

YEAR OF TOLERANCE

# WORLD FASHION | 2019 FESTIVAL AWARDS

This is the story of  
EDITION 2 – WFFA SS19

THE ONLY EVENT IN THE MIDDLE EAST UNITING

ART

BEAUTY

CULTURE

FASHION



*Official Festival Opening by Her Highness Sheikha Fatima Bint Mohammed Bin Saqr Al Qassimi  
accompanied by Dr. Mona Al Mansouri, Vincent McDoom and Dr. Monica Mergiu*

**ART, BEAUTY, CULTURE & FASHION EVENT**  
**“WORLD FASHION FESTIVAL AWARDS”**  
**International Artists and World-wide Designers**  
**inspired by Dubai’s Glam**

With the occasion of the celebration of the "YEAR of TOLERANCE", the second edition of the first combined **ART, BEAUTY, CULTURE & FASHION** International Event **“World Fashion Festival Awards”** took place on March 29<sup>th</sup>-30<sup>th</sup> at Sofitel the PALM Resort & SPA Hotel Dubai.



Fairy & Stories by Rodica Benintendi  
WFFA SS19

The uniqueness of the event concept is the perfect combination of

**ART**

brought by the international artist **Rodica Benintendi** displaying incredible oversized paintings of vibrant colors and inspiration expressing a meaningful life full of adventure and incredible stories

**BEAUTY**

brought by a fierce competition between worldwide makeup artists and hair-stylists in two distinct categories **BEST FASHION LOOK** and **BEST AVANTGARDE LOOK**



Miriam Cavalli (Italy) during the competition  
WFFA SS19

**CULTURE**

brought by two of the World’s TOP Writers launching the premieres of their latest books:

**“The Golden Kaftan”** by **Dr. MONICA MERGIU** – a German Author recognized as one of the most active promoters of the Arab Cultural Heritage and ancient traditions of the Gulf Countries and **“Blue Bell”** by **Maria Elisa Coelho** (niece of Brazilian superstar Paulo Coelho) and **Gustavo Anecchini**



Official Book Launches & Premiere  
WFFA SS19

&

**FASHION**

brought by 13 of the world’s most talented and emerging fashion designers enrolled to compete in two distinct categories **“Best Collection”** and **“Best Dress”**.



EMULEOS by Emily Prozinski (USA) –  
Trophy Award for BEST COLLECTION of WFFA SS19

The **BEST COLLECTION TROPHY AWARD** of the World Fashion Festival SS19 was won by EMULEOS / Designer: Emily Prozinski (USA) with a fantastic “Tougher Than Diamonds” concept of outfits and unique show.

The 1<sup>st</sup> Runner Up for Best Collection category was the perfect combination of two accessory brands - MAVARO by Geta Furdui and Palaria Dadarlat by Madalina Dadarlat from Romania.

The 2<sup>nd</sup> runner up for the same category were 2 outstanding brands and designers Atelier Milano by

Pierina D’Angelica from Italy and Monarh by Larisa Lupoiu from Romania.

In this edition, the challenge for the category of **BEST DRESS** was AVANTGARDE. After a tight vote and final score, the **BEST DRESS TROPHY AWARD** was won by Baravia Fashion by Gulnar Mukhedinova (Uzbekistan), followed closely by EMULEOS by Emily Prozinski (USA) and Atelier STRAIU’ by Ioana Samarghitan (Italy).



“Best Dress” Award at WFFA SS19 by Baravia Fashion by Gulnar Mukhedinova (Uzbekistan)

The **BEST ACCESSORY BRAND** Award was won by Lacramioara Crisan with a vibrant and colorful collection of bags accompanied by a selection of fabulous dresses designed by Alina Gurguta inspired by “The Shape of Blue”.



Sabine Biloa (Cameroon) – winner of  
“Best Model” WFFA SS19

The **BEST MODEL TROPHY AWARD** was awarded to Sabine Liboa, a superb exotic model from Cameroon.

Aelita Couture by Aelita (Kazakhstan) is one of the designers who competed in the first edition of the WFFA. She has received the Trophy

for the **BEST EMERGING BRAND** as a recognition of her spectacular climb in less than a year with impressive collections and shows in France, Monaco, Russia and Kazakhstan.



