**Dar Al Maghrib Hosts Moroccan Fashion Show to Celebrate Qatar-Morocco 2024 Year of Culture**

**DOHA, Qatar – 8 December 2024** – The Qatar-Morocco 2024 Year of Culture hosted a stunning fashion show on December 4 at the Dar Al Maghreb Pavilion in MIA Park. The event, attended by Her Excellency Sheikha Al Mayassa Bint Hamad Bin Khalifa Al Thani, Chairperson of the Years of Culture, and HRH Princess Lalla Hasna of Morocco, highlighted the iconic caftan, a symbol of Moroccan elegance.

The show brought together 10 renowned Moroccan designers and highlighted their creativity and craftsmanship, with each piece reflecting the skills of Moroccan artisans and the blend of tradition with modern creativity.

The designers presented 10 unique creations each, combining Moroccan heritage with modern fashion:
- Amina Benmoussa (Miya Couture) merges traditional Moroccan styles with contemporary fashion.
- Benyahya Yasmina is known for her expertise in both traditional and modern caftan design.
- Myriam Bouafi focuses on crafting Moroccan caftans that combine both heritage and modern design elements.
- Frédérique Birkemeyer brings a fresh perspective to Moroccan traditional attire, including caftans and gandouras.
- Siham Sara Chraibi, founder of Maison Sara Chraibi, is known for blending tradition and modernity in her designs.
- Zineb Joundy combines avant-garde interpretations with Moroccan traditions, particularly the caftan.
- Fouzia Naciri innovates within traditional caftan-making with her brand L'Atelier du Caftan.
- Albert Oiknine is recognized as one of the most prestigious figures in the world of caftan-making.
- Najlae Diouri, founder of the brand Najlae, blends modern design with Moroccan heritage in her caftans.
- Houda Serbouti is celebrated for her luxurious caftans, fusing Moroccan craftsmanship with modern glamour.

The evening began with a traditional Moroccan welcome, offering guests a taste of Moroccan hospitality. The Dar Al Maghreb Pavilion's façade was transformed with cutting-edge projection mapping that illustrated Morocco's material and intangible heritage.

The event was complemented by musical performances from the acclaimed RANINE ensemble, featuring Sanaa Marahati and Marouane Hajji, with each performance showcasing the diverse regions of Morocco.

This exclusive fashion show reinforced the Qatar-Morocco 2024 Year of Culture's goal to support cross-cultural dialogue and artistic exchange, emphasizing the importance of cultural storytelling through design. Moreover, the event underscored the power of the Years of Culture initiative in promoting mutual understanding and inspiring future collaborations.

-ENDS-

**About Years of Culture**
The Years of Culture initiative, chaired by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, spearheads long-lasting cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together, nurturing connections, encouraging dialogue, and deepening understanding. Though formal programming spans one year, the lasting impact continues through legacy projects.

The Qatar-Morocco 2024 Year of Culture is developed in collaboration with leading organizations in Qatar with counterparts in Morocco and with assistance from the Moroccan Ministry of Youth, Culture, and Communication, Qatar's Embassy in Morocco, and the Embassy of the Kingdom of Morocco in Qatar.

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Türkiye 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, Qatar-USA 2021, Qatar-MENASA 2022, and Qatar-Indonesia 2023.

**FIND US ONLINE:**
***Years of Culture***
Website: yearsofculture.qa
*X:* @YearsofCulture | Instagram: @YearsofCulture | Facebook: @YearsofCulture

**PRESS CONTACT**
Regional media:
Anya Kotova
Brown Lloyd James
anyak@bljworldwide.com

International media:
Julia Esposito
Polskin Arts
Julia.esposito@finnpartners.com