

GUCCI

DUBAI FASHION SHOW

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The Jumeirah Emirates Towers Hotel Dubai

Brands: Gucci, YSL, Giorgio Armani, Michael Kors

Arabesque Production:

Choreography and stage direction

Selection of music

Client: aos events (for the Al Tayer Group)

DUBAI FASHION SHOW



GIORGIO ARMANI

arabesque
production

MICHAEL KORS

GUCCI

Zum Imperium der Al Tayer Group gehören auch Boutiquen von Brands wie Gucci, YSL, Giorgio Armani und Michael Kors. Die 40-minütige, von Arabesque Production choreographierte Modenschau war ausschliesslich Frauen vorbehalten, sodass die geladenen Damen das Spektakel unverschleiert genossen. Die Medien wurden später zu einer Extrashow mit gleichem Programm willkommen geheissen. Sylvia Stocker, Regisseurin des Events, wirkte als Drehscheibe zwischen dem Kunden, der örtlichen Eventagentur und den Modelagenturen. Sie koordinierte die Techniker des Jumeirah Emirates Tower Hotel, die Models und die Moderatorin.

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The Al Tayer Group empire includes boutiques featuring brands such as Gucci, YSL, Giorgio Armani and Michael Kors. The 40-minute fashion show choreographed by Arabesque Production was a women-only event so that the invited ladies could enjoy the spectacle unveiled. The media were welcomed to an extra show with the same programme later on. Sylvia Stocker, the event's director, acted as the interface between the client, the local event agency and the model agencies. She coordinated the technicians of the Jumeirah Emirates Tower hotel, the models and the host.

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We write, choreograph and direct shows

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