Najwa Imran brings colour, print and memory to Milan

A designer shaped by the UAE, South Asian heritage and a lifelong fascination with vintage beauty.



Najwa Imran at WFFA Milan 2026, presenting her participation certificate on the runway.

For Najwa Imran, fashion is storytelling you can wear. Born and raised in Saudi Arabia with Pakistani roots and now based in the UAE, Imran has spent more than sixteen years developing a design language where vivid colour, expressive digital prints and feminine silhouettes meet a distinctly personal sense of history.

A world built from colour, print and memory

Her journey began in 2009, when she presented her first fashion show in Dubai. What started as an instinctive love for prints, colour and fabric gradually became a professional practice—one that has taken her from the Gulf to international fashion platforms.

At WFFA Milan's fourth edition, staged at Hotel Quark during Milan Fashion Week, Imran presented a collection that made her philosophy immediately visible: fashion should be elegant, individual and full of life.



A vivid orange-and-aqua look highlights Imran's confident use of colour and fluid movement.

Digital prints are among the designer's signatures. Rather than simply following what is available in the market, she looks to create prints that feel artistic and distinctive. Vintage references, florals, feminine silhouettes and unexpected colour stories come together to give each look its own character.

"Fashion, for me, is storytelling you can wear."

THE COLLECTION

Romance, drama and a modern point of view

The collection moves between soft, romantic tones and stronger, more dramatic shades. A pale blue gown scattered with tiny flowers brings a sense of lightness; blush-pink tailoring and sculptural eveningwear offer a softer, contemporary femininity. Elsewhere, saturated orange and turquoise create a more graphic statement.



A delicate floral gown brings a light, romantic note to the runway.



A sculptural blush-pink silhouette balances softness with confident structure.

Fabric plays an equally important role. Silk, raw silk, chiffon, organza and cotton each bring a different movement and texture, while finishing and embellishment complete the story. For Imran, craftsmanship gives a design its value and longevity; creativity gives it personality.

An identity that continues to evolve

Imran’s work draws on vintage and Victorian aesthetics, Turkish Sufi influences, and the colour and craftsmanship she has encountered through her South Asian roots and life in Saudi Arabia and the UAE. These references are not treated as fixed rules, but as elements to reinterpret through a contemporary lens.



A richly patterned tailored look reflects the designer’s love of print and detail.

Her idea of luxury is personal rather than purely material: beautiful fabric, thoughtful design, excellent finishing and the feeling of wearing something individual. She hopes her pieces will be kept and treasured beyond a single season.



A cream embroidered look closes the visual story with delicate detail and a vintage sensibility.

The next chapter points towards more international collaborations, new digital-print stories and continued exploration of the relationship between vintage inspiration and contemporary fashion. With ambitions to expand across Europe, including Paris and London, Imran is focused on taking her brand to new audiences without losing the identity she has built.

Distinctive. Feminine. Timeless.

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