My eyes would glow with sheer delight whenever I went to the tailors with my mom to see my designs come alive. My mom being an artist always played with colors and fabrics. This

captured my imagination and spurred me on to a career in designing. To consolidate my natural gift, I enrolled to study Fashion Designing and Technology in Mahe - Manipal, Dubai Campus. Later on, I earned a Post Graduate degree in Fashion Marketing from Pearl Academy of Fashion, New Delhi.

The desire to broaden my horizon in the industry led me to its retail sector where I worked for more than three years as a Fashion and Visual Merchandiser. The experience gave me the much needed depth I required in the fashion world. It also kindled my desire to explore fashion's vast business landscape. Now, my dream is to own my fashion label and make a unique name in the fashion industry.

My collection for the Runway Dubai IV is inspired by the motifs of the 'Grand Mosque' popularly known as the 'Sheikh Zayed Mosque', located in Abu Dhabi. Each collection is highlighted with the mesmerizing colors and intricate motifs that are inscribed on the Grand Mosque. The collection is elegant and graceful.

Get ready to savor the beauty of a collection inspired by Grand Mosque at Runway Dubai 2016!

AMNEEK BHATTESSA



I am Amneek Bhattessa. I am a gifted communication expert, but fashion is my passion.

I trained and practiced in many areas of communications including traditional and online marketing, as well as entertainment branding. After

more than a decade in the business I developed expertise in product development, TV production, banking and marketing strategy. However, entertainment and styling concepts have been key drivers in my overall delivery of products from business to fashion.

My work with Deepti Bhatnagar production in Mumbai focused on getting sponsorship and brand placement for shows like "Musafer Ho Yaaro". I also worked as a fashion stylist in movies like "Ketha Hai Dil Baar Baar", for Video Sound, a New Jersey based production house. My experience at Blueliner and Yesmail has given me the experience of both traditional marketing and the growing online marketing industry.

Yet, I could not just look away from fashion. Now I have embark on my long life goal of becoming a fashion designer incorporating all the diverse concepts from my experiences.

I hold a degree in Communications from St. John's University, New York. I have also taken Fashion Designing courses at Parsons School of Fashion in New York and interned at local fashion design companies.



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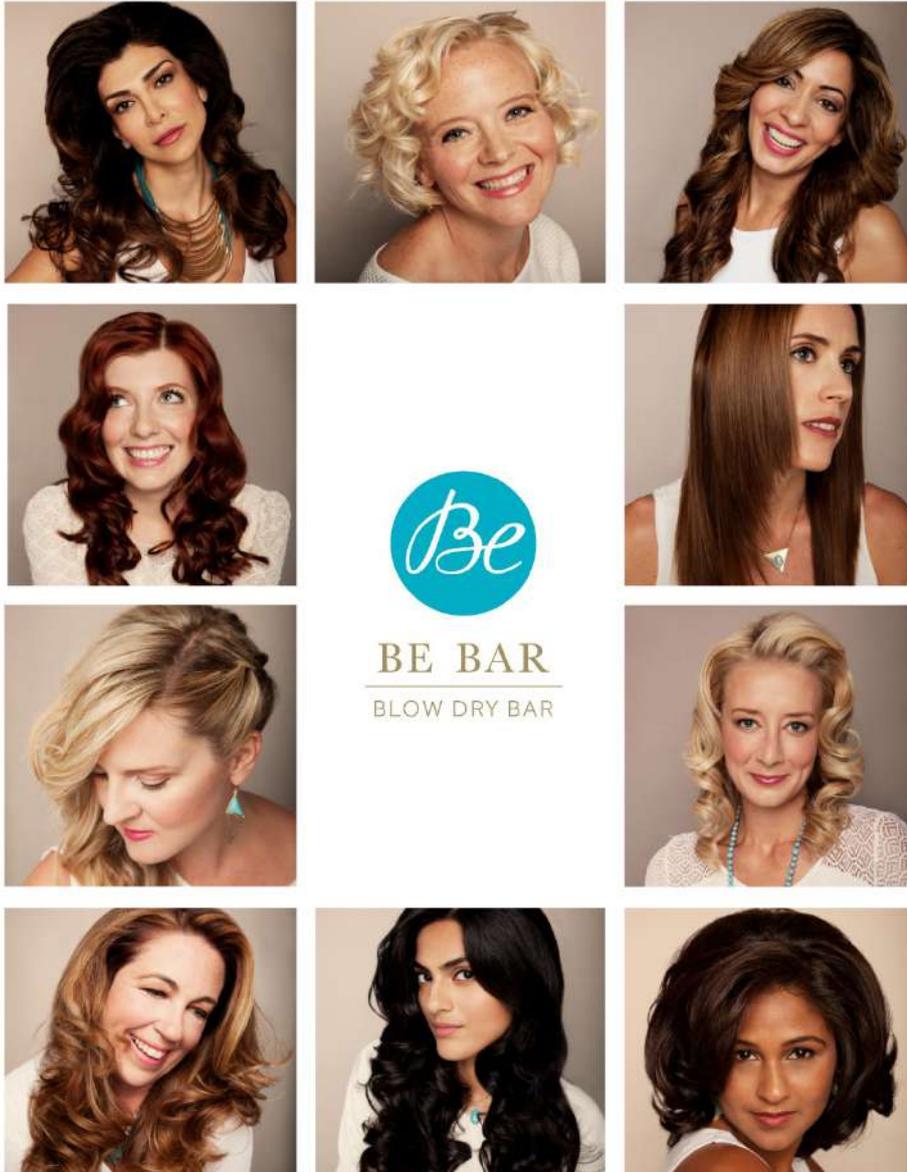
Active Model Middle East



