

BE%THAT

CategoryCollectionOur StoryOrderContact

Estid2026

COLLECTION

THE PERCENT IS NOT A NUMBER
IT IS A choice

empoweringmodesty

we are based in the uae, built with a global perspective, and grounded in responsibility — socially, culturally, and ethically.

every detail is considered. every silhouette has intent. every decision is made with care. this is just the surface.

our story

BE THAT %

CATEGORY

BLAZERS

PANTS

SCARFS

HOODIES

NEW GATHERING

WHITE HODDIE
AED. 567 AED-1,890

BLACK HODDIE
AED. 567 AED-1,890

NEON HODDIE
AED. 567

[1] WHITE COLLECTION

view collection

THE EDIT

WHITE HOODIE
AED. 567 AED-1,890

BLACK HOODIE
AED. 567 AED-1,890

BEIGE HOODIE
AED. 567

NEON HOODIE
AED. 567

SCARF
AED. 267

WHITE PANT SUIT
AED. 1567

CORPORATE LOOK →

WHY WE EXIST

because modest women deserve to be seen differently. not softened. not simplified. not overlooked.

we create pieces that reframe modesty through structure, silhouette, and scale — allowing women to take space, hold presence, and express themselves without compromise.

MORE THAN WHAT YOU SEE

to be that percent is to choose individuality over uniformity. to belong to a smaller circle that values intention, inclusivity, and impact.

in the moment [#bethat%] join the moment [#bethat%] join the moment [#bethat%] join the moment [#bethat%] join the moment [#bethat%] join the moment [#bethat%]

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