

THE FINALISTS

ARAB FASHION AWARD 2^E EDITION

CANDIDATES SELECTED IN THE "EMERGING TALENT" CATEGORY

- Cindy Abi Chala / CIN PARIS – Lebanon
- Zahra Al-Najjar – Iraq
- Kazna Asker – Yemen
- Youssef Drissi / LATE FOR WORK – Morocco
- Assiya Dupont – Algeria
- Ayham Hassan – Palestine
- Mira Maktabi – Lebanon
- Moulham Obid – Syria
- Ibrahim Shebani / BORN IN EXILE – Libya/Tunisia

EMERGING TALENT

Cindy Abi Chala - CIN PARIS
Lebanon



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A Lebanese woman born in Paris, Cindy Abia grew up between two cultures, two sensibilities, and two worldviews. This duality deeply fuels her creative universe, where structure and fluidity, mysticism and precision, strength and gentleness converge. In 2024, she founded CIN PARIS, a slow fashion brand built on three commitments: sustainable slow fashion, responsible luxury, and designs conceived as wearable works of art, inspired by dark romanticism. Each piece becomes a vehicle for introspection, inviting everyone to reconnect with themselves and express their identity meaningfully. The brand uses exclusively surplus fabrics from luxury houses and produces in limited editions or on a made-to-order basis to avoid overproduction. All pieces are handcrafted in an intimate Parisian workshop using meticulous artisanal techniques.



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EMERGING TALENT

Zahra Al-Najjar
Iraq



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A recent graduate of the Bachelor’s program in Fashion Design and Communication at Central Saint Martins (UAL), Zahra Al-Najjar—a second-generation Iraqi immigrant—explores themes of identity, heritage, and education in the West within the diaspora. Her professional experience includes a design internship in haute couture at Viktor&Rolf, where she contributed to the development of the Spring 2025 haute couture collection in Paris; and a position as a design assistant for women’s leather goods at Louis Vuitton, where she participated in the design and development of luxury accessory collections.



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EMERGING TALENT

Kazna Asker
Yemen



© Sandra Nagel



© Build Hollywoodt

Kazna Asker is a British-Yemeni fashion designer based in Sheffield, whose work is deeply rooted in community engagement, activism, and the sharing of cultural narratives. A graduate of Central Saint Martins, she made a name for herself in 2022 by becoming the first designer to present a collection dedicated to women who wear the hijab at the school’s Master of Fashion graduation show, marking an important milestone for representation in contemporary fashion. Her work explores the connections between heritage and modernity, blending traditional Middle Eastern textiles with contemporary silhouettes inspired by tailoring, outerwear, and sportswear. Each piece is designed and handcrafted by her, often as a one-of-a-kind creation, highlighting individuality, meticulous craftsmanship, and the narrative dimension of the garment. Kazna Asker has presented her collections at London Fashion Week as part of the BFC NEWGEN program, establishing herself as one of the most promising emerging voices in the fashion scene. She has also received the Debut Talent Prize from Fashion Trust Arabia, representing Yemen on the international stage.

EMERGING TALENT

Youssef Drissi - LATE FOR WORK
Morocco



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LATE FOR WORK is a contemporary fashion brand founded by Moroccan designer Youssef Drissi, inspired by contemporary urban life and the emotional tensions inherent in social and professional environments. Rooted in deconstruction, reconstruction, and gender fluidity, the brand explores fashion as a space for contradiction, emotional expression, and transformation. Through oversized cuts, offbeat silhouettes, and reconstructed garments, LATE FOR WORK challenges conventional notions of elegance, productivity, and identity, creating pieces that straddle the line between discipline and freedom. Alongside its creative approach, LATE FOR WORK places great importance on craftsmanship, storytelling, and image-making, developing complete visual worlds around each collection. Since its inception, the brand has gradually expanded internationally through showrooms, competitions, and collaborations, and is currently distributed in more than ten retail locations worldwide.

EMERGING TALENT

Assiya Dupont - ASSIYA STUDIO
Algeria



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Through Assiya Studio, Assiya Dupont, a young designer, views fashion as a space for intimate, narrative, and cultural exploration. Conceived as a space for creative freedom, her work explores the concepts of transmission, identity, and movement through a highly personal and visual approach to the silhouette. Her identity is defined by rigorous research into the structure and transformation of materials. She enjoys designing volumes that interact with the body, alternating between the density of architectural pieces and the lightness of airy textures. For her, clothing is never purely aesthetic: every line and every technical choice serves a strong conceptual purpose.