RUNWAY DUBAI PARTNERED WITH TENNIS STAR, VENUS WILLIAMS TO SEARCH FOR THE NEXT ACTIVE MODEL IN THE MIDDLE EAST. THE PARTNERSHIP TITLED 'KEEP FIT, STAY CONFIDENT', HOPES TO HELP WOMEN EMBRACE THEIR INNER CONFIDENCE AND RAISE AWARENESS ABOUT DIABETES AND OTHER HEALTH PROBLEMS THAT ARE ASSOCIATED WITH LACK OF EXERCISE AND OUTDOOR ACTIVITIES.

THE SHORT-LISTED MODELS WILL BE COMPETING ON STAGE FOR THE NEXT MODEL TO JOIN TEAM "ELEVEN"; AN ACTIVE SPORTSWEAR CREATED BY VENUS.

THE FITNESS DRIVE KICKED OFF WITH RUNWAY DUBAI'S ONLINE CAMPAIGN ON INSTAGRAM USING THE HASHTAG #KEEPFITSTAYCONFIDENT WITH OTHER CELEBRITIES JOINING IN THE CAMPAIGN



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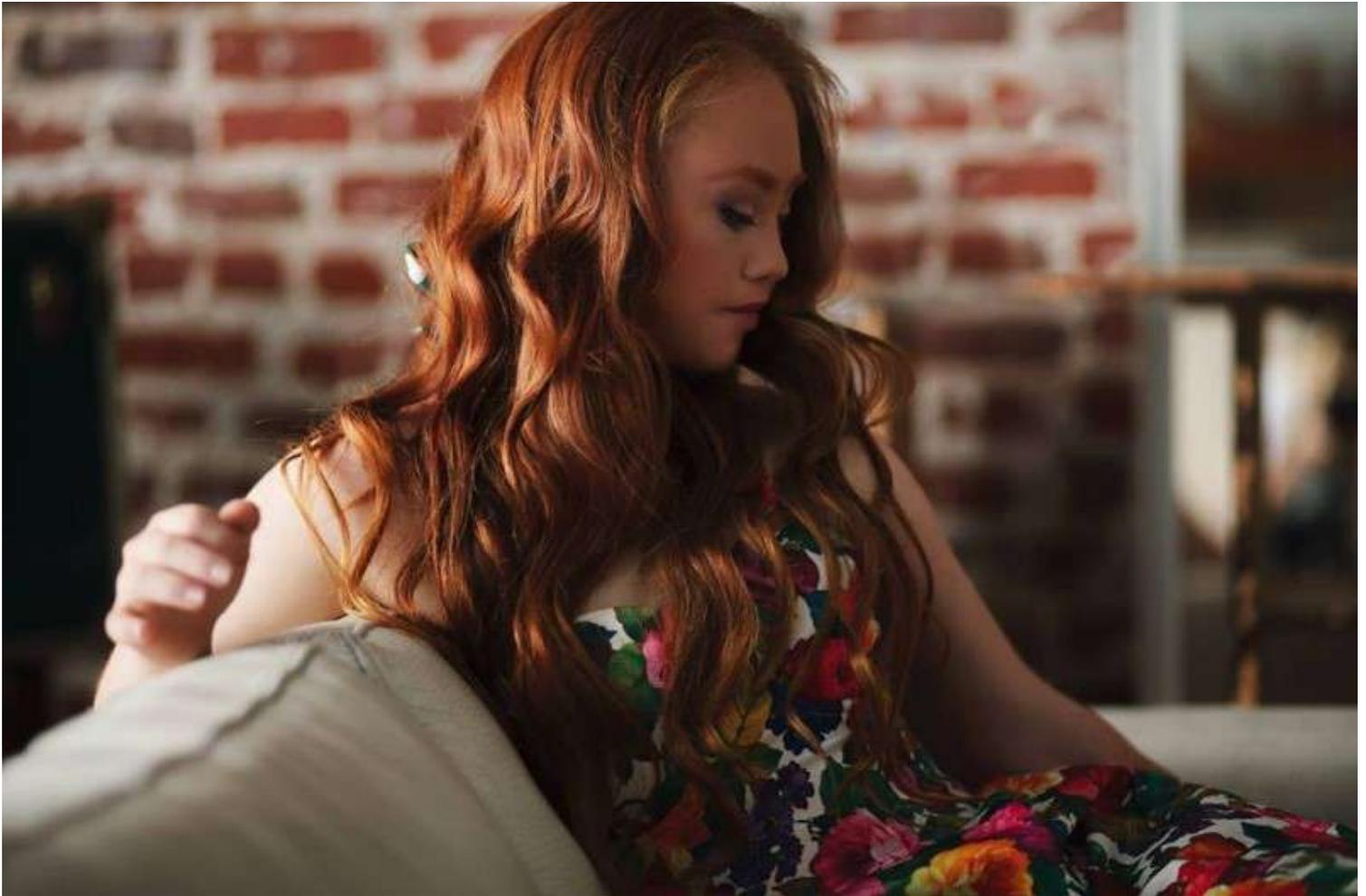
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MADELINE STUART

THE WORLD'S MOST FAMOUS MODEL WITH DOWN SYNDROME

Changing Society's perception of beauty



Madeline Stuart is a 19-year-old model from Brisbane, Australia with Down Syndrome. As with many people with Down Syndrome Maddy struggled with her weight for a long time, and last year she decided to get healthy and chase after her dreams.

