

# MYSTIQUE

JULY 25

LINK STORE  
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SHOW



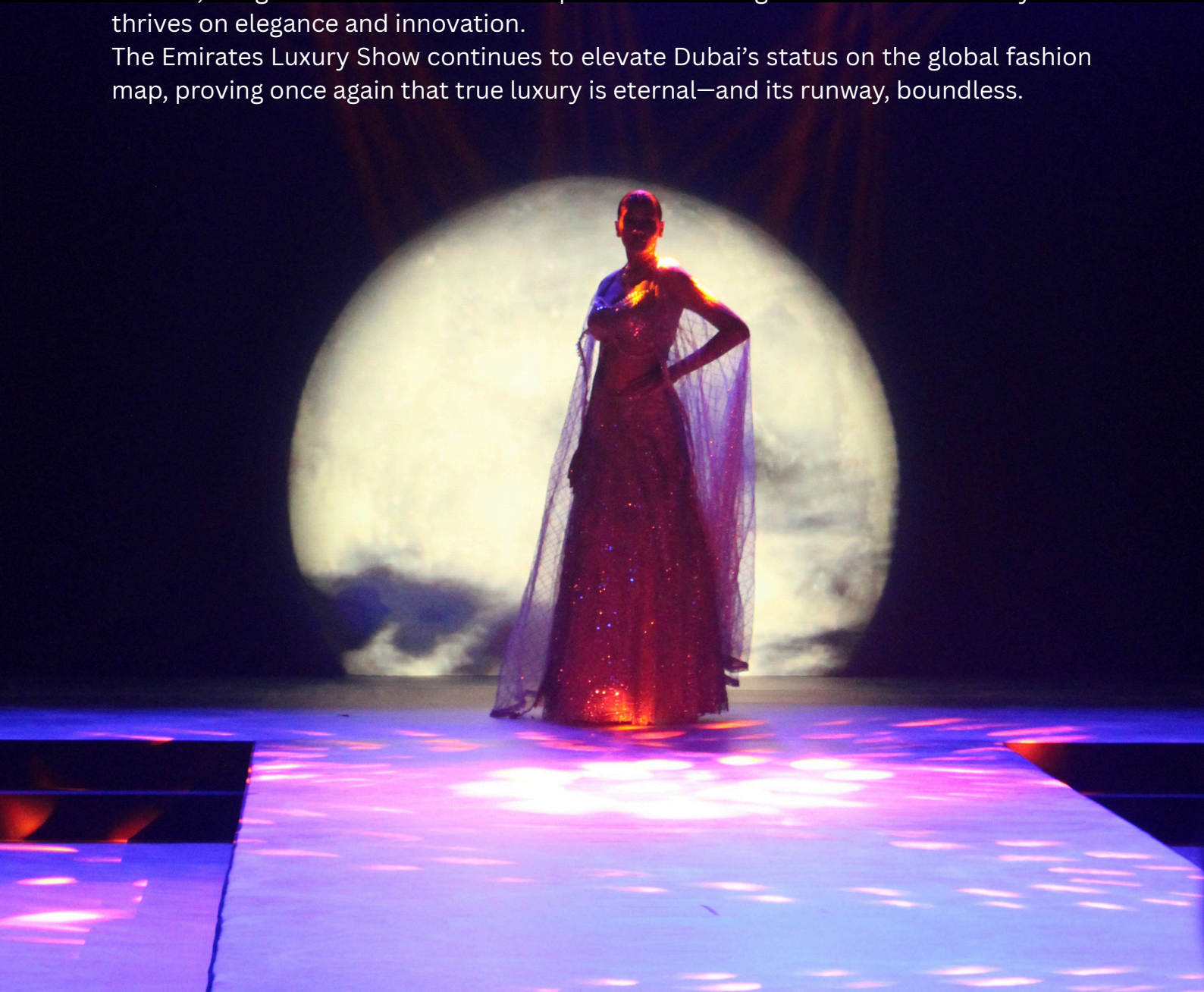


## Eternal Elegance: The Emirates Luxury Show 2025 Dazzles Dubai

Dubai reaffirmed its status as the heart of haute couture in the Middle East in July, as the Emirates Luxury Show – Eternal Runway unfolded in breathtaking style at the opulent Marriott Al Jaddaf. Against the backdrop of glittering chandeliers and panoramic skyline views, the event brought together a curated ensemble of international designers, elite fashion houses, and discerning connoisseurs of luxury. The show's theme, Eternal Runway, celebrated timeless sophistication, blending modern innovation with classic silhouettes. Models graced the runway adorned in exclusive creations that pushed the boundaries of couture—rich silks, hand-embroidered detailing, and avant-garde tailoring left audiences spellbound. Each piece seemed to narrate a story of legacy and reinvention, drawing inspiration from global traditions and futuristic artistry.

Beyond the catwalk, the event featured an exclusive luxury exhibition, where fine jewelry, artisanal accessories, and bespoke perfumes were showcased to a VIP audience. Notable attendees included fashion influencers, celebrities, and industry leaders, all gathered to witness the pinnacle of design excellence in a city that thrives on elegance and innovation.

The Emirates Luxury Show continues to elevate Dubai's status on the global fashion map, proving once again that true luxury is eternal—and its runway, boundless.





## Runway to Reverie: Behind the Scenes of the Eternal Runway

While the Emirates Luxury Show dazzled on the surface, the true magic of Eternal Runway unfolded behind the velvet ropes. Inside the grand halls of the Marriott Al Jaddaf, backstage was a flurry of final fittings, last-minute alterations, and artistic energy as designers and stylists meticulously brought their visions to life.

What set this year's show apart wasn't just the grandeur—it was the storytelling. Every designer interpreted the theme “eternal” in a unique way: some reached into the past, reviving antique embroidery techniques and lost fabrics; others imagined the future of luxury, introducing metallic textiles, AI-assisted design, and shape-shifting silhouettes.

