



**50 FASHION SHOWS FOR 50 YEARS ANNIVERSARY OF THE UAE**



**ART, BEAUTY, CULTURE & FASHION EVENT**  
**WORLD FASHION FESTIVAL AWARDS (Season 4, 28-30 OCTOBER 2021)**  
**International Artists and World-wide Designers**  
***inspired by Dubai's Glam***

*World Fashion Festival Awards is a unique platform combining beautifully the **ART, BEAUTY, CULTURE and FASHION** under one single umbrella dedicated to raising the profile of worldwide fashion designers, writers, painters, local and international artists and industry professionals headed to Dubai (one of the most important cities in the world) for gaining Middle East recognition and appreciation of their talent and work.*

*The concept was launched by Hit High Events and Advertising Agency (in 2018) founded by two amazing women under one vision: Establish sustainable bridges between the worldwide countries and the UAE (Middle East Hub) by Recognizing, Promoting and Awarding the **BEST** achievements in the field of **ART | BEAUTY | CULTURE and FASHION**.*



*Women empowerment is one of the preferred topics around the globe for conferences, symposiums, TV shows and events and it is genuinely a great opportunity to meet and discover incredible stories of women with high potential in any industry, from hospitality to oil & gas field, from entertainment to medical field, from piloting or stewarding to military.*

*Ana-Maria Simion and Ioana Al Bada are two ambitious women (double nationalities, Romanian–Austrian and Romanian-Italian who succeeded building their careers from the scratch, coming from the same educational background (Economics) but working in two different industries, Oil & Gas and Hospitality. Their work-experiences and 'Know-how' motivated them to develop*



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their own project, co-founding the company **HIT HIGH EVENTS & ADVERTISING AGENCY** and setting up a team with inspiring goals and vision to create unique concepts of events, just like **World Fashion Festival Awards**.

With the occasion of the celebration of the "50 YEARS of UAE", the fourth edition of the first combined **ART, BEAUTY, CULTURE & FASHION** International Event **World Fashion Festival Awards** took place last weekend on the 28<sup>th</sup>-30<sup>th</sup> of October 2021 at Sofitel the PALM Resort & SPA Hotel Dubai under the Motto "50 Fashion Shows for 50 Years Anniversary of the UAE".

The uniqueness of the event concept had perfectly combined in this edition the elements of

### ART

brought by four international artists:

- ▶ **Ena Azevedo (Bosnia and Herzegovina)** who showcased her paintings for the first time in the UAE, after she decided to relocate with her family from Sarajevo to Dubai
- ▶ **Stefano Avalis (Italy)** a graduate of the Comics Academy in Torino, who fell in love with the paintings in oil and decided to showcase his art-portraits during the event
- ▶ **Mystique by Nadiya Albishchenko (Ukraine)** who presented her unique art of eco-friendly and natural home décor (100% natural bio-degradable, ocean friendly, recycled materials) to highlight her love for the environment
- ▶ **Cornelia Steckhan (Germany)** who is a multi-present artist in the UAE with paintings displayed in most of the important hotels and galleries in the Emirates, predominantly in Dubai

### BEAUTY

presented on two levels:

- ▶ Backstage and on the stage, as a fierce competition between worldwide makeup artists in two distinct categories **BEST MAKE-UP Artist and BEST HAIR Stylist**
- ▶ In the Expo Area and on the stage, as the passion and aromatic innovation under the Product Launch of the stunning **Purity Perfumes**

### CULTURE

elevated to the next level, by highlighting technology and historic related themes and elements, presented by:

- ▶ The premiere launch of "**The Investigation of Cyber Crimes**" by **SuperSix Jus SRL (Romania)** that has enhanced us to activate our awareness and preparedness for cyber-attacks and crimes, a subject so actual to our daily lives
- ▶ The premiere launch of "**The Abraham Accords**" trilogy by **Alain Vidal (USA)** who has dedicated his book to the Father of the Nation Zayed and the 50 years Jubilee of the UAE



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### FASHION

*unveiled incredible collections from the following 50 individual designers and brands with dedicated collections (Abaya, Haute Couture, Bridal, Ready to wear, Swimwear, Suits and Accessories) for women, men and children:*

