

SeeMe: A Luxury Arab Fashion Brand Where Memory Becomes Design



Amman, Jordan Apr 21, 2025 ([IssueWire.com](https://www.issuewire.com)) - *SeeMe*, a high-end Jordanian fashion and accessories brand, officially launches with a powerful story woven into every stitch. Founded by creative director Abdallah AlZaghal, the brand draws its emotional and artistic inspiration from his late mother, transforming personal memory into wearable art. With two evocative collections already available — **Mother** and **Orra** — *SeeMe* enters the global market as a luxury Arab brand rooted in identity, emotion, and refined craftsmanship.

A Brand with Soul: Fashion That Sees You

At its core, *SeeMe* is more than a name — it's a call to be truly seen. Every bag and accessory tells a story of love, grief, resilience, and heritage. The brand's logo and creative vision are centered around the **actual eye of Abdallah's mother**, traced from a real photo and symbolizing the gaze that shaped him.

"This brand is my way of saying what I couldn't say in words. Every SeeMe piece holds my mother's spirit, and I hope it brings strength to others, too."

— Abdallah AlZaghal, Founder and Designer

The Mother Collection — A Lifeline in Leather

The debut **Mother** collection is a heartfelt tribute crafted in limited edition quantities (100–150 units per design). Each PU leather handbag features the iconic **eye design**, elevated with clean silhouettes, elegant color palettes, and thoughtful textures.

But the symbolism doesn't stop at the surface. The **curves of each bag mirror the shape of Abdallah's mother's lungs**— a nod to her final moments, her breath, and the space she once filled. The handles are shaped to reflect her gentle grip, while golden touches evoke her jewelry and warmth.

Inside every bag is a **printed story**, telling the tale of its inspiration, transforming each piece from a product into a **memorial of maternal love**.

Orra – The Limited Edition Ring Capsule

Complementing the Mother collection, *SeeMe* unveils its first accessory line — **Orra**. This limited capsule of rings is handcrafted in **silver and coated with gold**, merging simplicity with sacred symbolism. Designed to represent **clarity, balance, and protection**, each Orra piece is a quiet statement of self-worth and emotional grounding.

With only a small number of pieces available, Orra is a **rare, wearable meditation**, connecting minimalist style with deep emotional resonance.

Availability & Purchase

The **Mother Collection** is available now via the official website:

Website: www.seemedh.com

Worldwide shipping is available with dedicated service to the **GCC** and the **Middle East**.

Customers receive their pieces in premium packaging that reflects the brand's visual identity, with care cards and storytelling elements included.

Media Kit & Contact

Media Inquiries, Interviews & Collaborations

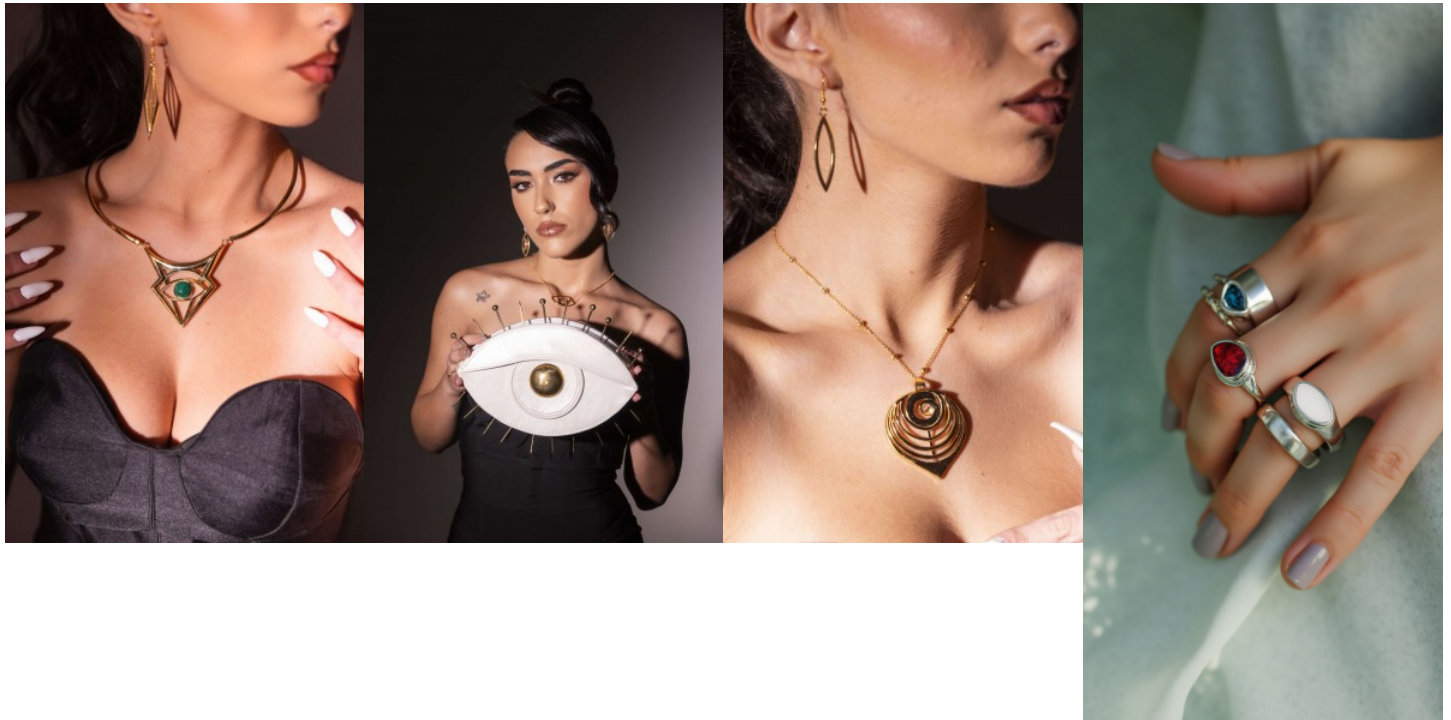
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