Luxury brands pay tribute to Ramadan

By Siham El Yandouzi - 4 April 2022

The holy month of Ramadan began this April 2 for Muslims all around the world. During this important period in the Hegira calendar, the nights marking the end of the month are an opportunity for a portion of the global population to make celebratory purchases.

In 2020, the luxury market in the Middle East was heavily impacted and slowed down by the Covid-19 crisis. Although it fell by $1.49 billion (about €1.3 billion), compared to $8.95 billion in 2019 (about €8.11 billion), consumer spending in this market is gradually recovering.

Dubai Expo 2020, which recorded more than eight million visitors between October 1 and December 27, 2021, has given a further boost to the luxury market in this region. The festivities linked to the month of Ramadan will likely be an opportunity to bolster sales growth in these countries. The following are a few examples of some luxury brands targeting this market.

Stella McCartney

Stella McCartney launched her 'Crystal Exclusives' collection on April 2, 2022, to celebrate the month of Ramadan and the Eid al-Fitr holiday. London-based designer Stella McCartney’s line features two golden standout pieces for the summer season: crystal-encrusted fishnet mules and a mini shoulder bag. The accessories are available in stores in Dubai, Kuwait and Riyadh, as well as in London, Paris and Milan.
Dior

Dior presents an exclusive capsule collection paying tribute to the month of Ramadan, available from March 17, 2022, in stores in the Middle East and in select pop-up stores in Dubai, Kuwait and Riyadh. The scintillating lineup features flowy silhouettes and iridescent colors that highlight the female figure.

Louis Vuitton

French luxury house Louis Vuitton continues its Capsule Ramadan collections, this time accompanied by a selection of ready-to-wear pieces for women. It has been available since mid-March, exclusively in the brand’s network of stores. Balancing between tradition and modernity, the luxury house offers among its accessories the classic Capucines Mini bag and the small leather trunk in black and emerald green.
American brand Tory Burch unveiled a capsule collection on March 25 made exclusively for the Middle East. It includes an assortment of leather goods in metallic gold and blue designed especially for Ramadan festivities. The collection will be available on the label’s online store as well as in its physical boutiques. A clutch bag in metallic tones also comprises the lineup and will only be available for purchase in the Gulf Cooperation Council (GCC) countries, such as in Saudi Arabia and Kuwait.

Tommy Hilfiger

Tommy Hilfiger launched a special Ramadan Spring 2022 collection dubbed ‘The Oasis’ in March 2022. This marks the sixth collection dedicated to this holy month. The ready-to-wear brand has offered a selection of pastel-colored garments for women and girls: long poplin dresses and loose-fitting monochromatic ensembles, all adopting a bohemian-chic spirit. This year, the brand wished to highlight Middle Eastern talent. The collection is available in Europe and GCC countries, as well as on the brand’s online store.
The Italian fashion house, Etro, created a capsule collection entitled 'Arabesque Paisley' that pays tribute to the month of Ramadan, comprised of clothing and accessories in light and delicate fabrics, such as silk or crepe de Chine. The collection will be available from April on the brand’s online store and in a number of its stores in Europe, Asia and the United States.

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