- ▶ SHLOMIT AZRAD
- ▶ SAID OMARI
- ▶ DELIA LAZAR
- ▶ SILVIA ACTIS PERINO
- ▶ ELODIE ATLAN
- ▶ RACHEL H
- ▶ ANDREEA WACKER
- ▶ TINA OLARI
- ▶ SALEH ZINI
- ▶ COFARTE by ROBERTO CAGGIA
- ▶ KAAF
- ▶ INBAL DROR, IDAN COHEN & BIRENZWEIG
- ▶ DIMITRIUS DALIA
- ▶ STYLISH kids & women
- ▶ CHANTAL ROMANO
- ▶ LIRAN BITTON (LIRIS)
- ▶ "ONE O A KIND" by HANA MALKA
- ▶ REUT ATIAS
- ▶ AMALYA
- ▶ KARIN ESHED
- ▶ HADAS MANOR
- ▶ BIANCO NERO
- ▶ TAMAR BEN ATAR
- ▶ BRITTORIA by RACHELI BRIT
- ▶ EFRAT POSEN & WIG ART GALLERY by ITA FINKELSTEIN
- ▶ GLORY by THELIA GOZLAN
- ▶ MORANI JERSEY MORIE
- ▶ BOYA by HODAYA AVITAN
- ▶ AMR
- ▶ YOSI MIZRACHI & GERTA KIYAN
- ▶ UDAARA by RAM TAKSHANN
- ▶ INCONNUE
- ▶ MORELA
- ▶ LAURA BELLAM
- ▶ EDEN AHARON
- ▶ GRACE by GRAZIA DI MICELI
- ▶ LIVREA MOVEMENT
- ▶ ORA by ORA LIAN LEVI
- ▶ RED CARPET by GAURI PREETAM KUMAR
- ▶ GHADI FASHION
- ▶ TRAMA by TESS MED ITALY
- ▶ MAAYAN MALK
- ▶ ELI AJAMEY



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- ▶ CAVALIERE SARTORIA SARTI
- ▶ SHIR GINDI
- ▶ NOOR HAJ
- ▶ LUDMILA FASHION by LUDMILA ZRAZHEVETS
- ▶ ILANIT REUVEN
- ▶ GALIT ROBINIK
- ▶ ILANIT MIZ RAHI

During the show, the designers enrolled to compete in two distinct categories **Best Collection** (free choice) and **Best Dress** (theme: Bridal / optional), while the models competed for the **Best Model**, **Best Young Model** and **Best Bridal Model**, and the make-up artists and hair stylists for the **Best Make-up Artist** and **Best Hair Stylist**.

In three days of the event, WFFA had on its stage Special VIP Guests participation of **Ruslana Rodina** and **Nataly Dadon** (Top Models from Israel), **Carmina Cortfas** (Miss Universe Romania 2021), **Aigul Duisheeva** (entertainer from Italy), **Lame d'Orient** (entertainers from France), **Narkis** (Singer from Israel), **Cristina Spatar** and **Lucian Stefan** (Singers from Romania), **Persiana Dulo** (Singer from USA), **Ali Quli Mirza** (Celebrity Bollywood Singer and Actor), **His Excellency Vlad Pascalau** (Deputy Mayor of Transylvania promoting the tourism in Romania), **His Excellency Mr. Faisal Butt** (Ambassador of Liberland in Pakistan), **Mr. Rana Ali Zohaib** (Press Secretary at Consulate of Liberland Pakistan), **Her Excellency Ms. Nicoleta Teodorovici** (Consul General of Romania in Dubai) and **Mr. Yaqoob Al Ali** (Director of Dubai Customs)

Amongst the distinguished Guests of Honour attending the event, WFFA welcomed **His Excellency Mr. Giuseppe Finocchiaro** (Consul General of Italy in the U.A.E), **His Excellency Mr. Marco Antonio Santivanez** (Consul General of Peru in the U.A.E), **His Excellency Mr. Kevin McKenna** (Consul General of New Zealand in the U.A.E), **Dr. Mohamad Suliman** (Managing Director of CEC Dubai), and a very special appearance of **His Highness SHEIKH MAKTOUM BIN MOHAMED**.

Every season, WFFA brings premieres and new concepts for the distinguished guests and participants, and this edition, the WFFA had the honor to shake the hand on the stage and to officially announce the expansion of the WFFA platform for the next edition in 2022 to five pillars and elements: **ART | BEAUTY | CULTURE | FASHION and BUSINESS** with the extraordinary participation and support from the **Diplomat Business Club Dubai** led by **His Excellency Mr. Javed Malik**.

WFFA Season 4 has designated the winners on various categories with the support and contribution of a mixed specialized Jury Panel, with the following members:

- ▶ **Fashion:** Tina Olari (Head of Jury), Delia Lazar (Artistic Director), Lara Tabet and Elad Borestein
- ▶ **Models:** Darya Mironava (Diamond Models School), Simona Simionescu (Romania Frumoasa), Ashim Sadeghmomtaz (Founder of Fitnessology), Takshann Ram (India).