© D.R.

EMERGING TALENT

Ayham Hassan
Palestine



© D.R.

Ayham Hassan is a Palestinian fashion designer whose work combines creative innovation with artisanal excellence. Deeply inspired by his personal experience of life in Palestine, his approach explores the emotional and cultural power of fashion through textile experimentation, artisanal craftsmanship, and storytelling. Working closely with local artisans, he integrates traditional techniques into contemporary silhouettes and innovative textile developments, creating garments that establish a dialogue between heritage and modern expression. Her graduation collection at Central Saint Martins, IM-Mortal Magenta, received international recognition and was featured in prestigious publications such as Vogue, i-D, Dazed, The Face, Architectural Digest, and Harper's Bazaar. It is currently on display in the exhibition "The Only True Protest Is Beauty", organized by the Fondazione Dries Van Noten as part of the 61st Venice Biennale. Her work has also been added to the collections of the Victoria and Albert Museum and MoMu Antwerp.



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EMERGING TALENT

Mira Maktabi
Lebanon



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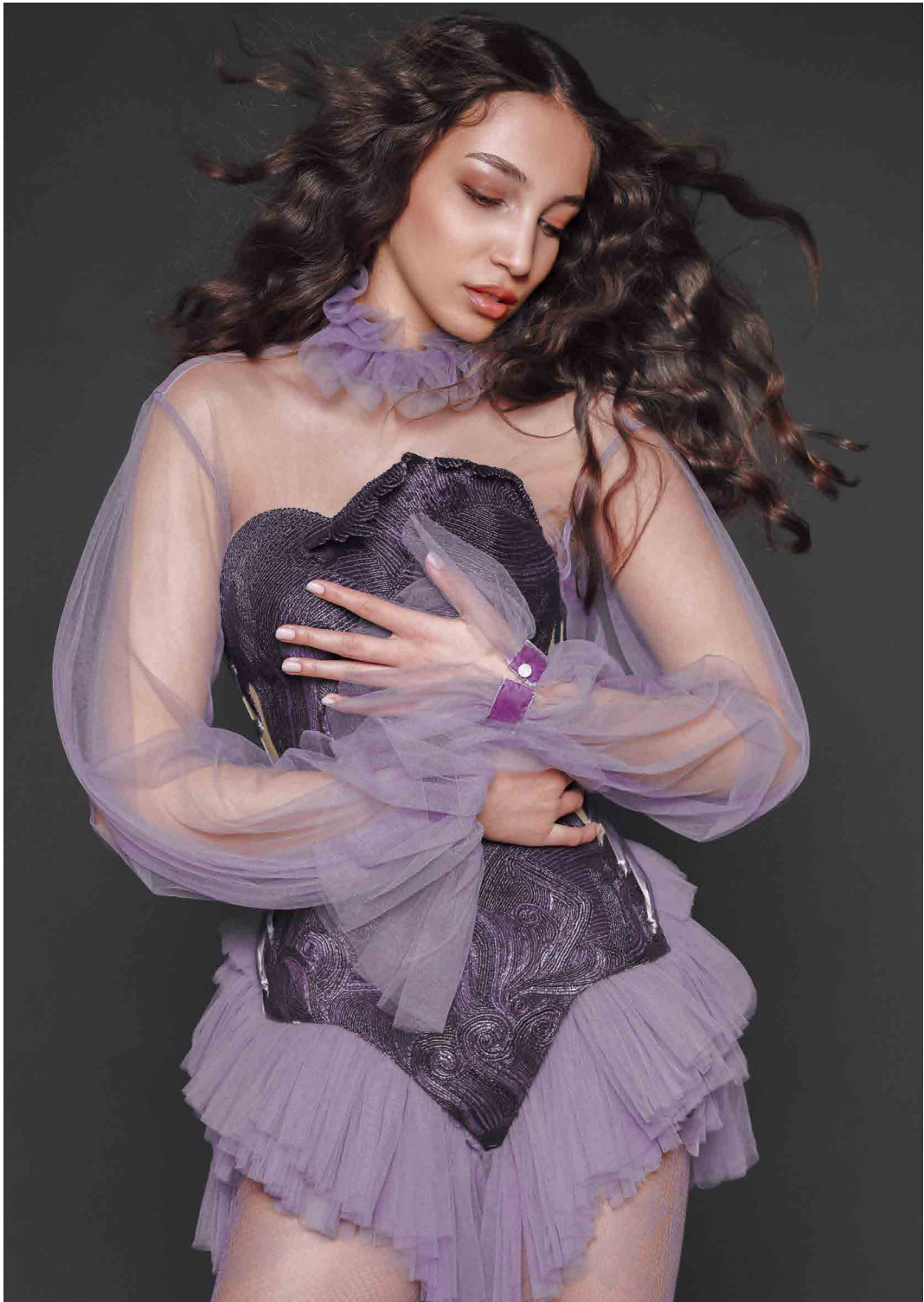
Mira Maktabi is a Lebanese fashion designer based in London, where she founded her eponymous brand. Characterized by the use of exceptional silks and tailored wool fabrics with sculptural volumes, the brand creates elegant, architecturally inspired silhouettes that blend strength and delicacy, structure and fluidity, refinement and character—designed for women of all ages. Born and raised in Beirut, Mira Maktabi grew up within the family business, which specialized in the artisanal production of Persian rugs. There, she inherited a deep respect for craftsmanship, attention to detail, and artisanal excellence passed down from generation to generation. Trained under the guidance of Fabio Piras as part of the Master’s in Fashion program at Central Saint Martins, Mira Maktabi presented her graduation collection during London Fashion Week Fall/Winter 2024. Since then, her work has been featured in numerous international publications.



