



# GAZETTE

DAY 2 - FRIDAY - 1 APRIL 2016

YOUR GUIDE TO FASHION  
FORWARD SEASON 7: FRONT  
ROW, BACK STAGE AND  
EVERYWHERE IN BETWEEN.



Courtesy of Getty Images.

## A Warm Welcome Home

First day of FFWD at Hai d3 opened with “Tech X Fashion Luncheon by Samsung” and continued with a fantastic panel on the subject that occupies the mind of every emerging designer: how to grab the attention of buyers and get into department stores. As the crowds trickled in, there was plenty to choose from the well-balanced programming of the event. Industry professionals and fashion enthusiasts mingled on the grounds of Hai d3, taking a peak at Showcase designers’ displays and breaks on the swings. The atmosphere was intimate and relaxed – it seems that Fashion Forward truly found its new home at d3.

The day continued with shows and presentations, notably with Taller Marmo’s impressive presentation punctuated with powerful music and a floor strewn with confetti and smashed soft drink cans. Style.com Arabia/DDFC Fashion Prize Winner Hussein Bazaza showed a matured collection, where he flexed his technical skills in ornately constructed dresses and separates, in a color theme worthy of Mark Rothko and Gustav Klimt.

All in all, it was a great start for the region’s defining fashion platform and even the heavy weather earlier in the day could not dampen the spirits of neither the organisers nor the guests of FFWD.



# Where Fashion Meets Product Design

By Khalid Shafar – Product Designer



Image courtesy: the cARTEL, Photographed by Sergey Beshpalov.

The line between fashion and product design is getting thinner in today's creative world. With the presentation of many international and emerging designers of products that intersect fashion along their creations, the merge between both fields of design became a norm. Last year Milan Design week had witnessed one of those master creations that brought the Brazilian duo Campana brothers with the historic Italian fashion house of FENDI. At their store in Milan, FENDI presented 'The Armchair of Thousands Eyes' where the Campana used more than 100 of the Italian fashion house's furry monster accessories to create this masterpiece. A collaboration that reinforced the outstanding creations results from interesting different fields of design. As a product designer, I believe at this philosophy of work and its unconventional outcomes.

In many of my work, I had taken fashion as a direction for my design and an inspiration for my work. In my last collaboration with Tai Ping, a global carpet industry leader who takes trends from fashion as well in their creations, I presented my TALLI COLLECTION of rugs. The 3 limited edition pieces of rugs were inspired by the old Emirati fashion embroidery of Talli. Each rug presents a specific part of the embroidery used to decorate ladies garments and clothes in the region. Simple yet impactful, each rug preserved the integrity of the original embroidery at its original shape and cut and reflect on the original patterns; obviously with more suitable material for carpet making. Another example where I used fashion as an influence was my ARABI line. A line in which I used a male fashion piece used in the region part of the Arab men attire called Agaals – the black woven rope band used by Arab men to secure their head scarves. Many creations came out of this direction from space divider, chandelier, table lamps to installations.

In a recent presentation at Design Days Dubai this year, I presented FORMA in collaboration with NAKKASH Gallery where I used 348 agaals to create a lighting installation that reflects on the use of shapes and forms to create 3D forms from connecting similar 2D shapes. Beyond design and creations, collaborations saw another form of intersecting Fashion and Design, where I commissioned a special editorial by Emirati renowned fashion photographer Saeed Khalifa. Saeed reflects on the contrast between Male and Female by using a female model at the shoot where FORMA lighting components were used (that use men agaals). This controversial outcome presents new photography directions for product design shoots.

Back to the international scene and this time from Fashion perspective when Product Design inspires fashion designers worldwide, in the latest Moschino Autumn Winter 2016 runway, creative director Jeremy Scott presented the chandelier dress. A metal lighting fixture, complete with electric candles, was the talk-of-town look from the brand's presentation during Milan Fashion Week. All in all, as both fields of design come from the same DNA, the intersect merges and unconventional outcome is a natural progression of today's creative world. Designers across the globe influence each other and take inspirations from each other's fields; it is a cross breed of design that generates new hybrid creations.

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