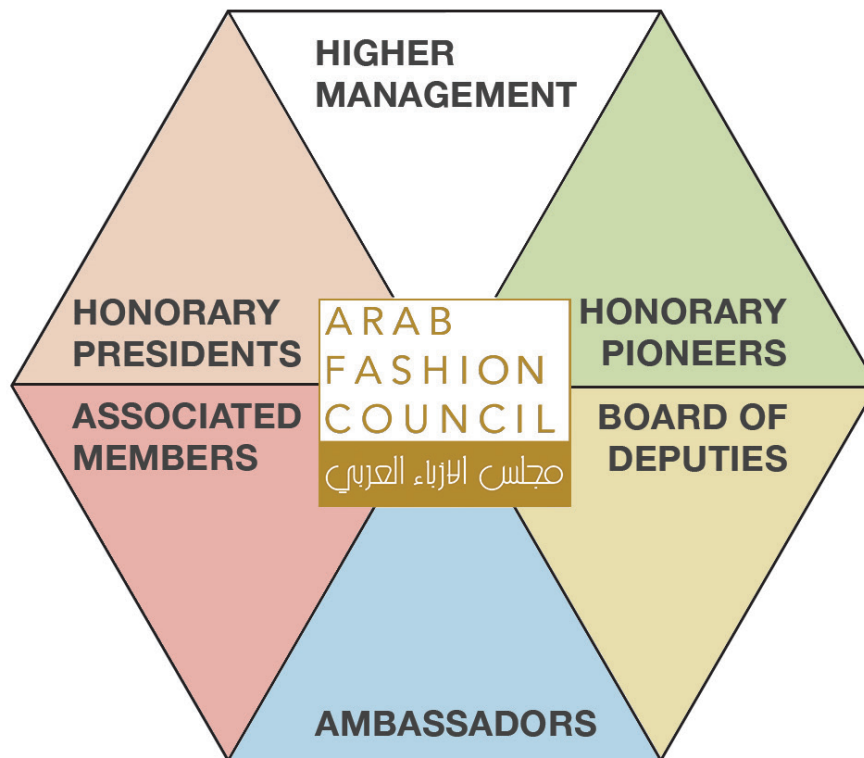


ARAB
FASHION
COUNCIL
مجلس الازياء العربي

PROFILE | AIMS | STRUCTURE

STRUCTURE

It is structured on **6 main pillars** that guarantee the success and long life of the association aiming always to assist and protect its members.



- **Higher Management** is formed from the board of directors and advisers having the duty of running the council, regulation and strategic planning. Represented by white as a symbol of transparency.
- **Honorary Presidents** is formed out of the Arabic Ladies from the Royal/Rulling families selected through invitation according to their notability, achievements in public sector and background. Their duty is to make sure that her country is well represented. Each Lady will act as the Honorary President of the Council in her Country, and shown as sand's color representing the Arabic Territory.
- **Honorary Pioneers** are those public notable figures who's work has given important contributions to the civil society, charity and the Fashion industry. Their color is Green representing the spring of the Council.
- **Ambassadors** are the protagonists who represent the image of the Arab Fashion Council, only admitted by invitation and their color is blue representing the Seas as symbol of travels.
- **Associated Members** are all the artists, designers, companies that are subscribed as ordinary associates to the Arab Fashion Council. Their Color is red representing the passion and effort.
- **Board of Deputies** a baord elected by the members to represent their voice at the council and attend the assemblies with the higher management. Their Color is yellow representing the hope.

AIMS

MAIN: the development of the region by the contribution of fashion in changing the world for a better environment and implement peace in the Middle East through fashion. :

1- Represent the highest values of Arabic Countries fashion and style, and to protect, coordinate, promote, monitor and enhance the image of Arabic Countries fashion in Arabic Countries and abroad;

2- protect the legitimate interests of the sector and, where necessary, of the associates;

3- Coordinate the energies of individuals and / or legal entities mainly Arabic, but also from other countries, which, by virtue of their particular skills and / or expertise can and will make a positive contribution to the development, enhancement and better knowledge of the costume, style and Arabic Countries fashion, even by comparison with the costume, the style and fashion of other countries;

4- Represent members in their relations with institutions, governments and organizations Economic, Political, Social and Cultural and any other component of the company in Arabic Countries and abroad;

5- Cooperate with public and private organizations with common interests and goals in order to promote the progress, growth, knowledge, trade and anything else of value for the industry;

6- Be a point of reference and privileged interlocutor to national and international initiatives that have to do with the style, costume and fashion;

7- Promote research and experimentation in the various fields of activity

8- Valorisation of Arabic resources and heritage in the area of Fashion and Luxury, both as local designers of Arabic origins and residents in any of the Arabic Countries, by strategically promoting them through fashion industry events that involve the participation as creators of the fashion.

9- Dissemination of information of historical cultural studies and research, including publications, events, meetings, seminars and courses aimed at raising awareness and cultural growth of the members on the subject of fashion and not only, but also integration with foreign art cultures.

