

ART, BEAUTY, CULTURE & FASHION EVENT
WORLD FASHION FESTIVAL AWARDS (Fall/Winter 2019)
International Artists and World-wide Designers inspired by Dubai's Glam

With the occasion of the celebration of the "YEAR of TOLERANCE", the third edition of the first combined **ART, BEAUTY, CULTURE & FASHION** International Event **World Fashion Festival Awards** took place on 4th & 5th October 2019 at Sofitel the PALM Resort & SPA Hotel Dubai. The festival was officially opened by His Royal Highness Sheikh Obaid Bin Suhail al Maktoum.

World Fashion Festival Awards has demonstrated once again with its 3rd season the uniqueness event concept as the perfect combination of ART | BEAUTY | CULTURE and FASHION.

ART

WFFA had the privilege to have as Guests of Honor, two international artists:

- ▶ **Thomas Salamonski (Austria) aka Salamonski ART** who displayed incredible oversized paintings of vibrant colors and inspirational portraits and animals
- ▶ **Raouf Meftah (Monaco) aka Art Calligraphy Meftah** who attended as a Jury Member representing the Monegasque National Committee of the international Association of Plastic Arts from UNESCO AIAP of which he is a distinguished member, five times awarded by UNESCO

BEAUTY

A fierce competition between worldwide makeup artists took place in two distinct categories: **BEST FASHION LOOK** and **BEST BRATZ LOOK**.

CULTURE

WFFA had the opportunity to celebrate the YEAR of TOLERANCE and FRIENDSHIP in the presence of three wonderful international artists: Sonia Majeed, Darren Timms and Jassim Al Khazraji, who have shared their vision of diversity yet unity, combining music and literature from their countries and cultures on the stage of WFFA.

- ▶ **Sonia Majeed** is a young aspiring professional playback Singer, Musician, known for being the First Pakistani Female Singer to have performed at the United Nations. She is A Global Good Will Ambassador, Global Peace Ambassador, holding numerous awards for her achievements and dedication to her profession and support to the community
- ▶ **Darren Timms (UK)** brought on the stage of the WFFA the premiere launch of his latest book "**The Journey back to Self**" having the aim to make us reflect on our lives, motivating us to rediscover ourselves
- ▶ **Jassim Al Khazraji (UAE)** is an emerging writer who has dedicated his latest book '**Your Dream, Zayed!**' to the Father of the Nation. During the Press Conference, the author shared with the audience the reason for being inspired to write this book
- ▶ **Anas Al Halabi** (the first handpan player with Arabic melody) **and Nana** (kanoun player) have entertained the audience with their melody, opening the Awards Ceremony in the 2nd day of the Festival

FASHION

Incredible emerging fashion designers from 4 continents have displayed their latest collections at the WFFA last weekend: Nermy Design by Nermin Abdel Khalek (Lebanon), Gianni Cirillo (Italy), Saiid Omari (UAE), Coffarte by Roberto Caggia (Italy), D&D Clothing by Dennis Osadebe

(Nigeria), Nikolia by Ieva and Ruta (Lithuania) and WIP Academy (Romania) by a group of 5 young designers: Maria Birlea, Alexandra Sabau, Manuela Gulean, Daniel Ciprian Casian and Luna Achiroaie.

Some of the designers enrolled and competed for the two categories of awards: **BEST Collection** and **BEST Dress** (theme: BARBIE DRESS - A Royal Adventure). Another premiere this edition was the competition for children, where 30 young models and children designers have competed in various awards categories, as **BEST Young Model** and **Most Popular Young Model**.

On October 5th, the Awards Ceremony was opened by the **Head of Jury and Special Guest Fashion Designer – Dr. Mona Al Mansouri** who has presented her latest collection on Kaftan and Bridal for adults and children. The collection was a splendid opportunity to see on the stage 3 generations of women, highlighting the art and beauty in a magnificent style and stunning designs.

EmulEos by Emily Prozinski (USA) was one of the biggest highlights of the Awards Ceremony night, where the designer was awarded by Her Excellency Deputy of US General Consul Mrs. Christine Lawson with the Trophy Award for the **BEST Collection Spring/Summer 2019**. Emily has rewarded the audience of WFFA with a wonderful collection called **BRAINSTORM**, after presenting it first at the Paris Fashion Week, last week of September.

