



SAUDI LIFESTYLE WEEK

fashion

06- 08 October 2025

RICEC

Riyadh International Convention & Exhibition Center



شركة معارض الرياض المحدودة
Riyadh Exhibitions Company Ltd.

honegger



THE GROWTH PROSPECTIVE IN SAUDI ARABIA

In 2022, the Saudi economy experienced 8.5% growth, among the highest in the G20. A 5.2% increase in the non-oil component shows a growing private sector effort and a shift from the oil-backed economy.

Thanks to the growing well-being within Saudi society, the fashion sector also offers opportunities for European companies to grow.

From 2021 to 2025, the Kingdom of Saudi Arabia's global retail sales in apparel and footwear (including sportswear) are expected to increase by 48% to \$32 billion, with an annual growth rate of 13%. This growth is expected to be fueled by the Kingdom's economic expansion and population growth, with apparel, accessories, footwear, and luxury goods pointed to show exciting gains. The value of luxury fashion purchases in the Arabian Gulf reached \$9.6 billion in 2021, with Saudi Arabia recording 19% growth.

One area that will contribute to the furniture market's long-term growth is the millennial demographic. As millions of millennials prepare to buy their first homes in the next few years, furniture retailers can capture market share by paying close attention to their buying behaviors and preferences. Millennials tend to prioritize functionality, sustainability, and affordability when making purchasing decisions, which means that retailers who can offer innovative, eco-friendly, and cost-effective products are likely to succeed in the market segment.

The Saudi Arabian retail market is expected to grow over the forecast period as Saudi Arabia is a leading market in the retail sector.

The size of the Saudi Arabian retail market is projected to grow from 2023 to 2029. The primary driver of this growth is increased consumer demand for products ranging from electronics to clothing and food.

Vision 2030 is expected to increase investment opportunities in various sectors, including retail, creating positive perspectives for future growth.



His Royal Highness Prince Mohammed bin Salman bin Abdulaziz,
Crown Prince and Prime Minister

رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Under the leadership of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud, and His Royal Highness Prince Mohammed bin Salman bin Abdulaziz, Crown Prince and Prime Minister, Saudi Arabia embarked on a journey toward a brighter future with the launch of Vision 2030 in 2016. This ambitious roadmap leverages the Kingdom's unique strengths—its pivotal role in the Arab and Islamic worlds, its strong investment capabilities, and its strategic geographical position.

Vision 2030 is a blueprint that is diversifying the economy, empowering citizens, creating a vibrant environment for both local and international investors, and establishing Saudi Arabia as a global leader.

The Vision is designed to unfold in stages, each lasting five years and building on the last.

The first phase set the foundation, implementing structural and comprehensive reforms in the public sector, the economy, and society.

The second phase of Vision 2030 has accelerated efforts, providing an enhanced focus on strategies, as well as further investments in key sectors and ambitious projects. This has yielded tangible results across the country.

The third phase will focus on sustaining the transformation's impact and leveraging new growth opportunities. As progress continues, we remain committed to realizing our objectives.

Through Vision Realization Programs (VRPs), comprehensive national strategies, and significant projects, Vision 2030 is transforming the socioeconomic landscape of the country.

It is improving the quality of life for our citizens and residents, expanding opportunities for growth and investment, fostering greater global integration, and enhancing governmental efficiency.

Saudi Arabia is forging a future where tradition, innovation, and sustainability go hand-in-hand, providing endless opportunities for citizens to realize their potential and ushering in a new era of development and prosperity for the Kingdom.

SAUDI ARABIA FASHION & SPORTSWEAR MARKET: ANALYSIS AND PROJECTION

Saudi Arabia's Fashion market is projected to reach nearly \$60 Billion by 2025. Multiple opportunities exist to export fashion items, leather goods, accessories, footwear, and sports-related apparel from Europe into the Saudi market. Opportunities also exist for local manufacturers to increase production and sales to meet the projected demand.

The development of new retail spaces—shops and malls development – alongside the high growth of e-commerce is creating opportunities for new market entrants such as European suppliers and existing foreign and local manufacturers and distributors of fashion brands. With 962,000 sqm of retail space being developed in 2024 in the main urban centres of Riyadh, Jeddah and DMA, the outlook for expanded retail is positive.

\$56.7 bn

Fashion Market 2024

962,000 SQM

Retail Space Development 2024

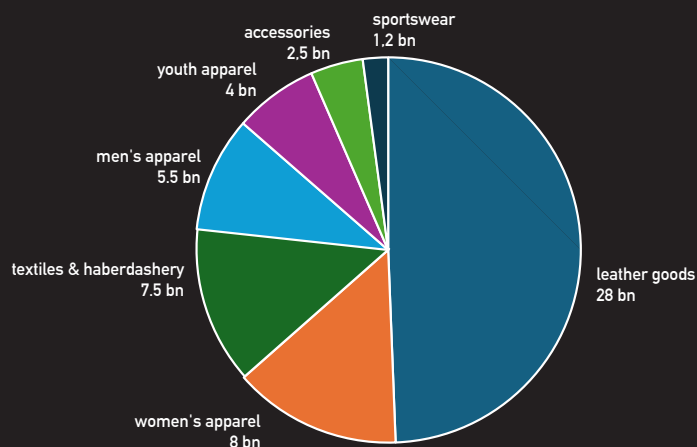
\$60 bn

Market Value 2025

5000+

Online Apparel Stores 2024

SAUDI ARABIA FASHION MARKET: PROJECTION 2024 \$56.7 BILLIONS





THE DEVELOPMENT OF NEW RETAIL SPACE-SHOPS AND MALLS

Some examples of multibrand stores:

- Harvey & Nichols
- Westerly
- Rubaiyat
- Mwaz
- Al Garawi
- We Cre8
- Pattern
- Debenhams
- Personage
- Marks & Spencer
- Urbnlot

Some examples of shopping malls:

- Via Riyadh
- Solitaire
- Al Mamlakah Mall
- Faisaliah Mall
- Nakheel Mall
- Riyadh Park Mall



MULTIBRAND STORES HARVEY NICHOLS

Brands list:
www.harveynichols.sa/brand

Average prices:

Clothing:
Around SAR 1,000 (= 250 EUR)
to SAR 5,000 (=1,200 EUR)

Footwear:
SAR 800 (= 200 EUR)
to SAR 4,000 (=1,000 EUR)

Handbags:
SAR 2,000 (= 500 EUR)
to SAR 10,000 (= 2,500 EUR)

Accessories:
SAR 500 (= 120 EUR)
to SAR 3,000 (= 800 EUR)



MULTIBRAND STORES

WESTERLY

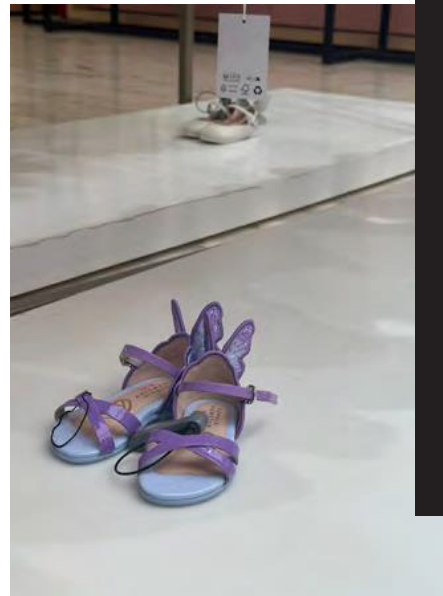
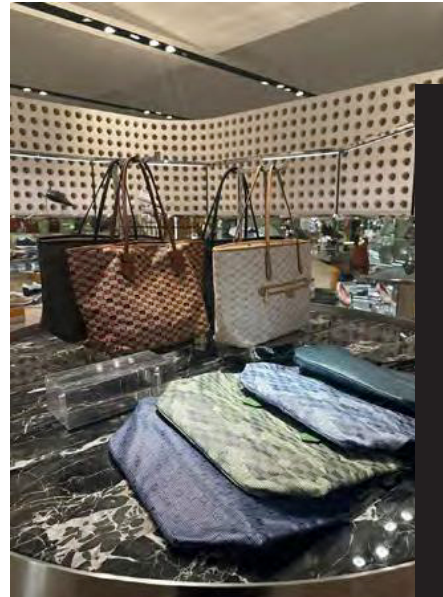
Brands list:
www.almalki.com/brands

Average prices:

Clothing:
Around SAR 1,000 (=250 EUR)
to SAR 5,000+ (=1,200 EUR)

Footwear:
SAR 500 (= 500 EUR)
to SAR 4,000+ (=1,000 EUR)

Handbags:
SAR 1,000 (= 250 EUR)
to SAR 10,000 (= 2,500 EUR)



MULTIBRAND STORES RUBAYAT

Brands list:

www.rubaiyatfashion.com/collections/clothing

Average prices:

Clothing:

SAR 1,000 (= 250 EUR)

to SAR 10,000+ (= 2,500 EUR)

Footwear:

SAR 800 (= 200 EUR)

to SAR 5,000+ (=1,200 EUR)

Handbags:

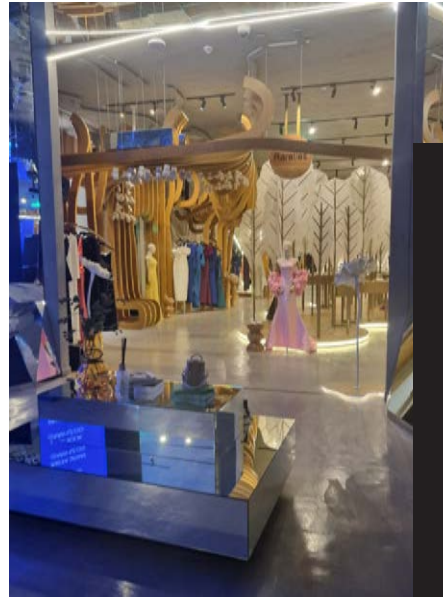
SAR 2,000 (= 500 EUR)

to SAR 20,000+ (=5,000 EUR)

Accessories:

SAR 500 (= 120 EUR)

to SAR 5,000+ (=1,200 EUR)



MULTIBRAND STORES

MWAZ

Average prices:

Clothing:

SAR 1,500 (= 400 EUR)

to 15,000 (= 4,000 EUR)

Footwear:

SAR 900 (= 220 EUR)

to SAR 4,500 (= 1,100 EUR)

Handbags:

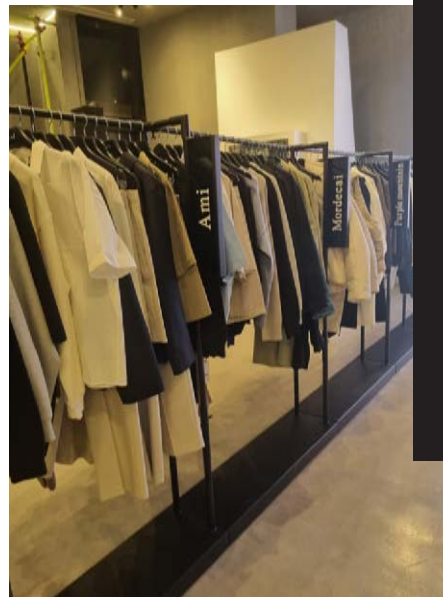
SAR 2,500 (= 620 EUR)

