

Press Contact:

FOR IMMEDIATE RELEASE

Virginia Commonwealth University in Qatar to present “Appliqué” - a fashion showcase featuring designs from its talented students

18th Edition of the Show to be hosted by Salam at The Gate Mall.

Doha, Qatar – Innovative and creative designs from fashion students at Virginia Commonwealth University in Qatar (VCUQatar) will be on display at “Appliqué”, VCUQatar’s 18th Annual Fashion Show.

This unique show, featuring the collections of 24 sophomore, junior, and senior fashion students, is being hosted by Salam Stores at The Gate Mall.

Appliqué will take place on April 12th and 13th, from 6:30 p.m. to 7:30 p.m.

Tickets cost QAR 50 and QAR 100 and can be purchased online from <http://www.qatar.vcu.edu/events/applique-fashion-show>

Appliqué will showcase the individual vision, creativity, and styles of VCUQatar’s students. The collections on show will present an eclectic mix of day to evening looks that reflect the singular aesthetic of each student and their individual concepts.

Ahmed El Sayed, the co-founder of House of Nomad and VCUQatar alumnus, will be the guest designer at the show, where he will present his most recent collection.

Founded in 2014 by longtime friends Ahmed El Sayed and Saleh Al Banna, staples of the House of Nomad label include bomber jackets, cropped tops and jumpers updated with quirky details and innovative fabrics – a nod to their love of the sports-luxe aesthetic. While House of Nomad has built a cult following from past collections, the design house is ready to graduate from sports-luxe and deliver a new vision of the Nomad lifestyle to a broader style set.

The fashion event is being supported by W Doha Hotel, GLAM magazine, Tajmeel Qatar International Beauty Academy, Makeup District, Bombay Silk Centre, Exclusive Events, Inglot, Tribal Gems & Jewellery, Apparel Qatar, Holika Holika, and Sara’s Secrets.

Salam Stores, the W Doha Hotel, and GLAM magazine will present awards that include opportunities for the students to use dedicated space at Salam Stores, platforms to showcase collections at W Hotels, and a magazine fashion spread.

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About Virginia Commonwealth University School of the Arts in Qatar:

VCUQatar is the international branch campus of Virginia Commonwealth University's School of the Arts, a top-ranked art and design program in the U.S. Established in 1998 through a partnership with Qatar Foundation, VCUQatar offers students the opportunity to earn a Bachelor of Fine Arts degree in fashion design, graphic design, interior design and painting and printmaking, a Bachelor of Arts degree in art history and a Master of Fine Arts degree in design.

A vibrant community with global reach, VCUarts promises students a lifelong passion for and conversation about the arts. As the foremost example of its commitment to global outreach and education, VCUQatar presents valuable opportunities for cross-cultural exchange and connects VCUarts to the influential art and design world of the Middle East. The campus attracts renowned contributors to contemporary visual culture for speaking and teaching engagements, and hosts two major international events--the design conference Tasmeem Doha and the Hamad bin Khalifa Islamic Art Symposium.

Qatar Foundation – Unlocking Human Potential

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organization that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Amir, QF is chaired by Her Highness Sheikha Moza bint Nasser.

QF's work encompasses education, research and community development. World-class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercializing solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community.

For a complete list of QF's initiatives and projects, visit <http://www.qf.org.qa>