With her fresh-faced, flame-haired natural beauty, Madeline was recently the face of GlossiGirl cosmetics, becoming the first professional adult model with Down syndrome to front a cosmetic company. Madeline has also modelled in New York Fashion Week and walked the catwalk there for auto immune awareness. She has featured in leading publications Vogue, Cosmopolitan, Woman's Day, Women's Weekly, New York Times, Elle, Marie Claire, People and Cleo to name a few.

Maddy wants to change the way people discriminate against disability through gaining attention through social media. She wants people to know that Down Syndrome is a blessing, something to be celebrated. "She loves the camera! People need to see how she shines, how her personality just bursts out."

Maddy will be walking for the first time in the UAE on the Runway Dubai Fashion Show platform

DEE AZLAN



**THE
THEORY
NATURAL BEAUTY**



Dee Azlan is a Malaysian-American based artist that specializes in makeup artistry and Photography. An artist of multiple disciplines, Dee's rich experience in the arts as a painter, sketch and visual artist enhance the creative and refined artistry she brings to makeup design and its application on her clients. Her ability to not only cultivate and hone beauty but capture it as well is reflected in her work as a photographer. Gifted with a sharp photogenic eye, Dee is a sought after professional photographer whose expansive portfolio reflects weddings, Fashion and Beauty Photography.

Dee Azlan's secret to beauty is simple: applying makeup should be an easy enjoyable ritual; not an arduous task. It's precisely this secret Dee has committed to sharing with clients during her decade long experience as an international trailblazer and innovator in the cosmetics industry.

Unique of other industry leaders, Dee is driven by her mission to embolden women to harness and cultivate their beauty both inside and out. This endeavor led her to create Theory Natural Beauty. The company's core philosophy is that every woman is beautiful and should have access to exceptional products that enhance her own natural beauty. Her cosmetics line cater to women of all ethnicities desiring different make-up preferences by providing three distinct product-based lines: Organic, Mineral and Professional. Both industry professionals and consumers laud her Organic product line's unique characteristics of being chemical free while providing long lasting wear and a flawless finish--a novelty in the industry, making it the go to choice for studio work and weddings.

Dee recognizes the importance of not only providing her clients with outstanding products but leading them in artistry workshops on how to apply their makeup to fit their diverse lifestyles and unveil their unique and authentic selves.



THEORY
NATURAL BEAUTY



MEET OUR 2016 DESIGNERS

**FEATURING A TRULY LEADING GLOBAL
REPRESENTATION OF DESIGNERS FROM 9 COUNTRIES, RUNWAY DUBAI CONTINUES TO GROW
IN IT'S POPULARITY & ORIGINALITY ACROSS THE GLOBE**

Runway Dubai is proud to present the Season IV Collections from highly creative designers and fashion houses

**VENUS WILLIAMS (USA)
GIFT UNIVERSITY (PAKISTAN)
LINA RUDENKO (KAZAKHSTAN)
JOSETTE BAYORO (USA)
APEKSHA BINOJ (INDIA)
ADRIANA TALANSI (CONGO)
IBAN SALGADO (SPAIN)
IKRAMINI (SWEDEN)
OLGA VASILEVA (UKRAINE)
ROKSOLANA BOGUTSKA (UKRAINE)
NORISH KAREEM (MALAYSIA)**

VENUS WILLIAMS

TENNIS SUPERSTAR, FASHION DESIGNER, ENTREPRENEUR & PHILANTROPIST



On October 31, 1994, a 14-year-old girl, with her hair styled in beads and full of confidence, strode on to the court at Bank of the West Classic in California and transformed tennis.

Today, Venus Williams is one of the most accomplished women in the history of the sport. Having been called "the best athlete in the history of women's tennis" by Sports Illustrated, Venus has been ranked number one in the world in singles three times in her career, and has captured seven Grand Slam titles, five Wimbledon championships and four Olympic Gold medals, one Olympic Silver medal -- and counting.

Along the way, Venus has also distinguished herself as a student who has pursued higher education, an entrepreneur who has launched and helms two businesses, a designer who creates fashion and interior designs, an investor whose ventures include becoming with her sister the first African-American women to buy shares of an NFL team, an author who has written a best-selling book, and an advocate for gender and pay equality.

The most amazing part is that Venus Williams is just getting started.



Venus' Early Years: Family Values

Venus Ebony Starr Williams was born in the Watts area of Los Angeles, California, into a tight-knit family helmed by her parents, Richard Williams and Oracene Price. Born on June 17, 1980, Venus was the fourth of Richard and Oracene's five daughters. Her birth was followed fifteen months later by the arrival of her youngest sister, Serena.

From a young age, Venus' father, Richard, who himself was self-taught in the sport, began training his daughters on the public tennis courts in Compton, California. The young Williams girls practiced up to five hours a day, breaking only when it rained, with their father providing them with notebooks filled with thoughts on how they could improve their game, as well as motivational sayings such as, "If you fail to plan, you plan to fail."

When Venus was 10 years old, Richard relocated the family to West Palm Beach, Florida, so Venus and Serena, who were demonstrating preternatural talent for the sport, could train with tennis coach Rick Macci. Then, despite the fact that Venus, who already had a serve topping 100 miles per hour, was attracting national attention for her precocious prowess on the court, Richard did something that no one could have predicted. When Venus was 11, he made the unexpected decision to stop sending

Venus and Serena to national junior tennis tournaments, wanting instead for them to take it slow and focus on their education.

