NEXT DUBAI

EDITION 6
OCTOBER 2026



HOURA MIRHASHEMI

A CAREER IN CREATION

From architecture to fashion, building across creative industries.

read more on page 03-04

DUBAI'S ARTISTIC HEART

Inside the city's leading galleries and creative spaces.

read more on page 09-10

THE FUTURE OF AESTHETICS

Where medical expertise meets innovation and personalised care.

read more on page 31-32

DUBAI'S NEW BUSINESS FRONTIER

From housing affordability to the entrepreneurs shaping Dubai's culinary economy.

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DUBAI DRESSED FOR THE FUTURE

Inside Dubai Fashion Week and the region's evolving fashion scene.

read more on page 33-34

the next dubai

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Meet the Team

Misha Sheikh
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Editor's Letter

Dubai is a city that never stands still. It is constantly evolving — through innovation, ambition, culture, and the people who continue to shape its future every day. The Next Dubai was created to capture that energy through a more thoughtful and modern lens. More than a media platform, it is a space dedicated to the stories, ideas, experiences, and movements defining the city today.

This magazine is an extension of that vision — bringing together the people, places, industries, and conversations shaping modern Dubai.

Welcome to The Next Dubai.

Misha Sheikh
Founder



HOURA MIRHASHEMI

Architect • Entrepreneur • Fashion Founder

At just 25, Houra Mirhashemi has already built a career that moves across architecture, luxury events, marketing and fashion. Having lived in Dubai since the age of three, the city is more than home. It has been the backdrop to a creative journey shaped by design, ambition, and an instinct to turn ideas into something tangible.

With a background in Architecture and Interior Design, Houra graduated with an exceptional 3.98 GPA, while gaining international recognition for her creative work. During her studies, her design abilities earned her several international awards, including a notable achievement through a global competition organised by Gensler, where her product design was selected as the winning entry.

What made the experience particularly significant was what happened next. Her winning concept was not left on paper. It was manufactured and released as a real-world product under her name, turning an academic design achievement into something people could actually experience.

For Houra, it became an early lesson in the relationship between creativity and business.

> **Creativity can become a business when an idea is given the opportunity to grow**





FROM DESIGN TO REAL WORLD CREATION

That mindset has continued to shape Houra's journey. Rather than limiting herself to one creative discipline, she has continued to explore where design, business and experience can intersect. government officials, industry leaders and prominent personalities.

Her next chapter took her into the luxury events industry, where she brought her design perspective into a completely different environment. With more than three years of experience in the field, she is now focused on her family business, ICONX Events, creating bespoke, high end experiences built around each client's individual vision.

The events bring together entrepreneurs, government officials, industry leaders and prominent personalities, creating experiences where production, aesthetics and people come together.

For Houra, the move from architecture into events was not a departure from design. It was an expansion of it.

BUILDING BEYOND DESIGN

Houra's creative journey extends beyond architecture and events.

She also runs a marketing management company, representing established influencers and developing strategic campaigns for leading UAE brands. Her work across different industries has allowed her to combine creative direction with commercial thinking, building businesses and partnerships around ideas that can evolve.

Her achievements have also been recognised through several accolades, including Top 50 Inspirational Entrepreneurs in the UAE, Top Celebrity Public Figure 2026 and Top 100 Global Faces of 2025.



Yet her latest chapter brings her creative journey back to something deeply connected to identity and culture: fashion.

THE DAUGHTER OF THE DESERT

Houra's luxury fashion label introduces The Daughter of the Desert, a collection inspired by Arabic heritage, timeless elegance and contemporary luxury.

For Houra, fashion becomes another medium through which an idea can be designed, developed and brought to life.

A PATH OF HER OWN

From an award-winning product design to luxury events, marketing and now fashion, Houra's journey has never followed a single discipline.



Instead, each chapter has added another layer to the same creative instinct: to imagine, build and turn ideas into something tangible.

At 25, she is already working across multiple creative industries, with each venture opening another space to experiment, create and grow.

Her journey is still being designed.

01 THE OCTOBER EDIT
WHERE TO BE SEEN



Your definitive guide to Dubai's vibrant cultural calendar this October. From world-class comedy and electrifying electronic music to classical ballets and live performances, here is where the city gathers this month.

LAUGH TRACK: STAND-UP & SATIRE



**READY FOR RAZOR-SHARP WIT?
JOIN OMAR EL GAMAL LIVE ON STAGE.**

(04 OCT)



EXPERIENCE ALAA EL SHEIKH'S SHARP COMEDY THROUGH RELATABLE STORIES AND UNFORGETTABLE LAUGHS.

(09 OCT)



LAUGH OUT LOUD WITH COMEDY BOX OFFICE BY ONKAR, SHREYA, AND PRANAV SHARMA, BRINGING SHARP HUMOR AND BIG ENERGY.

(25 OCT)



WITNESS KUNAL KAMRA TURN EVERYDAY ABSURDITIES INTO FEARLESS, UNFORGETTABLE COMEDY.