Aelita Couture receiving the award for the  
BEST EMERGING BRAND





Dr. Mona Al Mansouri receiving the Trophy Lifetime Career Award from His Highness Sheikh Obaid Bin Suhail Al Maktoum and the Official Book Launch of "The Golden Kaftan" from Dr. Monica Mergiu

This edition, WFFA had the honor to host the premiere book launch of "**The Golden Kaftan**" by Dr. Monica Mergiu – a book dedicated to Dr. Mona Al Mansouri and the **TROPHY LIFETIME CAREER AWARD** for the great achievements and continuous inspiration to the fashion industry to Dr. Mona Al Mansouri.

The Trophy Award was presented by His Highness Sheikh Obaid Bin Suhail Al Maktoum on the stage of WFFA SS19.



Jury Panel of WFFA SS19 (from left to right)  
Gustavo Anecchini, Maria Elisa Coelho, Dr. Monica Mergiu, HH Sheikhha Fatima Bint Mohammed Bin Saqr Al Qassimi, Dr. Mona Al Mansouri, Vincent McDoom, Hind Bin Naiser, Maria Majari, Dr. Mansoor Al Obeidli, Amal Mahmoud, Nadine Kabbani and Maha Misto

The jury for WFFA SS19 headed by Dr. Mona Al Mansouri was composed of reputable national and international artists representing a unique combination in the fields of ART | BEAUTY | CULTURE and FASHION at the same table.

On this occasion, we had the opportunity to recognize and award the great achievements of our distinguished jury members which were highly appreciated by the audience, media and fans.

VINCENT McDoom received the **FASHION ICON Award**. He is a Celebrity Fashion Designer, Artistic Director to many famous fashion houses including Louis Vuitton. On top of that, he is a TV Host, Actor and a Judge at Next Top Model shows in Poland, Russia and Belgium.



Dr. MONICA MERGIU received the Award for **BEST UAE AMBASSADOR FOR CULTURE & ART**. She is a Physician, Writer and Award Winning Author.





MARIA ELISA COELHO & GUSTAVO ANNECCHINI received the Award for **BEST NEWCOMERS WRITERS**. Maria Elisa is a Journalist, writer and director of Talents of the Oroboro Entertainment Talent Agency and Gustavo is a writer and Director of Oroboro Entertainment Talent Agency, both coming from Brazil.

During the Awards Ceremony, another premiere was unveiled thru the **Official Book Launch of "Blue Bell"** novel co-written by the two talented Brazilian writers. They had the opportunity to reveal a few of the highlights of the book which generated great curiosity in the audience to read and discover the end story for themselves.



MARIA MAJARI received the Award for **BEST EMERGING BRAND**. Maria is the Founder and Creative Director at JADA Dubai, designer of world's most expensive pair of shoes in amount of USD 17 milion.

Dr. MANSOOR AL OBEIDLI received the Award for **BEST BEAUTY AMBASSADOR FOR MIDDLE EAST**. He is an Emirati Entrepreneur, Doctor, Actor and Middle East Regional Director of the World Beauty Congress



HIND BIN NAISER received the Award for **BEST EMERGING U.A.E BEAUTY BRAND**. Hind is an extraordinary Makeup Artist and owner of the First U.A.E Makeup Brand - "HBN Cosmetics" officially launched during WFFA in 2018.



AMAL MAHMOUD received the Award for **BEST EMERGING ARTIST**. She is a writer, motivator, painting artist and talented speaker.



At the jury table, we had two of the best-known fashion retailers from the U.A.E who were at the same time the official sponsors for the most popular, the best collections and dresses.

NADINE KABBANI received the Award for **BEST U.A.E EMERGING BRAND**. Nadine is the Chief Marketing Office at "My Next Dress" one of the top fashion retailers in Dubai.



MAHA MISTO received the Award for **BEST U.A.E EMERGING BRAND**. Maha is the Owner and the General Manager at "Green Bird Boutiques", one of the top fashion retailers in Abu Dhabi.





Rodica Benintendi receiving the award for **BEST EMERGING ARTIST** at WFFA SS19

Sarah Shafni received the Award for **BEST FASHION BLOGGER**. Sarah has been an active and creative media partner starting from the 1<sup>st</sup> edition of WFFA, publishing and capturing amazing interviews, photos and editorials with some of the WFFA registered artists and designers.



Sarah Shafni receiving the award for **BEST FASHION BLOGGER** at WFFA SS19



Emilio Poblete receiving the award for **BEST PHOTOGRAPHER** at WFFA SS19

Emilio Poblete received the Award for the **BEST PHOTOGRAPHER**. He has attended the WFFA for the first time, traveling from France to Dubai especially to attend the festival. His accuracy and talent have demonstrated how each photo can 'speak' the 'wow language' having its own story.

