

A photograph of three women in elegant attire. One woman is seated on the left in a black dress with a long capelet. Another woman is seated on the right in a black and white patterned dress. A third woman is leaning against the back of the sofa in the center, wearing a black top and skirt. They are all smiling and looking towards the camera. The background is a plain, light-colored wall.

Established  
or up-and-  
coming, these  
are the Saudi  
Arabian fashion  
brands built to  
last – and the  
remarkable  
women driving  
them forward

# Kingdom



## DANEH

Seven years ago, Daneh Buahmad set out to create a line of clothes with flattering cuts. “Comfort chic with edge,” she says of her brand, which is imbued with simplicity and attention to detail. “It’s important to me how much wear a woman will get out of the clothes. I design for professionals who are on the go.” She makes clothes from cotton, viscose, Tencel, and jacquard sourced from Turkey, Italy, the UK, and Japan. She stresses her love of textiles, “It’s a weakness of mine. I can get lost in another world when choosing a white fabric.” Her fashion inspirations include Alexander Wang, Acne, and Junya Watanabe.

“The list goes on and on,” she laughs, adding that Bianca Jagger, Debbie Harry, and Khaleeji stars from the 70s are among her muses. Some of her most popular pieces are those that prominently showcase her heritage and strike a balance between tradition and innovation. The thobe jumpsuit (*above*), has been reissued for several seasons now. “Each jumpsuit is inspired by a different kind of thobe, from a different region,” she says. For pre-fall, the Daneh vibe is translated to relaxed shirt dresses and trench coats in gingham, cotton, and flannel with Nineties appeal that feels familiar and informal. Based between Dubai and Saudi – Buahmad hails from Dhahran – she says, “Saudi is home. There’s a warmth to my country that is hard to explain sometimes.”