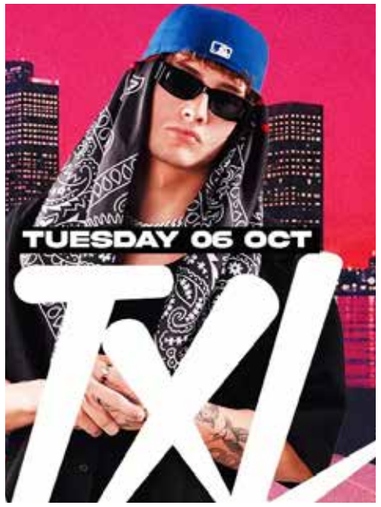
(31 OCT)



DUBAI COMEDY FESTIVAL IS HERE. A HAND-SELECTED LINEUP OF COMEDY FAVOURITES. BIG NAMES. BIG MOMENTS.

(MULTIPLE DATES)

THE PARTY CIRCUIT & LIVE MUSIC



STEP INTO CAVO'S GLOBAL GROOVE AS DJ JXL POWERS A NIGHT OF UNSTOPPABLE BEATS.

(06 OCT)



DANCE THROUGH HOUSE, TECHNO, AND AFRO-INFLUENCED RHYTHMS WITH ADAM PORT.

(31 OCT)



DJ KAJO HEADLINES THE VIBRANT HALLOWEEN SPECIAL AT SOUL OF CAVO!

(31 OCT)



EXPERIENCE CARL COX'S ICONIC ELECTRONIC ENERGY ON A WORLD-CLASS OPEN-AIR DANCEFLOOR.

(09 OCT)



CATCH ROMY JANSSEN BLENDING DEEP HOUSE, AFRO RHYTHMS, AND SOULFUL SOUNDS ALL NIGHT.

(10 OCT)



DANCE TO DJ KRISMI'S SIGNATURE HOUSE AND SOULFUL BEATS THIS WEEKEND.

(24 OCT)



WITNESS SONNY FODERA DELIVER DEEP HOUSE ANTHEMS WITH EFFORTLESS, CROWD-DRIVEN ENERGY.

(10 OCT)



FEEL THE MUSIC AND CHEMISTRY OF TJ MONTERDE AND KZ TANDINGAN LIVE IN DUBAI

(11 OCT)



CELEBRATE 25 YEARS OF BLUE'S TIMELESS HITS LIVE ON STAGE.

(25 OCT)

THEATRE, CULTURE & SPECIAL EVENTS



EXPERIENCE MARILYN NAAMAN'S ARTISTRY LIVE AT DUBAI OPERA.

(06 OCT)



THREE CENTURIES OF CLASSICAL MUSIC IN 45 MINUTES. A MUSICAL JOURNEY FOR CHILDREN AND PARENTS, FULL OF STORIES AND BEAUTIFUL MELODIES.

(11 OCT)



AMY'S ORIGINAL BAND AND HER TIMELESS SONGBOOK, LIVE AT DUBAI

(08 OCT)



EXPERIENCE GIPSY KINGS BY ANDRÉ REYES WITH SWEEPING SYMPHONIC POWER.

(22 OCT)



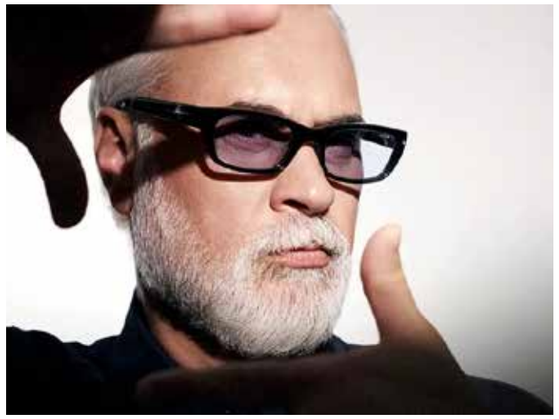
EXPERIENCE WORLD-FAMOUS LOVE SONGS PERFORMED BY THE TENORS OF THE XXI CENTURY.

(23 OCT)



EXPERIENCE NANCY AJRAM'S BELOVED HITS WITH CHARISMA, WARMTH, AND VIBRANT ENERGY

(24 OCT)



A REFINED ROMANTIC ADORED BY MILLIONS OF LISTENERS, PERFORMING LIVE AS PART OF HIS WORLD TOUR.

(25 OCT)



STEP INTO A DREAMLIKE VENICE WITH ACROBATICS, THEATRE, MUSIC AND IMAGINATION.

(29-31 OCT)

02 THE CULTURAL CORE
INSIDE DUBAI'S PREMIER ART SPACES



Inside Dubai's premier art spaces: A curated journey through the city's evolving landscape of innovation, heritage, and the shared language of contemporary creativity.

ARTISTS' ROOMS: LULUA ALYAHYA, WALID SITI, AND SHEZAD DAWOOD

SEPTEMBER 20, 2026 – JANUARY 31, 2027

JAMEEL ARTS CENTRE

Drawn largely from the Art Jameel Collection, this solo exhibition series highlights innovative practitioners from West and South Asia, featuring Lulua Alyahya's intimate paintings on Gulf masculinity, Walid Siti's four-decade survey in exile, and Shezad Dawood's rotating light sculpture.



ABDULQADER AL RAIS ('AL NAYED')

08 – 25 OCTOBER 2026

OPERA GALLERY DUBAI

A major retrospective dedicated to one of the founding figures of contemporary Emirati art, charting five decades of evolution from early impressionistic landscapes to geometric and spiritual abstraction.



