

Max Fashion Unveils a Bold New Era With 'Max — For the New You'

DUBAI, UNITED ARAB EMIRATES, January 12, 2026 /EINPresswire.com/ -- [Max Fashion](#), the leading value fashion brand in the Middle East and part of Landmark Group, announced the launch of its refreshed brand identity, marking a pivotal moment in the company's evolution as it steps confidently into a new era defined by elevated style, enhanced quality, and an unwavering commitment to accessibility. The transformation introduces a minimalist white logo and a modern visual identity that reflects the fresh, contemporary direction of the brand, one that aligns with the expectations of today's style-savvy, value-driven consumer. This new look represents a shift towards simplicity, clarity and a fashion experience designed to feel more considered, more modern and more personal.

The brand refresh comes at a time when customers across the region are seeking stylish pieces that balance quality, affordability, and self-expression. Inspired by these changing needs, Max Fashion has undergone a complete transformation, from product quality and fabric selection to store layouts, digital touchpoints, and campaign aesthetics. The new identity brings all these elements together under a unified message 'Max — For the New You'. The campaign invites customers to rediscover the brand



through a refined, contemporary lens that celebrates the confidence that comes with wearing pieces that feel good, fit well, and reflect one's individuality.

Speaking on the transformation, Haroon Rasheed, Senior Head of Marketing at Landmark Group, said: "This brand refresh reflects who we are today and where we're headed. As our customers evolve, Max evolves with them elevating design, quality, and the in-store experience, while remaining firmly rooted in our commitment to offering fashion that is accessible and affordable. The new visual identity brings a more modern expression of the brand, without moving away from the core promise our customers trust us for. 'For the New You' is more than a campaign; it's an invitation to experience a refreshed Max that continues to deliver style for real life, every day."

As part of the refresh, Max Fashion has enhanced its collections with improved fits, versatile silhouettes, elevated basics, and trend-forward pieces that mirror global fashion movements while staying true to the region's preferences. This evolution extends beyond the products themselves; stores are being refreshed to create a cleaner, more intuitive shopping experience that highlights outfits, textures, and seasonal stories in a more polished and cohesive way. The brand's digital platforms also mirror this new identity, ensuring customers enjoy an elevated, seamless experience across all channels.

This renewed direction positions Max Fashion strongly for the future, reinforcing its evolution from being a trusted value retailer to a brand that delivers elevated everyday style without compromising on affordability. The refreshed identity underscores the brand's enduring promise: better quality, better experience, and better prices, all designed around the customer.

For more information visit <https://www.maxfashion.com/>

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