

Qatar's Emerging Fashion Talent Makes North American Runway Debut at Fashion Art Toronto

Three M7-supported designers showcase collections in Canada as part of the Qatar-Canada and Mexico 2026 Year of Culture

2 June 2026 – Toronto, Canada: Three emerging Qatari and Qatar-based designers made their North American runway debut at Fashion Art Toronto last week, presenting original collections to international audiences as part of the Qatar-Canada and Mexico 2026 Year of Culture.

Representing Doha's innovation and entrepreneurship hub M7, the designers unveiled their collections during one of Canada's leading platforms for independent fashion and contemporary art. The showcase formed part of a wider programme of buyer meetings, networking events and market visits designed to connect Qatar's growing creative sector with North American industry leaders.

The initiative reflects the growing role of creative industries in strengthening cultural and economic ties between Qatar and Canada. Founded in 2005, Fashion Art Toronto has built a reputation for championing emerging talent, artistic innovation and inclusive design, making it an ideal platform for introducing a new generation of Gulf-based designers to international audiences.

"For Qatar, Canada is a particularly important partner because it understands something essential about modern identity," said Tariq Ali Faraj Al-Ansari, Ambassador of the State of Qatar to Canada. "As multicultural societies shaped by global communities, both Canada and Qatar understand that identity is strengthened through exchange. Both countries also recognise the growing role that culture and creative industries play in economic development, innovation and international engagement. That is the spirit of the Years of Culture partnership between our two countries."

At the centre of the delegation was M7, Qatar Museums' creative hub dedicated to supporting entrepreneurs, designers and innovators working across fashion, design and technology. Through mentorship, business development programmes and international opportunities, M7 has become a key platform for nurturing creative talent and expanding access to global markets.

"M7 exists to help creative talent move from local promise to international opportunity," said Stefano Merenda, who led the delegation alongside Moza Jassim Al Sharim. "For many of the designers participating in this showcase, M7 has played a role in helping them refine their creative vision, strengthen their businesses and build the confidence to present their work on a global stage. Their participation in Toronto demonstrates both the strength of Qatar's emerging fashion ecosystem and the growing international appetite for new perspectives from the region."

The participating designers presented collections reflecting diverse cultural influences, contemporary craftsmanship and distinctive creative identities.

Noof Al Mulla, founder of LIN, presented *HER AURA*, a collection defined by fluid silhouettes, natural fabrics and understated elegance. Crafted in linen and silk, the collection explored movement, lightness and quiet confidence through refined minimalist design.

Designer Samah Sulyman unveiled *Jeu Due Denim: In Play*, a sustainability-focused collection that reimagines denim through reconstruction and experimentation. Featuring hand-cut layers, raw edges and sculptural forms, the collection transforms a familiar material into bold contemporary statements.



Rayan Alami, founder of Authentic Roz', debuted *Third Space*, a collection inspired by his Moroccan and Brazilian heritage and his experience growing up in Qatar. Blending cultural references, textures and colour palettes with contemporary tailoring, the collection explores identity through the lens of multiple worlds and influences.

Beyond the runway, the delegation participated in industry meetings and retail visits aimed at deepening their understanding of consumer trends, market opportunities and Canada's broader fashion ecosystem. Representatives from M7-incubated accessories brand Tash & Ley also joined the programme. Known for their silk accessories inspired by regional symbolism, personal narratives and Middle Eastern visual culture, the brand showcased a contemporary design approach rooted in storytelling, craftsmanship and artistic expression.

The Toronto showcase forms part of a broader programme of cultural and creative exchanges taking place throughout the Qatar-Canada and Mexico 2026 Year of Culture, which seeks to strengthen connections between communities, institutions and creative industries while creating new opportunities for collaboration, innovation and mutual understanding.

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.

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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

The five-story, 29,000-square-metre facility is located in the heart of Msheireb Downtown Doha, the mixed-use development that is reviving the city's historic core as a sustainable live-work neighbourhood.

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.

