

Company:	Kallista Fashions
PR Contact:	Kate.hammond (Kate.hammond@strawberry.ae)
Posted By:	Nadeen El Ajou (press@ameinfo.com)
Published:	United Arab Emirates, Sunday, August 29 - 2010 at 11:55 (GMT+4)
Media Value:	US\$ 3,250 (based on reach of audited readership)

Fashion Times Dubai, a trade fair aimed at strengthening the fashion industry

With over fifteen years experience working in the international fashion industry, the Paris based event organizers, Kallista Fashions, will host their first business to business fashion fair, Fashion Times Dubai. As a region witnesses sustained growth in the fashion industry, Fashion Times Dubai is set



International and regional designers are expected to exhibit at the event and buyers from the Middle East have also been invited to attend the much awaited event. Taking place at the prestigious Meydan Grandstand, Fashion Times Dubai is a three-day fair and will take place from 19th - 21st October.

Operating from the fashion capital Paris means that Kallista Fashions resides amongst the top designer labels and a continuous fashion buzz. Having extensive experience in fashion, Kallista Fashions founder Tariq Shan has been responsible for many fashion trade events and fashion showrooms and have played a prominent role in discovering emerging designer talent.

He was the co-founder of Zip Zone Paris which worked with many respected designers including Vivien Westwood, Alessandro dell' Aqua and Preen and they were the pioneers of introducing the concept of fashion and art. Having hosted several fashion events in art galleries to showcase new collections and labels, they have set trends which has since become a highly successfully and widely used.

Fashion Times Dubai will be a platform to showcase women's Spring/Summer 2011 collections, including shoes, bags, accessories, scarves and prêt-a-porter. Designers from around the world will be exhibiting their latest collections for top buyers from clothing boutiques to department stores from across the Middle East and Asia.

'Being the region's hub, we believe Dubai is the perfect location to host Fashion Times event. As the dynamics within the fashion industry constantly changing, the city has embraced the movement and it is destined to make an imprint on the global fashion map. The global recession has affected the entire industry and we feel that through Fashion Times Dubai, buyers do not have to travel to the international exhibitions as they will be able to meet these designers right here. We aim to give designers a strong platform to introduce their work to buyers and to build

business ties with them as well as allow buyers to enjoy a spectrum of designers from different markets' said Tariq Shan, Director, Kallista Fashions.

Kallista Fashions aims to make Fashion Times Dubai a regular seasonal event on the international fashion calendar as Dubai cements its position as a major player in the fashion industry. Meydan Grandstand with its five star amenities and unique location is the ideal venue and will facilitate the designers to promote their products in a business environment.

Fashion Times Dubai will be taking place at the Meydan Grandstand from 19th - 21st October 2010.

Notes and Media Contacts

For more details please contact:

Strawberry PR & Events

Rahma Himid

P.O.Box 119027, Dubai, UAE

Office # 202 D, 2nd floor

Al Zarouni Business Centre, Al Barsha 1

Tel: +971 (0) 4 3990663 Fax: +971 (0)4 3990667mobile: +971 (0)50 6254251

Disclaimer

Any opinions, advice, statements, offers or other information expressed in this article posted on the AME Info Web site are those of the authors and do not necessarily reflect the views of AME Info FZ LLC. AME Info FZ LLC is not responsible or liable for the content, accuracy or reliability of any material, advice, opinion or statement in this article. Articles posted on AME Info are automatically distributed to global news providers like Bloomberg, Financial Times, KnightRidder, LexisNexis and Reuters among others as well as indexed by major news aggregators such as Google News, Yahoo! and Newsnow for additional exposure.

AME Info FZ LLC - PO Box 502100, Al Thuraya Tower 1, 20th Floor, Dubai Media City United Arab Emirates
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - press@ameinfo.com - <http://www.ameinfo.com>