

FOR IMMEDIATE RELEASE

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***Grazia* Middle East inks partnership with the Islamic Fashion Design Council (IFDC) over modest fashion**

Islamic Fashion Design Council (IFDC) is proud to announce its partnership with *Grazia* Middle East, on several modest fashion initiatives, which promise to take this exciting sector of the fashion industry to a new level.

The popular fashion magazine is the latest addition to a growing list of IFDC partners including Emirates Airline, Aston Martin, Pullman Hotels, Fashion Valet, Kanoo Group, Burgundy Interiors, Copenhagen Fur an ethical fur distributor, AT Films, SILVERbac, and Nari Skincare the world's first luxury halal skincare line, among others.

As part of the collaboration and to further enhance the modest fashion offering in the region, *Grazia* will issue a modest-theme issue of the magazine this month, featuring some of the dominant designers from IFDC's upcoming signature event Pret-A-Cover™ Buyers Lane (PACBL), taking place from March 28th to April 2nd at City Walk in Dubai. The 6-day event will feature modest collections of over 30 international designers as well as partnerships with global retailers and industry players including regional heavyweights like Bloomingdales, Marks & Spencer, Harvey Nichols, Armani Exchange, Galleries Lafayette, BHV, Debenhams, Comptoir 102, and The Modist among many others.

A modest shop with a curated collection from the presenting brands will also be launched online after the event. Commenting on the partnership, Alison Tay, the Editor-in-Chief of *Grazia* Middle East at ITP Media Group stated "The modesty movement is the most exciting shift the fashion world has seen in recent years, and it's incredible for *Grazia* Middle East to play a part in such a defining moment for the region. The timing of our partnership with Pret-A-Cover™ Buyers Lane (PACBL) couldn't be more perfect as the launch of our smart, stylish and shoppable site GraziaME.com means we can amplify the modesty message throughout the GCC and beyond."

"*Grazia* has been a key player in supporting fashion, beauty and lifestyle in the region. This partnership will fuel IFDC's mandate to build the modest fashion and design platform and catapult this niche sector to new heights we know are possible given the remarkable spending power of this consumer group", said Alia Khan, Chairwoman of IFDC and producer of the upcoming PACBL.



IFDC will be designing strategies to further support *Grazia*'s focused efforts on modest lifestyle initiatives. With the tremendous opportunities that are materializing from IFDC's concentrated global efforts in the modest lifestyle space, further discussions around merchandising deals, a dedicated currency for the modest lifestyle space, and disruptive modest shopping formats will be brought to the table around this partnership.

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About IFDC:

IFDC is leading the modest fashion and design industry (including arts, tech, architecture etc.) and its stakeholders to a better platform for support and growth. This global organization works together with international affiliates to comprehensively build on opportunities within this trillion-dollar industry.

www.ifdcouncil.org

About Grazia:

Grazia Middle East, the only English-language weekly luxury fashion magazine and the biggest-selling fashion weekly in the United Arab Emirates, is set to change the game again for 2018 thanks to the highly anticipated launch of our digital platform. Smart, slick, stylish and shoppable, *GraziaME.com* will now deliver our much-loved mix of fashion, beauty, culture, life and luxury direct to *Grazia* girls on the go, complementing our print and social media channels for a complete 360 conversation with our audience.

Contact:

Alison Tay
Editor-in-Chief, *Grazia* Middle East
Alison.tay@itp.com

Hammad Khilji
Marketing & Communications Manager
Hammad.khilji@IFDCCouncil.net
+971552742973