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- ▶ **Makeup/Hair:** Hind Bin Naiser (HBN Cosmetics), Paula Goia (Winner of WFFA 2019 Best Makeup/Hair Artist), Dr. Mansoor Al Obeidli (UAE Beauty Ambassador), Usha Gandhi (India)
- ▶ **Accessories:** Geta Furdui (Mavaro), Sarah Shafni, Shadi Dawi, Lan Stanley

The winners of the WFFA Season 4 are:

### **Category: BEST COLLECTION**

TROPHY WINNER: INCONNUE

2nd Place: SHLOMIT AZRAD

3rd Place: ILANIT MIZ RAHI

### **Category: BEST DRESS (Theme: Bridal)**

TROPHY WINNER: MAILEEN GABANO

### **Category: BEST MODEL**

TROPHY WINNER: ZULEMA VASQUEZ

1st Place: NANKEATA DARKO

2nd Place: ISABELLE TIDMAN

3rd Place: OLENA NEDIN

### **Category: BEST BRIDAL MODEL**

TROPHY WINNER: CARMINA COTFAS

1st Place: ALINA OSIPOVA

2nd Place: AKAN WILLIAM

3rd Place: TEODORA BADEA

### **Category: BEST YOUNG MODELS**

SARAH SALIH and DANIEL CASIAN

### **OTHER TROPHY AWARDS:**

**BEST HAIR-STYLIST:** IRINA FENSI

**BEST MAKE-UP ARTIST:** LIDIA ELLERSDORFE

**BEST ACCESSORY BRAND:** COFFARTE BY ROBERTO CAGGIA

**BEST ACCESSORY COLLECTION:** LIVREA MOVEMENT

**BEST BILINGUAL MC:** BASSAM NADER

**BEST EMERGING DESIGNER:** RED CARPET BY GAURI

**BEST MODELLING AGENCY:** DIAMOND MODELS AGENCY

**BEST BLOGGER / INFLUENCER:** NOURA ALREFAI

**BEST ARTIST:** STEFANO AVALIS

**LIFETIME CAREER AWARD:** SAID OMARI

**BEST BEAUTY AMBASSADOR:** SIMONA SIMIONESCU DINU

**BEST ARTISTIC DIRECTOR:** DELIA LAZAR

**BEST DRESS SUMMER BATTLEFIELD (online competition 2020):** SILVIA ACTIS PERINO

**BEST ITALIAN BROKER:** PASQUALE SALSANO

**BEST PR AGENCY:** BRUNNEI AGENCY

**BEST MEDIA COVERAGE:** ABR DIGITAL MEDIA & PROJECT GATEWAY



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**BEST BEAUTY SALON: OMY BEAUTY**

**BEST EVENTS PRODUCTION AGENCY: PURPLE ROSE**

*The story of the 4<sup>th</sup> edition of the WFFA festival was a great success, where many exhibitors, partners and sponsors have joined the journey and made this success being possible. Many thanks and credits go to:*

*SOFITEL THE PALM DUBAI | YVES FOREVER | KLINIKUM CONSULTANCY CARE | PURPLE ROSE  
| SMAC FASHION | DJ RETRA | BRUNNEI AGENCY | ROMANIA FRUMOASA BY SIMONA  
SIMIONESCU DINU | STYLE DIVA | RED SILK CARPET MAGAZINE (USA) | DAILY MAIL24 |  
MARQUIS MAGAZINE (Australia) | BOHEMIAN RHAPSODY WEEKLY MAGAZINE (Australia) |  
WORLD FASHION MEDIA NEWS | FASHION PRESS 24 | DEAN MAGAZINE | D FASHION |  
DIAMOND MODELS SCHOOL | SHRIKANT SHETAR | REEMA MAHAJAN | SAID OMARI |  
MAGAZINE STYLE | LWS BY SARAH SHAFNI | USHA GANDHI | OMY BEAUTY | FLOWER HEART  
DECORATIONS | MIRDATOD | FLY DUBAI | AE SHOES BY ANDREEA ENACHE | ISRAIR |  
PICCOLA GIUGIOLA | REECOR | PURITY PERFUMES | BAZAR | NOORDEEN PHOTOGRAPHY |  
3R CLICKS | AARPA PHOTOGRAPHY | SENTEALES | FASHION FLAIR MAGAZINE | DIPLOMAT  
BUSINESS CLUB | HEALTH MAGAZINE | WONDER MOM | RAZ TV | KEMISKHAN | LEADER |  
MYSTIQUE | PRIYA FASHION | ULTRAVEX | PURE SPICE | DUBAI FASHION MAGAZINE | ENA  
AZEVEDO | BEIRUT.NET | LILU SHOES | L'OFFICIEL | MOHD LUTFI PERFUMES | I24 |  
CHARISMA | LILITH | DREAM MAKERS | HOLIDAY INN AL BARSHA HOTEL | ORCHID EVENTS |  
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ABR DIGITAL MEDIA & PROJECT GATEWAY | SRK EVENTS | BE UNIQUE | AC PEARL HOLIDAY |  
KHALIFI PERFUMES DUABI | OLIMPIA LUDWIG | PLUTO TRAVELS | NUTRIPHYT*