Models moved through rehearsals like living sculptures, each one embodying a different facet of eternity—grace, strength, innovation, legacy.

Interviews with the designers revealed a deeper intention behind the glamour. “In a world that’s constantly chasing the next moment, this show reminded us that true beauty endures,” said Italian couturier Alessia Marini, whose celestial-inspired collection brought audible gasps from the audience. Eternal Runway was a rare glimpse into fashion’s soul: not just clothing, but craft. Not just performance, but permanence.





## Gilded Grace: The Radiance of Gold



Among the many moments that defined the Emirates Luxury Show 2025, it was the golden gowns that captured the collective imagination. As silhouettes floated down the Eternal Runway at the Marriott Al Jaddaf, a wave of liquid gold shimmered beneath the lights—an unmistakable symbol of luxury, power, and timeless beauty.

Designers embraced gold not just as a color, but as a statement. It appeared in flowing satins, richly embroidered brocades, metallic mesh, and delicate tulle threaded with light-reflecting details. Some looks were bold and architectural, others soft and celestial—each one a tribute to the enduring allure of opulence.

More than just a visual spectacle, these golden pieces spoke to the heart of the show's theme. Gold, after all, has long represented eternity: resistant to tarnish, prized across cultures, and used to mark life's most significant moments. In a fashion context, it becomes a metaphor for design that transcends seasons—luxury that is not only seen, but remembered.

The golden hour of the runway reminded everyone in attendance that true elegance doesn't shout—it glows. And in Dubai, a city that understands the language of light, this particular radiance felt right at home.



## Liquid Light: Infinite Impact

Gold made its presence known with quiet confidence and undeniable power, delivering three of the most unforgettable looks of the evening. While each designer offered a unique interpretation, these standout pieces shared a common thread: a mastery of movement, light, and lasting impression.

First to command attention was a sculpted cape gown in antique gold jacquard.

With a structured silhouette and sharply contoured shoulders, the look exuded strength and authority. The fabric caught the light with a textured gleam, giving the ensemble the aura of contemporary armor—bold yet exquisitely feminine.

