S A S H

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S H U R O O Q S A L M E E N

ABOUT SHUROOQ SALMEEN

The Kuwaiti Fashion Designer Shurooq Salmeen, combines simple concepts with sophisticated designs and as she draws with a deep artistic talent, and a strong passion, she brings up a new level of excellence in the fashion industry.

The creative and gentle touch at her fingertips impresses who ever views her work.

Shurooq began her career in fashion design in 2002. Previously, she studied computer science, industrial management and interior design.

She chose to name her fashion label “Sash” after the ribbon worn around the waist by beauty queens. “Sash” also contains the first letter of her name.

S T O C K I S T S

SASH 2002 Flag Shop, Kuwait City- Kuwait

RIVAAGE- Sunset Mall, Dubai -UAE

House of Fraser- World Trade Center Mall, Abu Dhabi-UAE

RIVAAGE- Royal Plaza Mall, Doha, Qatar

Avenue Collection, Al Ali-Bahrein

S A S H

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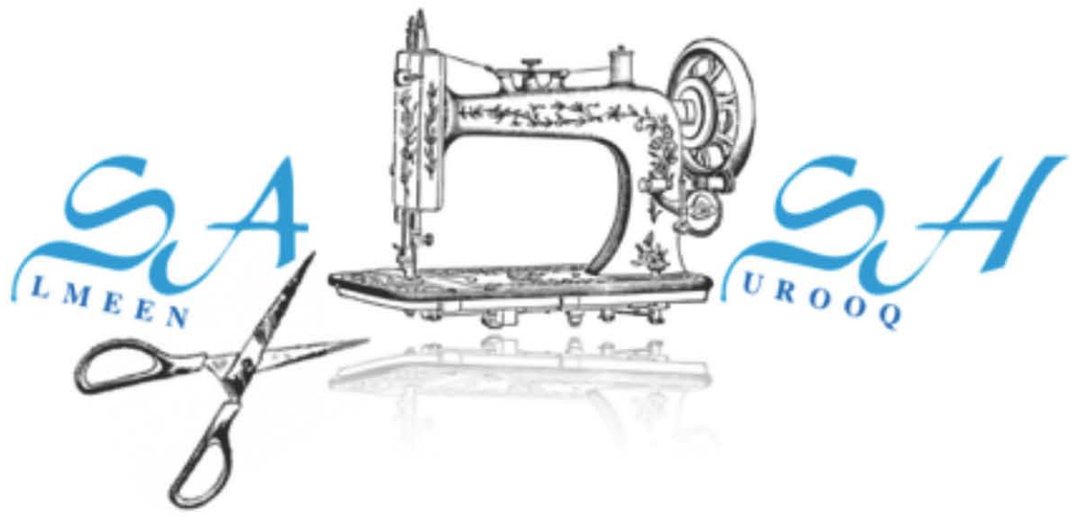
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