10- Creation of networks between designers and manufacturers both locally and internationally, through activities aimed at bringing together supply and demand for the development of local production.

11- Protect the legitimate interests of the sector and, where necessary, of the associates;

12- Represent members in their relations with institutions, governments and organizations Economic, Political, Social and Cultural and any other component of the company in Arabic Countries and abroad;

13- Create permanent relations between the Council and the most representative Educational Institutions / Arabic and foreign Universities, to promote projects of studies and research on style, on the lifestyle and fashion, possibly through international scholarships;

14- Guide the universities; members of the Council, into quality standard educational study plan adopting a model plan from an European prestigious partner university or school of fashion.

15- Automatically admit the new graduates from the universities approved by the Council annually after passing an official exam that certifies their level.

16- Promotion of cultural growth in the fashion industry at the local level, working with cultural and sociological events that directly involve members and Fashion Designers of the Arab countries or Designers and fashionistas interested in the territory.

17- Insure the associates of the council with valid health insurance in the Arabic Countries recognized by the council and work on the strategy of retirement compensation of its associates in collaboration with a legitimate international life insurance partner.

FRAMEWORK

1- To promote the development of fashion through the organization, both in any of the Arabic countries and abroad, fashion shows and fashion events, conventions, conferences and exhibitions in general, and the adoption of initiatives designed to better understanding of the problems relating to the areas concerned;

2- Draw up programs, reports and publications for the promotion of Arabic Countries fashion;

3- Carry out, promote or give its sponsorship of conferences, seminars and training courses and advanced courses for preparing young people for the exercise of the various professions in the field and the development of craft skills and manufacturing of various territories;

4- Provide work assistance and advice, if required, for the industry; point and find, through surveys and specialized conventions privileged financial instrument as the implementation of the initiatives listed above;

5- Promote or give its patronage to the establishment of a permanent museum of fashion in one or more Arabic cities of interest in the same fashion sector;

6- To take initiatives to protect the manufacturing expertise existing in Italy;

7- Take initiatives to enhance the historical archives and documents of artistic and technical members of the individual members, coordinating and / or collaborating with other public and private entities, who may be affected to the same problem;

8- Enter into agreements for radio and television broadcast transmission cycles for single or with governmental or private communications in the press, service of advertising and public relations;

9- coordinate cooperation with ministries, regions, provinces, municipalities, public and private corporations, business associations in the interest of the members and in particular with the authorities responsible for the protection and dissemination of style, costume and fashion in the Arabic area;

10- Prepare bills and prepare any amendments to the national or regional projects on issues related to the field of competence;

11- To collect and coordinate all federal, national and international affecting the fashion;

12- Make research also comparative in particular with regard to the legislation of the Arabic Countries in the field of trademarks and patents; To carry out research on national and regional legislation in the field of exhibitions, fairs, drawing up proposals for review and / or promotion;

13- Conduct, in case it is useful to improve the operation of the Association and to the needs of internal discipline, the division of members to areas of competence, based on the categories to which they belong;

14- Prepare projects for financing of multi-annual programs, also contemplating the development strategies of institutional events and trade promotion of fashion, style and costume in the world or other initiatives of this kind in the Arab World and abroad;

15- Adopt regulations, in which, in accordance with institutional aims of the Association are set out guidelines for the company's activities as well as individuals or groups and categories of members or organs within this;

16- promote and carry out any other activity of any kind related to the achievement of its objectives or deemed useful by the Assembly or by the Higher Management.

17- The Arab Fashion Council may perform all acts as well as take all appropriate measures to achieve the aims set out above, including the acquisition of titles to any external association. It may participate in other cultural associations or institutions and will give assistance to its Members.

18- The Association will operate for the exclusive pursuit of the purposes outlined above, is expressly precluded any activity aimed at different purposes.

STRATEGY

The Arab Fashion Council has its own strategy for achieving its aims and positioning the Arab world on the international map of Fashion.

A FAMILY: Arab Fashion Council as a home rather than a house for the all the designer, talents and companies of the fashion system...

MODELS: Arab Fashion Council is in continuous research to redefine the standards of the Modelling industry by controlling the agencies and admitting into its assembly the serious agencies for supporting the models and protecting them against any fraud or harm, and controlling the regulations that provide them with a secure environment. A serious model's agency operating in the Arab world should have the approval from the AFC and should only offer its model a standard contract issued by the AFC. Finally, an approved model should hold the Models Pass ID.

EDUCATION: All the universities and schools operating in the Arabic countries to be recognised by the council should be approved by the higher management and join the AFC as an associated educative member. The AFC will be assisted by a prestigious fashion school that will guide the other universities, member of the AFC, to follow the right study plan which should meet the qualifications of the international fashion system; that would permit their graduates to be admitted into the council. The AFC assists its members universities with all the support and guides to achieve an international level and will run educative competitions in all the Arabic continent that motivates and orients the people toward the Fashion industry.

