



**samar nasraldin**

Avant Saudi  
2023



A woman with long dark hair, wearing a vibrant red, off-the-shoulder, floor-length gown, stands against a light grey background. She is looking towards the camera with a subtle smile. The word "Intro" is overlaid in white text on the left side of the image.

# Intro

Born and raised in Jeddah, Saudi Arabia, Samar Nasraldin graduated from IFA Paris in 2013. Soon after that, in 2015, she launched her brand.

A signature style of confident ease and subtle femininity was evident from her first collection. Where East meets West, the brand draws inspiration from the spiritual journey through cultures and time, effortlessly combining function with flair. Samar Nasraldin delivers a modern, versatile wardrobe for the modern woman with the aim of creating a new informal form of beauty.

With clothing designed and produced in-house in Saudi, the collections showcase the finest craftsmanship and materials.

A woman with blonde hair tied back, wearing a vibrant red, long-sleeved, floor-length dress with a large, asymmetrical cutout on the back. She is standing against a light-colored, textured wall, with her right arm extended forward and slightly to the side, and her head tilted down. The floor is made of large, light-colored tiles.

# Philosophy

To facilitate confidence in women by creating unique pieces that play a role like a language that they use to convey these messages.



A woman with dark hair, wearing a sleeveless, knee-length yellow dress with a draped, asymmetrical hem and black strappy high-heeled sandals. She is standing against a light gray background with soft shadows.

# A body Language

A woman with dark hair, wearing a sleeveless, knee-length yellow dress with a draped, asymmetrical hem and black strappy high-heeled sandals. She is standing against a light gray background with soft shadows.

Language is the communication and expression  
of a person, community & culture.  
An expression of freedom.





# Values

## Symbols ~ الدلالة

Curiosity is illustrated by the use of symbols to express mystical ideas, emotions and heritage. The narrative behind the product.

## Innovation ~ الامتداد

Newness comes from the act of innovation. Movement of fabric comes from transformation in the fabric of our society. Deconstructing our identity and perception of our selves is reflected in deconstruction of the clothing we wear.

## Color ~ اللون

Strength is represented by the dominance of the color black, as black was always associated with oppression and an old age idea of restrained women in the gulf, our take is to make it the exact opposite, make it a point of power.



# Sustainability: Reflecting the ethics and aesthetics of the modern woman

## Design

Our approach to sustainability is to design with longevity and create with newness pieces that will still be relevant and wearable for our clients now and in 10 years.

## Material

We use material that will endure time made from 100% recycled or dead-stock fabrics, and a fine fit that will always compliment the women we reach.

## Production

We reduce the carbon footprint of our products by producing in-house and offering pre-order on our retail platform to avoid over production.



The Brand



Debuted our first collection for FW15 at Saudi Design Week in Riyadh Saudi Arabia



Collaborated with [www.namshi.com](http://www.namshi.com) for Exclusive Designs



Bringing new ambitions, the brand relaunched with more of a business approach with a shop in shop at Grey Collective in Jeddah Saudi Arabia



Designed original costumes for the First-Ever Saudi Arabia Founding Day parade in collaboration with MOC and MOT

2015



Showcased SS16 in New York Fashion Week, London Fashion Week & with Jessica Minh Anh in Paris France



2017



Collaborated with Gharem Studio on a capsule collection inspired by Asir Region & showcased at LACMA Los Angeles United States



2019



Selected by Fashion Commission under MOC as a part of Elevate Female Leaders program with mentorship from Alain Berndard



2021

2022



Selected by Fashion Commission under MOC as a part of The 100 Saudi Brands Initiative



2023





Graduated from high school with a diploma in Vocational Studies majoring in Fashion Design and Technology Jeddah Saudi Arabia



Completed technical training at Central Saint Martins UAL in Fashion Design in London United Kingdom

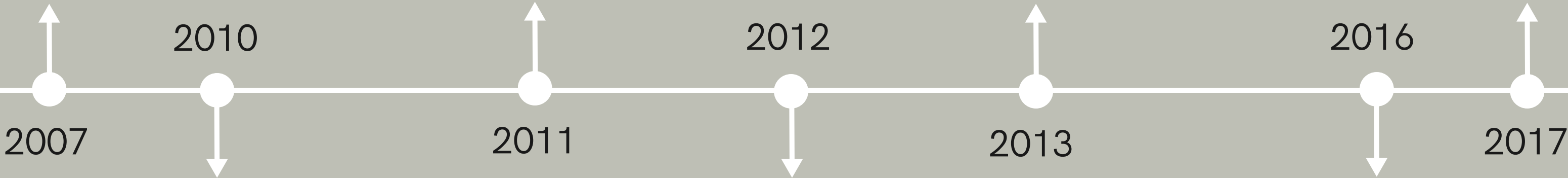


Finished Bachelors degree in Fashion Design & Technology from International Fashion Academy in Paris France



Represented Saudi Arabia in Fashion Star on Dubai TV & reached the finals

# The Designer



Completed a course in Fashion Design at Fashion Institute of Technology New York United States of America



Completed a Masters course at Arts of Fashion Foundation in collaboration with Maison Lesage and showcased at Musée des Arts Décoratifs Paris France



Selected by Vogue Italia Talents as one of the Top Saudi Apparel Designers at the Vogue Rubaiyat Fashion Experience in Jeddah Saudi Arabia





































## Mentor



**ALAIN  
BERNARD**

Founder & CEO of  
Abbey Road Advisory,  
Former CEO of  
Richemont North  
America

## Mentee



**SAMAR  
NASRALDIN**

Fashion designer and  
founder of "Samar  
Nasraldin" brand

ELEVATE



# Elevate~ Mentorship Program

*"Mentoring Samar is incredibly humbling and exciting, as I can see with her a huge potential of amplifying her brand way beyond its current state. Samar can become undoubtedly one of the leading names of Saudi fashion, with a unique and meaningful vision to the world. I can't wait to see what's next for her."*

During 2021 and 2022 we were lucky to work with Alain Bernard, an International Mentor and former Richmond North America CEO. This opportunity was available to us with the efforts of the Fashion Commission under the Ministry of Culture.



# Magazine Features

Condé Nast  
**Traveler**



2021 Conde Nast Traveler  
Middle East

ARABIA  
**VOGUE**



2021 Vogue Arabia

ITALIA  
**VOGUE**



2016 Vogue Italia Talents





# Thank You

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