

Shabab Al Yola - UAE's First AI Powered Mens Clothing Brand

Shabab Al Yola, a well known Emirati mens clothing brand has introduced AI in clothing industry. Now you can use AI try-on before buying.



Abu Dhabi, United Arab Emirates Feb 13, 2026 (IssueWire.com) - Abu Dhabi, UAE — February 2026 — Shabab Al Yola, one of Abu Dhabi's most respected Emirati men's clothing brands, has taken a bold step that no men's fashion label in the UAE has taken before. The brand has officially launched its AI Try On feature, a technology that lets men see themselves wearing a kandora before they ever set foot in a store or place an order. This is a moment worth paying attention to, not just for fashion lovers, but for anyone watching how technology and Emirati culture are coming together in genuinely exciting ways.

What Is the AI Try On Feature, and Why Does It Matter?

The concept is straightforward. A customer visits the [Shabab Al Yola](#) platform, uploads a photo of themselves, picks the kandora style they like, selects a color, and within moments they see a realistic AI-generated image of themselves dressed in that exact kandora. No guesswork. No hoping the color works. No imagining how the cut sits on their frame.

For a garment as meaningful as the kandora, the traditional Emirati male dress that carries deep cultural significance and is worn in daily life, at formal occasions, and during celebrations, this kind of visual clarity matters more than people might initially think. The kandora is not just clothing. It is identity. It is pride. Getting it right is important to the men who wear it, which is exactly why Shabab Al Yola built a tool that puts the decision-making power back in the customer's hands.

First in the UAE — A Milestone That Goes Beyond One Brand

Shabab Al Yola holds the distinction of being the first men's clothing brand in the UAE to introduce AI-

powered clothing try-on technology. That is not a small claim in a country that sits at the crossroads of innovation and tradition, and where the retail landscape is increasingly competitive.

This launch places Shabab Al Yola ahead of the curve in a market that is hungry for smarter, more personal shopping experiences. The UAE's e-commerce sector has been growing rapidly, and consumer expectations have evolved alongside it. Shoppers today want to interact with products in a meaningful way before they buy. Shabab Al Yola has answered that demand with something the men's fashion segment here has not seen before.

The timing also aligns with the UAE's broader push toward being a global technology leader. Integrating AI into traditional fashion, specifically into the purchase journey for a garment as iconic as the kandora that reflects exactly the kind of forward-thinking approach that defines the country's vision for its digital future.

How AI Try-On Actually Works

The AI Try On feature was built with accessibility in mind. The process involves three steps: upload a personal photo, select a kandora type from the available collection, and choose a preferred color. The AI then processes the inputs and generates an image showing the user wearing the selected kandora.

The tool works across a range of kandora styles that Shabab Al Yola carries, giving customers a real look at the brand's collection rather than a generic or limited preview. Color accuracy and fit representation were key priorities during development, because a tool that does not reflect what a garment actually looks like would defeat the purpose entirely.

The result is a visual that customers can use to make a confident decision — or share with family members who traditionally play a role in clothing choices, particularly around occasions like weddings, Eid, or formal events.

A Brand with Deep Roots, Looking Forward

Shabab Al Yola has been serving Emirati men and kandora enthusiasts in Abu Dhabi for years. The brand has built its reputation on quality fabric, precise tailoring craftsmanship, and a deep understanding of what the modern Emirati man wants in his wardrobe. Its collections balance the traditional with the contemporary, kandoras that honor the classic silhouette while incorporating modern finishes and premium materials.

This AI Try On launch is the next chapter in that story. It is not a departure from the brand's roots, it is an extension of the same commitment to the customer that has always defined Shabab Al Yola. The brand recognized that its customers live in a world where digital tools shape daily decisions, and it chose to meet them there.

What This Means for Men Shopping for Kandoras

For customers, the practical value is significant. Men shopping for kandoras (locally or from outside the UAE) now have a way to visualize exactly what they are getting. This is particularly valuable for:

Men outside Abu Dhabi or overseas who love Emirati fashion but cannot visit the store in person. Family members purchasing kandoras as gifts who want to confirm how a style will look on the recipient. First-time buyers who are newer to Emirati dress and want to build confidence in their selection before

committing. Repeat customers who want to explore new colors or cuts without the back-and-forth of traditional shopping.

In each of these cases, the AI Try On feature removes a layer of uncertainty that used to exist between a customer and their purchase.

A Statement from Shabab Al Yola

"We built this for our customers. The kandora is worn with pride, and the men who wear it deserve to feel completely confident in their choice. AI Try On is our way of giving every customer in Abu Dhabi, across the UAE, and beyond, the same experience they would get standing in front of a mirror. We are proud to be the first men's brand in the UAE to bring this to life, and we look forward to seeing our community use it." — Shabab Al Yola Team

Try It Yourself

The [AI Try On](#) feature is now live. Customers can access it directly through the Shabab Al Yola platform, upload their photo, and start exploring the collection in a completely new way.

Shabab Al Yola invites every man who has ever wondered how a kandora will look on him to find out, instantly, accurately, and on his own terms.

About Shabab Al Yola

Shabab Al Yola is an Emirati men's clothing brand based in Abu Dhabi, specializing in premium kandoras and traditional Emirati attire. Known for quality, attention to detail, and a deep respect for Emirati fashion heritage, the brand serves customers across the UAE and internationally. With the launch of its AI Try On feature, Shabab Al Yola becomes the first men's clothing brand in the UAE to offer AI-powered virtual try-on technology.



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