A second moment came in the form of a minimalist slip dress, cut from fluid satin in a soft, brushed gold tone. Deceptively simple at first glance, the dress revealed its complexity in motion. With a barely-there neckline and effortless drape, it felt like a whisper of light trailing across the runway, styled with bare skin and quiet confidence.





## How Gold Stole the Spotlight

The final standout was a sheer column gown, entirely hand-embellished with mirrored paillettes in layered gold hues. The effect was mesmerizing—a living mosaic of light that shifted with every step.

Delicate yet dazzling, it brought the house to a hush before erupting in applause as the model made her final turn.

In a show filled with couture craftsmanship and dramatic statements, these golden designs reminded us that true luxury lies not only in detail, but in how it makes us feel: luminous, unforgettable, eternal.

What made these golden looks so compelling wasn't just their craftsmanship, but their emotional resonance. Each gown felt like a celebration of presence—of owning space without apology. Whether through structured grandeur or liquid simplicity, they offered a reminder that gold is never just about shine; it's about legacy, intention, and the kind of beauty that lingers long after the lights dim.





## Rosy Ahluwalia Brings Indian Grandeur to the Eternal Runway

Amid the shimmer of silks and avant-garde silhouettes, designer Rosy Ahluwalia offered a powerful pause—an homage to heritage, elegance, and the enduring beauty of Indian couture. Her segment on the Eternal Runway unfolded like a love letter to tradition, each look a fusion of royal nostalgia and modern grace. Ahluwalia, known for her intricate craftsmanship and regal aesthetic, presented a curated selection of ensembles rooted in classic Indian design—yet reimagined for today's global stage. Rich velvets, handwoven brocades, and sheer organzas were layered into flowing lehengas, structured jackets, and contemporary drapes. Her use of zardozi embroidery, mirror work, and delicate thread detailing spoke not only to artisanal mastery but to the soul of storytelling through fashion.





## Glow of Glamour, tribute to tradition

One standout look featured a deep crimson lehenga paired with a sculpted gold choli and a floor-sweeping dupatta edged in pearls—evoking the timeless opulence of Mughal courts. Another juxtaposed a structured ivory sherwani jacket over a fluid silk skirt, blending masculine lines with feminine flow. These were not just garments; they were visual poetry.

With her presentation, Rosy Ahluwalia reminded the audience that couture need not abandon its roots to be relevant. In a show driven by innovation, her designs grounded the evening in something far rarer—cultural continuity, expressed through silhouette, texture, and spirit.







## Heritage in Every Hem

Rosy Ahluwalia's showcase was more than a presentation—it was a dialogue between past and present, tradition and innovation. Her ability to balance intricate craftsmanship with contemporary silhouettes resonated deeply in a city like Dubai, where heritage and modernity coexist in dynamic harmony.

## The Essence of Indian Couture

The outfits themselves spoke the message Ahluwalia shared in interviews: that every stitch, every thread, connects us to our history, identity, and the future we are creating. This narrative unfolded through her collection's nuanced use of color and texture. From warm, earthy terracotta and rust tones to the subtle shimmer of gold accents, each piece carried a profound sense of place and purpose. Traditional techniques—like gota patti appliqué and hand-beaded motifs—were woven into sleek, modern cuts, illustrating a commitment to evolving Indian fashion while honoring its roots.



## Indian Craftsmanship Shines in Dubai

Her collection's nuanced use of color and texture highlighted this philosophy. From the warm, earthy tones of terracotta and rust to the subtle shimmer of gold accents, each piece carried a sense of place and purpose.

The fusion of traditional techniques—like gota patti appliqué and hand-beaded motifs—with sleek, modern cuts demonstrated her commitment to evolving Indian fashion while honoring its roots.

Her work not only enriched the evening's diversity but reminded the international audience that true luxury is deeply personal—and beautifully timeless.





