

Years of Culture Supports M7 Designer Delegation to Canada for Fashion Art Toronto Debut

Qatari and Qatar-based designers to showcase creativity on an international stage and engage with the North American design market

29 April 2026 - Doha, Qatar: Fashion is becoming the latest platform for closer cultural cooperation between Qatar and Canada, as three emerging Qatari and Qatar-based designers prepare to debut their work in Toronto this spring. Backed by and presented by the Qatar Canada and Mexico 2026 Year of Culture, the delegation from Doha-based innovation and entrepreneurship hub M7 will showcase at Fashion Art Toronto, highlighting how cultural exchange is increasingly being shaped through fashion, design and the wider creative economy.

The M7 delegation brings together fashion, market discovery and cultural exchange at a moment when both Canada and Qatar are placing growing emphasis on the creative industries as drivers of international collaboration.

Founded in 2005, Fashion Art Toronto has become a prominent platform for independent designers and artists, known for championing inclusivity and the intersection of fashion with contemporary art. For the visiting delegation, it offers both a runway debut and a first look at the North American retail and design landscape.

At the centre of the trip is M7, a regional hub established by Qatar Museums to support designers, entrepreneurs and creatives working across fashion, technology and culture. The institution has increasingly become a gateway for Qatar-based and regional talent seeking international exposure and commercial growth.

“This visit to Canada reflects our commitment as a regional design hub to creating meaningful opportunities for creative talent to connect across borders,” said M7 Director Maha Ghanim AlSulaiti. “Through Years of Culture, we can build platforms where designers can showcase their work globally and exchange ideas, explore new markets and have a direct impact on cross-cultural understanding.”

The delegation from Qatar includes three designers whose work reflects both Qatar’s evolving design identity and broader global influences.

Noof Al Mulla, founder of LIN, will present *HER AURA*, a collection shaped by linen, silk and fluid summer silhouettes. Rooted in quiet strength and refined minimalism, the pieces are designed to move with her, reflecting a sense of ease, light, and understated presence. “I’m proud to bring LIN to Canada and share a collection that feels deeply connected to who we are,” Al Mulla said. “For me, this goes beyond showcasing designs. It’s about exchanging perspectives and discovering how women, across different cultures, connect through the same sense of simplicity, elegance, and intention.”

Designer Samah Sulyman will present *Jeu Due Denim: In Play*, an experimental collection that rethinks denim through sculptural tailoring, draping and sustainable techniques, including the use of recycled materials and 3D printing. “With *Jeu Due Denim*, I wanted to take something familiar like denim and look at it in a completely different way. Bringing it to Canada is a great chance to share that creative process with a new audience,” Sulyman said.



Rayan Alami, whose label Authentic Roz' is shaped by a life lived between Qatar, Morocco, and Brazil, will debut *Third Space*, a collection exploring identity through the tension between heritage, movement, and transformation. Rayan Alami said, "*Third Space* is deeply personal to me. It comes from growing up between cultures and constantly navigating different ways of seeing the world. The collection reflects that in-between space where identity is never fixed, but always evolving. To present it in Canada feels meaningful because it allows me to share that experience with a wider audience, through clothing that carries both memory and change."

Beyond the runway, the delegation will take part in buyer meetings, networking sessions and market visits aimed at understanding consumer trends, retail opportunities and the broader design ecosystem in Canada. Representatives from M7-incubated accessories brand Tash & Ley will join for this portion of the trip. The programme is part of the wider 2026 Years of Culture initiative linking Qatar with Canada and Mexico.

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. At its core, Years of Culture is a portal for making connections across various sectors, including cultural heritage, creative industries, social and economic development, and innovation, which enriches Qatar's ties with partner countries beyond the dedicated year.

Each year is organised with support from Qatar and partner countries' cultural institutions, ministries, foundations, and private and public sector partners, with assistance from Embassies in Qatar and abroad. Programmes are tailored to explore the unique nature of each partner country.

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, Qatar-Indonesia 2023, Qatar-Morocco 2024, and Qatar Argentina and Chile 2025.

FIND US ONLINE:

Years of Culture

Website: yearsofculture.qa

X: [@YearsofCulture](https://twitter.com/YearsofCulture) | Instagram: [@YearsofCulture](https://www.instagram.com/YearsofCulture) | Facebook: [@YearsofCulture](https://www.facebook.com/YearsofCulture)

PRESS CONTACT:

Anya Kotova

Years of Culture

akotova@qm.org.qa

About M7

Established by Qatar Museums under the leadership of its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, M7 is Qatar's creative startup hub dedicated to fashion, design and technology. The creative hub is a catalyst for creativity in people of all ages and backgrounds.



M7 hosts a number of Resident partners that serve the creative ecosystem as well as exhibitions, educational and skill-based programmes and public discussions. The hub cultivates talent through expert mentorships, connecting Qatar’s innovators with influential creatives from around the world. M7 is one of multiple initiatives developed and supported by Qatar Museums to help build a strong and sustainable cultural infrastructure in Qatar. In 2024, M7 became a central hub for Design Doha, Qatar Museums’ biennial showcase for excellence and innovation in the design community in Qatar and the MENA region, hosting the event’s main exhibitions. Maha Ghanim Al Sulaiti is the Director of M7.

M7 serves to:

- advance the careers of Qataris and its residents in the creative industries, with a focus on fashion and design
- train aspiring entrepreneurs in creative fields
- spark creativity in people of all ages and backgrounds through exhibitions, educational and skill-based programmes, and public discussions
- help connect Qatar’s creative innovators with the world

About Fashion Art Toronto

Founded in 2005 by Vanja Vasic, Fashion Art Toronto is a multi-arts fashion organization celebrated for its ongoing commitment to providing inclusive platforms for Canada’s diverse fashion and artist communities. Fashion Art Toronto hosts a bi-annual fashion week that supports and celebrates Canada’s diverse community of designers, creatives and artisans through dynamic runway shows, fashion presentations, art installations and retail pop-ups. Fashion Art Toronto also partners with leading cultural events and organizations across the city to produce fashion shows, pop-ups and installations, including ROM After Dark, Artist Project, Toronto Queer Market, FASHION Magazine and more.