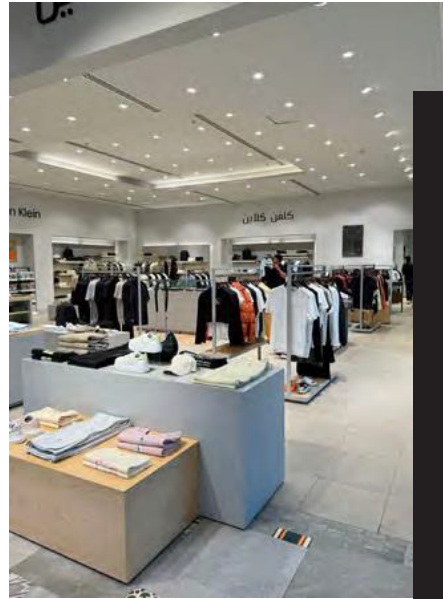
to SAR 10,000 (= 2,500 EUR)

Accessories:

SAR 600 (= 150 EUR)

to SAR 3,500 (= 900 EUR)





MULTIBRAND STORES

AL GARAWI

Brands list:
www.algarawigroup.net/

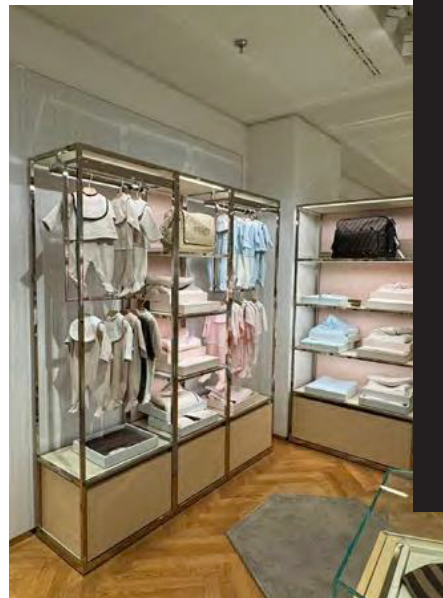
Average prices:

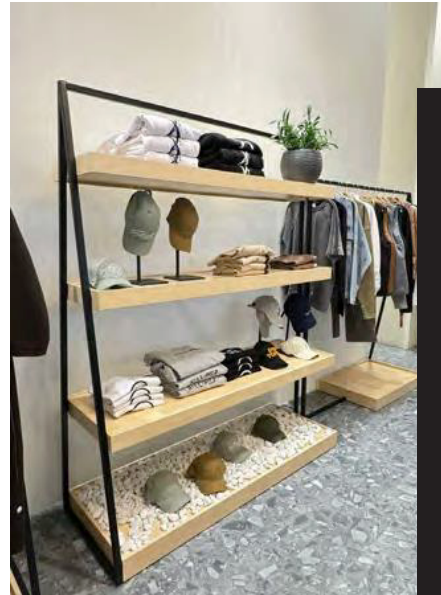
Clothing:
SAR 500 (= 120 EUR)
to SAR 3,000 (= 800 EUR)

Footwear:
SAR 400 (= 100 EUR)
to SAR 2,500 (= 600 EUR)

Handbags:
SAR 1,500 (= 400 EUR)
to SAR 6,000 (= 1,500 EUR)

Accessories:
SAR 200 (= 50 EUR)
to SAR 1,500 (= 400 EUR)





MULTIBRAND STORES

WE CRE8

Brands list:
wecre8.com/

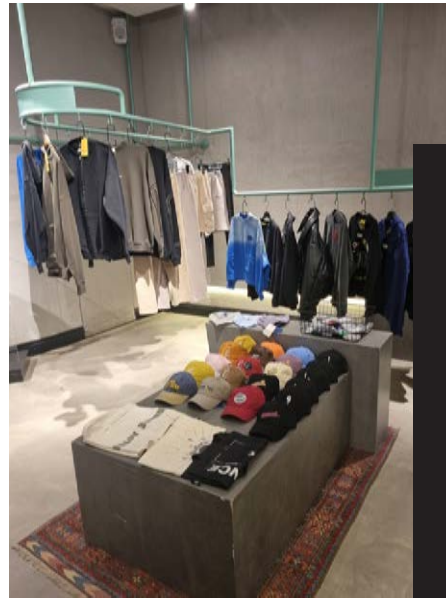
Average prices:

Clothing:
SAR 500 (= 120 EUR)
to SAR 3,000 (= 800 EUR)

Footwear:
SAR 400 (= 100 EUR)
to SAR 2,500 (= 600 EUR)

Handbags:
SAR 1,500 (= 400 EUR)
to SAR 6,000 (= 1,500 EUR)

Accessories:
SAR 200 (= 50 EUR)
to SAR 1,500 (= 400 EUR)



MULTIBRAND STORES

PATTERN

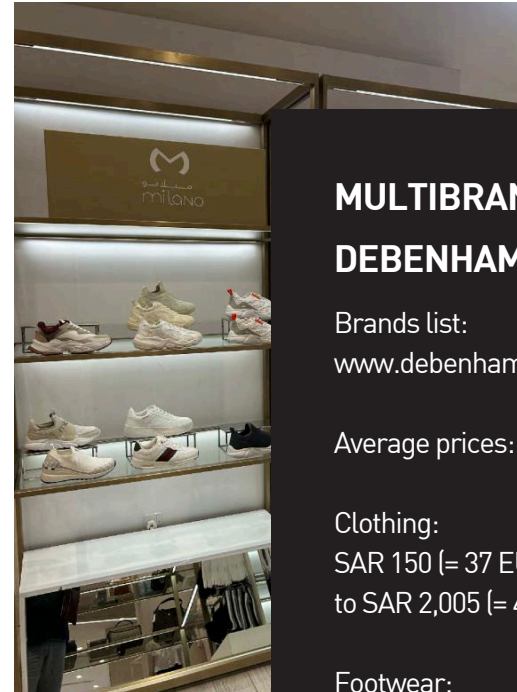
Average prices:

Clothing:
SAR 500 (= 120 EUR)
to SAR 2,500 (= 620 EUR)

Footwear:
SAR 500 (= 120 EUR)
to SAR 2,500 (= 620 EUR)

