

KhawlaWRoadha launches Ramadan Collection 2013 at O Concept Store

Emarati Sisters showcase an edgy collection this Ramadan

DUBAI, July 6, 2013 /EINPresswire.com/ -- KhawlaWRoadha, an Emarati fashion label by designer sisters Khawla and Roadha Bin Khedia, launched its Ramadan Collection amid fashionistas and trendsetters at O Concept Store, a multi-branded boutique in Jumeirah. A free-spirited, fun and sporty style, the collection is a true embodiment of its young designers. Sporty styles of Arabic numbered T-shirts, sweat pants, skirts and dresses, the collection is made of light cotton fabrics with a dash of embroidery - a modern interpretation of Ramadan style. With its bold neon pink and neon green hues, the collection highlights the names of forgotten Khaleeji fabrics on the back of every piece - with limited edition of men's t shirts included in the collection. The signature piece for this collection is the traditional Suway'eya - designed for women in variety of colours.

The young sisters made their debut in February 2013 with the launch of the Spring/Summer Collection titled "Dolls" - receiving outstanding response in UAE, Saudi Arabia and Qatar. Their style is simply fun with a bit of edge - taking the essence of dressing up or dressing down into their label. The Ramadan collection is a continuity of their style.

"For Ramadan we wanted to create a collection that presented our own style without the cliché of typical Ramadan fashion. During our trip to Spain, earlier this year, we were inspired by the modern street styles and translated that influence into this collection. We wanted to add elements to reflect Ramadan and chose Arabic numbers and traditional names of Khaleeji fabrics - with the help of our grand mother, to add to the pieces. Many of us have forgotten our vintage fabrics; so we wanted to revive those in modern presentation with this collection.

We took up the challenge to explore the men's market by introducing trendy t-shirts", said the designer sisters.

The young chic personalities of the designers are evident in this collection with its modern influence of their heritage. Modern, sporty and casual with elements of tradition encompasses the collection that is currently available at O Concept Store in Jumeirah.

Rahma Himid
Grace and Garbo

97150 6254251

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/158657244>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.