HISHAM SHARIF ('ALLUSIVE VEIL')

23 SEPTEMBER – 30 OCTOBER 2026

AYYAM GALLERY

Marking the artist's first solo exhibition at Ayyam Gallery and in the UAE, this presentation offers a vulnerable and nuanced exploration of life, featuring works such as The Mistake (2026).



NADA ELKALAAWY ('THE BUTTERFLY'S BURDEN')

OPENING 23 SEPTEMBER 2026

LAWRIE SHABIBI, ALSERKAL AVENUE

A solo exhibition exploring memory, loss, and transformation through layered compositions that blur reality and fiction, drawing from personal photographic archives and poetic motifs.



03 LIVING DUBAI

THE SUMMER EDIT: DINING, WELLNESS, AND COASTAL LUXURY



From innovative restaurant debuts and holistic wellness retreats to luxury beach clubs, Dubai keeps redefining lifestyle with fresh openings that blend world-class hospitality, immersive experiences, and contemporary design. Explore the city's latest destinations shaping the season.

PREMIER DINING ESCAPES



DREAM DINNER SHOW (ADDRESS BEACH RESORT)

A homegrown Sunset Hospitality brand offering an immersive dinner show featuring mind-inspiring 3D mapping, dynamic group performances, and breathtaking acrobatics.



SUPA (MILLENNIUM AL BARSHA)

Inspired by the traditional Uzbek gathering platform, bringing honest Uzbek food, specialty kebabs, handmade dough, and daily tea rituals to the Middle East.



JAMAVAR (DOWNTOWN DUBAI)

Michelin-starred Indian dining taking its name from storied Kashmiri shawls, presenting a refined culinary journey from royal northern kitchens to coastal southern recipes.

THE WELLNESS SANCTUARIES



THE BAY HEALTH CLUB (AL BARARI)

Developed by Al Barari in the green heart of Dubai, featuring a 360-metre swimmable island pool, panoramic gym, biohacking rooms, and rooftop courts.



CONTRAST WELLNESS (MULTIPLE LOCATIONS)

Dubai's go-to studio for contrast therapy, combining traditional and infrared saunas with ice baths and red-light therapy across Palm Jumeirah, Dubai Creek, City Walk, and JVC.



BLENDED WELLNESS (MINA SEYAHI)

Dubai's first multi-wellness hybrid studio blending beachside yoga, recovery treatments, massage therapies, and beauty care in a calm, considered environment.

THE COASTAL ESCAPES



NUSKA BEACH (JUMEIRAH BEACH HOTEL)

A chic beachside restaurant offering sun-soaked Mediterranean coastal flavors with fire-led cooking, fresh seafood, and scenic Arabian Gulf views.



BE BEACH (DUBAI MARINA)

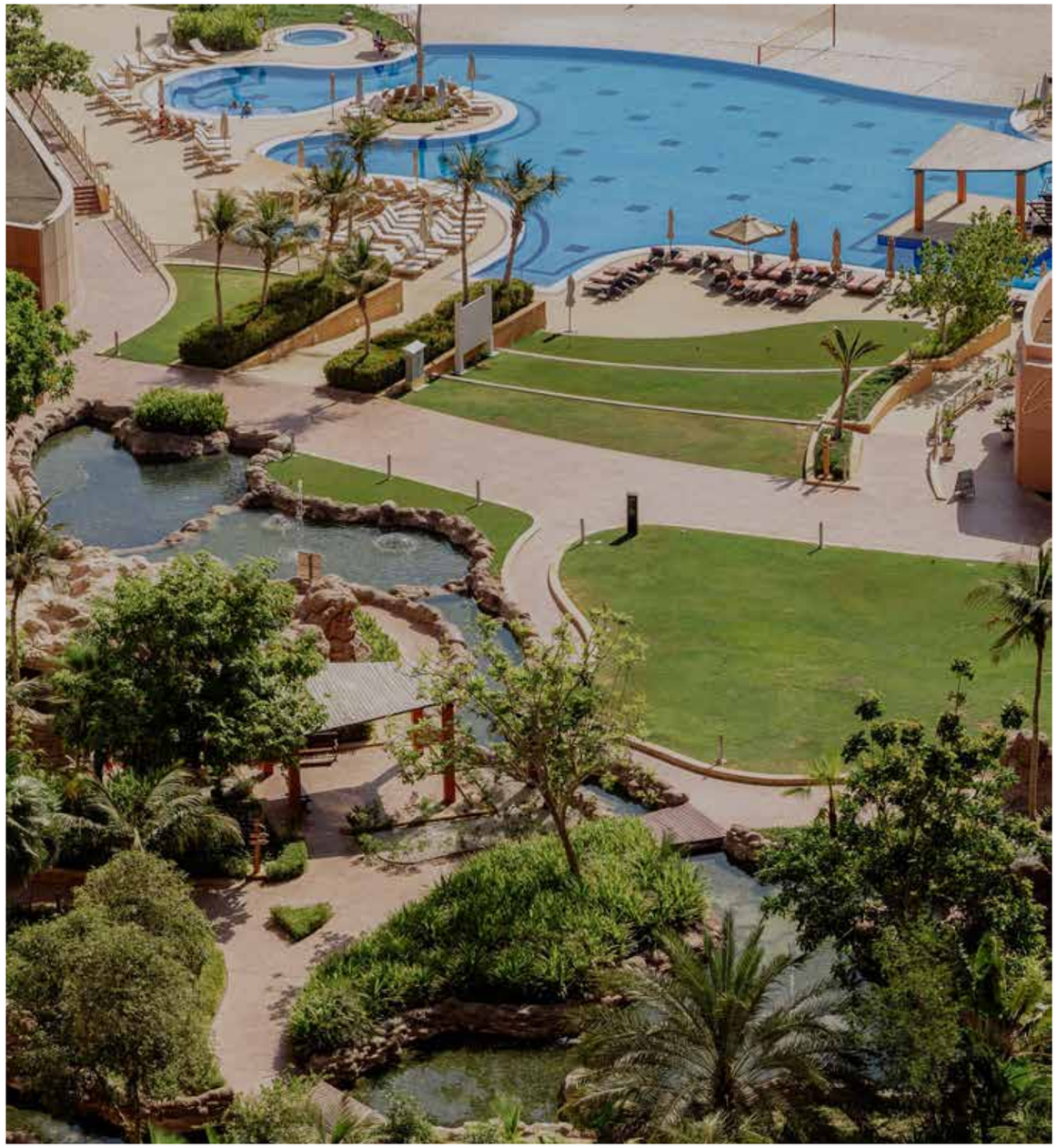
A stunning beachfront oasis blending chic sophistication with serene Dubai Marina skyline views, European-inspired dining, and world-class DJ sets.



