

EU-GCC
TRADE AND BUSINESS
COOPERATION FACILITY

WORKSHOP AND EXPERT SEMINAR ON

HIGH-END LUXURY GOODS

AND INTEGRATION OF ALTERNATIVE
MATERIALS INTO DESIGN AND FASHION



MAY 10-11 TH, 2017 - ART AND SKILL INSTITUTE, RIYADH



معهد المهارات والفنون
Arts & Skills Institute



Confederation of Danish Industry



INTRODUCTION

The GCC countries is encountering, like the rest of the world, a social, economic and cultural turnaround, albeit in its own particular way. The speed of this development makes it both challenging and exciting for many luxury brands. The GCC is no longer a frontier market. Many major luxury brands are now present in the market. According to Chalhoub Group, Youth & Luxury, the GCC benefits from a younger population with a great purchasing power. Yet the consumers are increasingly more educated more demanding.

BACKGROUND INFORMATION

The feeling of luxury relates to the quality of the product and the perception of status and exclusivity associated to it, both by the consumer and, significantly, among the wider public. This, combined with the craftsmanship involved in producing luxury items, constitutes the key point of competitive differentiation for luxury brands compared to brands in other industries. In part, this feeling draws on cultural and traditional heritage in relation to the products provenance, and the fact that this heritage acts as sign of quality, history and uniqueness.

MAIN OBJECTIVES

- To introduce alternative and unique materials within High end Luxury goods and showcase EU-GCC fashion collaborations.
- Inspire upcoming designers and entrepreneurs through workshop and create closer relations between EU and GCC designers, retailers and entrepreneurs.
- Gather relevant industry people to create a unique platform for network and knowledge sharing to start dialogue on future cooperation & business relations.
- Highlight the importance of female entrepreneurship and craftsmanship.

HOST



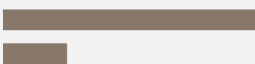
ORGANIZER



Confederation of Danish Industry

STRATEGIC PARTNERS

KOPENHAGEN
FUR



European Union
Delegation to
GCC



ISLAMIC FASHION
& DESIGN COUNCIL



FUNDED BY



MAY 10, 2017

TIME OPENING REMARKS

10.00-11.00 Welcome remarks

- Olga Kozłowska, Creative Director of Art and Skills Institute, Riyadh
- Alia Khan, Founder and Chairwoman, Islamic Fashion and Design Council
- Luxury Goods Expert/Fashion Blogger/Retail Expert (TBD)
- Luxury Goods Expert/Fashion Blogger/Retail Expert (TBD)

11.00-12.00 **Lizzy Bowring, WGSN** leading forecast company of fashion and luxury goods. Forecasting future trends, colours and materials within Luxury Goods Industry (TBC)

11.00-12.00 **Sofia Al Asfoor**, Middle East's first luxury handbag designer. Creating a brand by following your passion (TBC)

LUNCH

TIME DISCUSSIONS

13.30 –16.30 **Discussion one:** The new generation consumer: what is the buying patterns, who, where and how—newest consumer strategies.

- ◆ Samatha de Reviziis, GRAZIA ARABIA, Lifestyle and Fashion Blogger
- ◆ Ms Paulien Routs - Innovative fashion designer
- ◆ GCC Designer/brand (TBC)
- ◆ Luxury Goods Expert (TBC)
- ◆

Discussion two: Techniques and materials: The unique consumer constantly demands creativity and innovation in techniques, design, materials etc. At the same time, sustainability in luxury and fashion has come to stay— How will such tendencies impact the future fashion industry.

- ◆ Mai Henriette Jensen, Kick Studio —From Farm to Catwalk
- ◆ Innovative Designer - GCC / Skill institute
- ◆ Mirka Talavaskova (TBC)
- ◆

Discussion three: In fashion there is no different worlds; Integration of fashion trends and collaborations between EU-GCC brands

- ◆ Camila Nalu, CEO and Founder of Tales of Rebels
- ◆ Viktoriia Pustnikova, Kopenhagen Fur
- ◆ Amal Al Raisi, "By Amal al Raisi" (TBC)



BREAK

TIME GALA DINNER

19.00-21.30 Network Reception and Gall Dinner at XXXXXX

Brands/
designers



MAY 11, 2017

TIME SHOWROOM & WORKSHOPS

10.00 –11.00 **WORKSHOP I: FUR**

Presentation and showcasing fur techniques and fur as a creative material by a furrier from Copenhagen Fur. Possibility to touch, feel and take pictures after the presentation (45 minutes)

- Fur in accessories – shoes, jewelry, bags
- Fur in home décor: furniture, pillows, blankets, etc.
- Summer fur
- Fur technique developments – from a fur technique to a ready garment

Possible Joint Workshop with students of Art and Skill Institute or KOEFIA or Other Institution or Brand

11.00-12.00 **WORKSHOP II: LEATHER AND SILK**

Presentation and showcasing leather and silk techniques. Future materials, integrations of EU and GCC fashion—creating a masterpiece.

Ms Paulien Routs (tbc)

Ms. Sofia Al Asfoor (tbc)



NETWORKING LUNCH FOR BUSINESSES

Audience: Owners and directors of industry companies and institutions, managers & leading industry experts, commercial and financial analytics and experts, retailers and purchasing managers, online retailers, students of industry related institutions, bloggers, IT girls, fashion experts, journalists, other relevant fashionistas.