

West Meets East at London Fashion Showc

Doha Fashion Show Spotlights Qatar-Based Couture Designers featuring Tagreed



London, England Sep 9, 2026 ([Issuewire.com](https://www.issuewire.com)) - The Doha Fashion Show (DFS) will bring its distinctive international fashion platform to London on September 19, 2026, during London Fashion Week, presenting confirmed designers from Qatar, Saudi Arabia and Lebanon in a showcase celebrating the power of fashion to transcend borders and connect cultures.

At the center of the international initiative is Tiffany Nicole, the Houston-born CEO and Creative Director of Doha Fashion Show, whose vision has created a compelling cultural bridge by bringing Middle Eastern designers and creative talent to one of the world's most influential fashion capitals.

The London presentation represents more than the international expansion of a fashion event. It is a story of intercultural connectedness — bringing together designers, creative communities, industries and audiences that might otherwise never occupy the same space.

“Fashion speaks a language that doesn't require translation,” said Tiffany Nicole. “Doha Fashion Show was created to give extraordinary talent a platform and to bring people together through creativity. Taking that vision to London and providing designers from the Middle East an opportunity to be seen by a truly international audience is an important next chapter for us.”

MIDDLE EASTERN DESIGN TAKES THE LONDON STAGE

The London presentation will bring together a compelling group of confirmed designers representing the breadth of contemporary Middle Eastern fashion, including Tagreed Omer Couture and Veronica Manzo Couture of Qatar; AWAKEN and Filly Paris of Saudi Arabia; and Rayane Ak of Lebanon.

A special focus will be Tagreed Omer Couture, the Qatar-based luxury fashion house known for blending cultural heritage, meticulous craftsmanship and responsible design. Her work reflects the spirit of different cultures supporting one another through fashion.

Together, they offer distinctly different expressions of a region whose fashion identity cannot be defined by a single aesthetic. From couture and craftsmanship to contemporary ready-to-wear and streetwear, the designers reflect the creative range, cultural influences and evolving international presence of Middle Eastern fashion.

Their presence in London is central to the vision of Doha Fashion Show: not simply bringing fashion from one region to another, but creating a platform where designers, cultures and audiences can encounter one another through creativity.

“This is about more than presenting beautiful clothes,” said Tiffany Nicole. “We are creating access, visibility and connection. These designers have individual stories and extraordinary creative voices, and they deserve to be part of the global fashion conversation.”

The choice of London is significant. One of the world's most multicultural cities, London provides a natural meeting place for a platform rooted in the belief that fashion can be both an artistic expression and an instrument of cultural exchange.

For Tiffany Nicole, the journey also carries a distinctly American story. Born in Houston, Texas, she has developed Doha Fashion Show across cultures and continents, demonstrating the increasingly global nature of entrepreneurship and the ability of women to build businesses and cultural institutions beyond traditional geographic and industry boundaries.

Her leadership represents a compelling connection between American and Middle Eastern creative communities at a moment when international relationships are too often viewed exclusively through the lenses of politics and conflict. Doha Fashion Show offers another lens: creativity, beauty, entrepreneurship and shared humanity.

As designers, fashion leaders, media, buyers, influencers and cultural tastemakers converge on London for Fashion Week, DFS intends to create a space where Middle Eastern creative voices can participate in the broader international fashion conversation.

The London presentation is part of a larger vision for Doha Fashion Show: establishing a global platform through which emerging and established designers can gain international exposure while fostering meaningful relationships among the fashion industries and creative economies of the Middle East, Europe and the United States.

About DFS

Doha Fashion Show (DFS), established in 2022, is an international fashion and cultural platform based in Qatar. Led by CEO and Creative Director Tiffany Nicole, DFS has featured more than 70 designers from Qatar, the Arab world, Europe and Asia. Through fashion, entrepreneurship and cultural exchange, Doha Fashion Show creates opportunities for creative talent while building connections across borders.

Contact:

Marcia L. Dyson
Global Strategist
Doha Fashion Show

Media Interviews | Editorial Requests | International Press | Partnerships
MLDLLC@marcialdyson.com
202-286-2691

Media Contact

Marcia L Dyson, llc

*****@marcialdyson.com

1-202-286-2692

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