While Venus trained in tennis, her parents also trained her in the values and work ethic that would serve her not only on the court, but in all aspects of the diverse career that was ahead of her. Richard instilled in Venus an entrepreneurial spirit, a fierce independence, a relentless work ethic, a love of learning, and a sense of self-confidence. At the foundation of all the lessons Richard taught Venus was the fundamental belief that, with confidence and training, she could accomplish anything she set her mind to.

***"If you fail to plan,
you plan to fail"***



“Belief and Training”: A Remarkable Career on the Court

“Belief and training,” Venus told the *New York Times* shortly after returning with history-making Gold from the 2012 Olympics. “That was unconquerable.” Venus’ storied professional career began in October, 1994, when she beat No. 59-seeded Shaun Stafford in what’s been called the biggest debut in tennis history, demonstrating a breakthrough style and athletic approach.

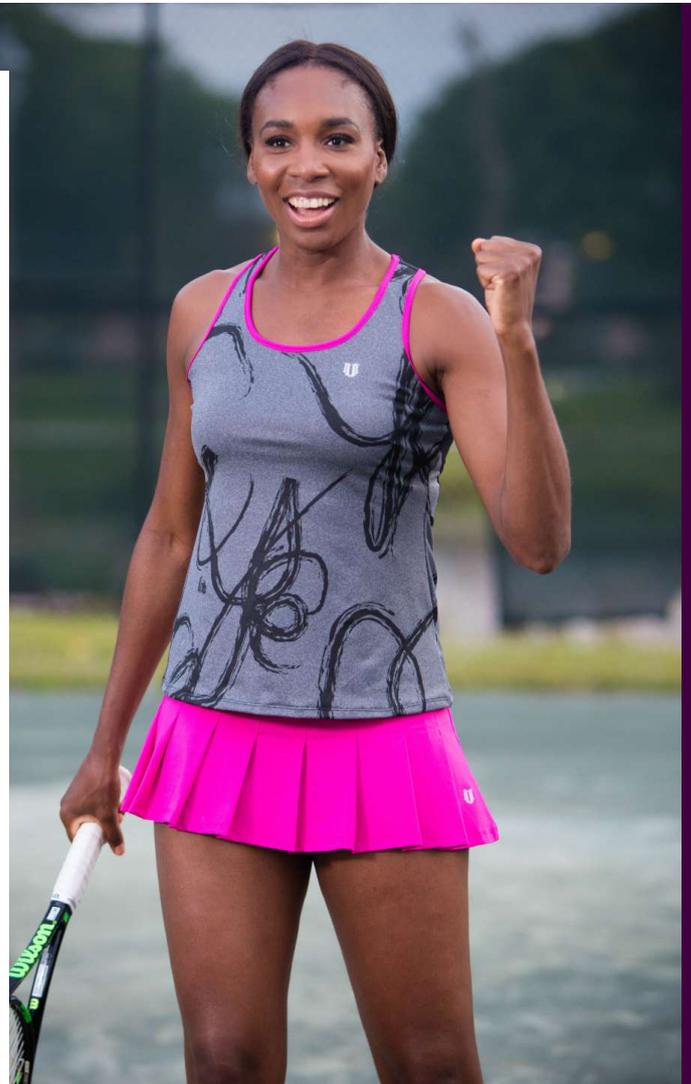
By 2000, during what the *New York Times* called the “Summer of Venus,” which saw her playing “everywhere, equally dominant on different continents and under any circumstance,” Venus won the US Open, as well as her first Grand Slam singles title at Wimbledon, plus two Olympic gold medals that same year, both in singles and in the doubles tournament with Serena.

In her over 20 years as a professional athlete, Venus has won Wimbledon five times and has 22 overall Grand Slam titles, including 7 in women’s singles, 13 in women’s doubles and 2 in mixed doubles. Venus earned a Gold medal again at the Olympics in 2008. At the 2012 Olympics, she earned her fourth Olympic Gold medal for the doubles tournament with Serena. In 2015 Venus achieved her 700th career singles victory. With more than two decades of experience in professional tennis, Venus continues to accrue accomplishments and break records.

Off the Court: A Multi-Hyphenate Career

While making tennis history, Venus also pursues a diversified career as a businesswoman, entrepreneur, designer and author. In 2002, Venus launched her interior design firm, V*Starr Interiors. Then, after earning her associate degree in fashion design from the Art Institute of Fort Lauderdale in 2007, Venus also launched EleVen, her line of fitness apparel designed to help wearers’ look and feel “better than the best,” better than a 10. A serial entrepreneur, Venus also owns several Washington, DC-area locations of Jamba Juice, the smoothie and health-food chain, and, in 2015, she earned her degree in business from University of Indiana East.

In 2009, Venus and Serena became the first African-American women to obtain ownership of an NFL franchise when they became limited partners in the NFL’s Miami Dolphins. In 2010, Venus added bestselling author to her resume. Her book with co-author Kelly E. Carter “*Come To Win: Business Leaders, Artists, Doctors, and Other Visionaries on How Sports Can Help You Top Your Profession*” in which she interviews former athletes who are now at the top of a variety of professions about how sports helped them in their careers, was published, hitting the *New York Times* bestseller list.