DRIFT BEACH DUBAI (ONE&ONLY ROYAL MIRAGE)

An award-winning beachfront destination known for its chic urban vibe, exclusivity, and artful Provençal French cuisine by Chef de Cuisine Yassine Riahi.

STAYCATION *of* THE MONTH



ANDAZ DUBAI THE PALM

Between the palms and the sea, there's a different pace to the day.



THE ULTIMATE LIFESTYLE DESTINATION

Andaz Dubai The Palm is a vibrant 5-star lifestyle hotel on Palm East Beach, blending luxury, local heritage, and community spirit. Its 216 rooms—including 30 suites, four premium suites, and 116 Family Suites—weave the unique sights and textures of Dubai into an inspiring stay.



SUSTAINABILITY & CONNECTED SPACES

Driven by a long-term vision of sustainability, the property pairs upscale hospitality with eco-conscious operations. Guests can connect in the vibrant Andaz Co-Working Lounge, featuring specialty brews in partnership with Mokha 1450, or explore the resort via an immersive virtual tour.



WELLNESS & LEISURE

Relaxation takes center stage across the resort, featuring an adult-only Cabana Pool, a stunning rooftop Infinity Pool, and a private beach overlooking the Arabian Gulf. On the 14th floor, visitors can unwind at the tranquil ORA Spa or maintain their routine at the 24-hour state-of-the-art Fitness Centre with panoramic sunrise views.

HERITAGE
ICON



AL FAHIDI HISTORICAL NEIGHBOURHOOD
Where Tradition Meets the Creek.



THE FOUNDATION

Dating back to the 19th century, the Al Fahidi Historical Neighbourhood (Al Bastakiya) was established by wealthy textile and pearl merchants from Bastak, Persia, seeking to capitalize on the thriving trade along Dubai Creek. Saved from demolition in the 1970s through international preservation efforts, it stands as one of the city's best-preserved bastions of old Dubai.

THE ARCHITECTURE & LIFE

Characterized by narrow, winding sikkas and traditional courtyard houses built from coral stone, gypsum, and teak wood. The district features iconic wind towers (barjeels) designed to capture desert breezes as an ancient form of natural air conditioning before the advent of electricity.

THE INSIDER'S GUIDE

CULTURE & COMMUNITY:

Begin at the Sheikh Mohammed Centre for Cultural Understanding (SMCCU) for immersive tours, or explore the Coffee Museum, XVA Gallery, and the historic Al Fahidi Fort (built in 1787).

WHERE TO EAT:

Indulge in authentic local dishes like machboos and karak tea at the iconic Arabian Tea House or Al Khayma Heritage Restaurant set within leafy traditional courtyards.



EXPLORING THE WATERWAYS

Complete your cultural journey by crossing Dubai Creek on a traditional wooden abra from just AED 1 per trip, connecting the historic district directly to the bustling gold and spice souks of Deira.



