

Chador

RIYADH

Company Profile

The Founder

A graduate of the prestigious **PARSONS SCHOOL OF DESIGN** in New York, Nora Aldamer's upbringing and background gave her the advantage of understanding the Middle Eastern women's needs, prompting her to explore what the market was lacking.

In 2013, she created Chador due to the high demand for traditionally styled clothing that could still encapsulate the current trends. Her background and experience in the market allowed her to know what the consumer base was lacking and the brand quickly made a name for itself in the region.

In 2016 Nora won **VOGUE SAUDI TALENTS** scouting award and showcased her Spring-Summer 2017 Collection in Plazzo Morando Milano. She later had the honor of displaying her SS 18 and AW 18 at **THE FASHION HUB MARKET** in Milan and her collections garnered an extremely positive reception.

Nora was also one of the finalists in **THE GREEN CARPET FASHION AWARD** in 2017 organized by the Camera Nazionale Della Mode Italiano.





Brand Overview



Chador's purpose is to explore the relations between Modernity and Tradition, new concepts and reinventing classical ideas, contemporary elegance and the customary mystique of the Designer's Arabic roots.

The Brand explores feminine elegance with a modern interpretation of the traditional costumes focusing on the embodiment grace, exemplified by the choice of fabrics, accessories, and craftsmanship. The designers modern take on traditional shapes showcases the approach to groundbreaking style while still holding comfort as a forefront thought.

Conceived for the sophisticated, confident women that appreciate classic, traditional elegance but wanting to explore modern fashion and aims to explore new trends.





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Seen on





VOGUE
ARABIA

Chador

Nora Aldamer è una delle designer protagoniste dell'evento a Palazzo Morando



WWD

Saudi Women Designers Highlighted at Event in Jeddah

Franca Sozzani brings together fashion icons with young designers in Saudi Arabia.

By Ritu Upadhyay on April 29, 2016



Sozzani, along with Vogue Italia fashion editor Sara Maino and a jury including Silvia Fendi and Ferretti, selected two winners of the Saudi Talents competition. Nora Aldamer, currently a student at The New School's Parson School of Design in New York, was selected as the winner and will get the opportunity to showcase her line, Chador, at Palazzo Morando during Milan Fashion Week in September.



VOGUE
ARABIA

FASHION
SEPTEMBER 3, 2017

Vogue Shops 5 of the Best Collections for Abayas and Cover-Ups

#5: Chador

Collection: Spring/Summer 2017

The Look: Regarded as one of the best abaya brands in the market, Chador's cover-ups with riffs of feathers, embroidered swing coats, and slab silk abayas with monochrome detailing.

Go Shop: Available online and at [Qutani.com](#), shipping worldwide.

Vogue's Pick: Chador Beige Abaya with Sequin Embellishments, [ARTISAN 4570](#), US \$1,244.

How this brand revived the hooded abaya



GRAZIA
MIDDLE EAST

WHY ITHRA'S CELEBRATION OF CREATIVITY IS ONE OF THE MOST IMPORTANT EVENTS OF 2018

ITHRA's Ithra could well be the most exciting creative hub in the world. It's a place where the most talented Tanween - an entire generation of Saudi women - you better believe they've all taken notes. Here's everything you need to know, and how it's going to change the



International Exhibitions Sponsored by Camera Moda



Vogue Talents
Milan, Italy
SS17 Collection



The Fashion Hub
By Camera Moda
Milan, Italy

SS18 Collection



The Fashion Hub
By Camera Moda
Milan, Italy

AW17 Collection

Previous works





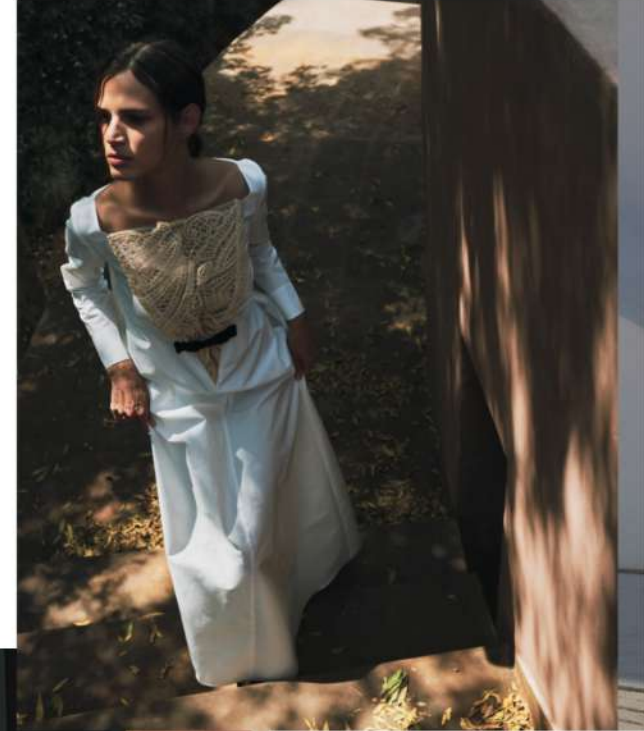
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Previous
works



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