Handbags:
SAR 800 (= 200 EUR)
to SAR 3,500 (= 900 EUR)

Accessories:
SAR 300 (= 80 EUR)
to SAR 1,200 (=300 EUR)



MULTIBRAND STORES

DEBENHAMS

Brands list:
www.debenhams.com/

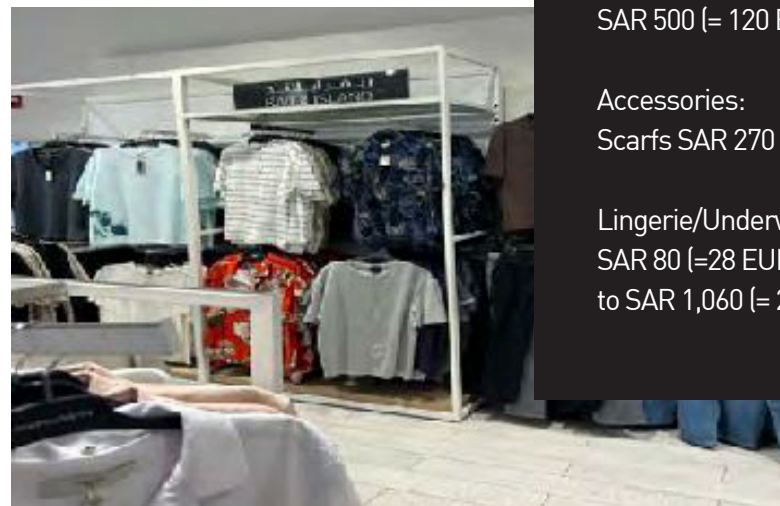
Average prices:

Clothing:
SAR 150 (= 37 EUR)
to SAR 2,005 (= 493 EUR)

Footwear:
SAR 500 (= 120 EUR)

Accessories:
Scarfs SAR 270 (=67 EUR)

Lingerie/Underwear:
SAR 80 (=28 EUR)
to SAR 1,060 (= 260 EUR)





MULTIBRAND STORES

PERSONAGE

Brands list:

<https://www.personage.sa/>

Average prices:

Clothing:

SAR 100 (= 25 EUR)

to SAR 1,500 (= 400 EUR)

Footwear:

SAR 150 (= 40 EUR)

to SAR 300 (= 80 EUR)

Handbags:

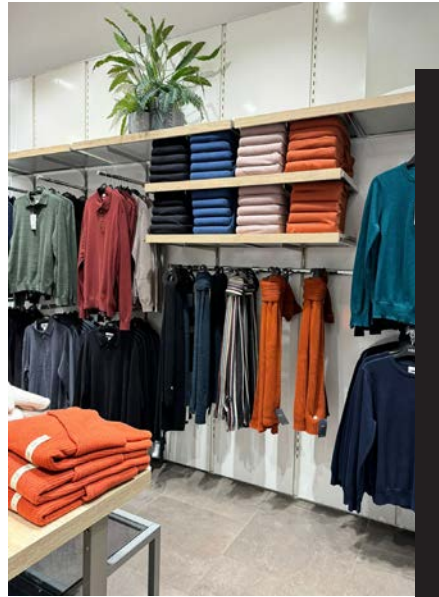
SAR 90 (= 22 EUR)

to SAR 1,500 (= 400 EUR)

Accessories:

SAR 30 (= 7 EUR)

to SAR 420 (=110 EUR)



MULTIBRAND STORES

MARKS & SPENCER

Brands list:

www.marksandspencer.com/it/home

Average prices:

Clothing:

SAR 50 (=10 EUR)

to SAR 1,600 (= 400 EUR)

Footwear:

SAR 50 (= 10 EUR)

to SAR 600 (= 150 EUR)

Handbags & Accessories:

SAR 50 (= 10 EUR)

to SAR 300 (= 80 EUR)

Beauty:

SAR 50 (= 10 EUR)

to SAR 200 (= 50 EUR)





MULTIBRAND STORES

URBN LOT

Brands list:

<https://www.urbnlot.com/>

Average prices:

Clothing:

SAR 100 (= 25 EUR)

to SAR 700 (= 180 EUR)

Footwear:

SAR 150 (= 40 EUR)

to SAR 300 (= 80 EUR)

Accessories:

SAR 30 (= 7 EUR)

to SAR 700 (=180 EUR)

VIA RIYADH MALL

<https://www.viariyadh.com/>

A state-of-the-art, chic outdoor mall with impressive mirrored walls that at night are panelled with 3d graphics, Via Riyadh is the luxury destination in the quite and wealthy diplomatic area. A discreet and selected crowd of HRH and footballers wives flocks at night to enjoy premium dining experience before their appointment-only shopping spree at Mwaz, Maria Tash or Dolce&Gabbana.

A cigar lounge, movie private room, water cascades and the ultra luxury St.Regis hotel makes it an oasis of tranquility and indulge out form the city frenzy and heavy traffic.

