

SS18 FASHION COLLECTIONS HIT DUBAI SHOPS

Dubai, UAE, 26 February 2018: Stylists and fashionistas across Dubai are preparing to celebrate, as the latest Spring/Summer 2018 collections hit malls and boutiques across the city in line with their international collection drops around the world. Fresh from global catwalks including both New York and London Fashion Week, shoppers will find the latest pieces from international fashion brands including Banana Republic, Dune London, Gap and Tommy Hilfiger as they line their stores with the hottest couture of the season.

Advancing Dubai's enviable position as a global and regional fashion hub, Dubai Festivals and Retail Establishments (DFRE) an agency of Dubai Tourism, has curated a sensational line-up of SS18 fashion launches, showcasing the incredible brands available in the Emirate.

Ahmed Al Khaja, CEO, Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai Tourism, said: "With Dubai firmly on the map as one of the most desirable fashion destinations in the Middle East, and an industry-recognised global fashion hub, Spring/Summer 18 is an exciting opportunity for shoppers throughout Dubai to get the first look at the latest in luxury products and contemporary high street fashion. It is also an exciting opportunity for our local designers and home-grown brands to showcase their collections to a global audience, with shoppers travelling from across the globe to enjoy the rich and diverse shopping experience that Dubai offers."

Shoppers are encouraged to visit <https://www.visitdubai.com/en/> or follow **@visitdubai** for the latest information on SS18 events, collections and star appearances – highlights are as follows:

Tommy Hilfiger x Gigi Hadid Collection

Tommy Hilfiger just launched the Gigi Hadid collection, exclusively retailed in Dubai, offering fashionistas style-savvy looks for the new season.

Banana Republic x Georgia O'Keefe

Banana Republic will be introducing the Spring/Summer 18 Banana Republic x Georgia O'Keefe capsule collection of women's clothing and accessories, inspired by the American artist Georgia O'Keefe's spotlight on the American Desert.

Launching this February across the UAE, the capsule collection focuses on colour with purpose, with abstract motifs from nature leading to shape and harmonious colour.

Harvey Nichols – Dubai Fashion Masterclasses

Hosted by Harvey Nichols Dubai's own Head of Styling, Ghada Slim Melki, the masterclasses aim to inspire women to find out more about the Spring/Summer 18 trends as well exclusive collections and brands within the store.

The exclusive masterclasses will take place on the First Floor in the Womenswear Department on the following dates: 14 March (Spring Florals) and 18 April (Vacation Ready).

Dune London

Shoe-lovers should head to Dune London to check out the latest collection dropping in Dubai. Moving into the new season, the women's collection is a burst of saturated colour to an otherwise neutral palette. Vivid, bold hues such as jade green, Mexican pink, cornflower blue and tangerine orange enhance classic mid-heels, high vamp courts, heeled ankle boots and kitten heel slingbacks. Spring prints are bold and colourful, where rainbow watercolour stripes meet striking reptile textures for maximum graphic impact. Colour blocking proves a key treatment for dressy profiles, making use of this season's intense bright and sharp pastels.

Dune Men's formals become more relaxed this season, with emphasis placed on texture and varied colour palettes. Leather embossing features alongside woven uppers, adding an extra element of texture for Spring/Summer 18. Hues of tan, navy, grey and pink run through the range of styles. As always, the classic wardrobe staple of the loafer rules the men's collection, with a variety of finishes used on this go-to style including perforation, embroidery and leather tassels.

Travel through UTERQÛE SS18 collection

With the SS18 collection, Uterqüe invites shoppers to travel through six very different scenarios that portray great works of art, remote landscapes, ancient traditions and stories from universal literature – creating an enticing invitation to wander through Julio Verne's underwater world, Bosch's Garden of Earthly Delights, Paradise in its wildest version, the exoticism of Marrakesh and Polynesia, and the reddish soils of the desert.

Gap Logo Remix Limited-Edition

Gap celebrates the limited-edition Gap Logo Remix collection, with a cast of the world's leading culture remixers, including Awkwafina, Bria Vinaite, Connor Franta, Maya Jama, Metro Boomin, Miles Heizer, Naomi Watanabe, Sabrina Claudio, and SZA

The Spring/Summer 18 collection of apparel for men and women highlights one of the most recognized logos in the world. To celebrate its evolution, the Logo Remix collection includes signature Gap styles, including tees, sweatshirts and rugby shirts, thoughtfully designed with logos from throughout the decades. The limited-edition collection will be available for retail in Gap stores across Dubai.

Straight from the Runway

A|X Armani Exchange SS18 women's collection is inspired by the world of sportswear, in an active, casual style. Maxi-logo T-shirts, cropped or with slogans, combine with leggings to create a wardrobe that merges the world of athletics with that of leisure.

The men's collection is devoted to young people who live in big cities. Maxi-logo T-shirts and hoodies are freely paired with leggings with an Eastern flavour. Blue is present in all its various shades, and across unusual combinations of materials and fabrics. The collection is completed with looks reminiscent of American college style, with an air of preppy New York.

Full details of Spring/Summer 18 events and collections across Dubai can be found at <https://www.visitdubai.com/en/> or follow @visitdubai for the latest information.

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For all press enquiries, information and images, please contact the Dubai Tourism Press Office at House of Comms on:

E: DTCM@houseofcomms.com

T: 04 2754900

Dubai Tourism Media Centre

T: + 971 600 555559

About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate.

Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.