Lenka Josefiova received the Award for the **BEST TRAVEL BLOGGER**. She started her blogging journey less than two year ago, but has gained hundred of thousands of active followers by travelling the world and posting meaningful stories about each place she visited. Tens of hundreds of people appreciate every post and commented on by hundreds more, making her a significant international influencer in this field.



Lenka Josefiova received the award for **BEST TRAVEL BLOGGER** at WFFA SS19



Shahwan Sethi receiving the award for **BEST MEDIA COVERAGE** at WFFA SS19

Moda Dynastie has become an important luxurious lifestyle and fashion magazine, covering the festival with significant details of all designers who showcased at the WFFA 2018. The Moda Dynastie Team led by Shahwan Sethi received the well-deserved Award for the **BEST MEDIA COVERAGE**.





Paula Goia, Khrystyna Dmytruk and Jayson Flores receiving the TOP 3 Awards for BEST FASHION MAKEUP & HAIR at WFFA SS19

**BEST FASHION MAKE-UP and HAIR Awards.** The competition was very tough, with over 12 different fashion looks to create and the final results highlighted three amazing artists:  
Paula Goia (Romania) – TROPHY Winner  
Khrystyna Dmytruk (Ukraine) – 1<sup>st</sup> Runner up  
Jayson Flores (Philippines) – 2<sup>nd</sup> Runner up

### **BEST AVANTGARDE MAKE-UP & HAIR Awards.**

With a tight competition on the Best Avantgarde Look and after careful deliberation, the judges decided to award the following two artists:

Khrystyna Dmytruk (Ukraine) – TROPHY Winner for Make-up  
Paula Goia (Romania) – TROPHY Winner for Hairstyle



1<sup>st</sup> Runner up at BEST AVANTGARDE LOOK at WFFA SS19

Eleonora Massara received the recognition for her tremendous achievement of competing and winning over 400 beauty pageants in the past four years as the **MOST POPULAR MODEL**.



Eleonora Massara receiving the award for MOST POPULAR MODEL at WFFA SS19

Laberry was awarded as the **Best U.A.E Brand for Kids wear** offering a variety of fabrics and designs for children of all ages. Laberry brought a special show showcasing their latest designs, fabrics and collection during the Awards Ceremony.



LABERRY BRAND received the award for BEST KIDS CLOTHING BRAND at WFFA SS19

The audience of the WFFA was entertained by the **'Motion Studios for Performing Arts'** (U.A.E) with three of their astonishingly talented ballerinas and dancers and by two of the most significant international emerging musician artists who attended the festival as Special Guests – **Eden Lorena** (opera singer from Italy) and **Anas Alhalabi** (Handpan player with Arabic Melody from Syria).



Eden Lorena (Italy) performing at WFFA SS19



'Motion Studios for Performing Arts' performing at WFFA SS19



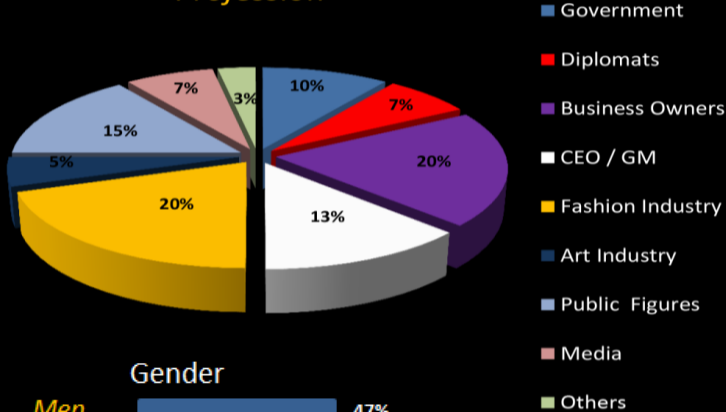
Anas Alhalabi (Syria) – the first Handpan player with Arabic Melody performing at WFFA SS19

- Buyers
- International Media
- Peers
- Local & GCC Clients
- Vendors
- Business Owners
- Art & Fashion lovers