## Opulent Dreams: The Enchantment of Red Graces the Stage

The radiant red gown stood as a testament to the artistry and grandeur of luxury fashion. Crafted from sumptuous silk, its rich crimson fabric served as a striking canvas for intricate golden embroidery that seemed to dance across every inch. Masterful zari and zardozi techniques brought to life delicate floral motifs, ornate paisleys, and regal filigree, each stitch meticulously placed to create a tapestry of shimmering elegance.

The gown's silhouette was a flawless blend of tradition and modernity—fitted through the bodice to accentuate the waist, then flowing into a voluminous skirt that moved like liquid fire with each step. The golden threadwork caught the light from every angle, casting a warm, ethereal glow that enveloped the wearer in an aura of opulence and grace.

Adding depth to the ensemble was a sheer material softly draped like a veil of light, its edges embroidered in matching gold to complement the gown's elaborate design. This delicate layering lent an air of softness and movement, completing a look that was both regal and romantic.

More than just a garment, this red and gold gown was a celebration of heritage, craftsmanship, and timeless luxury—a vision that lingered long after the runway lights faded.







## The Allure of the Red Veil Makes an Entrance

This striking red dress redefined elegance with its impeccably tailored silhouette and the graceful drama of its flowing veil. The fitted bodice sculpted the figure with sleek precision, highlighting every curve with subtle confidence. The skirt flared gently from the hips, creating a harmonious balance between structure and movement that was both modern and timeless.

The showstopper was the sheer veil, draped effortlessly from the shoulders and cascading down the back like a river of delicate silk. Embellished with intricate golden embroidery along its edges, the veil shimmered softly with every step, adding an ethereal glow that contrasted beautifully with the dress's bold form. Together, the sharply tailored dress and the flowing veil created a striking dialogue between strength and softness—capturing a timeless sense of bridal allure that felt both fresh and deeply sophisticated.





### **Ethereal Elegance: White Tulle Whispers Its Captivating Grace**

A cascade of delicate white tulle enveloped the bride in an otherworldly cloud of ethereal beauty, transforming her every step into a moment of sheer magic. The gown's voluminous layers floated effortlessly, creating a soft, billowing silhouette that blurred the line between reality and fantasy. Each tier of the fabric was carefully arranged to catch the light just right, producing a subtle play of shadows and highlights that enhanced the dress's dreamlike quality. Adorning the bodice were delicate lace appliqués—hand-sewn with meticulous care—that evoked vintage romance while seamlessly blending with the modern softness of the tulle.

The gentle accent at the waist graced the gown with a flattering shape without compromising its airy essence, making the wearer feel simultaneously grounded and weightless. This design was a masterclass in understated luxury, a perfect balance of lightness and detail that exuded timeless femininity. It whispered promises of fairy-tale dreams while celebrating the delicate strength found in bridal grace.





### **Classic Purity: Silent Symphony of Timeless Light**

Embodying the very essence of sophistication and poise, this white satin gown embraced minimalist elegance with precision-cut tailoring and smooth, flawless lines. The fabric itself, a lustrous satin, offered a gentle sheen that caught ambient light with a natural glow, elevating the gown's refined simplicity to pure luxury. The bodice was carefully structured to sculpt the torso with quiet strength, featuring a clean neckline that framed the collarbone with effortless grace. Flowing from the waist, the skirt expanded in a subtle flare, lending the gown movement and drama without overwhelming the sleek silhouette.

The minimal embellishments allowed the beauty of the fabric and the craftsmanship to take center stage, proving that the purest forms of luxury come not from excess, but from masterful restraint. This gown celebrated the modern bride's desire for timeless style, showcasing how clean lines and impeccable fit can create a statement that transcends fleeting trends, making it an heirloom piece for generations.

## Tulle Reverie: A Symphony of Intricate Detail

Intricate tulle served as the beating heart of this wedding gown, transforming it into a breathtaking symphony of artisan craftsmanship and timeless femininity. From the moment it graced the runway, the dress captivated with an intricate mosaic of floral and geometric motifs, each delicately woven and carefully placed to create a narrative of elegance and refinement. The lace extended from a fitted bodice into a flowing skirt, its soft, tactile texture inviting closer inspection and admiration.