Taking a Stand

When in 2005, after having won Wimbledon, Venus was awarded prize money that was comparatively less than her male counterpart, Venus raised her concerns to tournament officials and, while the women's championship prize was increased, it was not raised to an equal level with the men's prize money.

In response, Venus made her voice heard by authoring an essay that was published in the *Times of London*, with the provocative headline, "Wimbledon has sent me a message: I'm only a second-class champion." In 2007, Wimbledon announced it would no longer pay its female champions less than its male champions. In retrospect, *The New York Times* writes, Venus helped "achieve an enduring victory for women players at the iconic tournament and, by extension, for all women in the fight for equal pay." Venus continues to be an outspoken advocate for pay equality and women's empowerment.

In addition to advocating for gender equality, Venus has also been an outspoken advocate for healthy eating. In the summer of 2011, Venus battled a frustrating mix of

symptoms which defied diagnosis until it was finally determined that she suffers from Sjögren's Syndrome, an autoimmune disorder. In response to this challenge, Venus adopted and became a proponent of a strict healthy diet, speaking out publicly about how changing her diet helped alleviate symptoms by reducing inflammation brought on by the condition.

"Believe it. Achieve It."

As a role model to millions around the world, Venus inspires fans with her relentless pursuit of excellence on the court and in all areas of her life. When she was a young girl, practicing tennis for hours each day on the Compton courts, the motivational notes Venus' father gave her served as her inspiration. "Believe it. Achieve it," read one note. By living her life true to the philosophy that, with self-belief and training, she can achieve any goal, and that while she may face setbacks, she can never be defeated, Venus continues to set tennis records, help break the sports world's pay glass ceilings, and pursue business goals with the same fervor she brings to the court. In the process, she inspires others to raise the bar on living their own lives without limits.

GIFT UNIVERSITY - SFADA

SHOWCASE ON RUNWAY DUBAI 2016



School of Fine Arts, Design & Architecture (SFADA)

Established in 2003 GIFT School of Fine Arts, Design & Architecture (SFADA) takes its pride in delivering quality education with interactive professional experience. Experienced foreign qualified faculty, state of the art Infrastructure, HEC certified curriculum with lively campus life is hallmarks of SFADA.

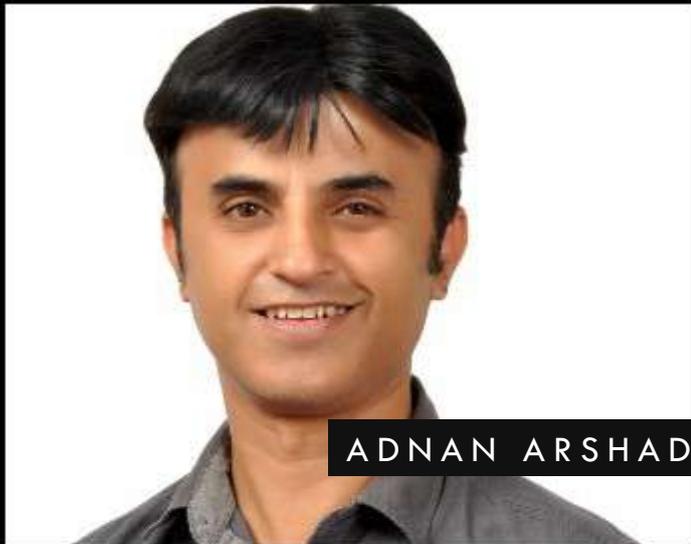
Curricula are thoroughly aligned with the stringent guidelines by HEC, constantly updating with contemporary thoughts, technological advancement and teaching methodologies. The Studio activities are designed to nurture the creative abilities of the students under experienced teachers to attain supervised pre defined objectives.

The learning is not confined to the classrooms only, but ample industrial interaction in terms of seminars, workshops, industrial trips, vigorous internships and exposure in national and international events, articulate students potential and make them ready to respond to challenges effectively.

SFADA alumni are well placed in the industry and making roads in every segment of their field. Textile Mills, Fashion Brands, Design houses and Merchandising and Design Departments across Pakistan frequently hire our students owing to their positive attitude and polished skills.

