



## German designers showcase their creations at 12th edition of Heya Arabian Fashion Exhibition

**Doha, Qatar; 1 November, 2017: The Embassy of the Federal Republic of Germany and the Goethe-Institut Gulf Region bring German design duo PERRET SCHAAD to the fall edition of Heya Arabian Fashion Exhibition which is held under the patronage of Qatar Museums' Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani from 3 to 7 November 2017 at the Doha Exhibition and Convention Centre.**

This comes as part of Qatar Museum's Qatar Germany 2017 Year of Culture, an initiative designed to promote mutual understanding, recognition and appreciation between countries.

After participating in the 11th edition of Heya Arabian Fashion Exhibition with a forum talk on "How culture influences fashion", the German Embassy and the Goethe-Institut Gulf Region are happy to bring the German fashion label PERRET SCHAAD to show its creations in Doha during the exhibition in a special booth from 3 to 7 November 2017.

Behind the label PERRET SCHAAD are designers Johanna Perret and Tutia Schaad. After they both graduated from the renowned School of Art and Design Weißensee in Berlin (KHB), Tutia Schaad and Johanna Perret joined their common interest for quality and aesthetics as well as their artistic differences into creating PERRET SCHAAD. Since their debut collection presented at the Mercedes-Benz Fashion Week Berlin in January 2010, the two designers have defined the essence of PERRET SCHAAD's line by cultivating their obsession for the "modern" and the "beautiful". Besides their own line, PERRET SCHAAD has worked with well-established companies such as shoe company Görtz, Volkswagen, the hotel group Lanserhof Tegernsee, the theater Kammerspiele Munich and most recently MINI.

The creations of PERRET SCHAAD will be shown after the opening of the 12th edition of the fashion exhibition on the catwalk in a fashion show. The fashion show will take place on 3 November 2017 at 4:25 pm and will be followed by a forum talk at 4:45 pm on "*Trending Now: The 'Perks' of Online Business*". The two designers will be joined on stage by Emna Hedi, Fashion Stylist & Consultant. The forum talk which will be held in English, will be hosted by TV presenter Crystal Tannoury.

Furthermore, two workshops for young upcoming fashion designers and students of fashion design will be hosted by PERRET SCHAAD during the 12th edition of Heya Arabian Fashion Show. The workshop "*The Rhythm of Fashion – How does it work?*" takes place on 3 November 2017 at 5:10 pm. The workshop is followed by a reception by Ms Lilian Muzel-Kiviet, wife of German Ambassador Hans-Udo Muzel.

Lilian Muzel-Kiviet underlines the German support for the Heya Arabian Fashion Exhibition: "*We are glad to be able to contribute with a German event to the exciting HEYA initiative as it promotes the interaction of Qatari and German designers as part of the Qatar Germany 2017 Year of Culture.*"

A second workshop giving an overview of the fashion business under the title "*Social Media and Fashion – A Powerful Combination*" on 5 November 2017 at 5 pm. There is no registration required. Participants are accepted upon their early arrival.



To ensure a comfortable atmosphere for its target market, Heya is open for women only except on opening day (November 3<sup>rd</sup>), during which men can accompany family members. Children below the age of 13 years cannot enter the exhibition.

For more information on the 12<sup>th</sup> Heya Arab Fashion Exhibition please visit [www.heya.qa](http://www.heya.qa), or alternatively follow Heya on [Instagram](#), [Twitter](#), [Facebook](#), Snapchat – Heya.qa, or [YouTube](#). Visitors can also download the Heya mobile app, enabling visitors to stay up-to-date with events and easily navigate brands and goods on offer.

Qatar Germany 2017 Year of Culture is a year-long program designed to deepen understanding between nations through the mutual exchange of arts, culture, heritage and sport, developed by Qatar Museums in partnership with the Goethe-Institut Gulf Region, the German Embassy in Doha and the Embassy of Qatar in Germany.

**-END-**

### **About the Goethe-Institut:**

The Goethe-Institut is a world-wide organization working to promote German language and culture. With a network of 159 institutes in 98 countries around the world and 12 institutes in Germany, the Goethe-Institut acts on behalf of the German Government to implement its cultural relations policy. The Goethe-Institut Gulf Region offers German language courses and organizes cultural events in the Gulf Region. Together with the Embassy of the Federal Republic of Germany the Goethe-Institut Gulf Region arranges the programs of Qatar Germany Year of Culture 2017.

qatargermany2017@goethe.de  
www.goethe.de/qatargermany2017  
SNAPCHAT: qatargermany17  
FACEBOOK: deutschesaison.qatargermany2017  
INSTAGRAM: ds\_qatargermany2017

### **About Heya Arab Fashion Exhibition**

Heya Arab Fashion Exhibition (HEYA) is Qatar's biggest platform for contemporary Arabian fashion creations. Launched in 2007, it has grown to attract exhibitors from across the GCC and beyond to showcase the very best Gulf-designed clothes and accessories. There are a host of events and initiatives to support and promote established and up-and-coming local and Khaliji designers, female entrepreneurs and fashion enthusiasts including daily fashion shows, hands-on workshops and fashion forums led by industry experts.

Organized by Qatar Tourism Authority and delivered by Design Creationz, Heya forms part of Qatar's business and tourism plans while developing the country's growing exhibition and conference sector. [www.heya.qa](http://www.heya.qa).

### **About Qatar Museums:**

Qatar Museums (QM) connects the museums, cultural institutions and heritage sites in Qatar and creates the conditions for them to thrive and flourish. It centralises resources and provides a comprehensive organisation for the development of museums and cultural projects, with a long term ambition of creating a strong and sustainable cultural infrastructure for Qatar.



Under the patronage of His Highness the Emir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM is consolidating Qatar's efforts to become a vibrant centre for the arts, culture and education, in the Middle East and beyond. Since its foundation in 2005, QM has overseen the development of the Museum of Islamic Art (MIA), Mathaf: Arab Museum of Modern Art, and the Al Zubarah World Heritage Site Visitor Centre. QM also manages the QM Gallery at Katara Cultural Village, QM Gallery AL RIWAQ and the Fire Station: Artists in Residence. Future projects include the launch of the highly anticipated National Museum of Qatar and the 3-2-1 Qatar Olympic and Sports Museum. QM is committed to instigating Qatar's future generation of arts, heritage and museum professionals. At its core is a commitment to nurturing artistic talent, creating opportunities and developing the skills to service Qatar's emerging art economy. By means of a multifaceted program and public art initiatives, QM seeks to push the boundaries of the traditional museum model, and create cultural experiences that spill out onto the streets and seek to involve a wide audience. Through a strong emphasis on originating art and culture from within and fostering a spirit of national participation, QM is helping Qatar find its own distinctive voice in today's global cultural debates.