PENSION & HEALTH CARE: The Arab Fashion Council aims to act as a republic of fashion that protects its citizen and ensure for them a successful business career by providing them the ability to relax and have a better secured future. We believe that happiness and relax could boost the production of creativity. The councils' members have the right of retirement pension after the age of 65 and a health card that covers him/her locally or internationally. In partnership with one of the world's most legitimate insurance companies the AFC provides its public with a complete system that protects them worldwide.

HONORARY PRESIDENTS: The AFC gives the title of "Honorary Presidents" to a limited number of respectable Arabic Ladies of the Royal/ Ruling Families. Each lady will adopt a strategy to contribute to development of the Fashion System in the Arab World.

PRODUCTION: Thanks to AFC's effort in establishing partnerships and exterior affairs with other reputable institutions and companies we are confident to connect our designers with the industry's advisers to learn from their expertise the history of Fashion, framework to succeed, and the future's techniques. For the moment the AFC is endorsed by the Italian Chamber of Industry and Commerce bureau in the UAE connecting the east with the west and strengthening the relations between the two continents.

INNOVATIVE TECHNOLOGY & ECOLOGY: The AFC believes in the innovations that 21st century should be about, it is a world of communication and micro development that leads for the creation of monuments and landmarks, and it believes and supports the ecological production and creative innovation that respects and contributes to the benefits of the environment and sustainability.

FOCUS ON

DESIGNERS

The main mission of the Arab Fashion Council is to bridge the local designers with the global market, assist the talents on developing their brands from A to Z, guide them into the right path, insert them into the right market internationally, and put standards on the quality of production and the brand image. In addition, assist them with the production process of their collection by the endorsement of the Italian Chamber of Industry and Commerce in the UAE.

EDUCATION

The Arab Fashion Council will guide the Fashion Schools in the Arab World which are part of the council into a high profile educative curricula meeting the international levels. Each fashion scholar studying at any School member of the Council will have a profile in our database to finally admit him/her after the graduation into becoming a member of the Arab Fashion Council after passing an exam held once each year.

MODELLING CAREER

The Arab Fashion Council as a mission will develop the modelling industry in the Arab World by regulating the modelling agencies and constituting standards on models and qualifications requirements as well as creating an environment synchronized internationally with the World fashion capitals aiming to protect the models and ensuring them a safe environment.

FASHION PHOTOGRAPHY

The Arab Fashion Council will admit Arab photographers as a mission into developing their talents and giving them all the support connecting them with the global market and exposure internationally. Through the lens of our talents the Arab World will bring forward the success stories of our designers making the Fashion speaks the Arabic Language.

BLOGGER

Blogging is one of the new talents in the fashion culture, it nourishes the industry and keeps its fans updated with the latest happenings, events, lines, and trends. The Arab Fashion Council valuably estimates the importance of this talent and opens in front of the bloggers the door to become an associated member of the Arab Fashion Council. A successful application will admit the blogger into the Council whom will be endorsed by the 'Blogger Pass ID'

MAGAZINE

The magazines are the image of the fashion culture in the society and the Arab Fashion Council takes into consideration the importance of working with the press in order to achieve an international image that could communicate to every other culture worldwide.

BRAND IMAGE - VISUAL QUALITY

One of the main aims of the Arab Fashion Council is to organise and elevate the brand and corporate image of our fashion designers, by providing them with the complete consulting and assistance supported by the expertise of our competent international advisers.

ECOLOGY

Get benefits of the technology offered by the 21 century and adopt a future framework to contribute for saving our planet. Ecological fashion rank on the priority list of the Arab Fashion Council.

WHO CAN JOIN?

- I. DESIGNERS – FASHION BRAND OF ANY TYPE OF PRODUCTION**
- II. COMPANIES OPERATING UNDER THE FAST FASHION/YOUNG FASHION**
- III. PRODUCTION COMPANIES OF FASHION FOR HOUSES IN POINT I**
- IV. PERSONS OF SERVICE IN THE AREA FASHION FOR HOUSES IN POINT (I)**
- V. COMPANIES WORKING IN FAVOUR FOR FASHION IMAGE AND EXPOSURE**
- VI. UNIVERSITIES, COLLEGES, SCHOOLS OF FASHION**
- VII. ALL COMPANIES OUTSIDE ANY CATEGORY (e.g. Textiles, Accessories, Sunglasses-
, Jewellery and other non placeable in the previous sections)**



Fashion Speaks Arabic

© ARAB FASHION COUNCIL

DIFC AREA, SHEIKH ZAYED ROAD, AL SAQR BUSINESS TOWER - DUBAI | UAE
INFO@ARABFASHIONCOUNCIL.COM | WWW.ARABFASHIONCOUNCIL.COM
TEL: +971 4 352 7900 FAX: +971 4 352 7901 ©ARAB FASHION COUNCIL