GIFT UNIVERSITY - SFADA

Presenting participants



ADNAN ARSHAD



ARFA MAHZAR



HABIBA ISHTIAQ



MANAL FAROOQ



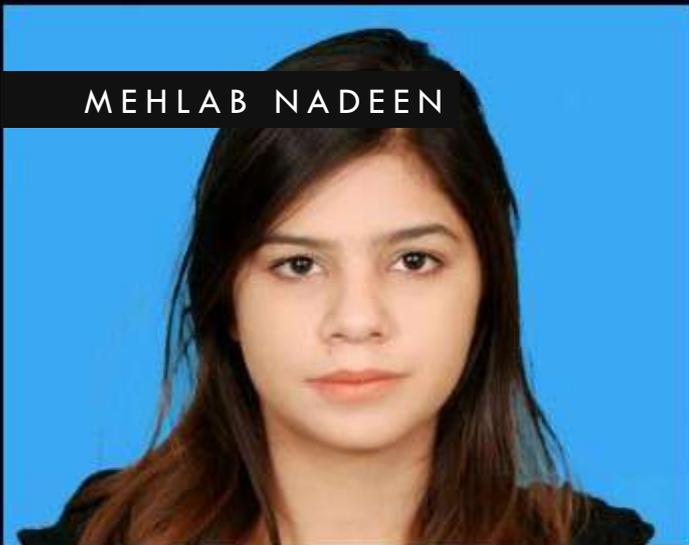
MASHAL JUNAID



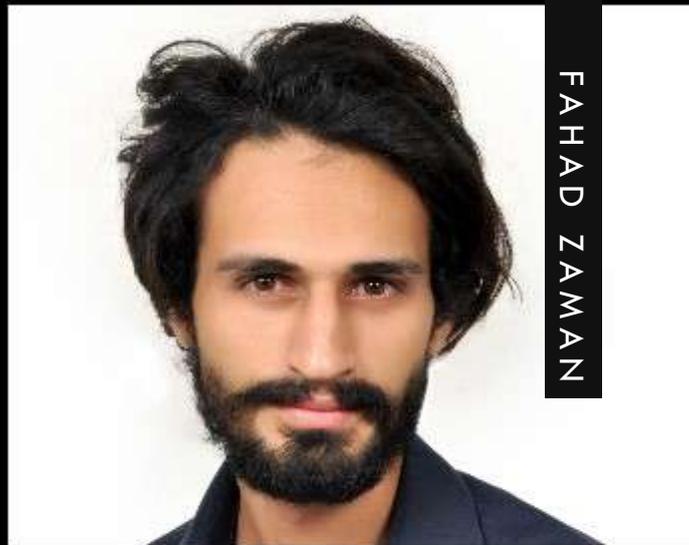
MASHAL SHEIKH

GIFT UNIVERSITY - SFADA

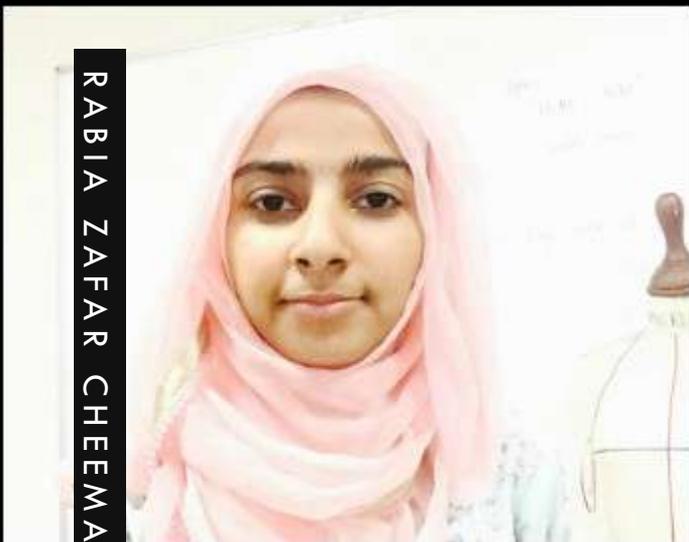
Presenting participants



MEHLAB NADEEN



FAHAD ZAMAN



RABIA ZAFAR CHEEMA



SABA MANSHA



SUNEELA MAHEEN



ZAIN SHOAKAT

LINA RUDENKO



Lina Rudenko is the winner of the Runway Dubai Season III Emerging Fashion Designer Talent Contest. She impressed the panel of judges with her collection of Aquamarine subtleness combined with Swarovski crystals and the iconic Burj Khalifa inspired evening gown.

Lina worked as an airhostess and a fashion model and as a teenager, she enjoyed looking through fashion magazines admiring the beauty and creativity of the fashion design industry which further enhanced her desire to pursue a career as a fashion designer and as such she engaged in a formal fashion design training program at the Campustar Fashion Design Institute, Dubai.

Lina's dream and aspirations is to launch her own line of designs for the elegant and stylish woman; and as the first-place winner of the Season III talent contest and the support of the Runway Dubai team, Lina is debuting her an entire set of her first collection on the Runway Dubai platform.





JOSETTE BAYORO

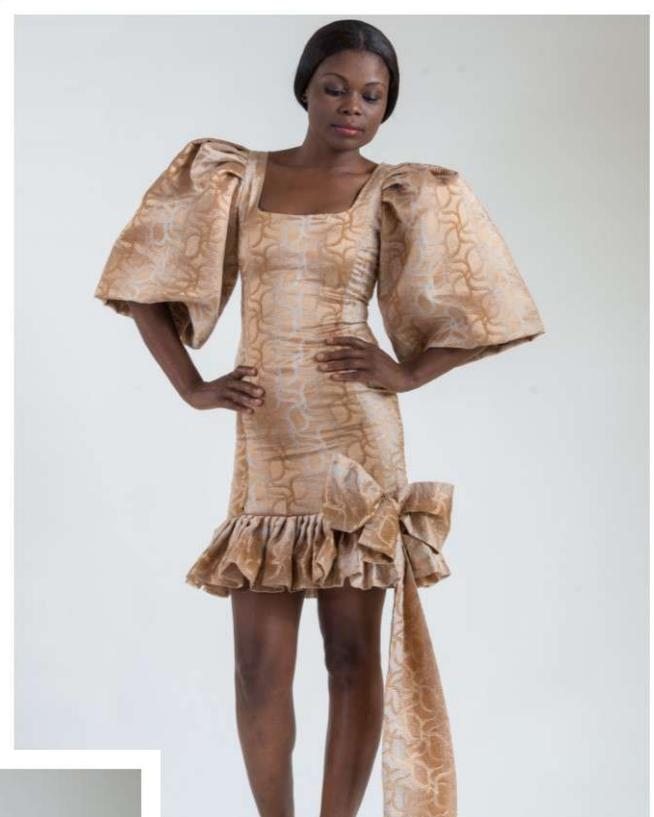
Josette Bayoro is a designer on a mission to educate the world on tapping into one's inner beauty and expressing it outwardly through fashion; in doing so, people will realize their self-worth and therefore, help to raise a nation of strong and influential individuals.