© Margherita Allievi

EMERGING TALENT

Moulham Obid
Syria



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Moulham Obid is a Vienna-based fashion designer and founder of the contemporary couture label Moulham Obid, established in 2018. His work explores the relationship between body, emotion, and identity through sculptural silhouettes, craftsmanship, and material experimentation. Rooted in couture techniques and artistic storytelling, the brand develops collections that navigate themes of vulnerability, protection, and self-expression. Hand embroidery and crochet developed in collaboration with women artisans in Syria form an essential part of the brand’s identity, connecting contemporary couture with craft preservation and social sustainability. His work has been presented internationally, including at Berlin Fashion Week, MQ Vienna Fashion Week, the Vienna Opera Ball, and the “Threads of Impact” exhibition by Fashion Trust Arabia and M7 in Doha.



© Pauty

EMERGING TALENT

Ibrahim Shebani - BORN IN EXILE
Libya/Tunisia



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BORN IN EXILE is a fashion brand that prioritizes sustainability, craftsmanship, and cultural relevance, creating pieces designed to stand the test of time rather than follow fleeting trends. Its collections—developed and produced in Tunisia using premium materials sourced primarily from Italy and Spain—are distinguished by meticulous attention to silhouettes, cuts, and the quality of craftsmanship. Through a narrative approach inspired by history, architecture, and cultural identity, each garment, accessory, or piece of jewelry carries symbolic meaning and aims to forge a lasting connection between the item and the wearer.

ARAB FASHION AWARD
2^E EDITION

CANDIDATES SELECTED IN THE
“CREATIVE ENTREPRENEURSHIP TALENT” CATEGORY

- Camélia Barbachi / CHEZ NOUS – Tunisia
- Yassine Chenna / YC – Morocco
- Angéline Dangelser / LABEL OUED – Morocco
- Hind Hilal / HINDHILAL – Palestine
- Samar Nasraldin – Saudi Arabia
- Anass Taf / FISCA_BRAND – Morocco
- Kenza Taleb Vandeput / KASBAH KOSMIC – Algeria
- Lilia Yasmin / ATLAL FROM GALBI – Algeria

CREATIVE ENTREPRENEURSHIP TALENT

Camélia Barbachi - CHEZ NOUS
Tunisia



© D.R.



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CHEZ NOUS is a Parisian fashion brand founded by Franco-Tunisian designer Camélia Barbachi, which explores the concept of “home” through contemporary clothing and cultural narratives. Located halfway between the two shores of the Mediterranean, the brand combines experimental silhouettes with everyday wear, creating pieces that reflect movement, identity, and a sense of belonging. Its ambition is to build a more responsible and culturally inclusive model of fashion. CHEZ NOUS works with certified suppliers in Tunisia and France and uses innovative materials with a low environmental impact, while developing production methods aimed at minimizing textile waste. Since its launch, the brand has gained international recognition through nominations and programs such as, notably, the “Designer for the Planet” nomination at Milan Fashion Week and participation in the Franco-African Foundation’s “Young Leaders” program.