PARTNER WITH
THE NEXT DUBAI

Where Brands Meet Dubai's Future

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WHY US

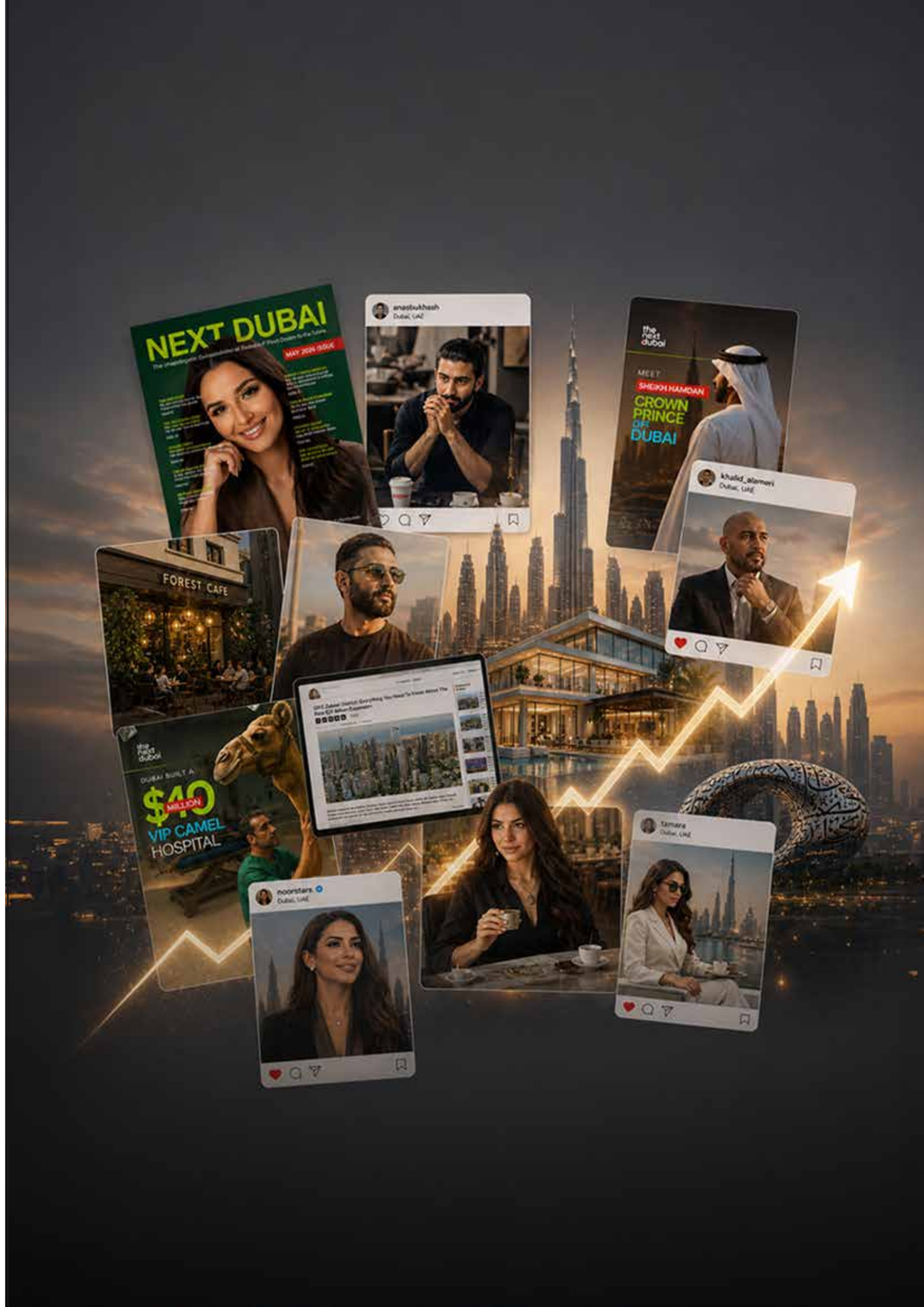
Our platform blends editorial storytelling with digital reach, creating visibility that is both immediate and lasting. Every feature is designed to position your brand within Dubai's evolving narrative.

WHAT WE OFFER

Premium magazine placements Strategic brand storytellingHigh-impact social media amplification Tailored collaborations for targeted reach.

THE OPPORTUNITY

Dubai is evolving in real time. So are the brands that lead it. Be part of the story.



04 THE NEXT ECONOMY
Real Estate, Investment & Government



GLOBAL HOUSING AFFORDABILITY

Dubai ranks 3rd among 23 major cities in UBS's 2026 housing affordability comparison, with a skilled service-sector worker needing around five years of income to buy a 60-square-metre apartment near the city centre.

GLOBAL AFFORDABILITY RANKING

Dubai ranks 3rd among 23 major cities for housing affordability in the UBS Global Real Estate Bubble Index 2026.

A skilled service-sector worker needs about 5 years of income to buy a 60 sqm apartment near the city centre, compared with 15 years in Hong Kong and 11 years in London.

PRICE-TO-RENT

Dubai's price-to-rent ratio is around 16 years, among the lowest in the study. By comparison, Zurich stands at around 46 years.

OWNERSHIP VS RENTING

UBS says homeownership in Dubai remains relatively attractive compared with renting, reflecting the emirate's high rental costs. However, Dubai also remains in the report's



GOVERNMENT INITIATIVE



THE EMIRATI CHEF'S TABLE
Dubai SME and Kitopi expand their partnership with the new Founder Series supporting 12 culinary entrepreneurs.

THE FOUNDERS SERIES

Dubai SME and Kitopi have teamed up for a three-month edition of The Emirati Chef's Table, spotlighting 12 homegrown chefs and culinary entrepreneurs across three distinct batches running from September to November. Building on the 2025 launch, the expanded series gives groups of four founders the chance to showcase their food through Eatopi at Dubai Hills Mall and One Central.

