**M7 and Printemps Doha Hosted Presentation Day Ahead of Inaugural ‘The Collective’, a Retail incubator Programme for Qatar-Based Fashion Designers**

*11 emerging locally-based designers presented collections to jury panel for a chance to secure one of seven places in programme*

**Doha, Qatar**, **18 September 2022** – M7, Qatar’s epicentre for innovation and entrepreneurship in fashion, design and technology, and Printemps Doha – the Parisian luxury department store's first flagship outside of France and set to open in the third quarter of 2022, hosted a presentation day at M7, which saw 11 emerging fashion designers present their collections to a jury panel for the chance to secure one of seven places in ‘The Collective’, a five-month retail coaching programme. The Collective will equip participants with the necessary tools and expertise to take their ideas from concept to the retail market. On completion of the programme, participating designers will have the exclusive opportunity to showcase their brands and their capsule collections in a dedicated M7 x Printemps Doha concept space.

Maha Al Sulaiti, director of M7, said: “Collaborations with partners such as Printemps Doha provide a unique opportunity to discover incredible talent and elevate their brand. The Collective is the first platform in Qatar in which locally-based designers will receive mentorship from industry leaders to successfully produce, market and showcase their brands in one of the world's top luxury retail department stores.”

During the presentation day at M7, the 11 designers presented their collections consisting of nascent and established brands of abaya, ready-to-wear and accessory designs to a panel of judges. Designers showcasing their collections during The Collective Presentation Day included:

* Rawan AlNassiri, founder and creative director of SDN
* Zulfa Althani, founder and CEO of Poze womenswear brand
* Japanese fashion designer Sayuri Kurotsu and Italian designer Giovanni Innellaaref, founders of conceptual design studio Shirotsu
* Amna Ahmed Al-Misned, founder and art director of Trzi
* Noor Aburish, award-winning Qatari fashion designer and founder of the eponymous clothing label Noor Aburish
* Abdulrahman Al Ahmad and Eid Al- Sulaiti, founders of Qatar-based creative collective and fashion label THE /// PROJECT
* Kaltham Al Majid, founder of Kaltham's Pavillion
* AlAnood Al-Hedfa, founder of clothing brand Drizzle
* Nowayer Al-Hajri, founder of Nowayer
* Alanoud Almeghaisib founder of Aldukan
* Dana Riad founder of Dana Riad

Judging panelists included M7’s Director Maha Al Sulaiti; Fashion Trust Arabia 2019 Prize winner, Roni Helou; M7’s Head of Marketing and Communication, Karen Nicolet; Head of Programmes Marrakech Arbuckle; Fashion Designer and Business Development Coordinator Aldana Al Mesnad; Printemps Doha’s General Manager, Thierry Prevost; Buying and Visual Merchandising Director, Jennifer Fall; Marketing & Communication Director, Albine Commissaire; and Visual Merchandising Manager, Aneta Lazinska. Designers were judged based on their aesthetics, innovation and uniqueness, readiness of the brand, brand story, and retail potential. Out of the 11 participants who presented their designs, the jury will select seven designers to participate in The Collective, to be announced in October.

“We were thrilled to partner with M7 to host this presentation day. There is a myriad of untapped talent in Doha, and it was an honor being introduced to them. As one of the jury members, I am excited to see passionate designers with a strong vision and retail potential and have them showcase their designs exclusively in Printemps Doha,” Fall said.

During The Collective programme, participants will receive one-on-one mentorship from industry experts to prepare them for their entry into the retail market. Topics to be covered throughout the programme include design and development, production and supply chain, marketing and communications, sales and distribution, and retail management.

 “It’s an honour to spearhead a pilot retail programme of this calibre in Qatar. Having gone through the process with Fashion Trust Arabia Prize and International Fashion Showcase, I hope to share my journey and curate a mentorship programme that will give designers the tools and confidence to navigate the industry and create a successful brand,” Helou said.

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**About M7**

M7 is Qatar’s epicentre for innovation and entrepreneurship in fashion, design and technology. Established by Qatar Museums under the leadership of Her Excellency Sheikha Al-Mayassa bint Hamad bin Khalifa Al Thani, M7 is committed to accelerating the growth of Qatar’s creative economy by providing mentorship and opportunities for designers to build a successful business both locally and internationally, while encouraging the fashion and design industry to play their part in the growth of Qatar’s creative circular ecosystem. M7’s platforms include comprehensive incubation and mentorship programmes, world-class exhibitions and pop-ups, and public discussions. Located at the heart of Msheireb Downtown Doha, M7 serves to create a space for creatives by working closely with its Resident Partners, Cutting Studio, Studio 7, Scale 7, Fromm, Workington and Profiles.

**About Printemps Doha**

Founded in 1865 in Paris by Jules Jaluzot the iconic retailer, Printemps is one of France's leading department stores. For over 150 years, feeling the air of the times, Printemps has been a major player in global retail transformation. For the first time, Printemps will bring its unique French savoir faire to Qatar with the opening of a flagship department store in Doha in Q3 of 2022 - the first Printemps store to open outside of France and the largest luxury department store in the Middle East. With a retail space of more than 40,000sq/m and strategic position in a one-of-a-kind destination: Doha Oasis, Printemps Doha will be spread across three floors and offer an extensive range of exclusive fashion brands, high-end jewelry, lifestyle & home accessories, beauty, a flower shop and 14 world-class F&B concepts.

**About Doha Oasis**

Doha Oasis is a high-end mixed-use development in the heart of Doha. The development is located in the Msheireb district, the heart of Doha downtown, and is within minutes from major tourist sites and public transportation hubs. The distinctive elliptical shape of Doha Oasis is complemented by its unique mixture of high-end attractions and services, making it a one-stop destination for guests who are seeking a unique experience that can’t be matched across Doha, consisting of:*Banyan Tree hotel* *and residence,* an elegant urban sanctuary designed by renowned interior designer Jacques Garcia, best known for his contemporary interiors of Paris hotels and restaurants. The themed experience centre “Quest”, where cutting-edge technology meets imagination through a combination of 35+ extreme thrill rides, virtual and augmented reality simulators, play areas and attractions for the whole family.

A unique *VOX cinema* complex boasting 19 screens and offering a mix of experiences including luxury VIP concepts, IMAX mega-screen designed for the biggest blockbusters and a multi-sensory movie-watching concept, 4DX.