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**PHOTOS FROM WORLD FASHION FESTIVAL AWARDS SEASON 4, 2021**



*Photo: Official Ribbon Cutting Ceremony with the WFFA Co-Founders and the Officials from the UAE Government and Dubai Royal Family Members*



*Photo: Official Media Wall Picture with the WFFA Co-Founders and Diplomatic Members from the UAE Government, Romanian Government and Dubai Royal Family*



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Photo: A screenshot of some of the Jury Members judging during the event (WFFA 2021): Lara Tabet, Darya Mironava, Takshann Ram, Usha Gandhi



Photo: A screenshot of some of the Jury Members judging during the event (WFFA 2021): Paula Goia, Georgeta Furdui, Tina Olari, Sarah Shafni and Hind Bin Naiser (from left to right)





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Photo: Carmina Cotfas (Miss Universe Romania 2021 and BEST BRIDAL MODEL WFFA Season 4), dressing Al Wasl Dress, the Trophy Award Winner of the BEST DRESS Summer Battlefield 2020 inspired by the Expo2020 designed by Silvia Actis Perino from Italy (left photo) and dressing the BEST BRIDAL DRESS WFFA Season 4 designed by Maileen Gabano from The Philippines (right photo)



Photo: Premiere announcement of collaboration between the WFFA represented by Ana-Maria Simion - Co-founder WFFA (left) and the Diplomat Business Club represented by His Excellency the President Mr. Javed Malik for expanding the concept of WFFA to 5 elements: ART, BEAUTY, CULTURE, FASHION and BUSINESS as of WFFA Season 5 (March 2022)



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*Photo: Ali Quli Mirza - Celebrity Bollywood Singer and Actor*



*Photo: Cristina Spatar - International Singer*





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Photo: Business & Expo Pavilion with Mircea Todoran Co-Owner of Mirdatod Romania (dairy products) and Sheikh Youssef Naemat



Photo: Ena Azevedo (Bosnia and Herzegovina) during the Business & Expo Pavilion showcasing her paintings for the first time in the UAE, after she decided to relocate with her family from Sarajevo to Dubai



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*Photo: Backstage, ready for the show with Andreea Wacker (international fashion designer), her daughter Alys and Ana-Maria Simion (co-founder of WFFA)*



*Photo: Attendance of the Business & Expo Pavilion with Persiana Dulo, Ora Lian Levi, Yaqoob Al Ali, Celebrity Model Ruslana Rodina, Shlomit Azrad, Sheikh Yousef and Elad Borestein (from left to right)*





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Photo: Attendance of the Business & Expo Pavilion of Dimitrius Dalia Bridal Couture with members of the UAE Government and Dubai Royal Family



Photo: LIVREA MOVEMENT Brand by Massimo Jr. Facchini and Federico Pinizzotto (Italy) the winners of the BEST ACCESSORY COLLECTION together with the Co-Founders of WFFA – Ioana Al Bada (left) and Ana-Maria Simion (right)



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Photo: Said Omari (international fashion designer), Pasquale Salsano (BEST ITALIAN BROKER in Art, Fashion & Business), Ioana Al Bada (Co-Founder WFFA) and NUTRIPHYT TEAM from Italy (from left to right)



Photo: Ioana Al Bada (Co-Founder WFFA), Said Omari (International Fashion Designer), His Excellency Javed Malik (President of Diplomat Business Club), Sheikh Youssef Naeemat (from left to right) awarding Said Omari with the Trophy Award for his LIFETIME CAREER





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Photo: Miss Europe Tourism Lenka Josefiova (left) and WFFA Co-Founder Ana-Maria Simion (right) awarding Zulema Vasquez (centre) with Trophy Award for the BEST MODEL of WFFA 2021



Photo: Her Excellency Nicoleta Teodorovici - Consul General of Romania in Dubai (left) awarding the TOP 3 BEST MODELS of WFFA 2021: Teodora Badea (3<sup>rd</sup> place), Akan William (2<sup>nd</sup> place), Carmina Cotfas (Trophy Award for the BEST BRIDAL MODEL of WFFA 2021) and Alina Osipova (1<sup>st</sup> place) together with Ioana Al Bada (Co-Founder WFFA), Mohamed Lutfi (CEO of ML PERFUMES, WFFA SPONSOR) and Lara Tabet (Public Figure and Jury Member of WFFA 2021) from left to right



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Photo: Dr. Mohamad Suliman (Managing Director CEC Dubai), Simona Simionescu (Romania Frumoasa), Ioana Al Bada (Co-Founder WFFA) and His Excellency Faisal Butt (Consul General of Liberia in Pakistan)



Photo: Ioana Al Bada (Co-Founder WFFA), Sarah Salih and Daniel Ciprian Casian (Best Young Models WFFA 2021) and Ana-Maria Simion (Co-Founder WFFA)