An illusion neckline crafted from sheer fabric allowed the lace patterns to seemingly float on the skin, adding an element of mystery and allure. Delicate sleeves, edged with scalloped lace, added modesty without sacrificing sophistication. The silhouette embraced the wearer's form before cascading into a graceful train that followed with effortless fluidity. This gown was more than fabric and thread—it was a testament to the patient artistry of lacemakers and the timeless beauty of handcrafted detail, making it the ultimate choice for brides who cherish tradition wrapped in modern design.







## **Modern Romance: Sculpted Silhouettes Carved from Dreamlight**

Bringing together contemporary design sensibilities and bridal tradition, this white gown stood out as a bold declaration of modern romance. Its sharply sculpted silhouette was crafted to hug the body like a second skin, emphasizing every natural curve with architectural precision and impeccable tailoring. The structured bodice, with its clean strapless neckline, exuded confidence and understated sensuality, while subtle paneling and strategic draping enhanced the dress's dimensionality and fluidity.

The fabric, a smooth blend tulle, moved with the wearer, offering comfort without compromising form. Grand embellishments allowed the gown's silhouette to shine as the centerpiece of the design, making a striking statement that was simultaneously fresh and sophisticated. This gown was crafted for the bride who seeks to blend the timeless romance of wedding day attire with the sharp lines and confident attitude of contemporary fashion, proving that bridalwear can be both daring and deeply elegant.

## Fairytale Fantasy: Whispered Wishes

Overflowing with voluminous layers of whisper-soft organza, this gown evoked the very essence of a fairytale romance, creating moments of enchantment with every movement. The skirt's multiple tiers billowed around the bride like clouds of silk, each layer catching the light to produce a soft, iridescent glow that heightened the gown's dreamy appeal. The off-the-shoulder neckline offered a delicate hint of sensuality, framing the shoulders and collarbone with gentle sophistication.

The bodice was adorned with subtle ruching and hand-applied beadwork, shimmering faintly as if sprinkled with stardust, adding texture and visual interest without overwhelming the softness of the overall design. The interplay of volume and delicacy in this dress made it a perfect choice for brides who desire to embody romantic fantasy while maintaining a refined, modern sensibility. Every step became a storybook moment, as the gown's layers floated effortlessly, making the bride appear as though she had stepped from the pages of a classic love story.





## Regal Grandeur: Embellished with Crystals and Pearls

This collection was nothing short of majestic, crafted to embody regal grandeur and timeless opulence through lavish embellishments that defined each gown. Hand-applied crystals and pearls traced intricate, almost architectural patterns along bodices and cascaded gracefully down skirts, with every element catching the light to create dazzling spectacles of brilliance.

The structured silhouettes, featuring dramatic necklines and sharply defined waists, commanded attention and projected an aura of authority befitting modern-day queens. Long, sweeping trains amplified the sense of occasion, flowing behind each bride with elegant majesty. Beyond their visual impact, these gowns were a celebration of meticulous craftsmanship, with every crystal and pearl placed by hand to ensure perfect harmony and sparkle. Designed for brides who desire to make unforgettable entrances, this collection masterfully blends traditional luxury with bold, contemporary statements of power and beauty.



## Delicate Dream: The Soft Sheath Dress

A delicate dream realized in fabric, this sheath dress was a celebration of simplicity and comfort intertwined with bridal elegance. The lightweight, breathable fabric glided effortlessly over the body, allowing natural movement and ease without sacrificing style. Its soft drape and relaxed fit made it ideal for the modern bride who values comfort but refuses to compromise on sophistication.

The neckline offered a subtle nod to femininity, while exposing shoulders provided a gentle frame without overwhelming the gown's understated charm. Perfect for intimate ceremonies or destination weddings, this dress balanced the need for refined elegance with a fresh, laid-back sensibility. It proved that bridalwear could be as much about feeling beautiful as it is about looking beautiful, capturing a sense of quiet confidence and timeless grace.





