

# Qatar DF Diamond Sponsor of Fashion Trust Arabia

Qatar Duty Free is proud to be the Lead Diamond Sponsor of Fashion Trust Arabia, a non-profit initiative that aims to provide financial support, guidance, mentorship, and global recognition to emerging fashion designers and talents in the MENA region.

The FTA Gala Dinner and Award Ceremony will take place on Wednesday, October 26, 2022, at the National Museum of Qatar; a vibrant space where diverse communities can come together to discover the beauty of Qatar's rich heritage and culture. H.H. Sheikha Moza Bint Nasser, honorary chair of FTA, and H.E. Sheikha Al Mayassa bint Hamad Al Thani and Tania Fares, Co-chairs of FTA, will be among the attendees, alongside a jury of fashion leaders and designers across the world, renowned figures from the fashion industry and prominent celebrity figures.

"We are very proud to be a Lead Diamond Sponsor of an influential organization like Fashion Trust Arabia. This partnership is an opportunity to bring attention to emerging designers and artists in the MENA region. As a prominent player in the fashion industry, we are proud to support an initiative that sheds light on the astonishing depth of talents among designers and fashion artists in the Arab world. Through our support of FTA, we want to prove to the world that Arab designers are present and can be enormously impactful to the fashion industry," says Mr. Thabet Musleh, Vice President, Qatar Duty Free.

"We are honored to have Qatar Duty Free as the Diamond Sponsor for the FTA Prize this year; their support is truly invaluable to the designers who are taking part of this edition," adds Tania Fares, Co-Founder, Fashion Trust Arabia.

Qatar Duty Free will exclusively offer fashionable reusable tote bags designed in Lebanon by world-renowned Lebanese Fashion couturier Zuhair Murad. The bags were produced in collaboration with Fashion Trust Arabia and Bags of Ethics to reduce the impact of disposable plastic bags and promote the usage of sustainable, reusable bags. In addition, profits from the sale of the Zuhair Murad sustainable bags will be donated toward Fashion Trust Arabia's initiative to promote and support fashion designers and emerging talents from the MENA region.

This year, the FTA jury panel will choose five winners out of 24 finalists. The focused categories of the competition will be: Evening Wear, Ready-to-Wear, Accessories (Shoes/Bags), and Jewelry (Fine & Fashion Jewelry), and the Franca Sozzani Debut Talent Award (Arab Fashion Design Graduate).

The jury panel will include distinguishable figures in the fashion industry, including internationally renowned Lebanese Fashion Designer Zuhair Murad, the world-renowned Jordanian-Romanian Fashion Designer and Shoemaker Amina Muaddi, and many prominent figures in the world of fashion. Each winner receives a grant of up to \$200,000 (USD) and a year of invaluable business mentorship and training relating to sustainable practices. The winners will be announced at the FTA Gala Dinner and Awards Ceremony.