

Qatar Luxury Group launches QELA, new global fashion brand

Doha, Qatar, September 26, 2013: Dignitaries, leaders from the fashion world and top executives attended the launch of QELA, Qatar's first home-grown global fashion brand, at a private VIP reception held in the intimate atmosphere of the QELA boutique on the Pearl, Qatar.

Discreet and exclusive, characterised by classic lines and understated Arab influences, QELA is designed for women with a sense of modesty who value the quality of fine craftsmanship and precious materials. The brand, the latest project for Qatar Luxury Group (QLG), offers a superior level of services with one-off pieces and unique creations made to client order.

QELA's business aspirations to develop as an international fashion brand are built on traditional know-how, high quality, and multicultural creativity. A team of talented designers and skilled craftsmen has been painstakingly gathered not only from Qatar but from all over the world to conceive and create QELA's ranges of leather goods, shoes, jewellery and made-to-measure women's couture. The new Qatari brand is poised to capture the imaginations of confident, independent, discerning women all over the world with its timeless style and strong references to the universal language of art.

"QELA is the beginning of an exciting journey," commented Haya bint Khalifa Al Nassr, QLG's Managing Director and Vice Chairperson of the Board of Directors. "It is Qatar's first home-grown global fashion brand, international in style with understated Arab influences. We have brought together talented young designers and the world's finest craftsmen to create modern elegance with a sense of modesty and intimacy."

Models presented the autumn collection, demonstrating QELA couture's flowing, almost minimalist line, subtle yet rich colour, and details recalling local landscapes and culture such as garments referencing the local man's cloak or bisht or evoking fluid, organic shapes inspired by the desert dunes.

The multiculturalism of the QELA design team, who are responsible for all the brand's creations, was described by insiders as adding to their creativity, as their ideas interact and enrich each other. The craftsmen in the QELA ateliers are passionate about perpetuating their centuries-old techniques and passing down key traditional skills to the younger generation.

HE Sheikh Ahmed bin Khalid bin Hamad Al-Thani, Board Director of QLG, remarked that success of this fashion house will help initiate a new fashion industry for local up-and-coming designers and craftspeople as part of Vision 2030. QELA is providing training and careers for Qataris and has established state-of-the-art workshops in Doha.

QELA boutiques are designed to reflect the open-mindedness of the brand, blending with the local

culture in each country. The QELA space has been designed to offer a tranquil and relaxing cultural experience, both homely and intimate. Art is foregrounded again in QELA's new concept for the boutique atmosphere: the client is a guest in the home of an art lover, invited season after season to share in the latest artistic discoveries. A series of ten new paintings commissioned from renowned Qatari artist Ali Hassan produces a unique atmosphere in QELA's Doha boutique, emphasising that the space is dedicated to creativity and craftsmanship – the essence of the brand.

QELA is part of Qatar Luxury Group. QLG is headquartered in Doha with Qatar Foundation as its shareholder; it reports to a Board of Directors in its mission to build and foster luxury brands in the fashion, hospitality and lifestyle sectors for an international audience. QLG contributes to the diversification of Qatar's economy by maximising the skills of the nation's knowledge-based work force with long-term thinking and a commitment to excellence, unlocking local and regional talent on a global level.