Her Mom passed away when Josette was at the tender age of Three, and she was taken in by an Aunt who she lived with until she left for college. Josette was a style icon in school, she always stood out from the crowd and her friends would go to her for style advice. After graduating from college, she was fortunate to get a good job in the corporate sector.

Josette worked for years, at the same time raising a family, but always had an unfulfilled mission at the back of her mind. Josette's true passion is fashion. She proudly launched her fashion line at the age of 70. She has taught a lot of girls that a true woman stays classy inside and out.

Josette believes that women should keep raising that bar to be style conscious at any age. Josette will be speaking at the press dinner on the 8th of November on the different ways that you can influence the Fashion Industry. Do not miss "Joppa couture" by Josette Bayoro making history on the Runway Dubai Platform.







JOSETTE BAYORO



JOSETTE BAYORO

APEKSHA BINOJ

APEKSHA

Photos by: ZulfiPhoto & Shameem's Shutter Art

Make up: Livia Rideg (Lipstick Makeup)

Studio: Studio 360

Apeksha Binoj is an 11-year-old professional fashion designer from Kerala, India. She holds the record of the youngest fashion designer in India 2016. A young girl and a great mind are words best to describe her.

Apeksha's sketches are stunning, her detailing on each sketch is amazing to watch. Her parents noticed her talent from her sketches since she was seven years old, and supported her wishes in becoming a fashion designer.

Apeksha attended a fashion design course at the Mirna Elhage fashion institute in Dubai and she has received several national awards for her unique designs. Her Dad refers to her work as "designs from a pure hearted person".

Apeksha says that she dreams of a design, and tries as much as possible to make that dream dress, a reality.



APEKSHA BINOJ

WWW.APEKAPEKSHA.COM



APEKSHA BINOJ

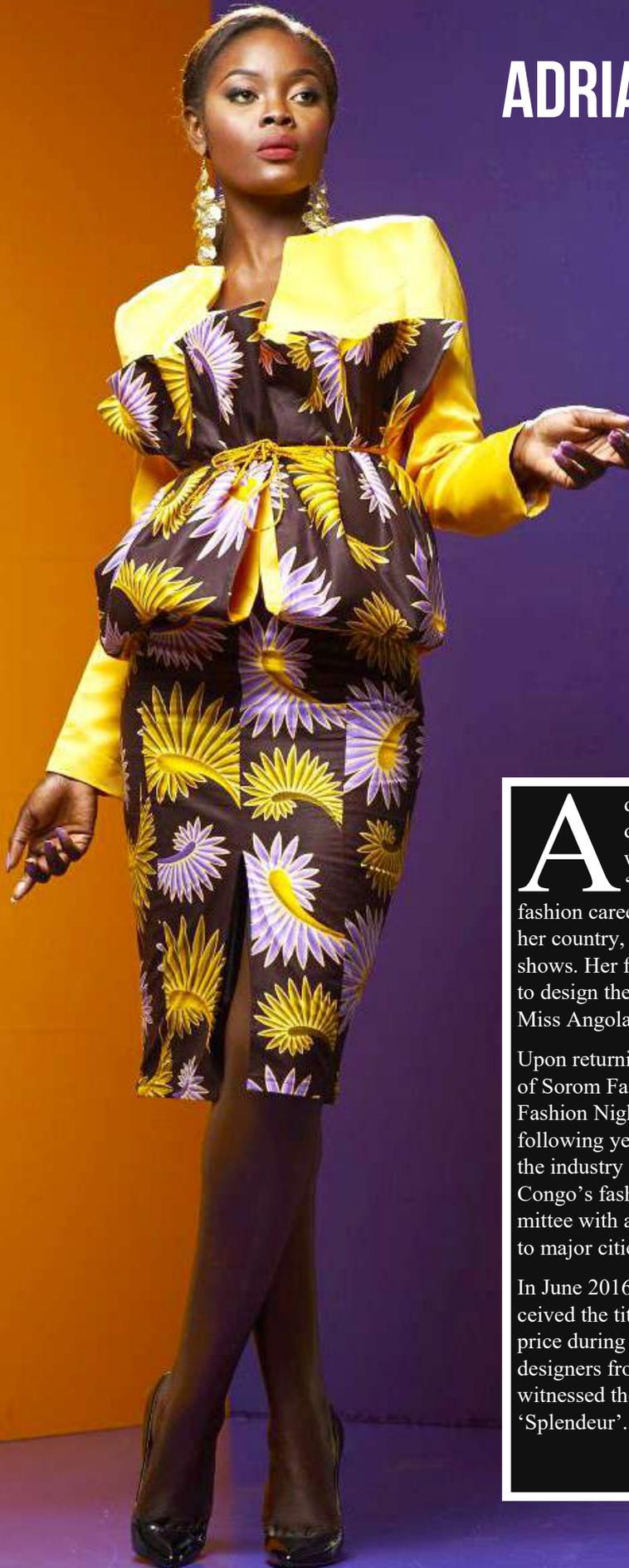
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APEKSHA BINOJ

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ADRIANA TALANSI



Adriana Talansi is a self-taught Congolese designer and her dream came true in 2014 when she launched her first collection called 'Simple & Sublime'. She added travel to her fashion career as she sought fashion opportunities outside her country, and traveled for conferences and fashion shows. Her first appointment was when she was chosen to design the dresses for the finalists participating in the Miss Angola beauty pageant.