To respect the tradition, the Jury of WFFA Fall/Winter Season 2019 was very diverse with professionals and experts from various fields of ART | BEAUTY | CULTURE and FASHION: Dr. Mona Al Mansouri (Head of Jury), Sumayyah Al Suwaidi (Artist, Fashion Designer & Entrepreneur), Rana Al Sayyed (Founder of RANAZONE and SME Member), Dr. Monica Mergiu (Writer), Raouf Meftah (Artist), Mera Ali (Journalist and Presenter), Malek Namlagi (Fashion & Beauty Business owner), Naima Bennani (Makeup Artist), Melodie Briere (Makeup Artist), Hind Bin Naiser (Beauty Business owner) and Ioana Al Bada (Co-founder of WFFA and Hit High Events).

The winners of WFFA 3rd Edition (Fall/Winter) 2019 are:

BEST COLLECTION:

Trophy: Gianni Cirillo (Italy); 2nd Place: Coffarte by Roberto Caggia (Italy); 3rd Place: D&D by Dennis Osadebe (Nigeria)

BEST DRESS:

Trophy: Nermy Design by Nermin Abdel Khalek (Lebanon); 2nd Place: Gianni Cirillo (Italy); 3rd Place: D&D by Dennis Osadebe (Nigeria)

BEST MODEL:

Trophy: Jazmin Duran (Bolivia)

BEST YOUNG MODEL:

Trophy: Paul Gabriel Butuza (Romania); 2nd Place: Maria Birlea (Romania); 3rd Place: Borisz Pados (Hungary)

MOST POPULAR MODEL:

Trophy: Diana Babyna (Italy), 2nd Place: Alina Chirulescu (Romania), 3rd Place: Yasmin Akhter (India)

MOST POPULAR YOUNG MODEL:

Trophy: Shaikha Al Abdool (UAE); 2nd Place: Louise Alexandria Rodulfo (Philippines); 3rd Place: Deneil Naidu (Australia)

BEST FASHION LOOK:

Trophy: Nazanin Soheily (Iran); 2nd Place: Hay Mar Moe Nge (Myanmar); 3rd Place: Cristina Cimpoiasu (Romania)

BEST BLOGGER / INFLUENCER: Diana Ganeeva (Russia)

BEST HOSPITALITY AND TOURISM PR: Shadi Dawi (Lebanon)

BEST PHOTOGRAPHER: Wolfgang Nelson (Austria)

BEST MEDIA COVERAGE: Saif Rahman Sozib

BEST PAINTER: Thomas Salamonski (Austria)

BEST ART CALLIGRAPHY ARTIST: Raouf Meftah (Monaco)

BEST WRITER: Jassim Al Khazraji (UAE)

BEST BRATZ LOOK: Olena Bolshakovael (Ukraine)

The story of the 3rd edition of the WFFA festival was a great success, where many partners and sponsors have joined the journey and made this success being possible. Many thanks to:

TANUKI | QUITE QUAIN | YVES FOREVER | CHERRYPICK | HOLIDAY INN AL BARSHA HOTEL | VICTORY BUSES | 961 LEBANESE BAR | LITTLE MISS WORLD HUNGARY | TWO CONTINENTS TOURS & TRAVEL | HBN COSMETICS | MEDWIN MEDICAL CENTRE | KLINIKUM CARE DUBAI | CREATE AV | SOFITEL THE PALM DUBAI | SMAC FASHION | MAKE IT MANAGEMENT | PAULA GOIA | DESIREE ABDOU | PROPAGANDA | RANAZONE | K-FASHION MAGAZINE (Netherlands) | WIP MODEL ACADEMY (Romania) | RED SILK CARPET MAGAZINE (USA) | DAILY MAIL24 | REPUTATION POLL ONLINE MAGAZINE (Nigeria) | FASHIONZ ULTIMATE (India) | ALL EYES MAGAZINE (USA) | MARIA GRAZIA GOLFIERI (Italy) | DYNASTIE MAGAZINE (UAE) | WOLFGANG NELSON (Austria) | FASHION LUXURY (Italy) | MARQUIS MAGAZINE (Australia) | BOHEMIAN RHAPSODY WEEKLY MAGAZINE (Australia) | WORLD FASHION MEDIA NEWS | FASHION PRESS 24 | MUN MUN GHOSH | TAHIR HUSSAIN | FASHION 360 MAGAZINE (USA) | DOT STUDIO | URIAGE EAU THERMALE | TY FASHION