## Radiant Poise: Embracing Confidence on Your Special Day

Striking in its refined simplicity, this sleek column dress was the epitome of minimalist majesty. Crafted from buttery silk crepe, the fabric's tactile softness contrasted beautifully with the gown's architectural clean lines and high neckline. The dress embraced a straight silhouette that elongated the figure, emphasizing statuesque grace and understated glamour. A subtle train followed the bride's movements, adding a hint of drama to an otherwise serene design. Every detail was carefully considered—from the precise cut to the flawless construction—resulting in a gown that was both modern and timeless.

This dress spoke to the confident bride who commands attention not through embellishment, but through the power of perfect fit and elegant restraint. It was a quiet yet unforgettable statement of bridal sophistication.





## **The Power of Presence: Detailed Motion at it's Finest**

This collection spoke in a unified language of elegance—soft, refined, and quietly powerful. Each gown brought its own interpretation of modern bridal beauty, from clean lines and fluid silhouettes to delicate embellishments and sculptural draping. While some designs shimmered with subtle beading and translucent layers, others relied on the strength of structure and simplicity to make their statement. There was no single bride imagined here—only the celebration of individuality wrapped in the timeless palette of white. Together, the gowns offered a harmonious balance of tradition and innovation, creating a collection that felt effortlessly cohesive, yet rich with personal expression. It was less about trends and more about truth—each piece reflecting the confidence, grace, and joy.

From statuesque silhouettes made for grand entrances to softer, romantic pieces that whispered rather than shouted, the designs never competed; they conversed. Subtle details—like hand-stitched beadwork, hidden seams, and barely-there textures—rewarded a second look, encouraging the eye to linger, to notice, to feel. Rather than following trends, the collection felt rooted in something deeper: the idea that true beauty is found in authenticity. It offered a spectrum of bridal expressions without insisting on a singular narrative. Every dress, though different, carried the same unspoken message—of quiet confidence, self-assured presence, and the kind of elegance that doesn't demand attention, but effortlessly earns it. Together, these gowns formed not just a collection, but a portrait of modern femininity in bloom.





The collection as a whole was a celebration of refined bridal elegance—unified by its attention to detail, thoughtful silhouettes, and an unwavering sense of modern grace. Each gown told a different story, yet together they formed a cohesive vision: one that honored tradition while embracing quiet innovation. . In every look, there was a sense of confidence, care, and timeless beauty, offering brides not just a dress, but a deeply personal reflection of who they are.



## Beyond the White Wedding Dress: A Celebration of Confidence and Craft











## Relaxed Refinement: Daywear Takes the Spotlight at Link store, Wafi Mall

In the heart of Dubai's Wafi Mall, the Link Store presented a refreshing take on modern casualwear with a fashion show that embraced comfort without compromising sophistication. Set against the backdrop of the mall's elegant interior, the show drew an engaged audience eager to see how everyday fashion could be elevated into something both wearable and expressive.

What emerged on the runway was a curated collection of daywear essentials—relaxed silhouettes, breathable fabrics, and tonal palettes that transitioned seamlessly from morning meetings to weekend strolls. Think crisp linen shirts paired with wide-leg trousers, soft cotton co-ords in desert neutrals, and lightweight jackets thrown effortlessly over tailored shorts. There was a certain quiet confidence to the styling—nothing forced, nothing exaggerated—just well-considered pieces that felt as functional as they were fashionable. The looks leaned into clean layering and subtle structure, creating movement without clutter. A soft emphasis on texture and earthy colors grounded the collection in a sense of place, perfectly attuned to Dubai's blend of urban energy and laid-back luxury. Accessories were kept minimal—canvas totes, understated slides, a few tonal sunglasses—letting the clothes speak in a voice that felt authentic and current.