CREATIVE ENTREPRENEURSHIP TALENT

Yassine Chenna - YC
Morocco



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Yassine Chenna is the founder of YC, a premium leather sneaker brand based in Barcelona and Rabat. YC was born from a simple conviction: that urban footwear can be at once a sophisticated design object, a conscious act of creation, and an expression of strong identity. Each pair of YC sneakers is the result of a rigorous process: Leather Working Group-certified leathers, recycled components, and ethical production. But beyond the materials, YC is above all a minimalist, assertive language, rooted in a contemporary aesthetic that engages with the codes of luxury without imitating them.

CREATIVE ENTREPRENEURSHIP TALENT

Angéline Dangelser - LABEL OUED
Morocco



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At a time when the creative industries are facing a profound restructuring of their business models—amid environmental imperatives, dwindling resources, shifting value chains, and a search for meaning—new initiatives are emerging to redefine the contours of contemporary creation. In this landscape of transition, LABEL OUED stands out as a unique platform—at once a creative laboratory, a tool for knowledge transfer, and a space for regional experimentation. Founded in Casablanca, LABEL OUED goes beyond the concept of a designers’ collective. It is a hybrid, transdisciplinary, and transcontinental creative “third place” that brings together fashion, design, textile engineering, artistic research, and cultural entrepreneurship. In this sense, it transcends the traditional framework of a brand or studio to become a dynamic cooperative structure where creators, artisans, textile engineers, cultural institutions, and industrial partners come together around a shared vision: to foster the emergence of a new creative scene rooted in Morocco and the African continent—one capable of engaging with international standards while asserting its own distinct identity.

CREATIVE ENTREPRENEURSHIP TALENT

Hind Hilal - HINDHILAL
Palestine



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HINDHILAL is a Palestinian design studio specializing in the creation of iconic pieces offered in limited editions. Founded by architect and designer Hind Hilal, the studio approaches garment design with a sensibility marked by a focus on proportions and structures, rooted in thoughtful craftsmanship. Each creation begins with the material, prioritizing natural fabrics and their intrinsic qualities. Based in Bethlehem, the studio collaborates with local manufacturers for production following an in-house design and development phase, and maintains close relationships with its artisans to ensure precision and quality. HINDHILAL believes that clothing has value only if it is crafted with intention, creating pieces rooted in a specific place, informed by the production process, and reflecting the integrity of the materials.

CREATIVE ENTREPRENEURSHIP TALENT

Samar Nasraldin
Saudi Arabia



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Samar Nasraldin is a Saudi fashion designer, teacher, and researcher based in Riyadh, Saudi Arabia, and the founder of an independent luxury women’s ready-to-wear brand launched in 2015. Her design methodology, called “Body Language,” does not begin with a sketch, but with a sensation, developed directly on a three-dimensional mannequin. Pattern-making and draping constitute her primary forms of knowledge: what the hands understand and what drawing cannot capture. The garment does not merely clothe the body; it extends its narrative. This methodology carries within it a cultural dimension that she calls “Avant Saudi”: the unique experience of being a Saudi woman, simultaneously navigating between inner sovereignty and external expectations, held within the body without resolution. The logic of the abaya garment that acts as a membrane between the inside and the outside—extends to every design decision. The brand is available at Selfridges in London, at Harvey Nichols in Riyadh and Kuwait, at Rubaiyat, and at 10CC. Samar Nasraldin was ranked No. 1 among Saudi designers for the “She’s Next in Fashion” grant in 2025 and is currently completing an Executive Master’s degree at the Institut Français de la Mode.

CREATIVE ENTREPRENEURSHIP TALENT

Anass Taf - FISCA_BRAND
Morocco



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FISCA has its roots in Fez, the city that gave birth to a certain Moroccan elegance: understated, deeply rooted, and timeless. This name evokes the people of Fez, but also a generation transformed by upheaval—the FISCA—caught between heritage and outside influences, between memory and openness to the world. In this way, they have forged a new Moroccan identity. The brand explores this tension through a narrative wardrobe that blends traditional craftsmanship, references to utilitarian clothing, and cinematic imagination inspired by Westerns.



