

## Desert fairytale in Haute Couture: Saudi's Luxury Fashion Renaissance

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When we hear the name Saudi, we think of deserts, the sacred cities of Makkah and Madinah, and the richness of Arab culture and heritage. Saudi has now transformed tremendously in recent years, emerging as a new hub for luxury fashion. A striking fusion of tradition and modern haute couture has sparked a cultural and style renaissance that is captivating the world.

### **Saudi brands on the global stage**

Saudi designers' creations have graced runways in Paris, Milan, and London, earning global acclaim. The label "Made in Saudi" is becoming a mark of prestige—signifying both heritage and a new standard of luxury and modernity.

From abayas and kaftans to bold contemporary gowns, Saudi designers

weave traditional craftsmanship and Arabian motifs into cutting-edge designs. This fashion isn't just about clothes—it tells cultural stories. Bangladeshi travelers eager to witness this firsthand can visit flagship stores at Riyadh Boulevard City, Salam Mall, and Jeddah's historic Al-Balad district, where luxury collections are showcased against vibrant cultural backdrops.

### **The Sparkling Streets of Riyadh and Jeddah**

Riyadh and Jeddah have become epicenters of fashion. International-standard fashion weeks bring together local and global designers, with Riyadh Fashion Week and the Saudi Design Festival drawing international crowds. Silk gowns, jeweled abayas, and statement jewelry light up the runways, blurring the lines between tradition and modernity.



Saudi fashion week: Riyadh becomes a global fashion hub (source: Gulfmagazine)

Beyond the shows, Saudi's shopping streets like Tahlia Street in Jeddah and the King Abdullah Financial District in Riyadh are becoming style destinations. Annual cultural mega-events such as Riyadh Season and Jeddah Season further amplify the excitement, combining high fashion with world-class entertainment.

### **Another Trend in Luxury Modest Wear**

Saudi is also redefining modest fashion. Abayas, kaftans, and flowing gowns are now reimagined with elegance and global appeal, securing prime spots on international runways. For elite Bangladeshi women seeking style without compromising cultural values, Saudi's modest luxury wear offers sophistication and identity. Exclusive collections can be found in Riyadh's Kingdom Centre Mall, Jeddah's Red Sea Mall, and

the luxury boutiques of Diriyah.

## **Shopping as a Cultural Experience**

Luxury fashion in Saudi goes hand in hand with culture, music, and art. Events like AlUla Summer Nights bring couture to desert landscapes under the stars, while Saudi Lifestyle Week blends shopping with lifestyle showcases. Riyadh's JAX District invites visitors into a world of fashion, art, and design, while Diriyah combines heritage architecture, fine dining, and high-end shopping. Looking ahead, the Saudi Red Sea Project promises luxury retail by the coastline, adding another dimension to Saudi's cultural-luxury appeal.

For Bangladeshi travelers, this is more than retail therapy—it is immersion into a cultural-luxury ecosystem.

## **Saudi Fashion Goes Global**

Since 2020, Saudi's fashion industry has rapidly evolved, supported by initiatives like the Saudi Fashion Commission's [Saudi 100 Brands](#) program. These efforts have propelled designers onto the global stage. Mohammed Ashi of Ashi Studio became the first Gulf-based designer featured at Paris Haute Couture Week, while Reem Al Kanhal and Nora Aldamer have redefined Saudi elegance for international audiences. More recently, Khalid Al Masoud showcased at [Paris Fashion Week 2024](#), Tala Abu Khaled debuted in Milan 2025, and six Saudi brands appeared in London's Selfridges summer pop-up.

With more than 40 Saudi designers participating in Milan's [WHITE Milano](#) under the Saudi 100 Brands initiative, Saudi has established itself as a serious fashion player.

The success of these Saudi designers is not only redefining perceptions of Middle Eastern fashion but also providing inspiration for Bangladeshi designers. Their creations, deeply rooted in culture yet infused with modern innovation, are expected to resonate strongly with Bangladesh's elite women—many of whom are seeking refreshing alternatives to conventional Western styles.





Two families capturing a selfie beside the colorful Riyadh Fountain at the Boulevard Riyadh City-Source-STA

## Appeal to the Elite of Bangladesh

For decades, European luxury brands dominated the wardrobes of Bangladesh's upper classes. Today, Saudi's fashion renaissance is reshaping tastes. Saudi fashion weeks, exclusive shopping streets, and cultural festivals are becoming must-visit experiences for Bangladeshi business families, diplomats, and expatriates. Luxury modest wear resonates with Bangladesh's elite women, offering both prestige and cultural affinity.

Destinations like Riyadh Boulevard World, Diriyah, and Jeddah's Tahlia Street are now on the travel map for Bangladeshis seeking not just shopping, but an integrated luxury and cultural journey.



Woman standing on steps at the Asfan fortress in Jeddah-Source-STA

## The Future of Saudi Fashion

Creative economy, and fashion plays a pivotal role in Saudi's future development strategy. With mentorship, international collaborations, and support from the Saudi Fashion Commission, local designers are building global brands. Saudi is proving that fashion is not just about style—it is cultural diplomacy, transforming global perceptions of the country.

Saudi's luxury fashion renaissance is more than a trend—it is a cultural movement, blending heritage with haute couture and placing the Saudi firmly on the global style map. For Bangladeshi elites, this offers a new horizon: an invitation to experience exclusive fashion weeks in Riyadh, shop in luxury districts like Diriyah and Tahlia Street, and explore the

cultural allure of AlUla and Jeddah's Al-Balad. Saudi is no longer just a stopover—it is the destination where shopping, culture, and prestige meet. For those seeking both sophistication and heritage, Saudi is the next must-visit luxury and cultural capital.

Visiting Saudi is now easier than ever. Air connectivity between Bangladesh and Saudi is more frequent and convenient, with multiple daily direct flights from Dhaka to major cities like Riyadh, Jeddah, and Dammam, allowing travelers to reach the country within hours.

To explore more about Saudi's attractions and experiences, visit: <https://www.visitsaudi.com/en> for detailed information and travel ideas.

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