WOMEN

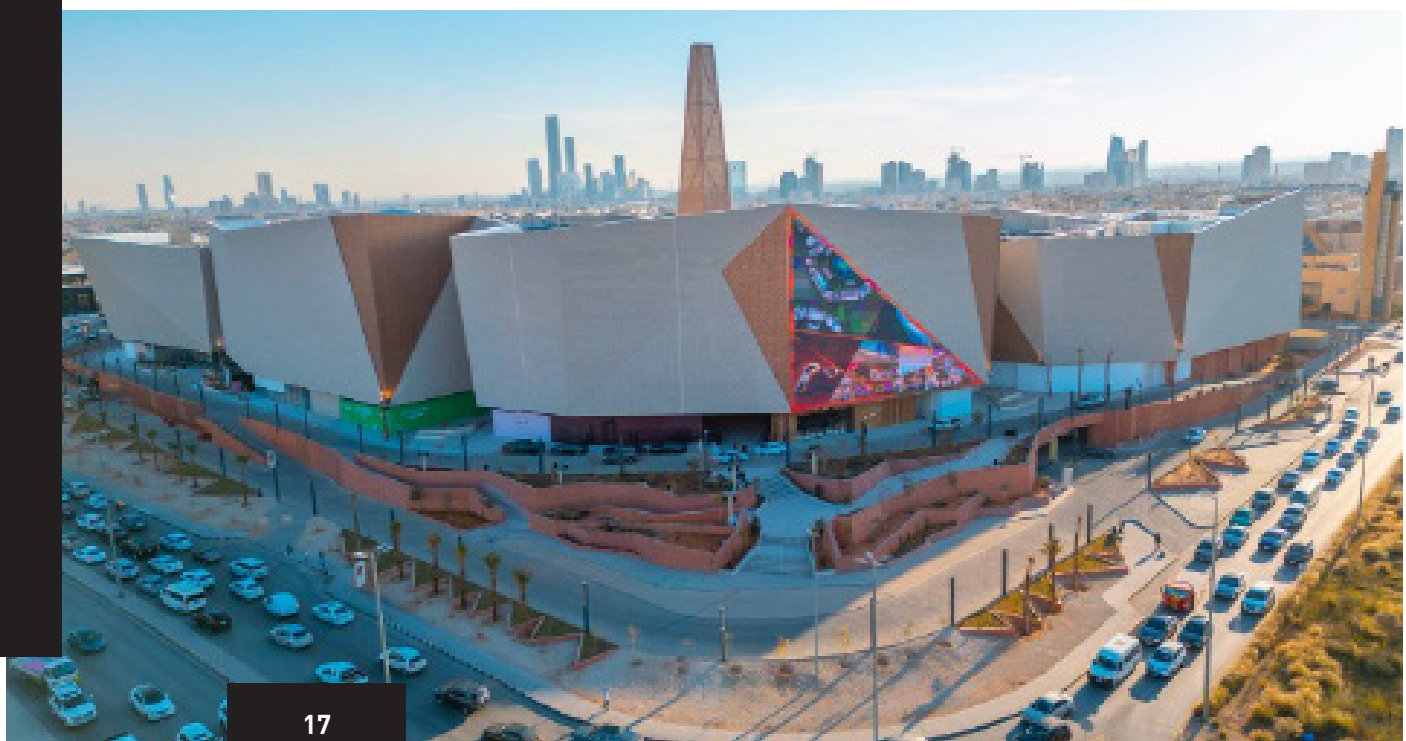
- Ashi
- Dolce and Gabbana
- Elie Saab
- Tom Ford

MEN

- Isaia
- Tom ford
- Zegna

FOOTWEAR

- Aquazzurra
- Dolce e gabbana



SOLITAIRE MALL

<https://solitaireksa.com/>

The latest addition in the ever-changing Riyadh retail landscape is Solitaire, located in the north area of the capital, close to Al Malqa and Hittin, the new rich neighbourhoods.

Inspired by Dubai Mall magnificence and massive shopping and dining area it boasts mainly two areas spreaded on two floors, one dedicated to hard luxury watches & jewellery (Boulevard) and one to soft luxury fashion prime brands and designers (Fashion Avenue). Majestic wind towers mark the northern and southern points of the asset, serving as iconic landmarks visible long before arrival at the destination.

Intrinsically designed around the concept of the geode, the angular stone exterior evolves and softens as one moves inward through contrasting layers towards its centre.



FASHION

• 1886 Fashion • A.P.C • Aape By A Bathing Ape • Abercrombie & Fitch • Adidas • ALO yoga • Amiri • Balenciaga • Birkenstock • Bottega Veneta • Calvin Klein • Celine • CH Carolina Herrera • Chanel • Chloe • Coach • Cole Haan • Corneliani • Derek Rose • Diesel • Dior • Dolce & Gabbana • Dropkick • Eleventy • Emporio Armani Body Wear • Fendi • Fred Perry • Golden Goose • Gucci • Hackett • Hanro • Hublot • Hugo Boss • Jimmy Choo • Kate Spade • Kayanee • Levi's • Liu Jo • Loewe • Lola Casademunt • Loro Piana • Louis Vuitton • Lululemon • Magrabi • Maje • Mavi • MCM • Miu Miu • Montblanc • Nanan • Nicoli • Nike • Paul Smith • Prada • Puma • Rayban • Saint Laurent • Sandro • Sketchers • Sun & Sand Sports • Ted Baker • Tommy Hilfiger • Tory Burch • U Los Angeles • Under Armour • Valentino Garavani • Zegna • Zimmerli •