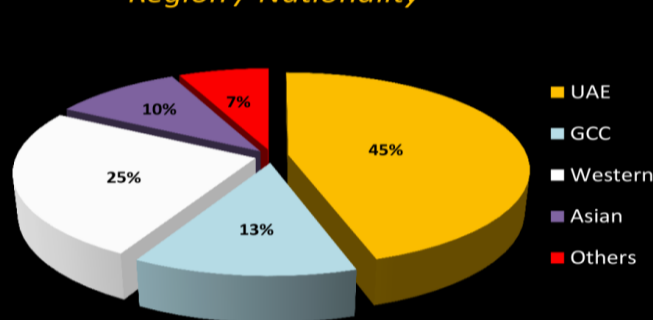
The aim of the festival is to achieve the target audience equally for  
**Designers, Brands, Artists, Exhibitors & Sponsors**  
 under the exclusive support and attendance of significant members of the  
**GCC Royal Families!**

## SEASON 2 INDICATORS & DEMOGRAPHICS

Category  
*Profession*



Category  
*Region / Nationality*



Gender



*Some snapshots from the audience*







# SPECIAL Attendance

**ROYAL HOUSES MEMBERS**

**& INTERNATIONAL ARTISTS**

**UNITED ARAB EMIRATES**



**HIT HIGH EVENTS & ADVERTISING AGENCY**

(the organizers of the festival)

Welcome Speech and Presentation of the WFFA SS19



**HH SHEIKHA FATIMA BINT MOHAMMAD BIN SAQR AL QASSIMI**

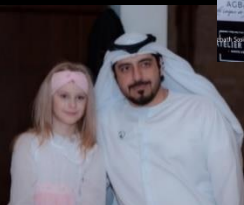
(Members of Royal Family of UAE / Sharjah & Ras Al Khaimah)

Officially opened the WFFA SS19 and attended the PRESS CONFERENCE



**HASHEM MOTO**

(Actor)



**JAMIL HASHIMI**

(Actor)



**HH SHEIKH OBAID BIN SUHAIL AL MAKTOUM**

(Members of Royal Family of UAE / Dubai)

Officially opened the AWARDS CEREMONY of WFFA SS19

Paola Zannoni



**SPECIAL THANKS TO**

**KAISAR CHATTHA AND MIHAELA BOSCA**

FOR CO-HOSTING ON THE STAGE AND RED CARPET!

# HUGE MEDIA COVERAGE

200  
17

ARTICLES (IN NEWSPAPERS AND  
MAGAZINES) & TV SHOWS/INTERVIEWS

COUNTRIES FOR MEDIA  
COVERAGE

U.A.E., SAUDI ARABIA, KUWAIT, OMAN,  
GERMANY, ITALY, ROMANIA, USA, FRANCE,  
LEBANON, EGYPT, PAKISTAN, BAHRAIN,  
YEMEN, INDIA, QATAR and BRAZIL



....AND HUNDREDS OF SOCIAL MEDIA POSTS ON



INSTAGRAM  
AND  
FACEBOOK



وكالة أنباء الإمارات  
Emirates News Agency



الثلاثاء ٣ أبريل ٢٠١٨ - ٦:١١ م  
دبي تستضيف أول مهرجان عالمي للأزياء

دبي في 3 إبريل / وام / تستضيف دبي خلال الفترة من 5 حتى 7 أبريل الجاري مهرجان الأزياء العالمي "وورلد فاشن فيستيفال أوف 2018" في دورته الأولى والذي يقام في فندق "بلانكو ميرسانتي دبي" بمشاركة عارضين عالميين من 20 دولة وبحضور نخبة من مصممي الأزياء وسيدات الأعمال وممثلي الصناعات الترفيهية للأزياء.

وأكدت "هيت أند هاي" الشركة المنظمة للحدث أن هذا الحدث يعد منصة مثالية للمهنيين والمصنعين بمجال الجمال والأزياء. وأن المفهوم والنصير العام للمهرجان أنه يوم مثلي يساعد المشاركين لإستعراض قدراتهم وموهبتهم مما يساهم في فتح سوق جديدة لهم.

تقام على هامش الحدث جوائز مهرجان الأزياء العالمي بإشراف لجنة تحكيم مختصة.