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CREATIVE ENTREPRENEURSHIP TALENT

Kenza Taleb Vandeput - KASBAH KOSMIC
Algeria



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KASBAH KOSMIC is an independent fashion brand founded in Brussels in 2019 by Belgian-Algerian designer Kenza Taleb Vandeput. The brand explores themes of identity, memory, cultural heritage, and transformation through one-of-a-kind pieces and limited-edition collections crafted from discarded textiles, unsold stock, and reinterpreted archival materials. Deeply influenced by Algerian culture, the beauty and complexity of diaspora experiences, Arab futurism, Belgian surrealism, and underground creative scenes, the brand navigates between heritage and the future, artisanal craftsmanship, and storytelling. Reimagined workwear, sportswear references, patchwork techniques, and unisex silhouettes have become recurring elements of its visual language. Since its inception, KASBAH KOSMIC has expanded through collections, pop-ups, exhibitions, artistic collaborations, costume design, and international projects presented in Brussels, Antwerp, Amsterdam, Paris, London, New York, and Algiers.



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CREATIVE ENTREPRENEURSHIP TALENT

Lilia Yasmin - ATLAL FROM GALBI
Algeria



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ATLAL FROM GALBI is a contemporary fashion and cultural project founded by Lilia Yasmin. The brand explores themes of identity, memory, and cultural transmission through fashion, photography, research, and storytelling, with a particular focus on Algeria and the Arab world. Each collection is conceived as a narrative, drawing inspiration from history, music, travel, and collective memories to create a dialogue between heritage and contemporary culture. Beyond clothing, ATLAL FROM GALBI develops immersive experiences through visual projects, exhibitions, and pop-up installations, using fashion as a vehicle for cultural expression and exchange. The brand has been featured in international publications such as Vogue, GQ, Dazed, and Numéro, and has presented projects across Europe and the Middle East. In 2025, founder Lilia Yasmin was selected for the DAZED 100 in recognition of her contribution to contemporary cultural storytelling through fashion.

ARAB FASHION AWARD
2^E EDITION

CANDIDATES SELECTED IN THE
“TALENT IN CREATIVE EXCELLENCE AND CRAFTSMANSHIP” CATEGORY

- Sara Afailal / AFYLA - Morocco
- Salim Azzam – Lebanon
- Zineb Ghazali / ZINEB GHAZALI COUTURE – Morocco
- Hazem Kais / GOODKILL – Lebanon
- Nisreen Omer Suliman Koko / KUKU – Sudan
- Ghitta Laskrouif / GHITTA STUDIO – Morocco
- Layali Maddah / NOTTI – Saudi Arabia

TALENT IN CREATIVE EXCELLENCE AND CRAFTSMANSHIP

Sara Afailal - AFYLA
Morocco



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AFYLA was born out of the conviction that fashion is much more than just a matter of appearance. It is a language that conveys stories, emotions, memories, and identity. Rooted in Moroccan heritage and informed by an international perspective, AFYLA celebrates ancestral craftsmanship while embracing innovation. Through contemporary silhouettes, exceptional craftsmanship, and meticulous design, tradition is not preserved as mere nostalgia for the past, but reinvented as a living language, firmly rooted in the present. Each collection is conceived as a narrative rather than a trend, with every piece designed to convey meaning and intention. The ambition is to create lasting and meaningful value. At AFYLA, luxury is defined by quality, exceptional craftsmanship, and a thoughtful approach. The creations are produced in limited editions, fostering exclusivity while remaining a source of inspiration for all who discover them.

TALENT IN CREATIVE EXCELLENCE AND CRAFTSMANSHIP

Salim Azzam
Lebanon



© D.R.



© D.R.

Salim Azzam creates fashion where meaning expands beyond the garment, pieces made ethically, slowly and intentionally, carrying with them the skills, the history and the visual language of the Chouf mountains. Using artisanal handcrafting techniques, each design becomes unique through the placement of every stitch, the tension of the thread, and the precise moment the piece was made. Salim Azzam offers a poetic luxury that sustains a community, preserves a tradition, and raises the profile of female artistry, celebrating the stories and people who make them: the region’s artisan women of Mount Lebanon, whose time-honored techniques produce work of enduring beauty. Beyond the object, Salim Azzam offers a relationship. A relationship to a place, the Chouf mountains, specific in their light, their flora, and their embroidered history. A relationship to the women and artisans whose knowledge and hands bring each piece into being. And a relationship to a visual language, the coded motifs of Mount Lebanon reimagined as garments shaped by memory, hand, and intention.