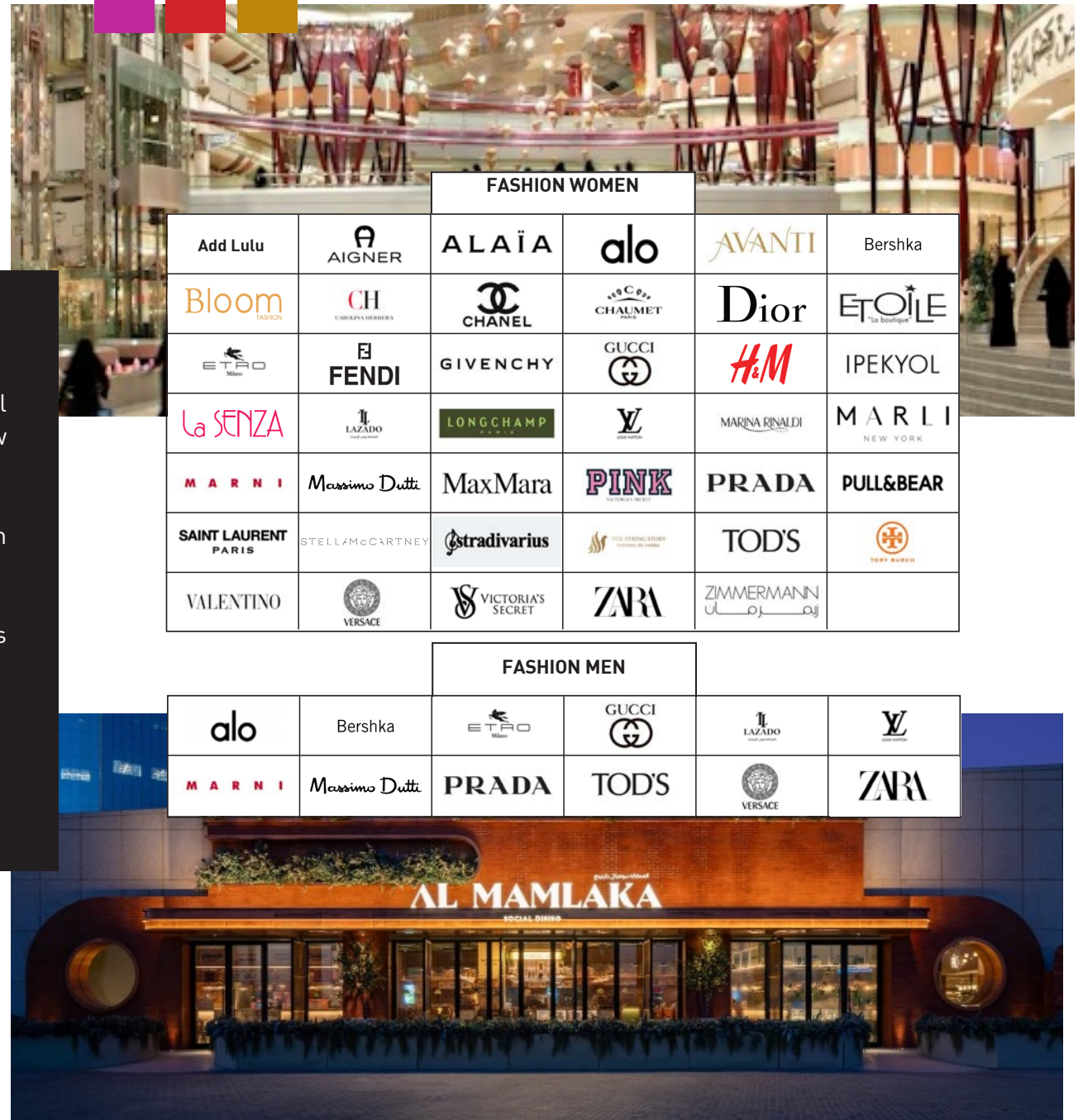
AL MAMLAKAH MALL

It presents a premium shopping experience where its exceptional mall hosts a variety of international brands and presents a new and rewarding shopping experience with unique options.

A three-level shopping mall covering a floor area of 57,000 sqm form the East Podium.

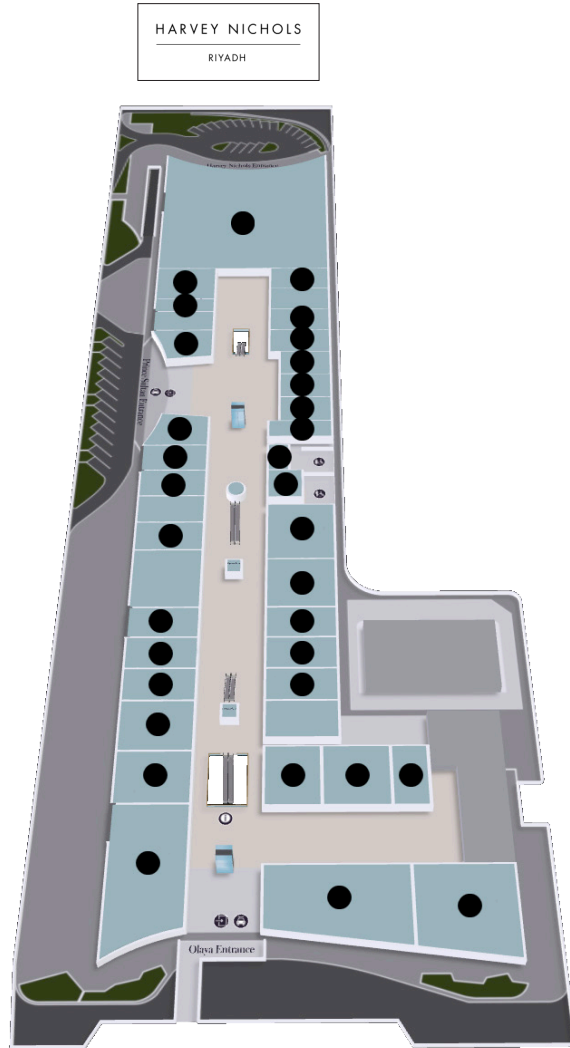
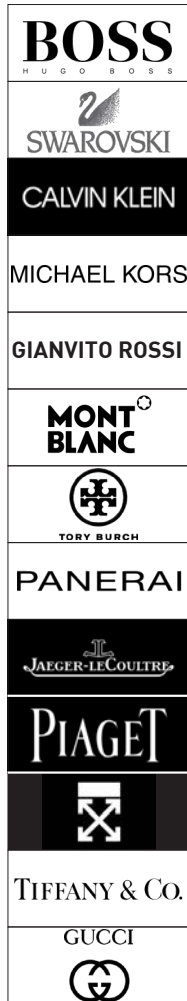
The shopping center is located in the East wing, which features more than 150 stores divided across three levels:

- the first targeted to young people,
- the second to fashion and furnishings,
- the third level is reserved for women.