FIRST BATCH TALENT

Running until October 2, the inaugural batch features Wadeema Abdalla of Saccharose Desserts, Rehab Al Ameri of Local Foundry, Local Foundry's 38-hour fermented dough pizzas, Abdulrahman Lootah's fitness-inspired One Made comfort food, and Zainab Al Mousawi's modern spin on Emirati flavours with To The Moon & Back.





COMMERCIAL SCALE & MENTORSHIP

Beyond menu placement, participating founders gain access to Kitopi's kitchens, customer base, and delivery network, alongside comprehensive mentorship, content production, and marketing support to test concepts in a live commercial environment and drive long-term business growth.

MARKET SPOTLIGHT



VALIA AT DUBAI CREEK HARBOUR
Where the historic charm of the Creek meets the bold ambition of a modern skyline.

ARCHITECTURAL ELEGANCE

Rising from a mixed-use podium, Valia combines expansive glazing and sleek aluminium cladding, with private balconies offering views of Dubai Creek, the skyline, or the community park.

RESIDENCES CRAFTED FOR LIVING

Offering 1 to 4-bedroom apartments, Valia features thoughtfully planned layouts, floor-to-ceiling windows, premium finishes, and spacious interiors designed for modern waterfront living.





WELLNESS & LIFESTYLE

Residents can enjoy a swimming pool, kids' pool, yoga deck, BBQ area, private cabanas, outdoor fitness area, padel court and splash pad.

Located near Creek Marina and Ras Al Khor Wildlife Sanctuary, Valia also benefits from nearby retail, dining and the planned Dubai Metro Blue Line connectivity.



05 SMART DUBAI
Innovation, Apps & Education



AURA REWARDS

A Smarter Way to Shop, Earn & Enjoy Across the Region.

Aura, Alshaya's free lifestyle rewards programme, brings participating fashion, beauty, dining and lifestyle brands together in one digital membership across the UAE and GCC.

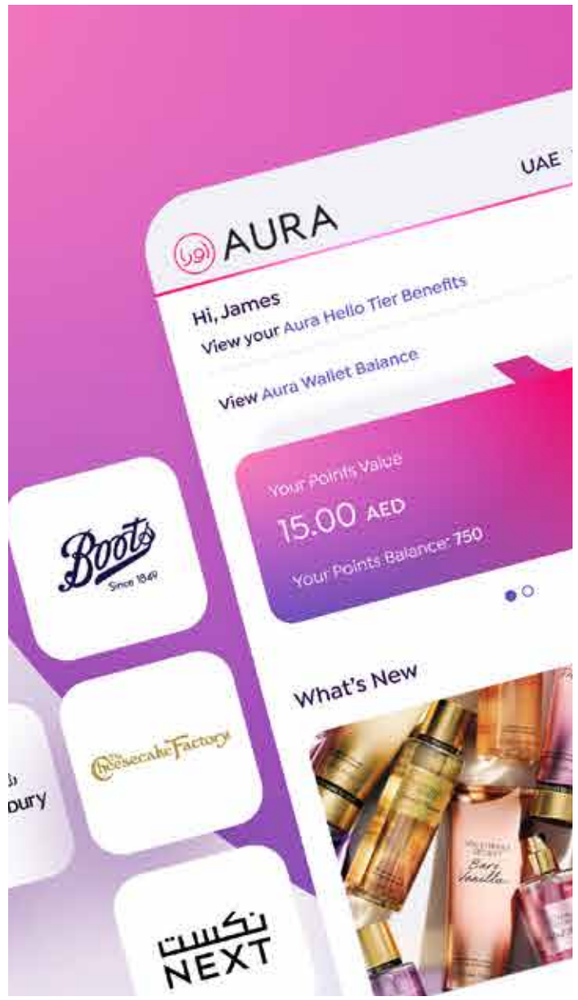


Members can earn points on eligible in-store and online purchases, redeem them towards purchases and rewards, and access personalised offers, member-only prices and Aura Exclusives through the Aura MENA app, no physical card needed.



ONE MEMBERSHIP. MORE REWARDS

Aura offers three tiers — Hello, Star and VIP — with benefits that grow as members progress. Most Alshaya-operated brands participate, with some exclusions, while Starbucks is available for points redemption.



AURA PASS

Available exclusively in the UAE for a limited time, Aura Pass costs AED 199 including VAT and offers 30% off at participating Alshaya brands until 31 December 2026, with selected online exclusions. At Primark, members receive double points instead.

Earn. Redeem. Discover. Enjoy more from the brands you love, all in one app.

THE KNOWLEDGE ECONOMY



HONOURING THE EDUCATORS CHANGING LIVES

GLOBAL TEACHER PRIZE 2027

UAE teachers are called to apply for the prestigious $1 million award, with applications closing on October 12.

UAE TEACHERS CALLED TO APPLY FOR $1M PRIZE

Pioneering UAE educators are being urged to submit their applications for the GEMS Education Global Teacher Prize 2027, a Varkey Foundation initiative, as the application window closes on October 12.