TALENT IN CREATIVE EXCELLENCE AND CRAFTSMANSHIP

Zineb Ghazali - ZINEB GHAZALI COUTURE
Morocco



© D.R.



© D.R.

ZINEB GHAZALI COUTURE was born out of a deep passion for the Moroccan caftan and for the artisanal skills that enrich Morocco’s cultural heritage. Each creation is the result of meticulous work carried out alongside Moroccan artisans whose techniques—passed down from generation to generation—preserve exceptional craftsmanship: hand embroidery, beading, trimmings, and traditional finishes. Behind each piece lie hours of work, patience, and mastery, which bear witness to the richness of Moroccan craftsmanship and expertise. Zineb Ghazali draws inspiration from the history, traditions, and techniques of the Moroccan caftan to offer designs that are in tune with their time, without ever compromising the heritage from which they stem. Beyond simply creating clothing, ZINEB GHAZALI COUTURE embodies a vision: that of a living craft, capable of standing the test of time, adapting to new generations, and continuing to shine both in Morocco and internationally.

TALENT IN CREATIVE EXCELLENCE AND CRAFTSMANSHIP

Hazem Kais - GOODKILL
Lebanon



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GOODKILL is a fashion house rooted in craftsmanship, experimentation with materials, and the traditions of couture. Founded by designer and creative director Hazem Kais, the brand approaches clothing as an ever-evolving object, shaped by both the maker and the wearer. GOODKILL combines artisanal methods with a constant exploration of how materials transform. Fabrics are sculpted, layered, molded, aged, naturally dyed, and reconstructed to create surfaces that bear the traces of memory, wear, and the passage of time. Each piece seeks to strike a balance between technical precision and imperfection, structure and erosion, tradition and experimentation. Inspired by rituals, the body, and the continuous process of transformation that shapes human life, GOODKILL reinterprets craftsmanship not as the preservation of static forms, but as a living process of metamorphosis.



© D.R.

TALENT IN CREATIVE EXCELLENCE AND CRAFTSMANSHIP

Nisreen Omer Suliman Koko - KUKU
Sudan



© D.R.



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Nisreen Kuku is a Sudanese jewellery designer, researcher, and founder of KUKU Jewellery, a Paris-based brand inspired by the rich traditions of Sudanese adornment and material culture. Through research, documentation, and contemporary design, KUKU explores jewellery as a carrier of memory, identity, and cultural heritage. The brand draws inspiration from traditional Sudanese jewellery, ceremonial dress, symbols, and craftsmanship, reinterpreting these elements through a contemporary design language. Alongside her design practice, Nisreen has spent years documenting traditional Sudanese jewellery and adornment traditions through field research, interviews, archival materials, and visual documentation. This ongoing work contributes to the preservation and transmission of cultural knowledge while creating new dialogues between heritage and contemporary design.

TALENT IN CREATIVE EXCELLENCE AND CRAFTSMANSHIP

Ghitta Laskrouif - GHITTA STUDIO
Morocco



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Ghitta Studio is a high-end slow fashion brand based in Casablanca. Each piece is crafted for its texture and enhanced by artistic embroidery. The silhouettes are timeless and designed to be elegant, functional, and easy to wear. These sustainable essentials are crafted to express individuality, with understated simplicity and a touch of sophistication. Produced in limited editions and available as made-to-measure pieces, each item is designed to last.

TALENT IN CREATIVE EXCELLENCE AND CRAFTSMANSHIP

Layali Maddah - NOTTI
Saudi Arabia



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NOTTI was founded in 2020 in Jeddah, Saudi Arabia by Layali Maddah. It is a contemporary fashion jewelry brand rooted in idea creation, material exploration, and expressive design. Every collection begins with a concept and evolves into wearable pieces that spark curiosity and connection. The brand blends craftsmanship with experimentation, often incorporating unconventional materials and sustainable practices to create jewelry that feels personal, modern, and thoughtfully designed. For NOTTI, jewelry is not just an accessory. It is a story shaped into form.

ARAB FASHION AWARD 2^E EDITION

CANDIDATES SELECTED IN THE "ACCESSORY TALENT" CATEGORY

- Dalila Barkache / DALILA BARKACHE – Morocco
- Amel Batita – Algeria/Tunisia
- Mohammed el Mehdi Benabdel Moumen / BAMEL – Morocco
- Karima Bidar / ISLI – Morocco
- Kays Masood – Syria
- Fatma Mostafa / FATMA MOSTAFA JEWELRY – Egypt
- Nadeen Rabie / NAD JEWELRY – Palestine
- Leila Roukni / TALEL – Morocco
- Gaëlle Samaha & Raphaël Samaha / ËL | ال – Lebanon
- Marrim Akashi Sani – Iraq

ACCESSORY TALENT

Dalila Barkache - DALILA BARKACHE
Morocco



© D.R.