FAISALIAH MALL

PLAN



CARTER & WHITE

PINKO

BALMAIN
PARIS

AMAR

BOUCHERON
PARIS DEPUIS 1858

Pomellato

MESSIKA
PARIS

ROCHER
POMELLATO

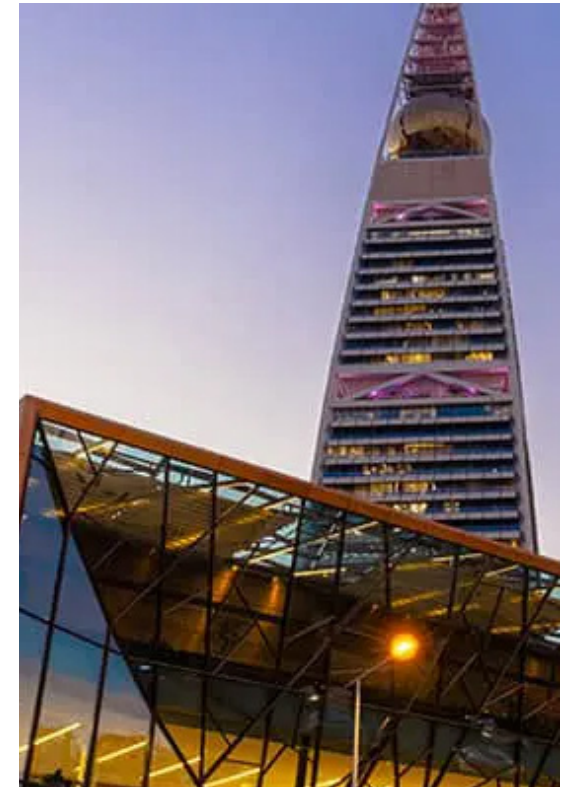
CH
CAROLINA HERRERA

IWC
SCHAFFHAUSEN

HARVEY NICHOLS
RIYADH

SOPHIE COUTURE

RIMOWA



Cartier

BURBERRY
LONDON ENGLAND

A. LANGE & SÖHNE
GLASHÜTTE / SA

BOTTEGA VENETA

SAINT LAURENT

NAKHEEL MALL

Al Nakheel Mall boasts impressive visitor numbers, putting your brand directly in front of a large and engaged audience.

Mall Size in SQM: 121.000

GLA in SQM: 77.000

No. of Level: 2

No. of Car Parks: 1500

No. Retail Outlets: 295

Year Built: 2014

10 city

22 mall

5000+ stores

124MN +FOOTFALL ANNUALLY

The biggest international brands

Your gateway to an exciting shopping and entertaining experience

Our unparalleled size and strategic locations establish our centers as the preferred shopping destinations for visitors.



Abdul Samad Al Qurashi • ACO. • Adidas • ADL • Aeropostale • Aigner • Ajmal Perfumes • Al Bagshi Gold • Al Ghazali Watches • Al Homaidhi watches • Al Majed OUD • Al Salman Optics • AlBaroo Accessories • Aldo • Aldo Accessories • Aleph • AlRayes Lingerie • Alsalmán oud • Arabian Oud • Astane • Asteri • Balmain • Bath & Body Works • Benefit • Bershka • Beverly Hills Polo Club • Bijou Brigitte • Biolab • Birkenstock • Bizou • Black Fashion • Bloom • Blooming • Blue Age • Bmask • Boggi Milano • Booze Coffee • Call it Spring • Calvin Klein • Calvin Klein Under wear • Calzedonia • Caramel bath & body • Cardial • Carter's • Chanel • Charles & Keith • Cheta • Choice • Cloud • Coach • Cole Haan • Columbia • CoolNup • Crocs • Damas • Dar Al Teeb • Diesel • Dior • Dkhoun Emirates • DKNY • Doctor M • Doknah • Dune London • DuoZoulu • Dyson • Ecco • Elisabetta Franchi • Eman Al Suhaim • Estée Lauder • Eyewa • Faces • Faillet • Fayendra • Femi 9 • Flormar • Flower Lingerie • Flying Tiger • Fnac • Foreign Rose • Fred Perry • Galimard • Geekay • Gerry Weber • Ghanaty • Giordano • Gissah • Guess • Hind Al Oud • Hugo Boss • Hunkemoller • Ibraheem Al • Ice cube • IKKS • Inglot • Ipekyol • Jack & Jones • Jawhara • Jewellery Mansour • jo malone • Jouri • Junaid Perfumes • KARAZ linen • Kassaro Perfumes • Kharazah • Kiehl's • Kiko Milano • Kilian • Kooheji Jewellery • L'Occitane • La Beaute • La Vie en Rose • Lacoste • Latt Liv • Laura • Laure • Lazurde • LC Waikiki • LC Waikiki Dream • LC Waikiki Modest • Lefties • Lemon Pharmacy • Link • Lipsy London • Lord Milano Perfumes • Love Moschino • Lush • Machka • Magrabi • Make up For Ever • Mamas & Papas • Mango • Marie France • Marks & Spencer • Massimo Dutti • Mengo • Michael Kors • Mihyar • Mikyay • Miniso • Models • Moment • Monsoon Accessorize • Monsoon Accessorize • Musk UAE • Nahool • Nars • Nashi Argan • Nasser Al Nemer Jewelry • Natural Touch • Naturalizer • Nayomi Palace • Nazih • Nespresso • New Yorker • Nike • Nine West • NYX • Okaidi • One Million • Orange Bed & Bath • Osma Perfumes • Oud Milano • Oxxo • Oysho • Panco • Parfois • PD Paola • Pedro • Petit Bateau • Pierre cardin • Prando • Pull&Bear • Puma • Purificacion Garcia • Q&A • Quiz • Rasees Perfumes • Reef Perfumes • Reyon • Rina • Risa • Rituals • Riva • Rockport • Saco Brothers • Scotch & Soda • Season Accessorize • Sephora • Shaden • Skechers • Skechers • Springfield • Steve Madden • Stradivarius • Sunglass Hut • Swarovski • Sweet Moon • Taxi Mall • Thameen • The Beauty Secrets • The Body Shop • The Midi • The Oud • The Spa • Time Stylists • Tommy Hilfiger • Tommy Hilfiger Accessories • Toms • Toni pons • Tous • Tumi • Twist • U.S. Polo • Under Armour • Undiz • Usaflex • Vandy Vellucci • Velo • Virgin Megastore • Vivid Flair • Wahat Al jalabiya • Watsons • We Cre8 • Whites Pharmacy • Women's secret • Yves Rocher • Zadig & Voltaire • Zara • Zara Home • Ziddy • Zohoor AlReef •

RIYADH PARK MALL

While Riyadh Park Mall offers an unparalleled selection of high-end local and international brands, it transcends the typical retail experience. We serve as a vibrant social hub, hosting exclusive events and activities designed to connect Riyadh's elite. Here, shopping seamlessly blends with social gatherings, making every visit an unforgettable journey through luxury and refinement.