Founded by education pioneer Sunny Varkey, the $1 million award is the largest prize of its kind, recognizing teachers who make an extraordinary contribution to their profession

For the 2027 edition, eligibility criteria have been broadened to recognize a diverse array of changemakers, including digital educators, education program leaders, and teachers working in refugee or out-of-school settings alongside traditional classroom instructors.

APPLICATION ESSENTIALS

Open to educators teaching learners aged four to eighteen with a minimum of 5 years of experience, including part-time, self-employed, digital, and non-formal program leaders.

Interested teachers can submit their applications online at www.globalteacherprize.org.





THE ART OF WHIMSICAL HOROLOGY
CRAFTING CULTURE



STUDIO UNDERD0G × AHMED SEDDIQI “CHAN3AD”
A 38.5mm monopusher chronograph inspired by the UAE's prized kingfish, limited to 100 pieces.



A RARE CATCH, REIMAGINED

Following its debut at Dubai Watch Week, British independent favorite Studio Underd0g has teamed up with regional powerhouse Ahmed Seddiqi & Sons for the exclusive 03SERIES Chan3ad.

Inspired by the UAE’s prized kingfish, the watch features a textured blue-grey top dial mimicking scales, a sunburst pink lower layer, and Eastern Arabic numerals.

Finished with yellow-tipped chronograph hands reminiscent of a fresh squeeze of lemon, this 100-piece limited edition blends playful design with high-end horology.

INSET FEATURE BLOCK:
ENGINEERED FOR THE REGION

Housed in a 38.5mm stainless steel case, the Chan3ad runs on a custom manually wound Sellita SW510 M movement with a 63-hour power reserve. It ships with both a genuine salmon skin strap and a stainless steel Milanese mesh. Available exclusively via Ahmed Seddiqi.



06 MODERN LIVING
Beauty, Wellness & Performance



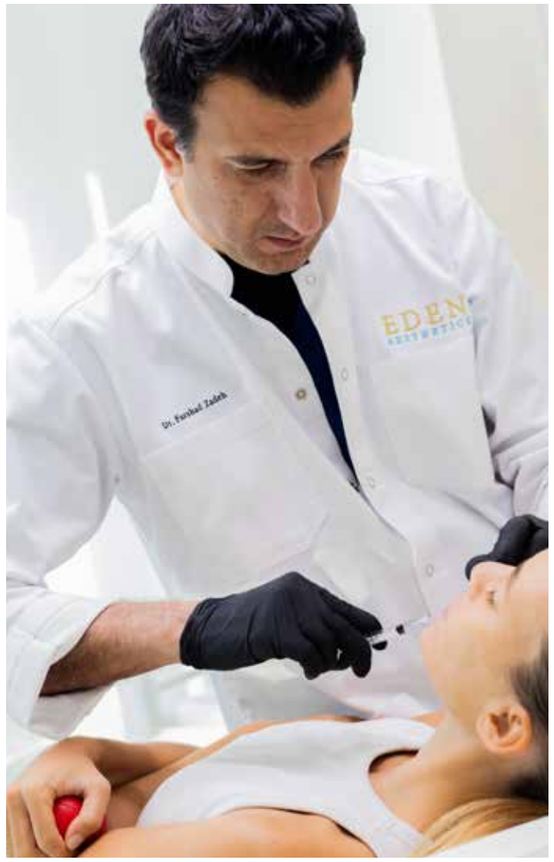
DR. FARSHAD ZADEH
Redefining Aesthetic Medicine Through Expertise, Innovation and Personalized Care.

WHERE DUBAI GOES FOR BEAUTY

EDEN AESTHETICS Clinic™ is a premier Dubai destination for advanced aesthetic medicine, beauty, and longevity, led by Medical Director Dr. Farshad Zadeh. It is a medical sanctuary where world-class expertise, scientific innovation, and luxury design unite.

DR. FARSHAD ZADEH

An MD and general practitioner, Dr. Farshad specializes in aesthetic medicine, is a certified member of the American Academy of Anti-Aging Medicine (A4M), and is certified in advanced injectables and lasers by NCLC USA. His expertise covers Botox, fillers, non-surgical facelifts, and skin rejuvenation.



BEAUTY, WITH A NATURAL APPROACH

Offering comprehensive care under one roof—from cosmetic injectables and skincare to plastic surgery, dentistry, longevity programs, and laser treatments, EDEN uses only FDA- and CE-approved devices.



With breathtaking skyline views and a five-star patient experience, EDEN's philosophy is centered around helping patients look younger, feel healthier, and live better.



EDEN PHILOSOPHY

Named after a sanctuary of vitality, EDEN's philosophy is centered around helping every patient look younger, feel healthier, and live better. Backed by breathtaking skyline views and a five-star patient experience, the clinic's compassionate team ensures every detail is designed for your comfort, privacy, and outstanding, natural-looking results.

07 SOCIETY & STYLE
Fashion, Culture & Influence



DUBAI FASHION WEEK SS27
Returning to Dubai Design District (d3) from October 22 to 26, 2026.

THE RETURN TO d3

Dubai Fashion Week (DFW) returns to Dubai Design District (d3), part of TECOM Group, for its Spring/Summer 2027 (SS27) edition, running from October 22nd to 26th, 2026. Co-founded by d3 and the Arab Fashion Council, the upcoming showcase reinforces Dubai's position as a global hub for fashion, creativity, and industry leadership.