## Casual Cool Meets Sporty Chic: The Fresh Take on Everyday Teen Style

This casual ensemble strikes the perfect balance between comfort and contemporary style, tailored especially for the youthful energy of today's teens. The crisp white top serves as a clean, versatile foundation—its simple design allowing for easy layering or solo wear, depending on the mood. Paired with cream sporty trousers, the outfit embraces a relaxed yet structured silhouette that moves effortlessly from day to day. What truly elevates the look are the bold orange accents at the cuffs of the trousers, injecting a burst of playful color that breaks the neutral tones and adds an unexpected twist. This subtle yet striking detail draws attention to the ankles, creating a dynamic finish that feels fresh and modern. Together, the pieces offer a harmonious blend of sporty ease and streetwear cool, making it an ideal choice for active teens who want to look put-together without sacrificing comfort. Whether for casual outings, school days, or weekend adventures, this outfit is a versatile staple that effortlessly channels laid-back confidence with a splash of spirited flair.





## Electric Energy: Glamour Meets Playful Pop on the Runway

On the runway, two striking looks captured attention with their bold contrasts and vibrant energy. The first featured sleek black trousers paired with a metallic jewelry-inspired top—its shimmering accents creating a captivating interplay of light and texture that radiated modern sophistication. The outfit balanced edgy glamour with tailored refinement, perfect for those who want to make a confident statement.

In contrast, the second look burst forth with electrifying color: a flashy green top matched seamlessly with a matching flashy green short skirt. The vibrant hue commanded the spotlight, while the playful silhouette emphasized movement and youthful exuberance. Together, these ensembles showcased the collection's dynamic range—from polished elegance to spirited boldness—celebrating style that refuses to be overlooked.



## **All-White Allure: Simple Elegance, Elevated**

The runway was graced by two impeccable all-white ensembles that defined understated elegance through clean lines and sleek tailoring. The first featured fitted white trousers paired with a sleeveless white top, creating a streamlined silhouette that exuded modern sophistication and effortless chic. The crisp tailoring emphasized form without sacrificing comfort, perfect for those seeking minimalist refinement.

Complementing this was a second look that embraced a lighter, more playful spirit: white shorts matched with an elegant sleeveless top. The combination balanced casual ease with polished style, offering a fresh take on warm-weather dressing that remains poised and graceful. Together, these outfits celebrated the timeless allure of monochrome, proving that simplicity can be the ultimate form of luxury.





### **A Burst of Vibrance: A Pop of Color**

The collection showcased a captivating contrast with two standout dresses that balanced whimsy and vibrancy. The first was a flowy mini dress crafted from delicate green tulle, its lightweight layers creating an ethereal silhouette that danced effortlessly with every step. Playful yet elegant, the dress captured a youthful spirit with its soft movement and fresh color.

In contrast, a longer orange dress brought warmth and boldness to the runway. Its rich hue and flowing fabric commanded attention, offering a striking statement of confidence and sophistication. Together, these dresses highlighted the collection's dynamic range—from airy and light to bold and commanding—celebrating femininity in all its lively forms.





### **Youthful Grace: Tailored Whites and Floral Dreams**

The collection effortlessly blended classic sophistication with youthful charm through two standout looks. The first featured a crisp white blazer paired with matching white trousers—an ensemble that exuded polished confidence and modern minimalism.

The second look brought a touch of playful femininity with a knee-length dress adorned in delicate floral prints. Light and breezy, the dress celebrated youthful elegance with its soft patterns and flattering cut, offering a perfect balance between casual ease and refined charm.





## Youthful Elegance: A Harmonious Blend of Poise and Playfulness

This collection beautifully captures the essence of teen fashion by striking a delicate balance between sophistication and spirited charm. Crisp tailoring in monochromatic whites introduces a refined, modern edge, while soft floral prints add a breath of fresh femininity and lightness. Each look is thoughtfully designed to celebrate individuality and confidence, offering versatile pieces that transition seamlessly from day to night. Together, the collection paints a picture of youthful elegance—where classic style meets vibrant energy, empowering young wearers to express themselves with grace and ease.

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