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## 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.

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