

M7 and Printemps Doha Launches The Collective, a Retail Incubator Program for Qatar-Based Fashion Designers

Every year, the program will support seven shortlisted brands with a three-month coaching program, personalized mentoring and the ultimate prize – a retail opportunity at a leading shopping destination

Doha, Qatar – **August 29, 2022**– M7, Qatar’s epicentre for innovation and entrepreneurship in fashion and design, and Printemps Doha, set to be the largest luxury department store in the region when it opens in Q3 this year, are pleased to announce the inception of **The Collective**.

A three-month mentorship program designed by M7 in strategic partnership with Printemps Doha, **The Collective** aims to guide selected Qatar-based established and up-and-coming designers through their creative process while enabling them to have a better understanding of the business of fashion - connecting them with industry experts, offering them one-on-one mentorship and ultimately, preparing them for their entry into the retail market.

Following an initial screening process, 14 selected participants with categories comprising womenswear, abayas & kaftans, eveningwear, casual wear, and accessory brands, will be invited to introduce their brand and present samples from their latest collection in September to a jury panel composed of fashion industry experts and retail professionals from M7 and Printemps Doha.

The jury will shortlist seven designers who will receive the exclusive opportunity to showcase their brand and sell their capsule collection in a dedicated M7 x Printemps Doha concept space following a three-month long preparation period which will include workshops and coaching sessions.

Maha Al Sulaiti, Director of M7, said: “We are excited to partner with Printemps Doha to provide emerging designers in Qatar with an amazing opportunity to showcase their skills to the global community and highlight the nation’s rapidly evolving fashion and creative landscape. A one-of-its-kind initiative, The Collective is at the core of our mission at M7 to champion the careers of Qatar’s design talents, and we look forward to our collaboration with Printemps Doha to further strengthen and accelerate the growth of the local fashion economy”.

Thierry Prevost, General Manager of Printemps Doha, added: “This partnership initiative with M7 is a significant one and reflects our commitment at Printemps to engage with and support designers. Our mutual goal is to empower them through mentorship and curated workshops, to encourage their creativity, support their entrepreneurship skills and more importantly, to offer them a dedicated commercial platform and retail visibility where they can showcase their brand at a leading luxury fashion department store. This will provide for the selected designers a great opportunity to meet customers in a dedicated selling space”.

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About M7

M7 is Qatar’s epicentre for innovation and entrepreneurship in fashion and design. Established by Qatar Museums under the leadership of Her Excellency Sheikha Al-Mayassa bint Hamad bin Khalifa Al Thani, M7 is committed to accelerating the growth of Qatar’s creative economy by providing mentorship and opportunities for designers to build a successful business both locally and internationally, while encouraging the fashion and design industry to play their part in the growth of Qatar’s creative circular ecosystem. M7’s platforms include comprehensive incubation and mentorship programmes, world-class exhibitions and pop-ups, and public discussions. Located at the heart of Msheireb Downtown Doha, M7 serves to create a space for creatives by working closely with its Resident Partners, Cutting Studio, Studio 7, Scale 7, Fromm, Workington and Profiles.

About Printemps Doha

Founded in 1865 in Paris by Jules Jaluzot the iconic retailer, Printemps is one of France's leading department stores. For over 150 years, feeling the air of the times, Printemps has been a major player in global retail transformation. For the first time, Printemps will bring its unique French savoir faire to Qatar with the opening of a flagship department store in Doha in Q3 of 2022 - the first Printemps store to open outside of France and the largest luxury department store in the Middle East. With a retail space of more than 40,000sq/m and strategic position in a one-of-a-kind destination: Doha Oasis, Printemps Doha will be spread across three floors and offer an extensive range of exclusive fashion brands, high-end jewelry, lifestyle & home accessories, beauty, a flower shop and 14 world-class F&B concepts.

About Doha Oasis

Doha Oasis is a high-end mixed-use development in the heart of Doha. The development is located in the Msheireb district, the heart of Doha downtown, and is within minutes from major tourist sites and public transportation hubs. The distinctive elliptical shape of Doha Oasis is complemented by its unique mixture of high-end attractions and services, making it a one-stop destination for guests who are seeking a unique experience that can’t be matched across Doha, consisting of: *Banyan Tree hotel and residence*, an elegant urban sanctuary designed by renowned interior designer Jacques Garcia, best known for his contemporary interiors of Paris hotels and restaurants. The themed experience centre “Quest”, where cutting-edge technology meets imagination through a combination of 35+ extreme thrill rides, virtual and augmented reality simulators, play areas and attractions for the whole family.

A unique *VOX cinema* complex boasting 19 screens and offering a mix of experiences including luxury VIP concepts, IMAX mega-screen designed for the biggest blockbusters and a multi-sensory movie-watching concept, 4DX.