وام/عاش/

وام/عائشة السويدي/زكريا محيي الدين،





## EXHIBITION AREA



Samples of **Customized Expo Stands** (photos 2, 7 and 8 – for Automobile & Kids Clothing/Fabrics) and of **Basic Expo Stands** (photos 1 & 5 for accessories, photos 3, 4 & 6 for Clothing Brands) from WFFA archive



**ART, BEAUTY, CULTURE & FASHION EVENT**  
**“WORLD FASHION FESTIVAL AWARDS”**  
*International Artists and World-wide Designers*  
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# WORLD FASHION FESTIVAL AWARDS 2019

1	 From Morocco	Brand: DE GRISO COUTURE Designer: FOUAD BERZOUGUI		
3	 From Italy	Brand: ATELIER STRAIU Designer: IOANA SAMARGHITAN Accessories from AGBARIE (Denmark)		
5	 From Kazakhstan	Brand: AELITA COUTURE Designer: AELITA		
7	 From Saudi Arabia	Brand: SAMIRA YOUSEF FASHION Designer: SAMIRA YOUSEF		
9	 From Italy	Brand: REYLU Designer: MONICA BARTOLUCCI		
11	 From Romania	Brand: MAVARO Designer: GEORGETA FURDUI Accessories from Palaria Dadarlat (Romania)		

2	 From Kazakhstan	Brand: SANDY Designer: SANDY AMAN		
4	 From Romania	Brand: LACRAMIOARA CRISAN Designer: LACRAMIOARA CRISAN		
6	 From Italy	Brand: ATELIER MILANO Designer: PIERINA D'ANGELICA		
8	 From Uzbekistan	Brand: BARAVIA FASHION Designer: GULNAR MUKHEDINOVA		
10	 From Romania	Brand: MONARH FASHION Designer: LARISA LUPOIU		
12	 From USA	Brand: EMULEOS Designer: EMILIA PROZINSKI		



**BRAND: DE GRISO COUTURE**

**Designer: Fouad Berzougui**

**Country: Morocco / France**





# WORLD FASHION FESTIVAL AWARDS 2019

**BRAND: SANDY**

**Designer: Sandy Aman**

**Country: Kazakhstan**





**BRAND: ATELIER STRAIU'**

**Designer: Ioana Samarghitan**

**Country: Italy**





**BRAND: LACRAMIOARA CRISAN**

**Designer: Lăcrămioara Crișan**

**Country: Romania**





**BRAND: AELITA COUTURE**

**Designer: Aelita**

**Country: Kazakhstan**





**BRAND: ATELIER MILANO**

**Designer: Pierina D'Angelica**

**Country: Italy / Australia**





**BRAND: SAMIRA YOUSEF**

**Designer: Samira Yousef**

**Country: Saudi Arabia**





**BRAND: BARAVIA FASHION**

**Designer: Gulnar Mukhedinova**

**Country: Uzbekistan / UAE**





**BRAND: REYLU**

**Designer: Monica Bartolucci**

**Country: Italy**





# WORLD FASHION FESTIVAL AWARDS 2019

**BRAND: MONARH**

**Designer: Larisa Lupoiu**

**Country: Romania**



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Please forward all inquiries to: Tel/WhatsApp: +971 (0) 55 123 1310 / +971 (0) 56 288 2924 or by email [hithighevents@gmail.com](mailto:hithighevents@gmail.com)

Information in this release is current as of April, 2019



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**BRANDS & DESIGNERS:**

**MAVARO** by Geta Furdui

**PALARIA DADARLAT** by Mădălina Dădărlat

**Country: Romania**





**BRAND: EMULEOS**

**Designer: Emily Prozinski**

**Country: U.S.A**





**BRAND: LABERRY**

**Designer: Latifa Sultan**

**Country: United Arab Emirates**

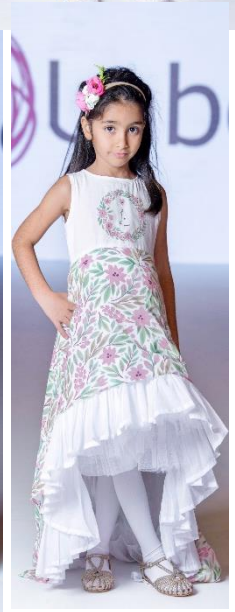




**BRAND: LABERRY**

**Designer: Latifa Sultan**

**Country: United Arab Emirates**





## SPECIAL THANKS TO SPONSORS & PARTNERS - WFFA SS19

### F&B SPONSORS

*MOVENPICK Hotel/UBK – After Party*



*TANUKI RESTAURANT - Pre-Event Party*



**EXCLUSIVE AUTOMOBILE SPONSOR**  
*AG AUTO KING LONG BUSES*



**HOTEL PARTNER**

*HOLIDAY INN (Al Barsha)*



**GOODIE BAGS SPONSORS**



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*KLINIKUM CARE DUBAI*



*DR. LEVENTE DEAK PhD*

*- The Nose Expert -*



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