© Emmanuelle Tricoire

Dalila Barkache is a Franco-Moroccan jewelry designer, artisan, and artistic director who divides her time between Paris and Morocco. A graduate of the Haute École de Joaillerie de Paris, she has forged a multidisciplinary career combining jewelry design, craftsmanship, artistic direction, and production management. Since launching her eponymous jewelry brand in 2011, she has been developing contemporary collections that blend artisanal craftsmanship, material research, and a particular focus on movement, comfort, and form. Working primarily with precious metals, gemstones, and pearls, her practice draws inspiration from a wide range of influences, spanning traditional craftsmanship and archaeology to contemporary art and design. Her work has been exhibited internationally, notably at M7 Qatar Museums and Fashion Trust Arabia in Doha, and has been featured in publications such as Vogue Arabia, Vogue US, Harper's Bazaar Arabia, and the Financial Times.

ACCESSORY TALENT

Amel Batita
Algeria/Tunisia



© D.R.



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Amel Batita is a contemporary luxury brand founded by the artist and designer Amel Batita. Rooted in a philosophy called Art Cycling, the brand transforms original artworks created from everyday materials into collectible fashion pieces. The Silk Scarf remains the foundation of the House, serving as a canvas for artistic expression and a bridge between heritage, craftsmanship, and innovation. Designed in Paris and crafted in Italy, each creation originates from an artwork, preserving the emotion and texture of the original piece. Today, the brand extends beyond the scarf into ready-to-wear and accessories, building a complete artistic universe shaped by material experimentation and storytelling.

ACCESSORY TALENT

Mohammed El Mehdi Benabdel Moumen – BAMEL
Morocco



© D.R.



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BAMEL is a Moroccan luxury leather goods brand founded in 2023 by Mohammed El Mehdi Benabdel Moumen, a leather craftsman listed in the National Register of Crafts of the Kingdom of Morocco. BAMEL’s creative approach is based on a precise methodology: each collection takes an element of Moroccan architectural or decorative heritage as its starting point and asks how that element can be transformed into a three-dimensional leather object. The BAAB Collection reinterprets the grand arches of Moroccan architecture through structured silhouettes and clean lines. The ZELLIGE Collection translates the geometric star of zellige into an architecture of hand-assembled leather panels, directly echoing the work of the zellij master. All pieces are crafted in Morocco in close collaboration with traditional leather artisans, primarily in Marrakech. BAMEL demonstrates that it is possible to build a luxury leather goods house rooted in Moroccan culture, without ever compromising on creative standards or artisanal integrity.

ACCESSORY TALENT

Karima Bidar – ISLI
Morocco



© D.R.



© Julie Perrot

Based between Paris and Casablanca, ISLI was born out of a conviction: the most precious legacies are not those we preserve, but those we transform. Founded by Karima, a Franco-Moroccan designer, ISLI is an accessories brand that draws on the stories, craftsmanship, and landscapes connecting Morocco and France to create contemporary pieces with a strong graphic identity. Inspired by Amazigh jewelry, architecture, color, and the memory of places, its creations reflect an ongoing dialogue between craftsmanship and design, memory and creation. The name ISLI is borrowed from an Amazigh legend of the High Atlas, a symbol of the transmission and permanence of stories through time. This story fuels the brand’s vision: to view heritage as a living material capable of inspiring new forms and new uses. Crafted between Paris and Casablanca in collaboration with Moroccan artisans, the collections combine creative excellence, craftsmanship, and a responsible approach. In 2025, ISLI was featured for six months at Printemps Haussmann, while Karima was invited to share her journey within the ecosystem of the Institut Français de la Mode.

ACCESSORY TALENT

Kays Masood
Syria



© D.R.



© D.R.

Objects carry memory. KAYS MASOOD is a contemporary jewelry and accessories brand, rooted in poetic subversion, where design, fashion, and craftsmanship intersect. The brand was founded from a fascination with the emotional relationships people form with their belongings and the role adornment plays in constructing identity. Through transformation and reinvention, familiar belongings become emotional archives—preserving traces of memory while creating space for new possibilities.