Riyadh Park Mall caters to those who seek the extraordinary. We offer more than just designer labels; we offer a curated selection of experiences that elevate your lifestyle. Step into a world of sophistication and immerse yourself in the unparalleled experiences that await at Riyadh Park Mall, the ultimate destination for luxury shopping and social gatherings in Riyadh.

ICONIC TENANTS: THE PILLARS OF RIYADH PARK ELEGANCE



SAUDI LIFESTYLE WEEK - FASHION, SPORTSWEAR, DESIGN: COMPETITIVE ADVANTAGE

Comprehensive Scope:

Encompassing a wider range of industries under one roof, facilitating cross-industry collaboration.

Regional Focus:

Tailored to the specific needs and interests of the Saudi Arabian market.

High-Quality Exhibitors:

Curating a selection of established and emerging brands.

Valuable Networking Events:

Providing opportunities for attendees to connect and build partnerships.

SHOWS FEATURES

- Exhibitor booths showcasing fashion, sportswear and furniture collections.
- Fashion shows and design presentations.
- Next generation of Saudi designers Kickstarter and catwalk show.
- B2B networking events and matchmaking opportunities.



THE TRADE SHOW SAUDI FASHION

SAUDI FASHION trade show offers a new meeting point between the international fashion brands with the new strong multi-channel distribution system developing in Saudi Arabia.

Clothing and footwear are experiencing growth in both value and volume in Saudi Arabia in 2023, thanks to several projects under the Saudi Vision 2030 program. Within this, there are specific government actions supporting clothing and footwear sectors.

The Kingdom of Saudi Arabia strongly celebrates local fashion designers, being also well exposed to global fashion trends.

Clothing and footwear represent a highly fragmented category in Saudi Arabia, where the larger share is held by Al Bandar Trading Co. Al Bandar Trading Co holds Max and Splash brands, which have wide distribution and competitive pricing.

Retail Developments: The Kingdom of Saudi Arabia is implementing a strong vision, focusing on diversifying the economy across all sectors, including apparel and footwear, luxury goods and retail.

Is on the way a transformation of retail infrastructure in the Kingdom, to complement the apparel and footwear sector development.

Government activities will continue to support the fashion industry in Saudi Arabia over the forecast period, including the Ministry of Culture's Fashion Commission which will guide the expansion of the sector to meet the goals of Vision 2030 and diversify the economy away for Oil&Gas.

The Fashion Commission launched the first Riyadh Fashion Week from 20 to 23 October 2023 getting excellent results and reviews.

SAUDI *fashion*



EXHIBITORS' CATEGORIES

- Clothing RTW women, men, children
- Underwear women, men, children
- Beachwear women, men, children
- Footwear women, men, children
- Accessories
- Textile

TARGET VISITORS

- Clothing, footwear and accessories wholesalers
- Online
- Department stores
- Hypermarkets, supermarkets and hard discounters
- Other specialist retailers

EVENTS

MASTER CLASSES
FASHION SHOWS

STANDARD SHELL SCHEME

**STANDARD furniture 12 sqm
including:**

Structure:

- Forex walls 2.5mH
- 50cm x 100cm header for Exhibitor name
- Shared storage room

Furniture:

- 4x chairs, 1x table, 1x waste bin per 12sqm
- 6x 1mW garment rails OR 10 x 1mL Shelves per 12 sqm

Graphics:

- Exhibitor name in Vinyl cutout on the header

Electricity:

- 1x down light per 1rm
- 1x socket per 12 sqm



PREMIUM SHELL SCHEME



PREMIUM furniture 12 sqm including:

Structure:

- Wooden wall with roller paint finish. 2.5mH
- 50cm Wooden header for Exhibitor name
- End walls 1mW

Furniture:

- Metal railing, full length of the wall OR
- 9 1.5mL Shelves per 12 sqm
- 4x chairs, 1x table, 1x waste bin per 12sqm

Graphics:

- Exhibitor name in Vinyl cutout

Electricity:

- 1x down light per 1.5rm
- 1x socket per 12 sqm

SAUDI LIFESTYLE WEEK

fashion sportswear design





مركز الرياض الدولي للمؤتمرات و المعارض
Riyadh International Convention & Exhibition Center



WHERE IN RIYADH

Riyadh International Convention & Exhibition Center

The Riyadh Exhibition Center offers 14,644 sqm of indoor exhibition space and 19,626 sqm outdoors. It also has a VIP room, press room, conference room, exhibitor service center, offices and parking service.

	SQM size
Hall 1	5,064
Hall 2	2,717
Hall 3	3,602
Hall 4	3,261
Hall 5 - outdoor	4,626
Tent 1A - outdoor	6,000
Tent 1C - outdoor	6,000
Tent 1B - outdoor	2,500
Outdoor (outdoor can't build)	500
Total	34,270

SAUDI LIFESTYLE WEEK
fashion design sportswear

SAUDI LIFESTYLE WEEK

fashion sportswear design

www.saudilifestyleweek.com

organized by



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www.recexpo.com

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www.honeggergroup.com