

COMMERCE

Dolce & Gabbana embraces Muslim culture with abaya line

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Dolce & Gabbana Abaya collection, fall/winter 2016-17

By STAFF REPORTS

Italian fashion brand Dolce & Gabbana has launched its first collection geared exclusively toward Muslim women.

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The Dolce & Gabbana Abaya fall/winter 2016-17 collection includes a range of abayas and hijabs in the label's bright and colorful prints. International interest in high-fashion labels has resulted in brands embracing cultural differences through product output such as beauty products in a variety of shades and clothing options.

Fashion for all

Dolce & Gabbana is describing the Abaya collection as "a reverie amidst the desert dunes and skies of the Middle East: an enchanting visual story about the grace and beauty of the marvelous women of Arabia."

Prints include Dolce & Gabbana staples such as flowers, fruit and polkadots. A number of the abayas and hijabs designed for the collection are made of silk while others are made with neutral lace and satin. The designs demonstrate the femininity of Dolce & Gabbana's brand identity.



Dolce & Gabbana's Abaya collection, fall/winter 2016-17

The full collection can be viewed [here](#).

Currently, Dolce & Gabbana operates boutiques in Turkey, Azerbaijan, Saudi Arabia, Lebanon, United Arab Emirates, Qatar and Bahrain.

Dolce & Gabbana is not the first luxury name to embrace the abaya and hijab worn by Middle Eastern consumers around the world.

For example, Four Seasons Resort Dubai at Jumeirah Beach celebrated United Arab Emirates Women's Day on Aug. 28 by sharing a unique sartorial opportunity with its guests.

Four Seasons partnered with Emirati designer Hessa Al Falasi to offer consumers the chance to have traditional abaya apparel custom made in their hotel suite. Ms. Al Falasi is known for her blending of contemporary style and conservative conventions, which likely appealed to affluent consumers in Dubai ([see story](#)).

Additionally, many brands also design Ramadan collections as the religious holiday is a time of increased shopping activity for Muslim consumers as they shop for family and friends. Online retailer Net-A-Porter, for instance, offers a "Ramadan Edit" of gifts tailored for the Muslim holy month.

In addition to embracing cultural norms in the Middle East, brands have increased retail footprints in the region as the Russian and Asian markets slow.

British accessories label Anya Hindmarch, for example, has entered a franchise agreement with Etoile Group to establish a retail footprint in the Middle East.

Anya Hindmarch's terms with Etoile Group will see the establishment of stores and concessions in the Middle East, beginning in Abu Dhabi, United Arab Emirates. The accessories label has made Middle Eastern retail a priority ([see story](#)).