Upon returning to her country, she won the first edition of Sorom Fashion Independence Woman (Brazza Fashion Night) in 2014. Talansi was invited the following year to be part of the Jury. Her hard work in the industry did not go unnoticed as she was appointed Congo's fashion ambassador by the Miss Cabinda Committee with a mission to take Congolese fashion and style to major cities of the world.

In June 2016, the Mother of a two-month old baby, received the title "La Main d'Or", the best fashion designer price during the Carroussel de la Mode. Various designers from Burkina Faso, Cameroon, Nigeria witnessed the presentation of her latest collection 'Splendeur'.

ADRIANA TALANSI



IBAN SALGADO



Iban Salgado is a Spanish Fashion Designer who loves costumes.

He focuses on designs for ball room dancing, and has designed costumes specially for championships.

Growing up in Barcelona, Iban was exposed to dance class at a very young age. He took it to a professional level most part of his life, and studied fashion design at the same time. Iban finally retired from dance in 2007.

After a successful career as a Dancer, He picked up his passion for costume design, and was his best at every creation. His hand made dance costumes are on constant demand all around the world.

Iban's knowledge in dance has set him aside from the rest, when it comes to creating dance costumes for his clients.

IKRAMINI



Ikradini is an Iraqi-born designer based in Sweden. She is an engineer, who since her childhood had so much passion for everything Artistic. Ikradini grew up with the dream of having her own line in the fashion industry. After years of passionate work and inspired designs, she finally achieved her goal of being the first designer in the history of the UAE to display her designs through a live drama, on the Runway Dubai season III platform. She also had the opportunity to show her true-life experiences in the fashion industry at the Vox Cinemas in Dubai. Ikradini has been recently described as a power house, and a force to reckon with in the fashion and art industry. Her passion of combining the magic of the middle eastern designs, with the European elegance, and creating her own shows in a theatrical, musical, story-telling style.

Her designs are all handmade. She believes in making every piece unique, and does not repeat the same design twice. Her creation ranges from long-dresses, to Abayas and Shawls. Ikradini's signature couture consists of a colorful variety of fabrics, threads, and sometimes, hand painted calligraphy art.

OLGA VASILEVA



By Vasileva (designer Olga Vasileva) is passionate about Modern Ukrainian Vyshyvanka or embroidered garment. She launched her brand in 2015, along with dresses created with love and care.

The designer herself is directly involved with the creation of each garment, inspiring them with positive energy. The basic principles of her brand is high quality production, the use of natural fabric, and Ukrainian traditions in modern fashion. She is also involved in the creation of practical dresses in all sizes that are suitable for any occasion. An important and distinctive feature of the brand is the possibility to create unique embroidery at the customers request. The customer can define their color choice, as well as specify the shape and size. Only high quality Italian fabrics are used for the embroidery, which is made with 100% natural linen.

Her collection pixel rose is a bright and massive embroidery design that is based on Old tradition carried all over the world, and transformed into computer technology. pixel Rose is a modern vision of old patterns. Every garment is made with love.





OLGA VASILEVA

ROKSOLANA BOGUTSKA



Roksolana Bogutska, a Ukrainian brand represents the combination of elegant Ukrainian ethnic aesthetics. Outstanding quality with the most advanced processing technology, thorough cuts and overall construction. Roksolana Bogutska features an elegant, seductive and confident lady.

The distinctive peculiarity of Roksolana Bogutska's style for quite a longtime is Ukrainian national coloring. The designer constantly develops ethnic decor elements' in contemporary clothing. The exclusivity of her collections is provided by using artistic embroidery on leather and fabric with silk and beads, painting and metal inlay.

Nowadays the designer is inspired by creations of artists of different historical times. Art nouveau and pop-art and urbanism. She also expresses geometrical forms, combined with draping fabric. The garments are produced from natural materials only, such as leather, fur, silk, wool and cotton being processed according to the latest style and technology. Roksolana's fabric are all specially made from the city of Komo in Italy.



ROKSOLANA BOGUTSKA



NORISH KAREEM



Norish Kareem Couture was created with a clear objective to offer modern style Abayas that can be complemented with the hijab. The collection integrates high quality fabrics with international standards. Norish's goal, is to impact her fellow Muslim women with values.

She believes that as a Muslim woman, Shopping for clothes should leave the stores feeling happy, boosting her confidence, and reinforcing her commitment to the faith. She Realizes the demand for bespoke fashion within a lot of Muslim women, and loves attending to clients individually.

She works together with her dedicated and efficient design team, professional crafts Men from around the world. Her goal is to ensure her costumer leaves satisfied, and ready to wear the brand with confidence. Norish says that her collection is not open only to Muslim women, but to all fashion lovers around the world. A collection that is modest, stylish, unique and tasteful. Focusing on distributing worldwide.

Norish Kareem Couture also produces modern, fashionable clothes for both men and women. Norish has collaborated with jewelry designers from France and Italy to create the signature Norish Kareem couture.

Her creations have the ability to form an emotional connection along with modesty and loyalty in the person wearing them or observer, at the same time keeping the quality high with use of Italian high quality textile ant Italian workmanship.

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NORISH KAREEM

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YOU AGAIN NEXT YEAR

SEASON 5

NOVEMBER 14 –16, 2017

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