ACCESSORY TALENT

Fatma Mostafa - FATMA MOSTAFA JEWELRY
Egypt



© D.R.



© D.R.

FATMA MOSTAFA is a contemporary jewelry studio founded by Egyptian artist and designer Fatma Mostafa, whose work lies at the intersection of art, craftsmanship, and cultural memory. Conceived as an ever-evolving body of work, this studio reinvents the art of adornment through a unique dialogue between embroidery and jewelry. Rooted in Egypt and inspired by the broader cultural landscape of the Arab world, this body of work draws on material heritage, ornamentation, architecture, and stories passed down through generations, while translating these references into a contemporary visual language. At the heart of this practice lies an experimental approach that fuses two traditionally distinct crafts—textile embroidery and metalwork—thereby creating pieces that straddle the boundaries between jewelry, sculpture, and textile art. Fatma Mostafa has developed a unique method in which embroidered structures and metallic elements coexist within the same artistic medium. This fusion is not decorative but conceptual; it challenges the conventional boundaries between craft disciplines and opens up new possibilities for contemporary ornamentation.

ACCESSORY TALENT

Nadeen Rabie - NAD JEWELRY
Palestine



© Zaid Al Lozi



© Omar Sha

A Palestinian jewelry artist based in Amman, Jordan, Nadeen Rabie has been studying jewelry design and craftsmanship for four years, both as a self-taught artist and at the Turquoise Mountain Institute. Having spent most of her life in Quito, Ecuador, jewelry-making has become a way for her to reconnect with her roots, allowing her to explore her identity through research, materials, and hands-on craftsmanship. The “R” collection is a series of eight rings that explores techniques historically found in Arab jewelry. Each piece draws inspiration from elements that have long fueled the imagination of Arab artisans—eyes, flora, fauna, and landscapes—while reflecting the artist’s personal journey of reconnecting with her own culture. Her practice is driven by an interest in objects that carry a sense of time—pieces that seem to belong to the past while being fully rooted in the present. Each piece is handmade and possesses its own character, reflecting both the hand that shaped it and the history that continues to inspire it.

ACCESSORY TALENT

Leila Roukni - TALEL
Morocco



© Tristan Rosler



© D.R.

TALEL is interruptive. TALEL pushes the boundaries of Arabic design, breaking expectations and redefining what’s possible, to speak to global audiences. Each piece clash familiarity with unexpected forms. TALEL is a platform for experimentation, expression, and code rewriting. W joined the IFM Entrepreneurs incubator in 2023, was a winner of the ADC La Relève program in 2025, won the Fashion Trust Arabia Accessories Award in 2025, and was a finalist in the Accessories category at Maison Mode Méditerranée in 2026.

ACCESSORY TALENT

Gaëlle Samaha & Raphaël Samaha - Èl | ال
Lebanon



© Zankoul Lara



© D.R.

Èl | ال is a handmade jewelry brand founded by Gaëlle and Raphaël, a brother and sister from Lebanon. Since its inception, the brand has sold more than 750 pieces and is available in two boutiques in Beirut. In October 2025, Èl | ال joined the Institut Français de la Mode’s incubator, and in March 2026, it received the AMI x IFM “Coup de Cœur” award. Collaborations and partnerships are currently underway in Paris and internationally, supporting the growth of a brand born between Beirut and Paris.

ACCESSORY TALENT

Marrim Akashi Sani
Iraq



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Marrim Akashi Sani is an Iraqi-Iranian artist and designer based in Detroit. Her work has been exhibited internationally, including at the Victoria and Albert Museum, Cartwright Hall, Hayy Jameel, and, most recently, the Asian Culture Center in South Korea. Combining jewelry and photography, her practice explores the hybrid nature of Islam and how religious traditions and practices are reinvented in the North American context. Her creations examine how diverse Muslim communities in the American Midwest have preserved, adapted, and evolved their faith across generations. Her work has been shortlisted for the prestigious Jameel Prize, and she has also received a Red Bull Arts grant. Marrim Akashi Sani is part of the Detroit Institute of Arts’ 2026–2028 artist cohort, and her jewelry is currently distributed by the Museum of Contemporary Art Detroit. Among her current projects is a multi-year collaboration with Emirati artist Farah Al Qasimi, which will be presented at the Guggenheim Museum in New York next year.