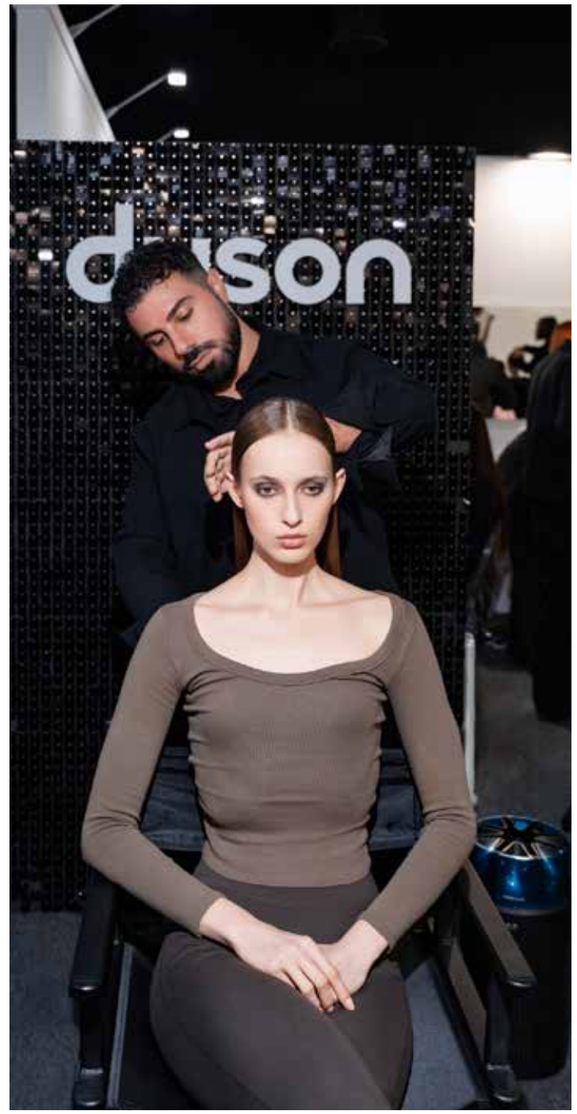
SHOWCASING REGIONAL CREATIVITY

The curated programme brings together a lineup of regional and international designers alongside leading buyers, press, and key industry stakeholders. In addition to high-energy runway parades, the event features a dedicated Buyers Programme designed to facilitate commercial partnerships through showroom appointments, designer previews, and tailored networking opportunities.

DESIGNER APPLICATIONS & VISION

Designer applications are open now through the official DFW website, with submissions reviewed by a Selection Committee to ensure a curated lineup reflecting the region's developing sartorial narrative.

Emphasizing diversity, culture, and an eco-conscious mindset, DFW continues to put emerging regional designers in front of a global audience ahead of the international fashion calendar.



THE WOMAN BEHIND NUMAISH

A VISION FOR DESIGN & DISCOVERY



NUMAISH LIFESTYLE EXHIBITIONS

Founded in 2012 by Manisha Kumar Chhabra, NUMAISH® was created to bring talented designers from the Indian subcontinent closer to UAE shoppers. What began with curated fashion showcases has grown into a platform connecting designers, brands and audiences through fashion and lifestyle exhibitions.

FROM VISION TO PLATFORM

NUMAISH brings together established names and emerging designers across women's and men's apparel, jewellery, accessories, beauty, art, food and home décor, with talent represented from India, Pakistan, Singapore, Hong Kong and beyond.

CURATED FOR EVERY SEASON

From Seasonal Shows and NUMAISH® Luxury to Designer Deals and Exclusive Trunk Shows, the platform has created different formats around fashion discovery, offering shoppers curated collections and designers a route into the UAE market.



THE NUMAISH EXPERIENCE

From multi-designer showcases and shopping pop-ups to exclusive brand presentations, NUMAISH continues to create a meeting point between designers, fashion and Dubai's style-conscious audience.



COMMERCIAL SCALE & MENTORSHIP

Beyond menu placement, participating founders gain access to Kitopi's kitchens, customer base, and delivery network, alongside comprehensive mentorship, content production, and marketing support to test concepts in a live commercial environment and drive long-term business growth.

CREATING OPPORTUNITIES THROUGH DESIGN

Manisha has described NUMAISH as a platform built around innovation, growth and opportunity, with women consistently making up a significant share of its participating designers. She has stated that around 80 to 90 percent of designers at its shows are women.



WHAT'S NEXT

NUMAISH's upcoming Dubai calendar includes the Diwali Edit 2026 on 17 October, Exclusives 2026 on 28 and 29 November, and Summer Show 2027 on 16 and 17 January, all at Shangri La Dubai.



GET FEATURED
ON THE NEXT DUBAI

From visibility to viral reach — we help brands get seen, shared and remembered across Dubai.

SCAN QR CODE

Download our media kit

Our philosophy is simple: To keep our audience informed without being overwhelmed, and inspired without exaggeration.

Through sophisticated storytelling and high-quality production, we simplify complex ideas into relatable, authentic content that adds genuine value to our community. We don't just report news; we define the stories that matter.

Our Purpose, Our Mission

Defining the Digital Pulse of Dubai

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